

Internship Report

On

Service Strategy of Hotel Holiday Inn

Submitted By:

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ID-BBA1903018051

Major: Marketing

Department of Business Administration

Sonargaon University (SU)

Semester: Summer-2022

Submitted To:

Department of Business Administration

Sonargaon University

Submitted for the partial fulfillment of the degree of Bachelor of Business Administration



Sonargaon University (SU)

Dhaka-1215

Date of Submission: May 12, 2022



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Sharmila Sikder

Lecturer

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Letter of Transmittal

May 12, 2022

To

Sharmila Sikder

Lecturer

Department of Business Administration

Sonargaon University (SU)

Subject: Submission of Internship Report on Service Strategy of Hotel Holiday Inn.

Dear Madam,

This is my pleasure to submit my internship report on Service Strategy of Hotel Holiday Inn which I was assigned to complete. It was a great chance for me to acquire experience and knowledge with respect to practical orientation with Holiday Inn Dhaka City Center.

This report contains the Service Strategy of Hotel Holiday Inn where I worked as an intern for three months. These three months' internship program in this Hotel was pretty a good journey for me. I consider that this internship program has enriched my knowledge, skills and ability which will help me to do better in my future career a lot. Moreover, I have tried my level best to prepare this report to be as much informative and relevant as possible. To make this report more valuable I have reviewed some books, journals, articles and annual reports of Holiday Inn Dhaka City Center.

Sincerely yours,

Mahzuzah Rafahat

ID- BBA1903018051

Major: Marketing

Department of Business Administration

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Declaration of Student

This is to notify that the internship report on “Service Strategy of Hotel Holiday Inn”, has been prepared as a part of my internship formalities. It is an obligatory part for my BBA program to submit an internship report. Moreover, I was inspired and instructed by my supervisor Sharmila Sikder, Lecturer, Faculty of Business, Sonargaon University. I am further declaring that I did not submit this report anywhere for awarding any degree, diploma or certificate.

Sincerely yours,

Mahzuzah Rafahat

ID- BBA1903018051

Major: Marketing

Department of Business Administration

Sonargaon University (SU)



Letter of Authorization

Certified that this internship report titled on “Service Strategy of Hotel Holiday Inn” is a bonafide work of Mahzuzah Rafahat, who carried out the research under my supervision. Certified further that to the best of my knowledge the work reported herein does not form part of any other report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

Sharmila Sikder

Lecturer

Department of Business Administration

Sonargaon University (SU)



Acknowledgement

In the beginning I would like to express my gratefulness to the almighty God who has given me the opportunity to go through the whole procedures of internship and to write a report in this regard successfully.

Internship report is a crucial part of BBA program as one can gather practical knowledge and skills within the period of three months by observing and performing the daily activities of a chosen organization. In this regard my internship has been arranged in Hotel Holiday Inn Dhaka City Center.

At first, I would like to acknowledge my heartiest gratitude to the Honorable Faculty Sharmila Sikder, Lecturer, Sonargaon University, who has given me full support, ideas and constant supervision throughout the semester for preparing this report. I am thankful to her for how she guided me with her extreme consistency I every aspect to make their report a successful one.

Furthermore, I would like to thank Mr. Dhiraj Roy, Director of Sales and Marketing, and all other employees of Hotel, for giving me essential information and guidance.

Finally, I convey my heartfelt thanks to my parents forth discontinuous support both financially and emotionally throughout my under graduate program at Sonargaon University.

Executive Summary

Holiday Inn Dhaka City Center is the newest established hotel in Bangladesh. It has a huge branch operation worldwide. The current study aims are to get acquainted with the organizational structure of Holiday Inn and understand the orientation of application of the theoretical learning acquired from conceptual concentration in the undergraduate program. The major objectives of this study are to determine how service is provided to its visitors and the revenue earning sources. To identify the pattern of revenue sources elements. One recommendations and suggestions have been made to improve both the pattern of hotel revenue and the trend of earnings from various resources.

