

Summer Internship Report
(Bay 15, Odxel - Dona Paula)



Report submitted by
Adrian Andre Andrade

Roll No: 2001

First Year Masters of Business Administration
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Under the Guidance of Lecturer and Project Mentor

Ms. Purva Hegde Desai

Goa Business School

Panjim – Goa.



DECLARATION

I declare that this report is done by Mr. Adrian Andre Andrade, and it has not previously formed the basis for the award of any degree or diploma or other similar title.

Class: - FYMBA

Name: Adrian Andrade

Roll No: 2001

Signature:

Date: 14th August, 2021



CERTIFICATE

This is to certify that this report is a record of work done by name of student under my guidance to the best of my knowledge and that it has not previously formed the basis of an award of any degree or diploma at the Goa University or elsewhere.

Signature

Ms. Purva Hegde Desai

(Lecturer & Project Mentor, Department of MBA)



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1.INTRODUCTION TO THE HOTEL INDUSTRY

The Indian hospitality industry has emerged as one of the key industries driving growth of the services sector in India. It has evolved into an industry that is sensitive to the needs and desires of people. The fortunes of the hospitality industry have always been linked to the prospects of the tourism industry and tourism is the foremost demand driver of the industry. The Indian hospitality industry has recorded healthy growth fueled by robust inflow of foreign tourists as well as increased tourist movement within the country and it has become one of the leading players in the global industry

One of the fastest growing sectors of the economy today is the hotel industry. The hotel industry alone is a multi-billion dollar and growing enterprise. It is exciting, never boring and offers unlimited opportunities. The hotel industry is diverse enough for people to work in different areas of interest and still be employed within the hotel industry. This trend is not just in India, but also globally.

Modern hotels provide refined services to their guests. The customer's or guests are always right. This principle necessitated application of management principles in the hotel industry and the hotel professionals realized the instrumentality of marketing principles in managing the hotel industry. The concept of total quality management is found getting an important place in the marketing management of hotels. The emerging positive trend in the tourism industry indicates that hotel industry is like a reservoir from where the foreign exchange flows. This naturally draws our attention to hotel management.

Like other industries, the hotel industry also needs to explore avenues for innovation, so that a fair blending of core and peripheral services is made



possible. It is not to be forgotten that the leading hotel companies of the world have been intensifying research to enrich their peripheral services with the motto of adding additional attractions to their service mix. It is against this background that we find the service mix more flexible in nature. The recruitment and training programmes are required to be developed in the face of technological sophistication.

1. Economy

The Indian tourism and hospitality industry have emerged as one of the key drivers of growth among the services sector in India. Tourism in India has significant potential considering the rich cultural and historical heritage, variety in ecology, terrains and places of natural beauty spread across the country. Tourism is also a potentially large employment generator besides being a significant source of foreign exchange for the country.

In FY20, tourism sector in India accounted for 39 million jobs, which was 8.0% of the total employment in the country. By 2029, it is expected to account for about 53 million jobs.

According to WTTC, India ranked 10th among 185 countries in terms of travel & tourism's total contribution to GDP in 2019. During 2019, contribution of travel & tourism to GDP was 6.8% of the total economy, ~ Rs. 13,68,100 crore (US\$ 194.30 billion).

2. Market Size

India is the most digitally advanced traveler nation in terms of digital tools being used for planning, booking, and experiencing a journey. India's rising middle class and increasing disposable income has supported the growth of domestic and outbound tourism.

During 2019, foreign tourist arrivals (FTAs) in India stood at 10.93 million, achieving a growth rate of 3.5% y-o-y. During 2019, FEEs from tourism increased 4.8% y-o-y to Rs. 1,94,881 crore (US\$ 29.96 billion). In 2019, arrivals through e-Tourist Visa increased by 23.6% y-o-y to 2.9 million. In



2020, FTAs decreased by 75.5% YoY to 2.68 million and arrivals through e-Tourist Visa (Jan-Nov) decreased by 67.2% YoY to 0.84 million. As of March 2021, the e-Tourist Visa facility was extended to citizens of 171 countries.

By 2028, international tourist arrivals are expected to reach 30.5 billion and generate revenue over US\$ 59 billion. However, domestic tourists are expected to drive the growth, post pandemic.

International hotel chains are increasing their presence in the country, and it will account for around 47% share in the tourism and hospitality sector of India by 2020 and 50% by 2022.

As per the Federation of Hotel & Restaurant Associations of India (FHRAI), in FY21, the Indian hotel industry has taken a hit of >Rs. 1.30 lakh crore (US\$ 17.81 billion) in revenue due to impact of the COVID-19 pandemic.

3. Investments

India was globally the third largest in terms of investment in travel and tourism with an inflow of US\$ 45.7 billion in 2018, accounting for 5.9% of the total investment in the country.

Hotel and Tourism sector received cumulative FDI inflow of US\$ 15.61 billion between April 2000 and December 2020.

Indian government has estimated that India would emerge with a market size of 1.2 million cruise visitors by 2030-31. Dream Hotel Group plans to invest around US\$300 million in the next 3-5 years for the development of the cruise sector in India.

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2.INDUSTRY CHARACTERISTICS

Major characteristics of the Indian hospitality industry are:

1.High Seasonality

The Indian hotel industry normally experiences high demand during October–April, followed which the monsoon months entail low demand. Usually, the December and March quarters bring in 60% of the year’s turnover for India’s hoteliers.

However, this trend is seeing a change over the recent few years. Hotels have introduced various offerings to improve performance (occupancy) during the lean months. These include targeting the conferencing segment and offering lucrative packages during the lean period.

2.Labour Intensive

Since the hospitality industry is service oriented in its nature, it requires a huge supply of labor to create a memorable experience for the customers. This characteristic is especially true for those enterprises which target high-ended customers. For example, staff-to-guest ratios are high in fine dining restaurants and 5-star hotels which aimed at providing one-on-one services to their customers.



3.Intangibility

Service cannot be seen, tasted, heard, or smelled and measured before they are received. So, hospitality service staffs should give special attention to personalizing service etiquette, hospitality conversation, quality of service, equipment, friendly environment as well as the quality of products. Here, the customers just feel and have experience of services provided by Service stalls. If the guests are satisfied with the products and services they come back again and again.

4.Variability

Services have highly variability the same room or food gives a different level of satisfaction with the different customers at different times so the guests can have different experiences. The same guest receives different feelings at different times. The quality of service does not only depend upon what we serve also depends on how we serve. And also depends upon how the customer receives it.

5.Perishability

In the hospitality industry, service cannot be stored because they are highly perishable. Unused 'service of today cannot be sold the next day; the guest's rooms of hotels are highly perishable. They cannot be stored to sell the next day. Hospitality services have a time frame for utilization.

6.Heterogeneity

In hospitality, the system of products and services may vary from one to another establishment. This is the essence of hospitality. So, the guests have various options to choose from. The same soup offered by hotel A may be different from hotel B, the same type of guest room offered by hotel A may have different amenities that hotel B. The facilities, the methods of preparation, the brand, the service staff, the complementary offered to play a vital role in the guest's reaction.

7.Relationship Building



The hospitality industry highly depends on repeated customers for survival. Building long term relationships with customers can benefit the organizations for generating stable revenues regardless of the instability of seasons and at the same time, developing brand reputations through positive word-of-mouth of the repeated customers. In order to develop brand loyalty, different methods are currently applied by the lodging and foodservice sectors, such as membership programs that give privileges and incentives to frequent customers. However, top management of organizations does believe that the informal ways of building friendship between front-line staff and customers through a high degree of personal attention and customization can win the loyalty of customers in the long run.

8.Diversity in Culture

Staffs who work in a hospitality organization always have interactions with customers from different regions or to work and corporate with other colleagues who may have different backgrounds cultures. Due to their differences in religious beliefs and values, some conflicts and misunderstandings can easily occur. Therefore, staff should be open-minded and come up with solutions together in resolving problems in their duties. For example: From the customers' perspective, some of them abstain from meat due to their religious beliefs or habit. Therefore, restaurants should provide vegetarian food as an option in order to satisfy their needs.



3. CLASSIFICATION OF HOTELS

The Ministry of Tourism has formulated a voluntary scheme for classification of operational hotels into different categories, to provide contemporary standards of facilities and services at hotels. Based on the approval from the Ministry of Tourism, hotels in India can be divided into two categories:

1. DoT (Department of Tourism) classified hotels
2. DoT (Department of Tourism) unclassified hotels

1. CLASSIFIED HOTELS

Hotels are classified based on the number of facilities and services provided by them. Hotels classified under the Ministry of Tourism enjoy different kinds of benefits such as tax incentives, interest subsidies, and import benefits. Due to lengthy and complex processes for such classification, a significant portion of



the hotels in India still remain unclassified. The Ministry of Tourism classifies hotels as follows:

- Star category hotels
- Heritage hotels
- Licensed units

1.Star category hotels

Within this category, hotels are classified as five-star deluxe, five-star, four-star, three- star, two-star and one-star.

2.Heritage hotels

These hotels operate from forts, palaces, castles, jungles, river lodges and heritage buildings. The categories within heritage classification include heritage grand, heritage classic and heritage basic.

3.Licensed units

Hotels/establishments, which have acquired approval/license from the Ministry of Tourism to provide boarding and lodging facilities and are not classified as heritage or star hotels, fall in this category. These include government-approved service apartments, timesharing resorts, and bed and breakfast establishments.

4.Branded players

This segment mainly represents the branded budget hotels in the country, which bridge the gap between expensive luxury hotels and inexpensive lodges across the country. Budget hotels are reasonably priced and offer limited luxury and decent services. Increased demand and healthy occupancy have fueled growth of budget hotels. These hotels use various cost control measures to maintain lower average room rates without compromising on service quality. Ginger Hotels, ITC Fortune, Homitel, and Ibis are some of the popular budget hotels.



2.UNCLASSIFIED HOTELS

These are small hotels, motels and lodges that are spread across the country
This segment is highly unorganized and low prices are their unique selling

4.GROWTH DRIVERS

The fortunes of the hospitality industry are closely linked to the tourism industry and hence tourism is one of the most important growth drivers. In



addition, all factors that aid growth in the tourism industry also apply to the hospitality industry.

1.Increased tourist movement

Increased FTAs and tourist movement within the country has aided growth in the hospitality industry. Healthy corporate profits and higher disposable incomes with easier access to finance have driven the rise in leisure and business tourism, thus having a positive impact on the hospitality industry.

2.Economic growth

India is one of the fastest growing economies in the world. It recorded healthy growth in the past few years Despite the global economic slowdown, the Indian economy clocked growth of 7.3% in 2020-21. Attractiveness of India has encouraged foreign players to set up their operational facilities in the country. Domestic industries have also made heavy investments to expand their facilities.

3.Changing consumer dynamics and ease of finance

The country has experienced a change in consumption patterns. The middle-class population with higher disposable incomes has caused the shift in spending pattern, with discretionary purchases forming a substantial part of total consumer spending. Increased affordability and affinity for leisure travel are driving tourism in India and in turn aiding growth of the hospitality industry. Emergence of credit culture and easier availability of personal loans have also driven growth in the travel and tourism and hospitality industries in the country

4.Development of other markets



A major trend in recent times is the development of the hotel industry in cities other than major metros. As real estate prices have been soaring, setting up and maintaining businesses and hotels in major metros is becoming more expensive, leading to search for other cities entailing lesser costs. Consequently, hotel markets have emerged in cities such as Hyderabad, Pune, and Jaipur, Bangalore. This has led to increase in hotel development activity and expansion of hotel brands within the country.

The industry has also seen development of micro markets, especially in primary cities. As cities grow larger and more office spaces come up across the city, travelers prefer to stay at hotels closer to the place of work/visit to save on time. This has led to the same hotel company setting up hotels across different location within a city.

5. Marketing strategies

Marketing strategies in the hospitality industry have changed drastically over the past decade. A decade back, the brand name of the hotel was a major driver. However, with the arrival of well-educated and experienced traveler's, hotel companies have had to change/realign their marketing strategies. Today, hotel companies marketing strategies are differentiation, consistency, customer satisfaction, delivery of brand promises, and customer retention. Development and use of technology have also changed the way hotel companies operate, creating the need for online marketing. Travellers increasingly conduct basic research on the Internet. Blogs, networking sites, and travel sites are therefore being used for making choices and the information provided tends to influence opinions and choices. Several travel portals have emerged in recent times and travelers are increasingly using these portals to make hotel reservations.



6.Opportunities

The prospects for the hotel industry in India are bright. With revival in the global economy, international tourist inflow into the country is expected to rise. Additionally, hosting of international sports events and trade fairs and exhibitions in the country are expected to aid both inflow of international tourists and domestic tourist movement. The upcoming industrial parks, manufacturing facilities and ports across the country provide a good opportunity for budget and mid-market hotels. the supply of branded/quality rooms in India is much lower compared to other countries across the globe. Hence, there exists huge potential for investors and operators across all the segments of hotel industry in India. The increase in room inventories is expected to make the hotel industry more competitive and hotels would be under pressure to maintain quality and service levels at competitive prices. Competitive pricing amongst the branded hotels along with the addition of more budget and mid-market hotels would make the hotel industry cost competitive with other destinations.