In this report, the author have analyzed Holiday Inn in a broader perspective. In other words, author have investigated the marketing perspective of the Holiday Inn in a detailed manner in order to understand its current market positioning, as well as, to recommend some vital measures for the hotel. The report starts with a brief introduction and background of the hotel, and then it investigates different aspects of the hotel as well as its management regarding the marketing of the hotel. For instance, the author have analyzed SWOT, and other elements of the Holiday Inn to conclude the current positioning and future recommendations for the hotel. The report concluded that in the Hotel Industry Holiday Inn is flourishing; however, there are some deficiencies that are needed to be covered by the management. The author have offered some recommendations for covering such deficiencies.

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Chapter One

Introduction

1.1 Introduction

The service industry, sometimes called the tertiary sector of the economy, consists primarily of the sale of “intangible goods.” Employing a greater part of the workforce than the primary (agriculture and mining) or secondary (manufacturing) sectors, the service industry is the source of soft-sector employment such as the hospitality industry, restaurants, healthcare and hospitals, real estate, legal and other professional services, education, and the media. “Service industry” and “service sector” are to be understood differently than “service economy,” which is a model of doing business in which service can be emphasized even though the core of the business is the sale of physical goods

1.2 Rationale of the Study:

As a result of growing economy and emerging competitors in the field of the Hospitality industry, the guest expectations have increased than ever before. Analyzing the current situation, Hotels especially the Chain Hotels are trying to come up with new ideas and services to attract more guests. Moreover Hotels perform an important role to serve the needs of the society in various sectors for instance: Tourism, growth of trade, commerce and foreign exchange. Holiday Inn Dhaka City Center has already started as one of the renowned hotels because of its Brand Power and Guest Services. The Hotel performs their all activities according to the principles of IHG Rules. In this report I have given all my efforts to represent my work experience and knowledge about their performance, difficulties, opportunities and prospects on the ground of general Hotels.

1.3 Origin of the Report:

The internship program is a compulsory requirement for the students who wish to become a B.B.A graduate from Sonargaon University. For completing my internship program, I worked with a host organization named Holiday Inn City Center. Furthermore, I have prepared this report on my practical experience on the daily training activities, theoretical knowledge and under the close direction of my official supervisors and colleagues. Thus, the report entitled "Service Strategy of Hotel Holiday Inn "has been accomplished as a fulfillment of BBA program credited by the Sonargaon University.

1.4 Objectives of the Report:

Broad Objective: Internship is the process to acquire work experience in specific industries. It offers proactive chance to work in the desired field. It helps the interns to identify how their course of study applies to the real world and how to deal with it. Regarding my internship, the prime objective of the study is to know practically the functions of promotional Activates system studied on Holiday Inn City Center Dhaka.

Specific Objective:

1. To identify the key purposes of promotional Activates
2. To imply theoretical knowledge into practical areas of work.
3. To measure the customer opinions on service quality and customer satisfaction towards the promotional Activities.
4. To assess the performance and categorize problems related to promotional Activaties of Hotel Holiday Inn..

Chapter Two

Literature Review

2.1 Literature Review

To find relevant literature that focuses on smart services, a systematic search was performed. To ensure a structured and broad overview, the approach by Webster and Watson (2002) was chosen as the underlying methodology.

According to Vom Brocke et al. (2009), validity and reliability are essential components of a rigorous literature search. In general, validity is defined as the degree of accuracy, and, for a literature review, the validity is regarded as the degree to which all publications relevant to a topic are discovered (Vom Brocke et al. 2009).

For this study, the validity of the literature search was considered by examining the selected databases, the predefined search terms, the performance of forward and backward searches, and the use of the TSISQ (Koukal et al. 2014).

The TSISQ uses the concept of latent semantic indexing and is an extension of conventional term-matching methods. Reliability is generally understood to be the formal precision of a scientific study. In the case of a literature search, reliability is the replicability of the search process; thus, it is necessary to comprehensively document the search process (Vom Brocke et al. 2009).

Inclusion and exclusion criteria were defined to identify the most relevant articles.

Publications that were non-academic articles or not peer-reviewed were filtered out. However, to be sure of achieving a broad literature review, the search was not limited to high-ranking journals and conferences. According to Webster and Watson (2002), a topic-centric view of the literature is much more valuable than a view limited to a few top journals. Articles that were not written in English were excluded, which is why only English search terms were used to identify relevant literature. It was assumed that potentially relevant articles in the field of smart services would be in English because most researchers write in English, aiming to address a broad target group. To avoid regional overrepresentation of research in the formal analysis, articles in other languages were excluded. This choice also helped avoid regional bias based on differences in research topics.

After implementing the named inclusion and exclusion criteria, 10,012 potentially relevant hits remained. In this literature review smart services are viewed from an ISR perspective. Articles in different disciplines such as history or art were excluded. This criterion was applied by using the filters whenever possible while searching the different databases and disciplines.

A publication by Bianchi (2015), which includes a discussion of the roles of risks and trust in art exchanges, is an example of an article that was not from the ISR field and thus excluded. Additionally, articles that only used the terms smart/digital/electronic service, without subsequently focusing on these topics, were not considered.

One example is a technical analysis and presentation of strategies for network scenarios (Sohn and Gwak 2016). Most of the articles were found using second and third search terms; that is, they contained the terms “digital” or “electronic”, but not “smart”. The definition of smart services presented earlier was used to determine whether an article was using the terms “digital service” or “electronic service” as a synonym for smart services. Implementing this criterion led to a large reduction in potentially relevant articles, because most of the articles that used the second and third search terms did not consider “smart” services in accordance with the definition presented in this article.

Appendix Table 4 shows the number of hits and their reduction for each search term in the different databases. If it was not possible to decide whether the terms used in an article complied with the definition of smart services considered in this article, the full text was examined. An article by Mecella and Pernici (2001) is an example of a hit using the search term “electronic service” that was eventually excluded. They define electronic services as open, developed for interaction in an organization and between organizations and as easily composable. Using this definition, electronic services are not necessarily based on context information or data analytics.

Following the search described above, both a backward and a forward search were conducted (Webster and Watson 2002). For the backward search step, the citations of the articles were screened manually for additional relevant literature. Google Scholar was used for the forward search to find articles that cited the identified literature, resulting in seven additional articles. Finally, the literature tool TSISQ (Koukal et al. 2014) was used to enhance keyword-based search via latent semantic indexing. The tool compares unstructured texts and identifies semantically similar texts in a database. The database contains IS literature from the “AIS basket of eight” and other IS conferences and led to the identification of two further articles.

In total, 109 articles were considered in the literature review. Figure 2 illustrates the literature search process. In the second phase of the literature review an analysis of the identified articles was conducted, involving the following steps: identifying relevant aspects and issues, categorizing them and discussing the highlights and results. First, a formal exploration of the 109 articles was conducted. The years of publication were examined to identify a possible trend. The identified industries used as context were also determined. Next, the articles were analyzed thematically. The smart service lifecycle explained in section two was used to identify the phases covered by each article. During analysis, it was found that considering the service lifecycle is helpful for organizing the relevant publications.

Associating research with a specific lifecycle phase enabled us to draw more concrete conclusions and to better understand the opportunities and challenges. For each article in the literature review, it was determined which phases of the smart service lifecycle were covered. The service lifecycle is also relevant in practice. Niemann et al. (2009) indicated that a given topic must be examined at multiple points in the smart service process. All existing publications focus on specific lifecycle phases but do not consider the entire lifecycle. The considered topics were also analyzed. In the different phases it is focused on different topics. As not all articles identified can form part of the findings section, publications are selected that, in total, represent the diversity of research results.