While there is immense potential, concerns for growth of the industry remain. These include high real estate prices in the country, security threats, shortage of manpower, high tax structure and uncertainty due to the pandemic

7.Measures undertaken by the government

Various policy measures undertaken by the Ministry of Tourism and tax incentives have also aided growth of the hospitality industry; some of them include:

- Allowance of 100% FDI in the hotel industry (including construction of hotels, resorts, and recreational facilities) through the automatic route
- Introduction of ‘Medical Visa’ for tourists coming into the country for medical treatment
- Issuance of visa-on-arrival for tourists from select countries, which include Japan, New Zealand, and Finland
- Promotion of rural tourism by the Ministry of Tourism in collaboration with the United Nations Development Programme
- Elimination of customs duty for import of raw materials, equipment, liquor etc.
- Capital subsidy programme for budget hotels



- Exemption of Fringe Benefit Tax on crèches, employee sports, and guest house facilities
- Five-year income tax holidays for 2–4-star hotels established in specified districts having UNESCO-declared 'World Heritage Sites'.

7. Government Initiatives

- The Indian Government has realized the country's potential in the tourism industry and has taken several steps to make India a global tourism hub.
- Some of the major initiatives planned by the Government of India to boost the tourism and hospitality sector of India are as follows:
- In May 2021, the Union Minister of State for Tourism & Culture Mr. Prahlad Singh Patel participated in the G20 tourism ministers' meeting to collaborate with member countries in protecting tourism businesses, jobs and taking initiatives to frame policy guidelines to support the sustainable and resilient recovery of travel and tourism.
- Government is planning to boost the tourism in India by leveraging on the lighthouses in the country. 71 lighthouses have been identified for development as tourist spots.
- The Ministry of Road Transport and Highways has introduced a new scheme called 'All India Tourist Vehicles Authorization and Permit Rules, 2021', in which a tourist vehicle operator can register online for All India Tourist Authorization/Permit. This permit will be issued within 30 days of submitting the application.
- In February 2021, the Ministry of Tourism under the Government of India's Regional Office (East) in Kolkata collaborated with Eastern Himalayas Travel & Tour Operator Association (resource partner) and the IIAS School of Management as (knowledge partner) to organize an 'Incredible India Mega Homestay Development & Training' workshop. 725 homestay owners from Darjeeling, Kalimpong and the foothills of Dooars were trained in marketing, sales and behavioral skills



- On January 25, 2021, Union Tourism and Culture Minister Mr. Prahlad Singh Patel announced plan to develop an international-level infrastructure in Kargil (Ladakh) to promote adventure tourism and winter sports.
- The Indian Railway Catering and Tourism Corporation (IRCTC) runs a series of Bharat Darshan tourist trains aimed at taking people to various pilgrimages across the country.
- On November 4, 2020, the Union Minister of State (IC) for Tourism & Culture Mr. Prahlad Singh Patel inaugurated the “Tourist Facilitation Centre” facility constructed under the project “Development of Guruvayur, Kerala” (under the PRASHAD Scheme of the Ministry of Tourism).
- The Ministry of Tourism’s ‘DekhoApnaDesh’ webinar series titled ‘12 Months of Adventure Travel’ on November 28, 2020, is likely to promote India as an adventure tourism destination.
- On January 26, 2021, Maharashtra Chief Minister Mr. Uddhav Thackeray inaugurated Balasaheb Thackeray Gorewada International Zoological Park in Nagpur. It is India’s largest zoological park spread over 564 hectares and expected to attract ~2.5 million tourists a year.
- The Ministry of Tourism developed an initiative called SAATHI (System for Assessment, Awareness & Training for Hospitality Industry) by partnering with the Quality Council of India (QCI) in October 2020. The initiative will effectively implement guidelines/SOPs issued with reference to COVID-19 for safe operations of hotels, restaurants, B&Bs and other units.
- Ministry of Tourism launched Dekho Apna Desh webinar series to provide information on many destinations and sheer depth and expanse on the culture and heritage of India.
- Statue of Sardar Vallabhbhai Patel, also known as ‘Statue of Unity’, was inaugurated in October 2018. It is the highest standing statue in the world



at a height of 182 meter. It is expected to boost the tourism sector in the country and put it on the world tourism map.

- Under Budget 2020-21, the Government of India has allotted Rs. 1,200 crore (US\$ 171.70 million) for development of tourist circuits under Swadesh Darshan for eight Northeast states.
- Under Budget 2020-21, the Government of India has allotted Rs. 207.55 crore (US\$ 29.70 million) for development of tourist circuits under PRASHAD scheme.

8.Achievements

- Following are the achievements of the Government during 2019-20:
- During 2019-20, an additional fund Rs. 1,854.67 crore (US\$ 269.22 million) was sanctioned for new projects under the Swadesh Darshan scheme.
- Ministry of Tourism sanctioned 18 projects covering all the North Eastern States for Rs. 1,456 crore (US\$ 211.35 million) to develop and promote of tourism in the region under Swadesh Darshan and PRASHAD schemes.
- Statue of Sardar Vallabhbhai Patel, also known as ‘State of Unity’, was inaugurated in October 2018 and the total revenue generated till November 2019 stood at Rs. 82.51 crore (US\$ 11.81 million).

9.Road Ahead

- Staycation is seen as an emerging trend where people stay at luxurious hotels to revive themselves of stress in a peaceful getaway. To cater to such needs, major hotel chains such as Marriott International, IHG Hotels & Resorts and Oberoi hotels are introducing staycation offers where guests can choose from a host of curated experiences, within the hotel.
- India’s travel and tourism industry has huge growth potential. The industry is also looking forward to the expansion of e-Visa scheme, which is expected to double the tourist inflow in India. India's travel and tourism industry has the potential to expand by 2.5% on the back of



higher budgetary allocation and low-cost healthcare facility according to a joint study conducted by Assocham and Yes Bank.

5.TRENDS IN THE INDUSTRY

The hospitality industry recorded healthy growth in early-2018, leading to a rise in occupancy rate during 2018/19 and 2019/20. Consequently, average rates for hotel rooms also increased in 2019/20. The rise in average rates was also a result of the demand-supply gap for hotel rooms, especially in major metros. Hotels were charging higher rates, at times much higher than that those charged by their counterparts in other parts of the world.

Lured by higher returns experienced by the hotel industry, a number of players, domestic as well as international, entered the space. India became one of the most attractive destinations for such investments.

While on the one hand, investments continued to flow into the hotel industry, hit by sharp rise in rates, corporate started looking for alternate cost-effective lodging options. This led to emergence of corporate guest houses, especially in major metros, and leased apartments as replacements for hotels. While average room rates rose in, occupancy rates dropped. Occupancy rates plunged sharply 2020/21 due to the pandemic, as demand declined following the global economic slowdown in India. As a result, hotel rates declined during 2020-21.

The hospitality industry reported improvement in 2021, with domestic tourist movement in the country being at a high. While average rates remained lower, occupancy rates rose, supported by surge in domestic tourist movement. The



industry is expected to report healthy growth in 2021/22, with expected increase in domestic tourist movement and rise in international tourist arrivals.

1.Staycations

travel restrictions in 2020 have facilitated the rise of the staycation. Some vacationers may also be choosing to stay closer to home for environmental or budgeting reasons, with this year having seen an increase in holidays spent more locally.

2.Digitalized guest experiences & Contactless Technology

Apps, in particular, are increasingly important in the way hoteliers manage the services they provide to their customers and can now control many aspects of the guest cycle and experience.

the trend towards digital and contactless services has gained new momentum in 2020. Traditionally customer-facing services are being given an overhaul, thanks to the more widespread use of technology-assisted options, such as mobile check-in, contactless payments, voice control and biometrics.

3.Personalization

data provides insight into past buying habits, enabling hotels to tailor their offers and promotions and automatically provide similar services to previous stays.

4.Experience economy & essentialism

Customers request extreme personalization, unique experiences, and so on. This could very well lead to the death of the travel agent and the rise of the independent traveler.

Travelers are decreasingly seeking lavish displays of wealth, preferring instead to spend wisely, purposefully and make a positive impact on the world. Unique experiences that give back to local communities in meaningful ways are in demand, as are niche properties, adventurous holidays and relaxation retreats.



5.Solo Travelers

many have embraced the meditative value of spending time alone and venturing out into the big wide world unencumbered, interacting and making friends to whatever degree suits. In an effort to make solo travelers feel comfortable, barriers between hotel staff and guests are being lowered, interior design choices made to evoke a sense of homeliness and an informal atmosphere cultivated. This, along with a less stark divide between guests and locals, encourages a feeling of hotel community.

6.Generations X and Y

These new generations have different requirements and needs compared to older generations. Older generations think about hotels and car rentals. Younger generations think about Airbnb and Uber

7.Sustainability

A natural extension of avoiding disposable plastics, eliminating unnecessary paper consumption thanks to opt-in receipts and reducing food waste, more far-reaching ethical and environmental considerations are shaping decisions made at the hospitality management level. Simple eco-friendly switches include replacing miniature toiletries with larger locally sourced dispensers, choosing ethically produced bedsheets made from organic materials and reducing energy consumption with smart bulbs, etc. Vegetarian and vegan options also harbor well-known environmental advantages. People are becoming increasingly sensitive to environmental and social issues.

8.Virtual & augmented reality



virtual tours, conjuring up a digital environment for consumers to picture themselves in. Videos providing 360-degree views of restaurant ambiance, sweet little café terraces enveloped in greenery or hotel beachfront locations, for instance, are just the ticket to make an establishment stand out this year. Once on site, guests should be able to whip out their trusty sidekick their smartphone and simply point it at real-world artefacts to summon up additional information.

9.Automation & technology

technological developments that have been seen to reduce waiting times, “outsource” menial tasks to robots and use big data to optimize processes, for example. AI-powered chatbots have proven to be a customer service asset both during the booking process and in responding to the recurring questions on the protective measures pertaining to COVID-19.



6.COMPANY PROFILE

BAY 15

Bay 15 welcomes you to the land of sun, sea and sand! With a beach frontage that spans 600 running feet, 16 luxury high end Swiss inspired wooden chalets offering mesmerizing views of poetic sun rises and sun sets, enchanting nights in the Odxel Valley, star lit open air dining specializing in Goan, Pan Indian and Mediterranean Cuisine, well-manicured lawns on the lap of the river Zuari that can host a 1000 people be it a wedding or a social gathering, teamed with an array of mouth-watering catering options, A.C. Indoor lounge for after parties, all in all a multi-functional must visit venue.

PACKAGES

2 Night Stay



Unwind exploring the beautiful scenes in Goa.

- Pool/ Sea View Cabanas (First Come Basis)
- In- house taxi for sightseeing
- Breakfast included

Hassel free airport pick up and drop.

Regular Package with Airport Transfers

1 Night Stay

Inclusions

- Pool/ Sea View Cabanas (First Come Basis)
- In- house taxi for 2-way transfers
- Breakfast included

Enjoy a trip to the majestic cascade of white water.

Dhudhsagar Waterfall Package

2 Night Stay

Inclusions

- Pool/ Sea View Cabanas (First Come Basis)
- Breakfast included
- Dudhsagar trip for 2 persons

Hold on your excitement as this trip will give you cherished memories for a lifetime.

Grand Island Goa Package

2 Night Stay



Inclusions

- Pool/ Sea View Cabanas (First Come Basis)
- Breakfast included
- Grand Island Trip for 2

EVENTS

WEDDINGS

Consider exploring the option of having a daytime wedding or an evening one. Host up to a thousand guests. Dive into our delectable world-cuisine catering facilities. Get photographed against poetic sunsets and a backdrop of glittering tides. If you're planning on having an outdoor wedding, make sure you create memories that'll last a lifetime!



PRIVATE FUNCTIONS

Plan private functions, conferences, events, and meetings amidst a rustic yet contemporary décor. Take a glance of the waterfront through the large wall-size windows while the wooden upper deck provides a sense of vastness. Hold conferences in a professional and theatre-style set up that can host up to 60 people, while the inside-out convertible venue can host up to 150 people. A sound proof A.C. lounge music that is perfect to throw after parties till 2 am.

SOCIAL EVENTS

Whether your event calls for a traditional or a relaxed atmosphere, we make it happen! The scenic beach front property helps bring alive your theme. So, if you're looking to throw an event, then make it large by leaving memories that will last a lifetime!

DINING

GAZEBOS

Spice up anniversaries or surprise your lover with a romantic intimate evening by the bay at our charming Gazebos. Indulge in an exquisite dinner with personalized butler service and fine wine. Slow dance and sway to the rhythm of soft gushing waves with your special someone. Share truly unforgettable-romantic moments at the Gazebos!



HARBOUR GRILL

Treat your palate to the ‘unique’ flavors of Goa made with love by our specialized chefs. Tantalize your taste buds with the perfect blend of masalas and the freshest catch of the day. Sit, relax and gaze at the clear blue sky and swaying palms, the lush lawns and the sparkling tide of the river Zuari. Get the Goan Shack vibes here, with a charming décor, an amazing open space, and a relaxed seating complemented by the sea-view. The ambiance around is quite friendly and casual that moves seamlessly between lazy lunches and romantic dinners.