Chapter Three

Brand Overview

Brand Overview

Holiday Inn is a multinational brand of hotels, part of the LSE-listed InterContinental Hotels Group. Originally a U.S. motel chain, today it is one of the world's largest hotel chains, with 435,299 bedrooms in 3,463 hotels globally hosting over 100 million guest nights each year. Holiday Inns, Inc. was renamed "Holiday Corporation" in 1985 to reflect the growth of the company's brands, including Harrah's Entertainment, Embassy Suites Hotels, Crowne Plaza, Homewood Suites, and Hampton Inn. In 1988, Holiday Corporation was purchased by UK-based Bass PLC (the owners of the Bass beer brand), followed by the remaining domestic Holiday Inn hotels in 1990, when founder Wilson sold his interest, after which the hotel group was known as Holiday Inn Worldwide. The remainder of Holiday Corporation (including the Embassy Suites Hotels, Homewood Suites, and Hampton Inn brands) was spun off to shareholders as Promus Companies Incorporated. In 1990, Bass launched Holiday Inn Express, a complementary brand in the limited service segment. In 1997, Bass launched a new hotel brand, Stay Bridge Suites by Holiday Inn, entering the North American upscale extended stay market. In March 1998 Bass acquired the InterContinental brand, expanding into the luxury hotel market. In 2000 Bass sold its brewing assets (and the rights to the Bass name) and changed its name to Six Continents PLC. InterContinental Hotels Group (IHG) was created in 2003 after Six Continents split into two daughter companies: Mitchells & Butlers PLC to handle restaurant assets, and IHG to focus on soft drinks and hotels, including the Holiday Inn brand. The brand name Holiday Inn is now owned by IHG, which in turn licenses the name to franchisees and third parties who operate hotels under management agreements. On October 24, 2007, IHG announced a worldwide relaunch of the Holiday Inn brand, which spelled trouble for the remaining motels. The relaunch is "focused on delivering consistently best in class service and physical quality levels, including a redesigned welcome experience [and] signature bedding and bathroom products." The first relaunched Holiday Inn opened in the US in spring 2008. Currently there are more than 2,500 relaunched Holiday Inn brand hotels around the world including India, and the Holiday Inn global brand relaunch process was completed by the end of 2010. By then, the majority of the HI motels were removed from the chain, with a few exceptions (In the 1980s and 1990s, HI hotels were built alongside the motel properties [i.e. Baton Rouge, Louisiana] in order to provide more amenities and newer rooms). When the relaunch occurred, these motels were either demolished or closed off, even if a full-service hotel was already on site. Today, less than 10 Holiday Inn motels still fly under the flag, others having been replaced by newer Holiday Inn Express locations or have switched to other chains. In September 2008, IHG announced the creation of a new timeshare brand, Holiday Inn Club Vacations, a strategic alliance with The Family of Orange Lake Resorts.



3.1 Company Profile Overview

The Hotel is located on the picturesque Hatirjheel in Dhaka with direct Lake access. The Holiday Inn Dhaka offers hotel accommodation that is a unique blend of traditional Bengal and contemporary architecture. Situated 50 minutes away from the Hazrat Shahjalal International Airport the hotel is ideally located for a relaxing and work-friendly trip in Dhaka. Our 187 rooms and suites offer comfort and serenity combined with modern amenities with an option of a lake view

Pool view or lake view when travelling for a family retreat take advantage of the kids playground and activity zone or just unwind at the outdoor pool and revitalize at the Spa offering multiple ayurvedic treatments. Experience a choice of Bangladeshi and International cuisines at Attitude our All Day Dining restaurant. Rediscover the ethnic flavors of the Far East at the exquisite Whispers of the Orient or try out our pizzas at the White Lotus Restaurant. The Bar, Shardul Bar, offers a relaxing view of the Hatirjheel lake. Organize your special wedding day, corporate retreats or productive meetings at the Holiday Inn Dhaka, offering the largest ballroom at 3000 sq. ft. and able to accommodate up to 400 guests. As you enter the Lobby, an unparalleled state of the work architecture awaits. It is located just 200 meters from the Hatirjheel. Facilities provided by Holiday Inn Dhaka facility: -Lake view and Pool View -Elegant, centrally air-conditioned, standard rooms with an option of either a pool or lake view. Spacious and delightfully appointed. Each room features twin beds or double beds, a well-appointed work desk and comfortable seating arrangements. Other facilities in the room include a mini bar, tea/coffee makers, electronic safes, luxurious bathrooms with bath tubs, hair dryers, wardrobe, direct dialing facility, color television with live satellite entertainment & news transmissions. The Deluxe rooms emit grace, elegance and the highest levels of comfort. They come with options of either a pool or garden view. Graciously captivating, they feature beautiful decor and superb furnishings. Each room features twin beds or double beds, a well-appointed work desk and comfortable seating preparations. Other facilities in the room include a mini bar, tea/coffee makers, electronic safes, luxurious bathrooms with bath tubs, hair dryers, wardrobe, direct dialing facility, Color television with live satellite entertainment & news transmissions The Deluxe sea facing rooms The Deluxe sea facing rooms give you offer a beautiful panorama, a dazzling view of the Hatirjheel. Each room features twin beds or double beds, a well-appointed work desk and comfortable seating arrangements. Other facilities in the room include a mini bar, tea/coffee makers, electronic safes, luxurious bathrooms with bath tubs, hair dryers, wardrobe, direct dialing facility, color television with live satellite entertainment & news transmissions.

Company Name	Holiday Inn Dhaka City Centre
Corporate Location	23 Shahid Tajuddin Ahmed Sharani, Dhaka 1208
Sales Center	Dhaka
Legal Status	Private Limited Company
Chairman	Md. Alam Ahmed
Bankers	IFIC Bank



IHG Rewards Club

IHG Rewards Club dates back to 1983 and has the distinction of being the first hotel loyalty program in the world. It currently includes over 76 million members, which makes it the world's largest hotel loyalty program. InterContinental Hotels Group is comprised of over 679,000 rooms in more than 4,600 hotels in nearly 100 countries. IHG brands include InterContinental Hotels & Resorts, Crowne

Plaza Hotels & Resorts, Hotel Indigo, Holiday Inn, Holiday Inn Express, Stay bridge Suites and Candlewood Suites. Two new brands include EVEN Hotels, aimed at health-minded business and leisure travelers, and HUALUXE Hotels & Resorts.

Members can choose to earn either IHG Rewards Club points or airline miles for their stays. Stays at InterContinental Hotels & Resorts earn 2,000 points at properties outside the U.S., Canada, Mexico, Latin America and Caribbean or 10 points for every dollar spent on eligible charges within these locales. Stays at all other brands earn 10 points per dollar spent, except for Stay bridge Suites and Candlewood Suites where members earn five points per dollar. Members earn 600 to 2,000 points per stay at ANA Hotels in Japan depending on the hotel, or members may opt for airline miles. Eligible charges include food and beverage, telephone, laundry and in-room movies charged to the member's room. Members can earn additional points through partnerships including a co-branded credit card, car rentals, dining, cruises, retail, energy services, Diners Club, e-Rewards and e-Miles. HG Rewards Club members also can take advantage of Hotels Anywhere awards with redemption rates starting at 10,000 points per night at thousands of competitor hotels. Our search for one night in a London hotel in May resulted in options from 25,000 points for a three-star hotel to 593,000 points for The Savoy. Membership Levels You can qualify for different membership levels depending on how often you stay at IHG properties and how many points you earn in a calendar year. The Rewards Club program is divided into four levels: Club, Gold Elite, Platinum Elite and Spire Elite. You can also become an InterContinental Ambassador for an extra fee or a Royal Ambassador by exclusive invitation. Club, Gold Elite membership includes Benefits such as Ability to earn and use points, Extended check-out, Free amenities. Platinum Elite, Ambassador Status, Royal Ambassador Status membership include Benefits such as Ability to earn and use points, free room upgrades, Priority check-in/out, free amenities

3.2 Mission, Vision, Goal

Mission

To make a difference in the lives of the individuals we touch every day, by working together to deliver commitment, personalized service and a superior hospitality product by upholding a strong moral system and actively participating in the community.

Vision

Our Vision is to become one of the world's great companies. For us this means having great brands which lie at the heart of Great Hotels Guests Love.