LOUNGE BAR & RESTAURANT

The interior creates a warm and welcoming sense with its rustic yet contemporary décor, hosting up to 150 people. The chic A.C. indoor restaurant and lounge is paired with the concept of an open luxury cruise deck. The sound proof A.C. lounge makes it the perfect venue for night outs, after parties, private functions, and even conferences. Catch the screening of live matches on large screens with live entertainment to set your mood. Get a glimpse of the waterfront through the large wall size windows enclosed by a wooden upper deck that provides a sense of vastness, and expansive views of the waterfront. Experience fine dining with vibrant colors, bold flavors, and the finest ingredients as you savor on our Goan, Pan Indian, and Mediterranean world cuisine. Elevate your spirits with exotic cocktails spurring your taste buds.

CABANAS

Taking you back to the wonderful memories of your childhood summer vacations or relive your childhood summer vacations.

Feel a sense of excitement, it's going to be an adventurous day! Rise up early, take a breath of fresh air and watch the sunrise over the mountains. Walk down the shore covered in exotic shells. Dive into the pool or just relax and read a



book. Watch the sun go down the horizon, and as the glimmering moon peeks up, grab yourself some of our classic cocktails prepared by the bartenders.

We offer 16 Swiss-inspired luxury log chalets with covered balconies and relaxing chairs overlooking the pool and waterfront. They are surrounded by coconut trees offering a majestic view of the sunrise and sunset. Each self-contained and about 250 sq ft, having a king size bed that can accommodate 2 guests.

7.MODELS GROUP



ABOUT US

Started in 1989, Models Group began as a partnership firm between Mr. Peter Vaz and Mr. Edgar Afonso, registered as Models Real Estate Developers, focused on construction and real estate. Over the years, with its quality construction buildings, it has become renowned as one of the most trusted developers in Goa among Goan, Indians and NRIs. With the success of over 60 real estate projects and Mr. Peter Vaz' quest for innovation, the company went on to diversify and lend its name to projects in hospitality, starting Sonesta Inns back in 1996. In 1999 Mr. Peter Vaz Founded Sporting Club de Goa to champion football in India. Models ventured into leisure cruises in 2004 by setting the Coral Queen on its maiden trip around the Mandovi, and within no time has become a force to reckon with in Goa. Some of Models' flagship buildings are now iconic landmarks in Goa, catapulting the brand to a league of its own. As a home-grown company, Models Groups, is focused on creating ground-breaking and value driven projects, nurturing local talent in design and architecture and creating employment opportunities. It has now become a trusted brand among home-owners, vacationers and those who are looking for job opportunities that fuel their creativity and helps them find their purpose.

CHAIRMAN

Mr. Peter Vaz, Chairman - Models Group, forayed into business in 1989 as a confident young man all of 21 years, with a clear vision of changing the perspective and possibilities of real estate in Goa. 30 years later, the landscape has changed, all the prime neighborhoods in Goa boast of Models projects. Mr. Peter Vaz pushed the boundaries and is a vanguard of real estate development in Goa, who decided to diversify and ventured into hospitality, Leisure and Sports. He is a proud owner of some of Goa's premium hotels and destination wedding venues, and also owns Goa's most sought-after cruise boats plying on the River Mandovi. He took his enthusiasm and passion for football to a whole level by starting Sporting Club de Goa in 1999.



OUR TEAM

The company's culture is rooted in giving voice to all employees and nurturing ideas and concepts. The meteoric success of Models Group is a result of the invaluable contributions of the whole team who share the same vision with the shared goal of taking the company to greater heights. The team comprises a host of seasoned professionals and dynamic youth, who collaborate on every project to share their expertise and perspective. The core team has worked with Models for over 15 years while some professionals have been with the company for 25 years and are instrumental in building this brand to be what it is.

Models Group is a Goa-based company with a diverse portfolio ranging from real estate projects to hospitality, leisure and sports. Models Group has successfully merged its business entities and passion to create a company that is not only diverse in verticals but also vibrant in its offerings making it one of most sought-after companies in Goa by both partners and associates.

REAL ESTATE

Synonymous with exceptional quality and sophisticated amenities, Models is a leading name in realty in the state of Goa. Thoughtfully designed spaces that reflect sophisticated aesthetics and chic style, bringing your dream homes and offices to life. Located in exceptional neighborhoods that are family-friendly and steeped in history, Models offers premium apartments and villas in Goa.

Models Courtyard

2, 3, 4 BHK Apartments

A sprawling gated complex of family & kids friendly futuristic designer homes coupled with state-of-the-art amenities and superior quality specifications that Models is renowned for. An address that takes care of all your modern lifestyle needs of luxury living with high-end amenities, secured workplace, and of course your relaxing holiday home.



Casa Feliz

4,5 BHK Restored Goan-Portugues Villa

If you have dreamt of living in a fine Goan-Portugues villa, look no further than Casa Feliz. Spread over 9700 sq.ft, the Villa features traditional art deco elements that are sure to take you back in time. Lush green outdoors, spacious rooms, chic design elements that help immerse yourself in the cultural heritage and history of Goa, make this premium villa an owner's pride. Live the Heritage at Casa Feliz

Marine Heights II

2/3 BHK Apartments, 4 BHK Penthouse, 4BHK Sky Villas Apartments

Flagship project by MLV, Marine Heights II is a premium living space for the sophisticated resident who favor finer things in life. Nestled atop Dona Paula, with sweeping views of the tantalizing Arabian Sea and tree-lined streets forming an idyllic canopy, Models Marine Heights II is the most enviable address in town.

Marine Vistas

2,3 BHK Apartments and Penthouse Apartments and Penthouse

Overlooking Caranzalem's famed Marine Drive, Models Marine Vistas is an embodiment of style and sophistication that is perfectly reflective of the lifestyle and personality of its residents. One of MLV's key residential projects, Models Marine Vistas, is a landmark project in Goa that combines modern-day living with breathtaking scenic splendors.

Royal Palms

2,3 BHK Apartments and Penthouse Apartments and Penthouse



Located along the swish neighborhood of Caranzalem, Royal Palms is a perfect lifestyle statement for the rich and famous. Aesthetically designed sea-facing homes graced with large balconies overlooking the blue waters of the Arabian Sea offering bespoke homes in the lap of luxury.

Avalon

2,3 BHK Apartments and Penthouse Apartments and Penthouse

Models Avalon offers designer apartments at affordable prices for an urban lifestyle. Superior fixtures, impeccable design aesthetics and modern amenities make Avalon one of the most sought-after apartments in Goa.

COMMERCIAL

Centrium

A space that is inviting and warm filled with natural light, in a calm neighborhood, makes for a productive office. Models Centrium is built to redefine conventional workspace and offers a host of modern-day amenities to ensure you make the most from your office.

Ready for Possession | Commercial Spaces and Shops



RENTALS AND LEASE

Campal Trade Centre

- Centrally located in the heart of Panjim, opposite Taj Vivanta
- Commercial Office Space on the 3rd Floor
- Ideal for IT companies, corporate offices, professionals, clinics, management institutes etc.
- Carpet area ranging from 1977 sq.ft. to 3953 sq.ft.

Models Ange Marie

- Located on the Panjim - Margao main road and off the national highway
- Commercial Office Space in an independent designer block spread over the ground floor and first floor
- Ideal for learning institutes, management institutes, IT offices, furniture mall, factory outlet bank, clinic or any commercial entity
- Carpet area ranging from 4680 sq.ft.

HOSPITALITY

Models Group is synonymous with the famed Goan hospitality and is an industry leader in offering a host of stay options from luxury villas, boutique hotels to premium upscale hotels, inviting travelers from across the globe for a glistening splendor of a dream vacation in Goa.

Goa's warm hospitality and service is legendary and bringing that to life through myriad experiences has been our commitment. From thoughtfully designed homestays at the finest luxury villas to bespoke boutique hotels and premium upscale hotels, MLV is a proud owner and enjoys the legacy of being a preferred choice for



travelers across ages. When you stay at our properties, you will unravel Goa hidden treasures; experience the quaint villages, islands and beaches; and be able to indulge in authentic flavors of the traditional Goan cooking techniques.

Le Méridien

Located in the bustling Calangute-Sinquerim belt, this premium upscale award-winning hotel boasts of 146 rooms and suites, five delightful dining options, the largest kids club and recreational facility in North Goa and an inviting cool blue swimming pool. Launched in August 2017, Le Meridien Goa offers an exquisite experience to guests who wish explore Goa and its myriad hidden gems. Designed to reflect Goa's history, the artworks around the hotel showcase the life and lifestyle of the Kunbi tribe who are known to be the first settlers in Goa. Rooted in its commitment to showcasing Goa's unique cultural heritage, landscape and cuisine, Le Meridien Goa Calangute offers innovative and engaging experiences that allow guests to immerse themselves, interact with locals and go back gaining an interesting perspective on the destination. Ranked among the top 10 hotels in Goa, Le Meridien Goa Calangute caters to family travelers and millennials providing unparalleled hospitality and thoughtful service

premium Upscale Resort | 146 Rooms and Suite | 5 Dining Option

Lazy Lagoon Resort & Spa

Lazy Lagoon Resort & Spa, our upscale boutique resort nestled in North Goa's bustling neighborhood of Baga offers a relaxing and tranquil experience in the heart of all the action. Located in close proximity to beaches Baga and Anjuna, major tourist attractions, famous flea markets of Arpora and the popular party strip for the best entertainment and nightlife in Goa. The award-winning resort boasts of 44 spaciouly appointed rooms including 26 suites, five onsite restaurants and bars, swimming pool, holistic spa and banqueting space completely equipped with all modern-day amenities.

Boutique Luxury Resort | 44 Rooms and Suites | 5 Dining Options



Bay 15

A bespoke resort spread over 50,000 sq.ft. of well-manicured lawns, perched on a cliff with a spectacular sea-facing panoramic view, making it a scenic backdrop for events and weddings. Bay 15, offers 16 luxurious Swiss-inspired wooden chalets; an award-winning restaurant offering the choicest Goan, Mediterranean grills; and lush green lawns; making it the perfect venue for luxury destination weddings and celebrations in town. Located 6 km from Panjim, Bay 15 is well-known among locals and tourists who want an authentic experience of Goa's picturesque landscape and laid-back vibe

premium Boutique Reso

The Fern Residency

Located in Miramar, The Fern Residency is a 26-keys boutique resort offering well-appointed rooms and suites. With two delectable on-site restaurants offering a bounty of choices for those who enjoy multi-cuisine dining experiences. Relax and unwind, while the hotel takes care of every holiday need of yours.

**Boutique Hotel | 26 Rooms and Suites | 2 Dining Options
rt | Destination Weddings | 3 Dining Options**

Sonesta Inns

The first hospitality project by Models Group opened in 1996 and located on the quainter side of Candolim Beach. Sonesta Inns is also one of the first luxury boutique resort to open in Candolim with over 52 spacious rooms, suites and luxury 3 BHK villas, contemporary amenities, indulgent onsite dining and interactive conference facilities, making it an ideal place for leisure travelers and event planners.

Beachfront Boutique Resort | 52 Rooms and Suites | 1 Dining Option



Casa Alegria

Casa Algeria I & II offer ultimate comfort for the well-heeled travelers at competitive prices. These spacious 3 BHK villas, showcase contemporary design and modern amenities for a dream getaway along with the comforts of home, offering the best of both worlds. Located in Pilerne, a quaint neighborhood, Casa Algeria is ideal for travelers who are looking for an unconventional Goan experience. These spectacular villas also make for a great venue for celebrations and social gatherings. Sit back, relax and enjoy the idyllic setting.

Rivier Front Villas | 3 BHK | Swimming Pool

Ashore

A luxurious 6-bedroom villa located at Morjim and facing the beach. Minimalist in design, the villa is adorned with art décor elements that reflect the cultural heritage of Goa and is equipped with a spacious recreation room featuring a billiards table, chess and many other activities for children and adults alike. The main highlight of the villa is its opulent 12-seater dining room that is decked ornately and makes for a great setting for large families or friends who prefer a quaint holiday experience.

Luxury Beach Front Villa | 6 BHK | Swimming Pool | Spa | Inhouse Bar | Games Room

LEISURE

Anchors aweigh! Whether you are planning an intimate get together, host a stellar party or simply enjoy an evening river cruise in Goa, we've got the vessel for you. Embark on a voyage of unlimited fun and entertainment.



Aqua World

As part of our diversified portfolio, Aqua World is focused on leisure cruises and aqua tourism. Founded in September 2004, we have 2 exciting vessels – Coral Queen I & II, that sails out into the Mandovi every evening having a capacity of 340 and 600 people respectively.

Jamboree

Introduced to Goa's thriving river cruise's scene in 2016 as the most preferred option for millennial travelers. The perfect backdrop for social gatherings and parties, this spacious vessel can take up to 150 people. Enjoy power-packed live performances and unlimited entertainment, tempting treats and innovative cocktails once you get on board. Anchored at the Captain of Ports Jetty in Panjim, travelers can enjoy the evening river cruises and also visit the neighboring offshore casinos from the same jetty.