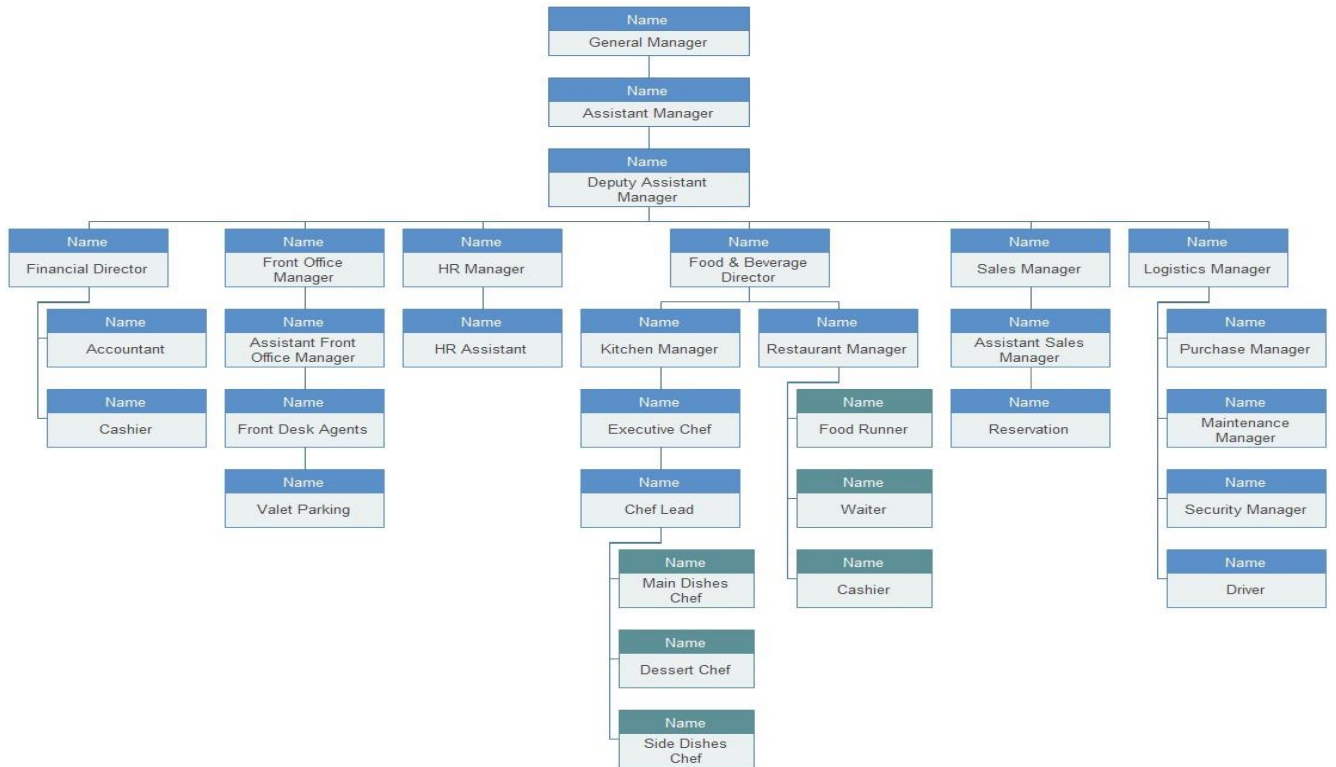
Company Goal

To make a difference in the lives of the individuals we touch every day, by working together to deliver commitment, personalized service and a superior hospitality product by upholding a strong moral system and actively participating in the community.

3.3 Departments

1. **Front Office:** It is the most important department of the hotel. The main function of this department is to give warm welcome to the guest. It helps to create good image in front of the guest. This is the first department where guest comes in contact with. It generates the maximum revenue for the hotel as it sells room to the guests. This also includes sub departments like reservation, Bell desk, and Information desk. It also provides some facilities like concierge service to the guest.
2. **House Keeping:** This department is responsible for cleaning and maintaining hotel premises which include public area, guest rooms, lobby, swimming pool area etc. generally this department is not visible to the guest. It works for guest satisfaction through keeping the environment clean and hygiene. Horticulture is one of the most important features of housekeeping department which deals with different types of flower arrangement and maintaining the garden. This department works to give pleasant look of the hotel to the guest.
3. **Food and Beverage Service:** It is a department which serves food and beverage to the guest in a very attractive and pleasing manner, which creates good impression on the guest. There are several kind of food and beverage outlet like restaurants, Bars, Coffee shops, take away banquets etc. It is second most revenue producing department of the hotel by selling different types of food and beverage to the guest.
4. **Food and Beverage Production:** It is a department with deals with the preparation of different types of food items. It is not a visible department to the guest because it usually works in the back area. It makes the food more delicious and attractive by different styles of cooking method. Different cuisine has their own kitchen and specialized chef to work on it according to their skills. Bakery departments comes under this which include preparation of desserts, breads etc.

3.4 Organizational Structure:



Chapter Four

Service Strategy

Of Hotel Holiday Inn

In 2020, we evolved key elements of our strategy to further strengthen our ability to drive future growth.