SPORTS

A collective fervor and passion for sports brought about the founding of Sporting Clube de Goa in 1999. Mr. Peter Vaz, a football enthusiast himself, was convinced that Europe's football league culture will help scout talent, nurture young footballers and give them a platform to excel in sports. Sporting Clube de Goa takes pride in having mentored talents who now play at the national and international levels.

Goa's love for football is well-renowned and a little reading will tell you that this is one of the legacies it shares with Portugal. The shared history and the heritage left behind in Goa shows why the youth here are ready for a game of football come rain or shine. Taking this love for the game forward is Mr. Peter Vaz's passion project - Sporting Clube de Goa, is committed to elevating this sport in Goa while nurturing players to become world-class performers.



Sporting Clube de Goa

Founded in 1999, Sporting Clube de Goa is owned by Goa-based entrepreneur Mr. Peter Vaz. Started with the purpose of grassroots development and encourage football among Goa's youth, the club is conceptualized on the lines of Sporting Clube de Portugal.

Football Academy

Sporting Clube de Goa launched their own academy on August 16th, 2013 commemorating the 198th anniversary of founding of Don Bosco. The Academy is built in lines of the senior team philosophy and accommodates children between the ages of 8 – 20year old's and are distributed in six different categories (Under 10, 12, 14, 16, 18, 20). The Academy's ethos is to uplift, inspire, nurture and offer youth an opportunity to excel through sustained coaching with experienced footballers to help them transition into becoming professional sportsmen. With a focus on spotting talent at a young age and guiding them with training, has encouraged children from Don Bosco High School and neighborhoods around Panjim. The Academy has factored in technical, tactical, physical and psychological aspects in the curriculum to ensure holistic development that are essential to succeed and thrive on the field.

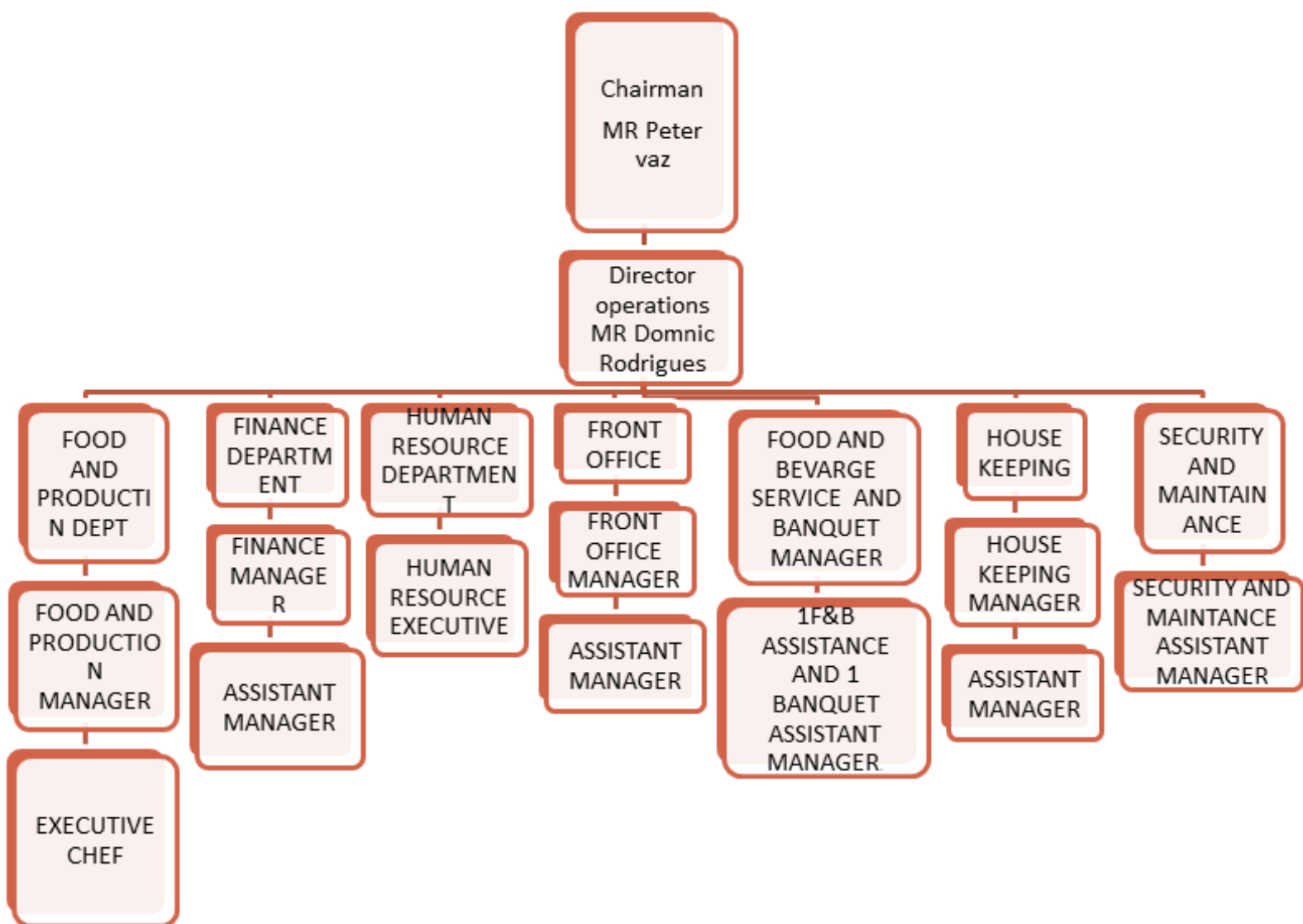
Achievements

Sporting Clube de Goa shot to national fame after a stellar performance the 2001-2002 Federation Cup and in 2003-2004, they debuted at the Indian National Football League and emerged as Runner's up at the game. Sporting Clube de Goa has made tremendous contribution to the national football team and many of the club's players including the legend Bibiano Fernandes, Felix D'souza, Brandon Fernandes, Adil Khan and Rowlin Borges who have gone on to represent the country in the national team. The club made a bold move by recruiting talented international players to the team like Nigerian player McPharlin Dudu Omagbemi who went on to play in the UEFA champions league, Adebayo Adewusi, Clifford Chukwuma, Bella Razaq, Kalu Ogbu, Gonzalo Neila, Arturro Garcia, Angel Berlanga, Luciano Sabrosa, to create a formidable team. A force to reckon with in the arena, Sporting Clube de Goa competed in the I-League for more than a decade before withdrawing from the league due to the uncertainty over the Indian football roadmap.



8.ORGANIZATIONAL STRUCTURE





9.SEGMENTATION OF DEPARTMENTS

There are more than 10 different departments that are functioning in the traditional and executive levels at the management of the hotel. These departments have diverse portfolios and responsibilities headed by a person in charge of the entire operations undertaken within the department. He may be a manager/supervisor of the respective department. The reason why hotels are usually organized into functional blocks, with departments grouped according to the particular work/activity that particular

Department is actively engrossed. In most scenarios a hotel industry is divided up into 5 different departments such as rooms, Food and Beverages (usually this department is called as by its short form as F&B), accounting, sales and Human Resource/HR. Each of these departments has their own head of the operations and they have to report directly to the General Manager of the hotel regarding the performance of their respective departments. These departments are sub- divided into various other smaller organizational units. These sub-divisions represent refinement of the work performed and the knowledge and the skills of the people in each sub-unit. As organizations grow large in respect of its size and operations it carries out, most hotels tend to segment its operations to various departments with food preparation and food servicing as separate entities. Since preparing food and serving it to the guest are usually of two different arts; both the processes are done through different and separate works. Thus, forming departments along functional line is the most common method in a hotel organization. The department engaged in the preparation of food is called as Production Department, while the division involved in the art of serving the prepared food to the guests in an eye-catching and sumptuous manner is known as the Servicing Department.



1. OPERATIONS DEPARTMENT

The Operations Department is headed by Mr. Domnic Rodrigues, who is the General Manager of the hotel. He serves as the head executive, division heads oversee various departments including managers, administrative staff, and line-level supervisors.

The general manager's role is to provide strategic leadership and planning to all departments so revenue is maximized, employee relations are strong, and guests are satisfied.

The director of operations is responsible for overseeing the food and beverage and rooms division. This role is also responsible for providing guidance to department heads to achieve their targets and for directing the day-to-day operations of their respective departments. The director of operations also assumes the responsibilities of the general manager when he or she is absent from the property.

WORK DONE:

1. During my time at the Operations department, I worked alongside the General Manager Mr. Domnic Rodrigues, together we strategized the reopening of the resort and planned along with the other various departmental heads the future of the resort.
2. I was part of many strategic decisions, projects and marketing plans as we planned the reopening of the resort and was also part of the sales strategy meet, where we discussed various offers/promotions to improve our daily sales in an upward trajectory to get the resort back on track as the Goa government enforced certain relaxations for the hotel and tourism industry.



3. Firstly, we had to restart business again as the ‘unlocking’ of the lockdown happened, we needed to hire more staff such as waiters, mow the gardens, scrub the steps and remove any trace of fungus and algae, cleaned up the restaurant and dusted away the cobwebs, as well as painted some external architecture.
4. We had to also strategically hire employees who were able to multitask and could perform more than one job, in order to reduce expenditure via salary. For example, one individual could perform as a waiter and a bartender.
5. Part of our reopening strategy was to be the first restaurant to restart live music played on weekends at our restaurant, the Harbor Grill.
6. I along with the General Manager and Food and Beverage manager, went through the list of options as to which band would play, we made a few phone calls and negotiated the prices with the list of options we had, from there we confirmed the The Riffs, Duo Ensemble to play at our opening party.
7. Next, we needed to work on the date and time, we decided to go ahead with the 1st Sunday instead of Saturday and we decided to go ahead with Sunday 12pm as the government curfew for restaurants was till 9pm so we could not play for long in the evening and hence it had to be in the afternoon. Since on Saturday afternoons most families or people are working, Sunday seemed to be the perfect option. Also, since it was the 1st week of July, most people would have their salaries credited to them and most families would be looking to get out of their houses and away from their busy lives to some relaxing music, spent with their family by the beachside to a brunch setup. Thus, we finalized this plan
8. I was put in charge of the opening party, I worked closely along with the marketing and sales department. I got the artwork ready for the event and the same was approved by our General Manager, I also coordinated with the band and coordinated with them timings and reminded them as the date approached closer.



9. I worked alongside my sales manager to take care of the reservations for the event. And with food and beverage for the setup at the restaurant for the band, we arranged for sound, got our mixer and sound system out of the store room and tested it for the event.
10. We created meal packages for San Jao and various combo meals to entice home diners. We promoted fast selling Swiggy items like pizza and biryanis to get some online revenue during these pandemic times.
11. We needed at least 1 lakh per day to keep the business running.
12. As we were reopening, I managed interviews for new IT personnel's for setting up of our computer networks and billing process.
13. I followed up with our new Head Chef from Assam who was hired for the new August season to help create another food festival infused with Assamese flavors and cooking style, taking care of his travel requirements and accommodation.
14. I also contacted the Human Resources Department of Radisson Blu to inquire about our potent Head chef and requested them to fax over his references.
15. Took initiative and boosted our online marketing strategy by cooking fresh pork on wildfire, thus recreating a traditional Amsol dish, which I subsequently photographed and posted on our social media platforms from which we received ten orders for the dish.
16. I also arranged for the band Riff's, a duo and ensemble to perform for Sunday's Live Music, followed up with them and ensembled the sound equipment from the garage to the stage, provided them with food and beverages as well as promoted the whole event via social media live platforms.
17. Assisted in Forecasting inventory requirements based on Sunday's consumption.
18. For example, lobsters and fish like snappers must be bought in limited bulk in order to maintain cash reserves due to the financial situation due to the pandemic.



19. I kept up to date with the curfew, supervised the maintenance of swimming pools, and made sure that the restaurant was within 50 % capacity of seating arrangement, printed and put-up posters of Covid of mandatory masking, placed sanitizer posts at convenient locations.
20. I brainstormed along with the head chef and team at the end of July on how to promote sales for restaurant.
21. By September, we needed at least 50% of our staff to begin weddings, so along with the team, I restarted the 50 people wedding package.

BRAINSTROMED PROMOTIONAL IDEAS

- Sizzler Festival on 9th August
- Oriental /Assamese cultural food festival
- 20% Vaccination Discount (rejected-lack of originality)
- Later introduced it for healthcare workers
- Happy Hours –buy one get one free(rejected)
- Beer Festival Discount- average age of the members of the table, would be the resulting discount (rejected)
- I suggested complimentary drink for every person
- Bill of Rs. 2,500- get a starter free,
- 2 people receive 10% off, 4 people receive 20% off etc.
- Finally bill of 5000/-, will get 1k off
- Walk in with mask discount

22. Supervised prepping for 22nd July Goan food stall at Taj for a wedding. Hence, arranged the set up for food and followed up with the event manager for the wedding.
23. From 23rd July to 5th August, Kashmeera Shah, a Telugu actress booked the entire resort for a shoot. Therefore, I handled the hiring of the additional staff required for her stay.



24. I also did the daily shopping for fresh pomfret and snappers.
25. Maintenance of the garden and premises keeping up to the standards of the film directors and talked about buffet preferences for the crew.
26. Provided them with various housing options for the film crew while interacting with the managers such as
- Fern Kadamba
 - Villa options at Morjim
 - Taj by Vivanta
27. Helped in the promotion of a rock band, 'Black' consisting of a duo Jude and Cassian with the tagline 'Some classic rock nights with black'
28. Organization of two cottages as a vanity van for increased comfort of their breaks for the stars.
29. I submitted the necessary permissive documents for filming and usage of film equipment at Models office while keeping in touch with the film director and managers.
30. Handled photography shoots for the launch of new food and beverages of the Assamese food festival and promoted them via social media platforms.

LEARNINGS:

1. I learnt about management and all-round effectiveness on how to ensure operations run smoothly.
2. Learnt how to ensure less consumption of energy via preventing unnecessary usage of air conditioners and generators, thus lowering daily operation costs.
3. Learnt how to make optimum use of available staff, and to ensure multi-tasking capabilities via longer shifts, with a 15-day rotation while creating a motivative workspace in order to push sales.
4. Learnt humility within a workspace team,



5. For example, General Manager would clean squids and prawns, knew each staff member by name to establish rapport as well as multitasked as a chef.
6. Learnt how to strike promotion deals to benefit in these times as well how to think quickly when placed with various deal negotiations.
7. For e.g., Coca-Cola sponsored for 'Black', the rock band's live show and soda deal for Sunday we got, Schweppes 1 plus 1 etc.
8. Also learnt from prior mistake and hired to get staff in batches per month to allow them to get accustomed to the businesses' pressure as last time 100% staff were hired for season time but they were unavailable to keep up and started to leave.
9. Adaptably also to introduce nachos cutlet Pao pizza quick selling swiggy items etc.
10. Following trends of 50 people weddings



2. FRONT OFFICE DEPARTMENT

The Front Office is truly the nerve center of a hotel. Members of the front office staff welcome the guest, carry their luggage, help them register; give them their room keys and mail. The front office department develops and maintains up to date record on guest information, guest service and ensure guests satisfaction. The front office is also responsible for welcoming the guests, greeting the guest and handling the guest complaints. Hence, the staff working in this department performs as an actor on the stage. The front office may be divided into more than one section, each of which carries out one or more duties. Basically, front office department is divided into Reception, Information, Cashier, Reservation, Telephone operation and Bell desk.

WORK DONE:

1. Showed probable guests rooms introducing sea facing and pool facing rooms.
2. Informed them about the price packages, breakfast buffet options. Explained the GST% applicable on the type of rooms. Explained that mini bar items were chargeable other than water bottles which were complementary. Gave them the WIFI password as well scanned Adhar card and entered RT- PCR details in database.
3. Worked with front office to show availability of rooms online, and to ensure pricing parity, check through our software for future bookings and room inventory for large buyouts and coordination with the sales team.
4. Receive calls (outside extensions) and direct them accordingly to the room, interviews for placements to various offices.
5. Answered queries like are we open, take bookings, what is goa like, curfew restrictions at the border etc., cost of a room.
6. Accepted swiggy and Zomato orders sent them through kitchen, explained specific orders no chilly etc.



7. Checked our emails for group bookings and coordinated with sales manager for conformation
8. Showed guests the available rooms amenities and the functioning of the AC, TV etc.
9. Took the necessary signatures for our documentation purposes from the guests that were staying on our property
10. Updated the online menu and pricing on the swiggy portal for e.g., if a new dish is introduced at the hotel, I need to upload that dish along with a picture and description for the dish, also if an item was unavailable at the restaurant, I had to make sure the items availability of swiggy also is made unavailable for e.g., during lunch we offer a fish thali, after 4 pm it's no longer available so I switch the item to offline so customers cannot order it for dinner.
11. Made phone calls to the rooms informing them the kitchen is about to close and if they would like to order anything before it closes
12. I received the room service/ in room dining order, which I would process and sent to kitchen, once the order was ready, I would send it to its respective room. Also sent housekeeping to the rooms on request of the customer.
13. Coordinated with housekeeping for cleaning of room and restocking the mini fridge and tea/coffee.

LEARNINGS:

1. I learnt how to handle guests and how to speak to a guest on a call, how to direct phone calls whether it was internal or external, how to greet customers and welcome them our property.
2. At times customer would pressure me for a better deal, claiming they are getting a much better deal online, I learnt how to deal with the pressure by understanding the price breaks down of our rooms for e.g., we have our guidelines set by our manager as to what is the best rate we can do



because by booking directly instead of online we save on the commissions. At times customer still find the rates cheaper, we then explain it to them the rates online are without GST, then the rooms shown are different for e.g., we have pool and sea facing rooms for which the cost differs. Lastly if a customer still insists, they are getting a better offer online, we suggest they accept it

3. I Learnt how to process Swiggy and Zomato orders

FINDINGS DEPARTMENTAL STUDY

OPERATORS

Which connects all phones which has to go for various departments. They handle the calls of customers from outside as well as inside and head them to a correct department.

STANDARD PHRASES

For external callers

“Good morning, you’ve connected to bay 15, North, Goa, how may I redirect your call.

For internal callers

“Good morning, ‘name’ here, what can I do for you”.

1. When someone calls for reservation, the operator should ask for which hotel and whether it is for fresh booking or the existing one.
2. If the customer says for existing booking the call should be transferred to in house reservation team.
3. If the customer asks for fresh booking, then the call should be transferred to the in-house reservation team



Task no: 1

Task: Handling calls (General)

PROCEDURE	BRAND OPERATING STANDARDS	BRAND EXPERIENCE STANDARD
1. Before picking up the telephone ensure your posture is right and the mouth piece 1.5” away from the mouth.	Phone should be answered before four rings and not on recording or hold longer than 30 seconds.	We will a be 24-7
2. Use the guest's 3. name at least twice during the conversation.		
4. Internal calls a. Never say, ‘Hello’ b. Voice is low pitched, well modulate it.		
5. External calls a. If the caller asks for any in-house guest’s room number, ensure that no information is disclosed. Offer to connect the call instead. b. Greet as per the time of the day, announce		

the name of the department and ask for assistance.		
6. When ending the call always end the conversation on a polite note	Associates should close the calls with sincere appreciation and/or words of expectation.	
7. Allow time for the guest to say 'bye' or 'thank you' before disconnecting.		
8. Always put the phone down after the guest has done so.		
9. Case 1: when you receive a long-distance call: Redirect the call as requested without any delay.		
10. Case 2: Getting back to a guest: If you have put the guest on hold do not say 'Hello'	If placed on hold guests should be asked permission before doing so	In case of internal calls received between midnight and 06.00 we will advise caller of the local time and offer to take a message.
11. Case 3: when the conversation is not clearly understood: <ol style="list-style-type: none"> Ask the guest the repeat Do not ask questions or talk to a colleague without using the "hold button" 		
12. Case 4: if a guest asks for something for which you do not know the answer.		

<ul style="list-style-type: none"> a. Assure the guest that you would find out and get back to him b. Ensure that the request is completed. 		
<p>13. Case 5: if a guest requests for laundry/ housekeeping/ in-room dining</p> <p>Request to be written down in log sheet.</p>		
<p>14. Case 6: if a guest calls you and is felling unwell</p> <ul style="list-style-type: none"> A. Always let the DM know if a guest is unwell. B. Find out from the guest if he needs doctors' assistance. 	<p>If a call is transferred, a polite comment should be made when connecting.</p>	
<p>15. Case 7: transferring a Call</p> <p>When you transfer a call, make sure a brief to the person (whom you have transferred the call to) is given on all details that the guest has already spoken about.</p>		
<p>16. Case 8: Getting an extension busy</p> <p>Inform the guest of the same and find out if he would like to hold till the extension is free or call back later.</p>		
<p>17. Case 9: if the extension continues to be busy.</p>		

Apologize and ask the guest if he would like to leave a message or hold the line till the extension gets free.		
18. Case 10: if there is still no answer from the extension Apologize and ask the guest if he would like to leave a message or if he would like to call back later.	During phone calls connections are smooth and background noise is minimal and not distracted.	
19. Case 11: if the line is bad or not clear Repeat the conversational phrase at least thrice before disconnecting the call.		

Task no: 2

Task: handling complaints

PROCEDURE	BRAND OPERATING STANDARDS	BRAND EXPERIENCE STANDARD
General complaints If a guest complains for any product deficiency or service delay. 1. Listen to the guest, stay calm.	No significant delay or interruption should occur.	Serious guest complaints will be immediately responded to by a manager
2. Apologize and empathize for the specific problem		
3. Offer multiple solutions if possible	In case of a complain	Front line associates will be empowered to own

	<ul style="list-style-type: none"> • Solution should be adequate and appropriate to the situation. <p>In case of complain.</p> <ul style="list-style-type: none"> • Follow up should be timely and in manner promised or expected. 	and resolve all minor guest problems immediately.
4. Assure him for the hotel products and services.		
5. Act immediately and coordinate with the concerned departments		We will respond to all guest complaints with in the promised time frame or within 15 minutes.
6. Give a courtesy call to the guest on the problem is solved if time permits		Managers who have handled a serious complaint will follow up with an additional call or note sometime prior to the guest's departure.

Task no: 3

Task: Handling requests

PROECDURE	BRAND OPERATING STANDARDS	BRAND EXPERIENCE STANDARDS
1. When a guest calls from the room, check the guest's name, room number and pick up the phone. While		

picking up the phone open the guest's profile on opera, ensuring that you use the guest's name at least twice during the conversation		
2. Listen to the guest and respond accordingly. If a guest requests for a particular service, note it down on the "ASK" log sheet with the time of the request given	If an item or service is requested, it should be delivered within the time promised or if not promised, 10 minutes	We will fully ascertain the guest needs by asking relevant questions to ensure a complete experience.
3. Let the guest know how long it would take to deliver the request.	If a repair has been requested, it should be executed with in the time frame promised or if not promised, 15 minutes.	
4. Call the concerned person and ask them to deliver the service. Note down the time and the person to whom the message was passed on to.		
5. The employees to call the ASK employee when the service has been delivered		
6. If the ASK employee does not receive a call as per the standards delivery time, they should	Post the delivery of the requested amenity to the guest, no call will be made to the room to check	

call the concerned person once again and check on the status of the same.	whether the guest has received the amenity or not.	
7. Post the call, if the ASK team still does not receive a call to state that the service has been delivered, a call to the supervisor should be made. Escalate it to the next level if the service does not get done even after informing the supervisor.		We will take the ownership of guest requests or needs without the guest having to repeat it.
8. Once the service has been delivered, the time the service was delivered should be noted down on ASK log sheet and variance between the time the guest called and the time service delivered to be noted.		
9. For peculiar or repeated requests from a guest, the Customer Information System (CIS) should be updated		

Task no: 04

Task: handling calls from the house phone

PROCEDURE	BRAND OPERATING STANDARDS	BRAND EXPERIENCE STANDARDS
1. Pick up the call and wish the caller		
2. Request the caller for the name.		
3. If the caller requests for a room number ask for the name of the guest, he/she would like to speak to. If he/she gives the guests name, request them to hold on while you check to see if the guest is in house.	Do not disclose the room number of any guest. If the guest is a celebrity and does not want to disclose his presence in the hotel, inform the caller that the guest in that name is not staying in the hotel.	
4. If the caller is for in-house guest call the guest room and check with the guest if he would like to speak to the caller. Do as the guest desires.		

Task no: 05

Task: Handling wake up calls



PROCEDURE	BRAND OPERATING STANDARDS	BRAND EXPERIENCE STANDARDS
Request for wakeup call is received: -		
1. Note down the time and date when the wakeup call is required. Repeat the same to the guest to cross check. (Inform guest the current time on the console)	<p>When receiving a wakeup call from the guest, the associate should check if the guest would like some tea/coffee and the time at which it is to be served.</p> <p>Associate should also check with the guest for a reminder wakeup call</p>	<p>If a guest requests a wakeup call on the last evening of the visit, we will enquire if they have enjoyed their stay.</p> <p>When w places the wakeup call to the guest, we will offer a reminder call.</p>
<p>2. Note the following in the wakeup call book:</p> <ul style="list-style-type: none"> • Date • Name of guest • Rom number • Time for wakeup call • Signature of the 24-7 Associate. <p>Details of IRD order needs to be mentioned in the wake-up call register and to be informed to IRD personnel.</p>		
3. The guest is given the call at the designated time.	<p>Wakeup call should be personalized with guest name and time of day.</p> <p>Call should be delivered within 2 minutes of the requested time.</p> <p>The reminder call may be automated and should be given within 5 minutes of</p>	

	the time requested by the guest.	
In case the guest calls are not answered: Send a bell boy with the master key to the room in case the reminder call is not answered.	Associate should knock or ring discreetly and allow ample time for guest response before knocking and pausing again.	
In case of a single lady guest calls are not answered: <ol style="list-style-type: none"> A Lady Guest Relation Executive must open the door with the master key. Always announce your department whilst knocking the door. 		
4. The bell boy rings the bell if there is no answer, the room will be opened with the help of the master key along with a security personnel and duty manager.		
5. Wake the guest up and inform the guest of the wakeup call.		
6. Note the incident on the log book.		