Our ambition to deliver high-quality, industry-leading net rooms growth is unchanged, driven by continued investment in enhancing our guest and owner offer and developing our brands at scale in high-value markets. Over the long term, with disciplined execution, this drives sustained growth in cash flows and profits, which can be reinvested in our business and returned to shareholders.

What has evolved is how we execute against our strategy, in terms of what we priorities, the behaviors we champion, and the purpose that guides us. Listening to stakeholders, we've evaluated what's most important, not just to IHG's growth, but how we grow, taking into account all we've learnt from dealing with Covid-19 and planning for a strong recovery over time.

Our evolved priorities put our brands at the heart of our business, and our owners and guests at the heart of our thinking. They recognize the crucial role of a sophisticated, well-invested digital approach, and ensure we meet our growing responsibility to care for our people and make a positive difference to our communities and planet.

Our purpose, ambition and strategy

OUR PURPOSE

True Hospitality
for Good

OUR AMBITION

To deliver
industry-leading
net rooms growth

OUR STRATEGY

Use our scale and expertise to create the exceptional guest experiences and owner returns needed to grow our brands in the industry's most valuable markets and segments. Delivered through a culture that retains and attracts the best people and embraces opportunities to positively impact the world around us.

PRIORITIES



Build loved and trusted brands



Customer centric in all we do



Create digital advantage



Care for our people, communities and planet

BEHAVIOURS



Move fast



Solutions focused



Think return



Build one team



4.1 How Holiday Inn drives demand

Scale

Around 6,000 hotels and 885,000 guest rooms in more than 100 countries

Brand portfolio

We have 17 brands serving different guest needs all around the world

IHG® Rewards

One of the world's largest hotel loyalty programs

Web/Mobile

Mobile friendly branded websites, offering over 158 brand/language combinations

Food and beverage

13% of total gross revenue in 2021 is non-rooms revenue, with 11% coming from food and beverage

Commitment to clean

Redefining cleanliness using science-led protocols and service measures through IHG Way of Clean

Call centres

9 Guest Contact Centres around the world, covering 12 languages

Revenue Management

World class systems

Sales force

Global Sales force of nearly 15,000

System Fund

Annual fund to maintain marketing and systems that generate demand for our hotels



4.2 Marketing Mix Product

Holiday Inn is the product produced by IHG which is a holdings company. It generates its revenue by selling the right to franchise the managing hotel.

Pricing-IHG developed the brand with the view to connect every type of people around the globe. It basically divides the market into segments of the standard of living of guest i.e. high scale, luxury or middle scale and keep the price accordingly.

Place

Holiday inn Dhaka is placed at unique location in Dhaka City where customers can visit and get a peaceful and stress less environment. It is also an ideal place for local wedding.

Promotion-Holiday inn Dhaka has sponsored travel agents who helps with the promotion, also various ratings and reviews helps the hotel. One of the main source of promotion is the word of mouth. Holiday Inn hotel have many competitors; a positive word of mouth can help in gaining many customers.

Customer Analysis

The customers are divided into different groups which are explained below.

FITFIT is defined as the independent travel and travel planning of a single person or family group. When people travel, there are many ways to go and equally many ways to see and experience a world of possible destinations. Despite there being so many options in travel and ways to experience destinations, it can all be narrowed down to two, separate categories of classification: independent travel and planning and dependent travel and planning.

MICE

Meetings, incentives, conferences and exhibitions (MICE) is a type of our large groups, usually planned well in advance, are brought together.



Chapter Five

Findings and Analysis

5.1: S.W.O.T ANALYSIS

Strengths-

- 1.High brand recall and visibility due to excellent advertising
2. Over 1200 hotels worldwide
3. Entering new markets across continents
4. Parent company has a high brand value as well
5. Offers a range of hotels to choose from
6. Over 100 million guest nights per annum shows customer satisfaction
- 7.Perfect for destination wedding.
- 8.Peaceful environment with no sound or smoke pollution.

Weakness-

- 1.Still trying to increase penetration in the emerging economies
2. Huge number of competitors means limited market share

Opportunities-

- 1.Travelers are looking for new destinations.
- 2.Region specific seasonal offers.