Task no: 06

Task: Screening guest calls



PROCEDURE	BRAND OPERSTING STANDARDS	BRAND EXPERIENCE STANDARDS
1. Screen all calls for single lady travelers and guests who have requested for the same. Ask for the caller's name.	Thank the caller for being on hold and transfer the call.	
2. Before transferring the call request the guest to be on hold and inform the lady guest the caller's name and ask whether she would like to take the call.		
3. If the guest would like to take the call, then transfer the call.		
4. If the guest would not like to take the call Thank the caller for being on hold and inform the caller that she is not in the room and ask if he/she would like to leave any message.		

THE KNOWLEDGE AND ATTITUDE REQUIRED TO CARRY OUT THIS JOB IS AS FOLLOWS:

KNOWLEDGE

1. Standard phrases
2. Using the console
3. Telephone extensions and important numbers
4. Fidelio/Spring Miller operations



ATTITUDE

1. Confidence
2. Sense of urgency
3. Courteous
4. Polite
5. Attentiveness
6. Ownership
7. Empathizing
8. Sense of urgency
9. Responsiveness

3. TIME OFFICE

This department aims at ensuring that all employees of the organization punch their time in and time out. And also, this department maintains the records of all the people entering and exiting the resort for various purposes. The people of this department also check the employee's valuables at the time of entry and exist at and from the resort. There are various registers maintained at the time office: Attendance, IT register, Swipe card Register, Visitors, Mobile Phone register.

4. FINANCE DEPARTMENT

Accounts department handles a variety of important tasks. Such tasks often include invoicing customers, accounts receivable monitoring and collections, account reconciliations, payables processing, consolidation of multiple entities under common ownership, budgeting, periodic financial reporting as well as financial analysis. Also common are setting up adequate internal controls for all business processes (to prevent theft/misappropriation of assets), handling external audits and dealing with banks in order to obtain financing. The various Taxes are handled by accounts department



WORK DONE

1. Filling of documents and bills in the box files and labelling with dates and periods
2. Read amounts of certain bills to manager to fill in his software
3. Did G-pay transactions for electricity bills of accommodation and other inn house work or f and b sales
4. Purchased and changed the tires of company cars.
5. Got signatures of General Manager and Mrs. Netty Vaz for various cheques and documents, for work to be done or vendors to be paid, took notices and doc to main office
6. Scanned through amazon purchased floor mats for cottages, gardening tools and lights, and a new multiport charger, AC for butchery

LEARNINGS

1. During the month of August to keep us afloat, the resort needed a minimum of 1 to 1.5 lac of sales daily in order to run operations
2. Learnt the importance of each and every bill, and all that you do even if you spend from your pocket, it is an absolute must to have the all bills intact, in order to keep the finance transparent.
3. Segregating vendors bills according to company foods, wedding expenditure, restaurant, housekeeping, assigning it to a particular department, and labelling them as per the year.

5.PURCHASE DEPARTMENT

The purchase department of the resort maintains an uninterrupted flow of materials to support the development schedules. The duty of this department is checking of requisitions/purchase indents. This department also procures materials economically at a cost consistent with the quality and service required.



However, generally all purchases may be attempted at the lowest cost. A purchase requisition is made by other departments using software known as IDS NEXT (Intellect Data Systems). This software saves time and makes it easy for the department to segregate items needed for different departments.

WORKDONE

1. Checked the store inventory, cross referenced it to our prior count, placed orders for various requirements, daily supplies of vegetables, produce etc.
2. Then staples such as flour, butter etc.,
3. Restocked the supplies of the pantry.
4. Updated to latest prices while speaking to vendors regarding prices.
5. Weighed checked inventory or produce as it arrives

LEARNINGS

1. To forecast requirement of the resort.
2. Learnt how to save on raw materials, predict rise in costs in case the borders would be closed off.
3. Once inventory was received, I learnt to recheck bills what the supplier sent, do not just accept packages and sign off. For example, if we had ordered 10 kg chicken then it is a must to weigh and confirm the weight and then sign off the receiving, checking if vegetables are fresh etc.
4. Negotiation to get best price.

FUNCTIONS:

1. The procurement department has to identify and develop new cost competitive vendors that sell good quality raw material to them.



2. They need to negotiate with vendors in order to get the material at a reasonable price and finalize the price.
3. They need to develop a vendor in India for parts that are currently being imported from other countries (Localization). This would help in reducing the cost of the company.
4. They need to work with vendors for lead time reduction.
5. They also need to work with vendors for improving their delivery rates and defect rates.
6. They need to sign contracts with the vendors (purchasing agreement)
7. Compare the global price for the product and maintain the best source.
8. They need to qualify the vendors and check the qualifications of new vendors/suppliers.
9. They perform value engineering or should cost modeling.

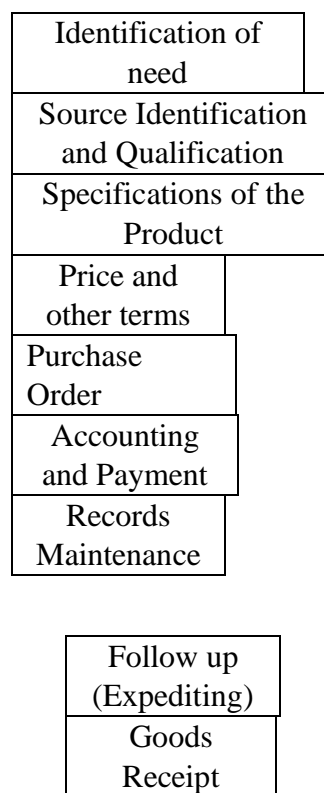
PURCHASING FLOW

1. Identification of need: The purchasing department needs to identify all the raw materials that are required by the company and in what quantity.
2. Specifications of the product: They need to confirm the specifications of the product required, such as the part number, etc.
3. Source Identification and Qualification: They then need to identify a source (vendor) who can supply them with the required materials at a reasonable price and good quality.
4. Price and other terms: After identifying the source, they then negotiate with the vendor to get a good and reasonable price for the materials.
5. Purchase Order: When the buyer and vendor come to an agreement about the price of the materials and other terms, the buyer then releases a purchase order.
6. Delivery Schedule: The Delivery date is then confirmed by the vendor
7. Follow up: The purchasing dept. then does a follow up with the vendor to check if everything is going according to plan.



8. Goods Receipt: Once the raw material is received by the company, it is checked for quality and quantity and all the documents for the materials purchased are also received.
9. Accounting and Payment: The payment for the materials is done by the finance department and the purchases account of the company is credited.
10. Records maintenance: a record of this entire process is maintained for convenience purposes.

Purchasing Process flow chart



6.HUMAN RESOURCES

Human Resource Department is headed by Ms. Aradhna Madkaikar who is the Human Resources Manager.

This department is responsible for the hiring, terminating employees, promotion of the staff, maintaining rules and regulations of the hotel and also sees that the rules are followed by the employees. It is also responsible for providing training for the development of the staff. The department keeps a record of staff data entry in the employee Master list. They are responsible for rewarding staff and conducting performance appraisal, to organize orientation program, handle staff welfare benefits such as Employee State Insurance Corporation, Provident Fund etc. They are also required to calculate employees' salaries, compensation, and tax withholding.

WORKDONE

- I conducted an audit for the hotel accommodations for employees, all their company accommodation, photographing the place and submitted a report about the how the accommodation is being used, whether fixtures are broken, light bulbs not working, who all are staying in the accommodation, who is sleeping in the rooms, how many are sleeping, if the person is not supposed to be there etc. as the accommodation cost has to be deducted from their salaries
- Our hotel outsources security personnel, we have five employees who are on a labour contract. I had to scan their entire salary for the year of 2019 and 2020 and cross check the months wherein they have been present for all 31 days, worked 27 days, weekly off is 4 so their total attended should add to 31 and check their salaries and check if there have been increases over the years, since a proper salary can be determined only if your present all 31 days.
- I filmed, directed and edited a film for Bay 15 on health safety and hygiene for an external audit they had.
- Created bank accounts for new employees



- Handled joining of new employees
- Sent employees that were rejoining offer letters
- As we reopened, we called back few of our employees that worked with us, inquired about their current status and whether they could join us back and by when, followed up when they were reaching and where they reached if they were coming back from outside goa or caught a train/bus/flight, did their joining formalities and tests
- Filing of employee and statutory documents
- Contacting candidate, setting up interviews/Skype and dates to join the hotel for pre-employment formalities
- Made/printed new Name/identification badges for employees
- Provided new and old employees with uniforms
- Took new employees to their accommodation, showed them the basic facilities, like washrooms, hospitals, canteen, briefed them on emergency contacts and in case of fire hazards.
- Scanned new employee documents for background verification, made phone calls to previous employers/hotels/HR for background checks on new employees and followed up on documents which were to be couriered to us with respect to a new employee joining us
- Conducted interviews for the position of trainee, public area, laundry, housekeeping and assisted in conducting an interview for a new IT employee
- Delivered sick meals to an employee
- Taking employees to hospitals
- Took new employees to the diagnostics center for annual medicals/fitness check up
- Took employees to panjim health center for renewal of sanitary/health cards of employees
- Took employees to Talegaon community hall for covid vaccination
- Paid accommodation electricity bill and other various bills along with finance
- Sent couriers of company and post letters



- Conducted locker audits along with security
- Collecting and depositing cheques
- Got signatures of contracts made by the hotel for renting out of accommodation
- Helped for a successful odyssey at the bambolim stadium
- Handled gate pass and RGB book
- Opening and locking the HR office
- Took photographs of new employees who joined the organization
- Inductions conducted for new employees
- Updated the notice boards

LEARNINGS

1. I have learnt through my internship in human resources, how to ensure professionalism when it comes to employee retention, satisfaction, motivation, salary structure, maintaining an employee file etc.
2. working in HR, I used to pay the company accommodation bills, opened bank accounts, deposited a check, went to an old age home, bought birthday cards, met clients and finalized property contracts, posted letters, courier parcels, visited hospitals, government offices, medicals of employees etc. etc. these are few things the organization gave me a chance to learn

FINDINGS DEPARTMENTAL STUDY

1. RECRUITMENT



The recruitment at Bay 15, Odxel is handled by Ms. Aradhna Madkaikar who is the Human Resources Manager. It is believed that recruitment is a crucial process and needs to be handled carefully. Therefore, a simple process is followed by the industry, the resumes are given at the time office by the candidates and once collected by the HRD it is scrutinized and are called for an interview. The interview is conducted depending on the post applied and basic things like family background, physical appearance, fluent language is being checked. If selected, then the candidate is given an Employment form which consists of Employee full form, career profile, global policy, gratuity form, police verification, badge detail, educational qualifications, work experience, details of previous job, reference details and personal details a folder is being prepared which needs to be filled by the new employees. A PF form and Details of nominee form is also given. This is then filed with 8 photographs. Resumes are also sent through emails. A Skype interview or walk-ins and telephonic interviews are also conducted. People are also employed from a famous site- LinkedIn. (And also, through employee referrals)

2. SELECTION PRACTICE

Bay 15 conducts campus recruitment while recruiting employees to work. They conduct the campus recruitment in the colleges like Agnel's, IAM, IHM, Heritage Garden Angel and Guestos. Recruitment process starts as and when vacancy is formed in the respective department. Recruitment is even done if in case there is an increase in workload. Employees are selected through referrals or from the resumes received. Sometimes even walk – in-interview is conducted. They also have transfers and promotions. The process for recruitment includes where the applicant is called for interview after screening his CV. If the applicant is suitable only then the interview is carried out in the presence of HR, HOD of a particular department and along with the division head, supervisor and GM.

3. MAINTAINENCE OF EMPLOYEE RECORDS



The human resource personnel have to maintain the personal files of all the employees working in the resort and update it as and when required. These files are very confidential and are handled only by the H.R. Manager. If there are any changes to be made with the employee personal data then the employee should immediately report to the human resource department to carry out the necessary changes.

4. TRAINING AND DEVELOPMENT

The training and development are handled by the respective departmental heads or the HR manager. Competent employees don't remain competent forever. Skills deteriorate and can become obsolete and new skills need to be learned. That's why organization spends billions of dollars each year on formal training. The HR organizes Training Programs for all new employees to acquaint them with the required information about their workplace and the discipline to be maintained in the premises. This comprises of the Induction Program which is carried out and completed in one day. During the induction program the employee is briefed about the rules and regulations of the resort, the mission statement, core values of the organization, nine steps of client excellence, grievance handling tips, personal grooming and hygiene standards, body language and expected behavior, accidents and safety measures and facilities provided at the Resort. On the last day of the induction training the new recruit along with H.R. personnel visits all the department heads and is also shown the property. Besides the induction training the H.R. also trains the employees on different aspects such as motivation, attitude, personal development, first aid etc.

In house training is carried out, department wise normally in the off-season time, the managers and executives administer the training to their subordinates. The training happens normally during the afternoon session for just half an hour every day, as the shift change happens, the employees of the next shift come, and the employees of the previous shift get ready to move out, this time is considered ideal for the training to happen., management training and technical training which is given the most in the engineering and F&B Production and F&B Service Departments.



5. TYPES OF TRAINING

- **Technical skill**

Visual aids: At kitchen line say Commi level, they show them videos. This is called as task break down where in step-by-step pictures are being displayed of the entire process. An external trainer is called to train the employees.

E learning: Any employee is free to access intranet to learn individually from the information they provide online.

6. ORIENTATION AND INDUCTION

Induction takes place in the 2nd or the 3rd week of every month. The new joiners are given uniforms. Uniform slip is collected from the HR department and given to the Uniform room. Once they get into their uniforms, they are taken on a property tour. During this property tour, the new joiners are given details about each and every place of the resort. If the head of the department is present in the department, he/she help the new joiner know better about their respective departments. After the induction takes place, the joiners are given a permanent identity card, name tags, and locker keys. The Jr. Executive then takes the new joiners to their respective departments. The head of the department then orients the joiner about the department, their job profile and their duties.

7.PAYROLL

The human resources department handles the payroll of the employees working at the resort. To calculate the salary of an employee; the time cards and attendance register is checked to record the number of present days of the employee. After recording this data; the present days are multiplied by the minimum wage rate as per the Minimum Wage Act for contractual employees. Further ESI is deducted from the gross salary and PF is paid on the basic salary plus FDA. Both the employer and the employee pay 12% as contribution to PF.



8.PERFORMANCE AND APPRAISAL

Performance Appraisal is a systematic periodic and impartial rating of employees' excellence in matters pertaining to his/her present job and his/her potentialities for better job. It is a step where the management finds out how effective it has been at hiring and placing individuals at the job. The Performance Appraisal Form provides information which assists the H.R. Manager to enforce important decisions. At Bay 15, there are two different types of appraisal forms; one for managers and the other for staff.

The criteria for rating differ in both the categories and based on the results necessary actions are taken with respect to promotions or raise in salary etc.

9.LEAVING FORMALITES

When an employee decides to resign, he/she has to submit a one month notice to the human resource department. On the day of leaving, the employee has to visit each department for the 'No Dues Certificate' this is done so that all the pending work is completed by the employee before he/she leaves the resort and it states that the person has no dues left. The signature of the HOD's is compulsory as it ensures that the person had visited the department for clearance. The employee has to handover their uniform to the linen keeper and the ID card, locker and the name tag to the human resource personnel who then gives the employee the certificate of experience.

10.CONFLICT MANAGEMENT PROCESS



All the grievances in the industry are not handled by the Human Resource; some are also tackled by the departments itself. Such as:

1. Case to case – These grievances are based on departmental and are mainly tackled by the departments, if the problem is major than it needs to be taken up by the human resource department.
2. Disciplinary areas and conflicts are majorly looked by the team.
Whenever any conflict arises, the HR specifically meets both the proponents, listens to them, finds witnesses and finds various sources to identify the accused, later he or she is given a warning letter the first time but if the problem is major for example stealing, etc. no warning is given but indeed is set off his job.

11.STAFF IN THE ORGANIZATION

At Bay 15 the employees are divided into:

1. Permanent/Confirmed Employees

Employees who are confirmed and not bound by any contract come under this category. These employees work permanently with the resort however they have the freedom to resign or discontinue work as per their choice.

2. Fixed Term Contractual Employees (FTCs)



Employees in this category are employed for the period of one year. This period is a probation period. During the term of their employment, the head of the department conducts a performance appraisal which is later checked by the HR. At the end of this contract, the employer checks the performance of the employee and if found satisfactory, the employee is given an option to renew his contract if he wishes to work with the organization and if the work is unsatisfactory, the contract is terminated.

3. Industrial Trainees (ITs)

These are students from various institutions who wish to gain experience in various departments and apply for training. The resort allows training to the students of different States for which an interview is also conducted. Training period varies from 2 months to 3 months to 6 months depending on the institutions the students have come from. Few trainees apply just to gain experience in a certain field for their personal advantage.

12.EMPLOYEE WELFARE

- **Cafeteria:** The resort has a staff cafeteria which is known as Café Zing, which provides the employees with good food and delicious snacks, television, tables and chairs. Employees are provided with free meals at work. There are 4 breaks in a day i.e.; Morning Tea Break: 10am - 11



am, Lunch Break: 1 pm - 3:00 pm, Evening Tea Break: 4 pm - 5 pm and Dinner Break: 6:00 pm - 9:00 pm.

- **Locker rooms & Restrooms:** These are provided to all employees in the organization. Separate locker rooms are provided for men and women. Both the locker rooms consist of toilets, bathrooms, beds, sofa, chairs, dressing table, changing rooms, and lockers.
- **Transport:** This facility is provided for all employees of the organization. Coaches are sent to different areas. Coaches leave according to the shifts. Employees who use this facility are given travel allowance.
- **Footwear:** Footwear is provided to certain employees, i.e., FTCs, Confirmed staff and Executives.

13.EMPLOYEE BENEFITS

- **Mediclaim:** The Resort provides the confirmed staff with medical facilities through ESI and the employees are reimbursed with a particular amount as per their eligibility. ESI cards are prepared for all employees. Medical allowance is provided.
- **Overtime:** Overtime allowance is paid to the employees who work for extra hours other than their work timings. This is then added to their basic salary.

14.LEAVE POLICY

- **Paid leave:** Every employee working at the resort is entitled to 12 days of privileged leave. Every card is to be filled and put into the drop box 2 weeks before proceeding on paid leave and the application for the same has to be submitted to the head of the department of the concerned department.



- **Sick Leave:** Every employee who has been appointed on a contract of 6 months and above is entitled to seven days of sick leave. However, confirmed employees are entitled to 9 days of sick leave and the balance is carried forward onto the next year and can be accumulated to 21 days. The employee who has reported sick for more than 3 days has to produce fitness certificate from the doctor who has treated him/her during his/her illness on the day he/she reports back on duty. A leave form with the initials of the HOD has to be submitted to the H.R. department.
- **Casual Leave:** Employees who are on contract for a period of 1 year are entitled to 7 casual leaves. However, confirmed employees are entitled to 9 days of casual leaves. This leave is not carried forward and hence has to be exhausted during the year. Casual leave should be applied on a single day basis however; it can be applied for a maximum of only three consecutive days in a row.
- **Weekly Off:** Every staff and executives of the resort are eligible for weekly off. The resort has newly announced about having 4-6 offs a month depending on your job profile.
- **Comp off:** The time off received by an employee who worked extra hours instead of receiving overtime pay. An employee that works 9 hours on an off will be eligible for a Comp off i.e., 1.5 times of 9 hours as Comp Off. This Comp Off is valid for 1 year and it cannot be carried forward.

15.EMPLOYEE ENGAGEMENTS

The HR Department organizes special programs and fun activities in order to motivate employees and create a positive work environment to deal with stress and work pressure. These are as follows:



- **Birthday Party:** Employees are given complementary birthday cake along with a complimentary meal voucher for four
- **Retail discounts:** Employee's gets 50% discount at the restaurants within the hotel
- **Recreation facilities**
 - Staff Gymnasium
 - Table tennis / Badminton court
 - Board Games - Chess, Scrabble etc.
 - Complimentary coffee and tea dispensers
 - Smoking zone
- **Doctor facility:** In-house Doctor is available for consultation while on shift, the doctor is available every weekday between 3:00pm to 4:00pm First Aid kit, over the counter medicines is available with Security at the security managers office
- **Accident on duty:** In the event of accident at work preliminary medical care will be provided at the hotel in case required, hospitalization will be borne by the hotel; the hotel has a tie up campal clinic Miramar. Absence from work for the duration of recovery is considered as Paid Leave. Employees can also claim insurance.

7.HOUSEKEEPING DEPARTMENT

Housekeeping department in a hotel is responsible for the cleanliness, maintenance and aesthetic upkeep of the property. This department is also responsible for every aspect of guest room that is to provide all the required.

Guest supplies and materials according to the guest request during their stay in the hotel. At the same time, housekeeping maintains an ensure security for the room's property and guest belongings. The laundry is a part of housekeeping department which looks into washing, drying and ironing of linen and clothes of the hotel guest as well as employee uniforms. The housekeeping department also ensures that once the guest leaves the room, the room is ready for occupancy by the next guest.

Basically, the main responsibility of the housekeeping department is to ensure that the guest rooms and the entire public area within the hotel are neat and



clean all the time. But the cleaning duty of the kitchen area is done by Kitchen steward. Cleaning of the lawn area of the hotel is also set apart from the housekeeping department while the same is carried out by the gardening division of the hotel. The person who is made in charge of the entire operations being performed in this specific department is Housekeeping Executive. The Executive Housekeeper is responsible for the total cleanliness and the, maintenance and the aesthetic upkeep of the hotel. This end is achieved with the resources made available to his/her of manpower, materials, machines, money, space and time.

The position of the Executive Housekeeper is considered to be one of the most important positions in the hotels since it carries tremendous responsibility for the proper cleanliness and the aesthetic fabric of facilities in order that they are sanitary, desirable and in saleable condition.

- Inspects rooms before they are available for sale
- Cleans occupied and vacant rooms
- Communicates the status of guestrooms to the Front Office Department
- Cleans and presses the property's linens, towels, and guest clothing (if equipped to do so, free of charge or for a pre-determined fee)
- Maintains recycled and non-recycled inventory items

The House Keeping Department is another important department in the hospitality industry

Housekeeping Department is responsible for cleaning the hotel's guest rooms and public areas. Housekeeping department usually has the largest staff, consisting of an assistant housekeeper, room attendants, room inspectors, a house person crew, linen room attendants and personnel in charge of employee uniforms. They may also have their own laundry and valet service. Hotels with laundry and valet equipment may use it only for the hotel uniforms.



WORK DONE

1. Showed the clients to their respective rooms also showed probable clients the various rooms we had, explained to them the amenities provided.
2. Supervised repair work of cottages after the cyclone
3. Did analysis of each room after the guest checkouts of the room and then releases the checklist which states for example if appliances such as the geyser, fridge, air conditioner, kettle are working alright.
4. Supervised the working of the advertisement TV in the reception.

LEARNINGS

1. Every guest is important! Therefore, I learnt that it is my duty to ensure that the wooden cottage caters to my guest's needs and provides maximum comfort.
2. For example, while showing the rooms I must make sure that in terms of luxury, everything meets the guest standards.

8.FACILITY DEPARTMENT

This department looks after Housekeeping Services, Utility Maintenance, Gardening, etc. If any electrical work is faulty, the Facility Department is the one to contact. They basically look after the overall maintenance of the building. They also help in transferring the finished goods to the containers or vehicles. It is the only department which spends, rather than saves for the company.



1. The Facility Department looks after:
2. Building Maintenance
3. Gardening
4. Electrical/Mechanical/Civil work
5. Utility Machines (fans, lights, AC)
6. Housekeeping
7. LPG bullets (5000kg installed on premises)
8. Diesel Generator for power cuts
9. Utilities area (Power Distribution)
- 10.AC plant
- 11.Air Compressor
- 12.Pump room
- 13.Effluent Treatment Plant
- 14.Infrastructure- Renovations, Expansions, Demolish
- 15.Loading of Finished goods into Containers
- 16.Maintenance of Safety Equipment
- 17.Documentation (LPG License, Factory License, etc.)

9.ENGINEERING DEPARTMENT

The scope of this department is very comprehensive and includes several activities like inspections, adjustments, replacements, repairs, keeping records etc., the broad areas of hotel engineering maintenance work include civil, mechanical, electrical, safety & security, energy and waste management, fire protection etc. Maintenance of all utility services like electricity, steam, hot water, air-conditioning and refrigeration,



maintain engineering and services of various other equipment is the duty of this department. Provisions of proper services and proper maintenance affairs in hotels have great impact on the attitude of the guest. Therefore, hotel engineering department has big responsibility in satisfying guest demand and be instrumental in maintaining the profit level of hotels up to reasonable standard.

Functions

1. To look after preventive maintenance. This is done either once a month for some machines, or once every six months for other machines. The frequency depends on the type of machine. This is done so that the machines are well kept and don't break down in the future.
2. The maintenance department takes care of unexpected breakdowns in the machinery. Whenever a machine does not function properly, the operators update the SAP and send a repair order to the maintenance department stating the problem of the machine and why it is not functioning. The maintenance department then sends its team of workers to fix the breakdown.
3. The store keeper looks after all the tools and spare parts. He keeps them organized in safe places where they won't be misplaced.
4. To monitor expenditure or purchases made by maintenance.
5. To make sure that all tools and spare parts are in stock and available for use as and when they require them.

10.SECURITY DEPARTMENT

Security Department is responsible for providing security to the guest and the employees working in the company. Security department comes into action when there is theft, fire, and any emergency cases. They monitor the CCTV



footages; check the luggage of the guest and also the employees to ensure safety. They keep a check on any suspicious activities happening around and, in the premises, and investigate on it. They keep a check on the various equipment such as smoke detectors, fire alarms etc. They keep record of received materials and dispatched materials of or for the property. Regular patrolling is done of the premises by the security personnel. Identification process and searches are done for the employees and visitors entering the premises of the hotel to ensure safety.

The most common methods adopted by the fire and safety wing of the hotel (it came under the security department) are liquid carbon dioxide, dry powder etc. The security control post of the hotel will be functioning on 24 x 7 with office secretary, night and day supervisor, and security officer. The security setup at the hotel is faultless since the hotel cannot compromise on the safety of its valuable guests. All the activities of the security department are controlled and supervised by the main security officer. He is also responsible for conducting training programmes on security and firefighting to the security staff of the hotel.