Threats-

1. Increasing costs for operations indirectly affecting hotel rates
2. Decline in tourism industry due to terror activities, climate changes etc.
3. Intense competition globally from renowned as well as local hotel

Porter's Five Force Analysis

- 1.Threat of New Entrants.
2. Bargaining Power of Suppliers.
3. Bargaining Power of Consumers.
4. Competition
5. Threat of Substitutes

THREAT OF NEW ENTRANTS

The threat of new entrants is medium because the cost setup a new hotel is very high and also there are many other branded hotels

BARGAINING POWER OF SUPPLIERS

Holiday Inn Dhaka has a tie up with a primary supplier. Holiday inn offered with the minimum prices as there is an understanding between both the companies.

BARGAINING POWER OF CONSUMERS

The bargaining power of consumers is very high since it's more of pricing and 5 star offerings for that price.

COMPETITION

The competition or rivalry is very high for Holiday inn Dhaka. The main competitors are The Westin Dhaka, Radisson blue Dhaka, Renaissance Dhaka, Pan Pacific Sonargaon.

5.2 THREATS OF SUBSTITUTES

The major threat of substitutes for Holiday Inn Hotel are hotels located around like Pan Pacific Sonargaon and Intercontinental Dhaka.

Chapter Five
Recommendations
&
Conclusion

6.1 Recommendations

After analyzing service strategy of The Holiday Inn: A study on The Holiday Inn through several viewpoints such as company insight, customer insight, and market competitiveness analysis it is found that The Holiday Inn is positioned itself as a friendly life-style provider and one of the newest hotels in Bangladesh among its competitors. Here are some suggestions are listed below to improve few parts that are need to be improved according to my academic and conceptual knowledge.

- a. Increasing Advertising Campaigns Extensive promotional activities are needed to be conduct to attract all Bangladeshi as well as international tourists to visit the hotel.
- b. Offer incentives to interested clients to generate loyal customers or retain customers, The Holiday Inn must send you promotional offers, discount offers, so that they can return to the hotel when they choose the hotel for the next visit.
- c. Assign more marketing budgets during peak booking periods The Holiday Inn must identify the peak booking periods at the beginning of the holidays in Bangladesh. Occasional festivals should also be considered a seasonal booking period.
- d. Make sure you target the right audience The recipients of The Holiday Inn are everyday people who are here either for leisure or work. These people book differently, travel differently and have different budgets. That's why tools like revenue targeting will be useful. While this may seem obvious, there are still other ways to divide the public into marketing The Holiday Inn. If necessary, The Holiday Inn may have to divide its audience in two, three or even four separate hotel campaigns to send the right message to the right potential customer.
- e. Be easily search online; Today's travelers have the power to do their own comparative research without even leaving the bed. Therefore, if The Holiday Inn is not easy to find online, it is not surprising that your bookings are rare. The Holiday Inn must be EVERYWHERE online for any bookings so that visitors can find the resort promotion in the corresponding window when they have to book accommodation in Dhaka.
- f. Remarketing is an essential element of hotel marketing because travelers are distracted not only by daily distractions (like phone notifications and crying children), but also by the fact that they can choose from hundreds of other options. With remarketing, The Holiday Inn can reduce the abandonment rate and close more bookings by showing interesting graphic ads to people who have recently visited your site, reminding them that The Holiday Inn is present and guiding them over the weekend process. Try to show them an agreement to get an additional bonus to book with The Holiday Inn instead of their competitors and simplify the booking process as much as possible.

6.2 Conclusion

The aim of the report was to analyze the service strategy of The Holiday Inn. To analyze the strategic market positioning three major parts are analyzed and they are: company, customer, & competitor analysis. While analyzing the company, it was found that:

- (a) Holiday Inn Dhaka belong to the everyone and every price category. Therefore, according to the previous classification, the type of pricing strategy adopted by Holiday Inn can be specified as cost friendly.
- (b) To provide a homely life style, the Holiday Inn will always utilize the best resources that can give the customers a real life family feelings and share memories that can be remarkable in its customer's life.
- (c) The place is highly attractive to the domestic and national tourists to visit.
- (d) The company's official website is a useful service publishing platform, as it has a wide range of features that can provide practical customer support, such as event planning, meeting times, booking rooms, wedding plans, and airport transfer.
- (e) The Holiday Inn are lacing all kinds of promotional strategies to attract the attention of customers, such as newspaper ads, referrals, public relations use, discount offers, etc.

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