11.RECREATION DEPARTMENT

Camp team is designed to make a safe and friendly atmosphere for the kids. There is a trained supervisor to babysit and look after the kids.

They have a kid's swimming pool, computer games, reading materials like story books, movie room and indoor activities for the kids such as arts, crafts, table tennis, foosball, pool table, bouncy castle, swings, slides, see saw and a merry go round.

12.FOOD AND BEVERAGE DEPARTMENT



This department plays a vital role in delivering the accurate service of food and beverage, by placing the orders from the hot or cold plates of kitchen to the customers table in the proper and hospitable manner. The Food and Beverage department in the resort is responsible for the operation and maintenance of the dining rooms, restaurants, weddings that take place in the resort; this department is responsible for the production and the service of food and beverage to the guest as per the guests order at a specific time. Food & Beverage Department consists of Food & Beverage production, Food & Beverage service Department, Banquets, Restaurants and Bars. This department in any hotel plays a vital role in the profitable process of the hotel business. Among the total revenue collected in the hotel, about 40% contribution is directly accredited to F & B department. The responsibilities of F & B service include of receiving and escorting the guests to the specific table and taking the order and maintains cleanliness and hygiene at the outlet.

1.Food Production Department

Food production deals with the preparations of food items. It basically engaged in preparing those dishes, which are ordered by the

Guest and afterwards is catered by the F&B department. Cuisine like Indian, Continental, Thai, Italian, Konkani (Coastal Sea Food), South Indian, Chinese, Mexican, etc. Different Chefs are appointed for the specialty cuisine. Marketing a celebrity chef as a primary component of a hotel may yield a competitive advantage among that specific hotel's competitive set.

2.Food Servicing Department

Food service deals with the process of the delivery of the prepared food items onto the end customers who ordered it. Service department should also lay special emphasis on the importance of getting the orders delivered with an eye candy look and appearance.



3.Importance of F & B Department in a hotel

Food and Beverage Department (F&B) is responsible for maintaining high quality of food and service, food costing, managing restaurants, bars, etc.

Food and Beverage Service is the service of Food made in the Kitchen and Drinks prepared in the Bar to the Customers (Guest) at the Food & Beverage premises, which can be: Restaurants, Bars, Hotels, Airlines, Cruise Ships, Trains, Companies, Schools, Colleges, Hospitals, Prisons, Takeaway, etc.

Food and beverage servers' duties vary considerably from one type of establishment to another. In fast food outlets, they often work behind counters and use computerized systems to take orders and tabulate bills. In coffee shops and cocktail lounges, they provide quick and efficient

service for customers seated at tables. In formal dining establishments, they carefully observe established rules of service and etiquette, and pace the meal according to customer preference.

FUNCTIONS

1. prepare tables or counters for meals
2. stock the service area with supplies (for example, coffee, glassware)
3. greet customers, present menus and help customers select menu items
4. inform customers about daily specials
5. record orders and place them with the kitchen and bar
6. pick up and serve orders
7. check that customers are enjoying their meals and correct any problems
8. suggest and serve desserts and beverages
9. clean and reset tables
10. Tabulate and present bills for payment.



WORKDONE

1. Welcomed guests to the restaurant, and oversaw mandatory Covid screening i.e. sanitization and temperature checks.
2. Arranged plates, napkins, table mats and cutlery in baskets.
3. Took orders, waited on tables, punched in orders, served guests dishes and made sure to clear up plates and leftovers.
4. Along with the manager I purchased inventory for the kitchen, which included liquor and seafood specials, i.e., lobsters, tiger prawns and snapper.
5. Helped in Organizing a party of 80 pax on 1st August, right from the buffet setup to waiting and serving tables, also did the inventory analysis for this event, since it was the weekend and there was a party happening taking all that into consideration, raw material had to be purchased.
6. I was in charge of the sizzler festival which started on the 9th of august, for the same we designed a new menu with the head chef, I then got the menu printed and laminated so it can be given to guests.
7. I had to take photographs of every new beverage or food item that was created by our new head chef, for e.g., the sizzler festival I would take photographs of the various sizzlers and post them to our social media handles, during live music shows I would go live on Instagram and record the band playing.

LEARNINGS

1. How to push or sell specials which maximize our profit, recommend seafood and sell them the food before they taste
2. Learnt coordination with kitchen, keeping them informed of the order if it's a special, for e.g., if I punch a 900gms grilled fish on the KOT, I cannot type on the ticket the preparation style or if there is any particular request from the customer as there is no space, so I head over inside to the kitchen and speak to the chef, inform him so there are no errors, for e.g. I tell him it's a 900 grams white snapper, fillet it into eight boneless pieces, extra vegetables, fries and the preparation should be butter garlic etc.



3. Improved my multitasking, efficiency and memory, as I had to take out orders to different table numbers, as well as wait and serve tables while sometimes taking photographs of the events happening to post on our socials
4. I also learnt as a waiter I had to be aware of the specials or the quantity of specials before taking the order from the guest for e.g., if today there are 5 whole snappers, I should know that there are only five available and I have to keep in touch with the others as to how many we sold, so I know if we reached or crossed our limit if we did and I recommend it to someone and then we do not have it looks bad on our path
- 5.** I learnt how to place orders on priority, this tested my focus ability and ability to work under pressure, based on the ticket order, which came first, which dish goes on which tables, sending it out on time and coordinating with front of house whether the table is ready to be served and if yes have they received plates and silverware.
6. To always ask if they have a membership or Zomato pro so billing is not an issue



13. KITCHEN

WORK DONE

1. Ran the pass from both sides, did a bit of cooking on high paced days, helped prep, trim beef, clean squid's, prawns and lollipops, as well as deep fried French fries, spring rolls etc., gave chefs their respective plates for each dish, pasta bowl for pasta, curry for curry, put the sauces on the stove to warm, e.g., chill sauce for spring roll, did garnish of parsley for steaks, cream on butter chicken etc.
2. Ran the pass and managed kitchen order ticket service as well as did the final tasting checks and pushed the food out with server staff while coordinating table number with them.
3. Photographed the new dishes.
4. Did Inventory analysis with chef and gave list to main stores of Bay 15 and informed the operation manager.
5. For example, flour and breadcrumbs requirements filled out in a form.

LEARNINGS

1. Kitchen Order Ticket management- learnt how to follow Kitchen Order Ticket management short forms instructions, like urgent, running order (RO), all together (ATG) etc.



2. I learnt inventory management, for e.g., Limited bulk purchase of food stocks in order to prevent tying up of our cash reserves.
3. I learnt coordination between kitchen and food and beverages for e.g., when order is punched, we can't explain exact requirement, like for example a complex specific order such as 900gms Chonak, boneless, butter fried with garlic and no mushrooms must be relayed to the chef without any mistakes to prevent losses.
4. Learnt to avoid loss and prep well in advance to save time, by precooking items and creating portions.
5. Loss prevention is portion sizes and thus minimizing waste, using proper cooking oil and temperature, for e.g., Tempura squids fried in overused oil will lead to soggy batter with a lack of crispiness.
6. Learnt that if it's not up to mark, then We do not send it out!
7. Learnt to be kept a brief mental inventory checklist each day starts. For e.g. the number fillets of Chonak/Lobsters remaining in the kitchen per dish sold in via fine dining in order to ensure team work as we cannot recommend a dish to a customer but later say it is unavailable.
8. Learnt to forecast inventory for the weekend in case prices go up and then stock up or if we have a party coming, and we know what's going to sell, maintain prep for it for e.g., French fries for kids, Keep the portions ready, and if perhaps the group incoming is a tourist group, then to allow seafood to defrost as many like to try seafood delicacies.
9. Learnt about hygiene and cleanliness, to keep your workstation clean at all time to ensure productivity and avoid accidents, mask, hairnets, wash hands and sanitize at all times.
10. Learnt how to run a kitchen which was a lifelong dream especially after watching a 'Kitchen Nightmares' a reality competition for amateur home cooks.
11. There was this one-time incident that occurred on a Sunday, the restaurant was absolutely packed outside, however there were no orders coming in! I soon discovered that machine had frozen, and suddenly



received a whole pile of orders come in and unfortunately our operations manager was off on Sundays, with no Executive Chef, just 2 waiters, Sales Manager and food & beverages manager on the floor resulting in the kitchen staff getting overwhelmed and angry but I calmed them down and we managed to push all those orders out. Therefore, it is essential to never panic and always believe in your abilities at all times!

14.SALES AND MARKETING

The sales and marketing department at Bay 15 consists of the Public Relations, sales and events. Bay 15 worldwide Sales and Marketing teams strive to build brand preference and drive revenue to their hotels. The sales team is responsible for selling the room nights and various conferences facilities to various clienteles. For events the coordinator of the event visits the hotel and he is taken for a show around of the property by the event team member, which is called the site inspection.

The Public relations team is responsible for creating a strong brand image of the company. It is responsible for replying to the comments posted by the guests who have stayed at Bay 15 on travel sites such as Trip Advisor. This department is also responsible for creating promotional campaigns for the various events hosted by Bay 15 for example we had the sizzler festival, live shows, friendship day party, live band launch and performance at the resort.



The event was publicized through the Bay 15 Face book page, billboards, Instagram etc. The Public Relations team also responsible for promoting Bay 15 through various magazines and interviews. The sales and marketing team mainly focuses more on digital marketing as it is considered to be more effective than any other source and has helped Bay 15 to gain a strong brand image.

The GM and Sales Manager prepare a budget for the year sale of rooms and the conference hall. They try and achieve the budget by the end of the year. This is done with a lot of planning and research. This would be achieved by a contract with one or more travel agents in and outside the town. And for selling the conference hall the sales team should contact various companies and other business firms. The main function of this department is to increase the sales volumes of the different services offered in the hotel, be in terms of rooms, food, beverages, clubs, restaurants, spa etc. Usually, the tools adopted by the department to make the guests accustomed to different services and offerings in the hotels

The other core areas of its consideration are as follows

- Conduct a market Audit.
- Analysis of market competition.
- Market place analysis.
- Formulation of new schemes and niche offerings.
- Selection of profitable market segments.
- Positioning the property.

WORK DONE

1. Promoted the band for Sunday Live Music event as well as sound check and beverages and food supply to the members.
2. Adding the total daily sales from all possible revenue sources, restaurant, rooms etc. to the excel sheet



3. Adding total sales of rooms, etc.
4. Scanning and replying to mails regarding rooms and availability of the property for weddings party's and events, adding the probable dates to calendar, labelling them as enquiry, advance received etc.
5. Showing prospective wedding clients, packages of bar menus, prices of food etc. And giving them options to choose from, handling logistics of travel to and fro from various destinations of the guests.
6. Explaining the basics which we provide for the wedding such as linen sets, professional service men etc.
7. Explain room amenities for the guests applicable in our packages as well as the photography and videography wedding packages provided by the resort.
8. Made phone calls to vendors to update our company price list for photo, video,
9. Sitting in on negotiations of selling rooms/ hall for party's film shoots, collab music videos and fashion shoots,
10. Punched in orders/making bills for tables or in room dining orders
11. Updated the list of travel agents and vendors.
12. Worked on new menus, pricing, food festivals.
13. Showed clients along with my manager, the property, and probable places to have functions, indoor and outdoor events, such as party halls, seaside, lawns and gave them their options as well as explained to them all the inclusions, taxes, cancellation policy, payment bank details, advances and licenses required.
14. Took photos, videos of events and food as well as created a Covid guidelines video for the hotel informing that we are vaccinated and open for business.
15. Artwork for live music, video, Instagram live, Facebook live, recognizing probable photo ops, taking pictures of guests eating and enjoying with permission, and realized an opportunity for a photograph for poster for pet friendly approach to Bay 15.

LEARNINGS



1. How to reply to emails or how to proceed forward with the email, for e.g., when wedding clients ask for details/costings of the venue, food menu, services provided etc., we start of by greeting them, we thank them for considering us, we understand the requirement of the mail, so if the client says they have 200 guests, from our end we know our room inventory is 16 rooms, 48 guests can stay on premises on a triple occupancy explain, I learnt I need inform them about the same them first, so that there is no miscommunication and only then I can go ahead with the enquiry if they are willing to arrange the accommodation for themselves and the logistics for travel to our venue .
2. I learnt how to sell, whether it was the the Grande lawns as a venue to probable customer or to recommend a special at the restaurant, firstly during my sales pitch I would make them visualize the product, imagine themselves, use fancy words e.g., we have a beautiful restaurant with a canape, facing the sea where you can watch the sun go down, sipping on a sangria
3. I learnt that I have to give the customer all the possible options so they can make an informed decision, I also learnt the reason you give them the various options is because probably they can have future requirement and would have remembered that our hotel provides that service.
4. Always encourage the guest or client to visit the place, so there are no regrets/ miscommunications, we send photographs from our wedding inventory if they cannot make it to have a better understanding.
5. Listen to the client wholly and understand clearly what their intentions and requirements are, according give them your offer, put the ball in their court given them an offer if it's something big and new and if we haven't entertained such a request before and we don't know how to price the product appropriately, so they can think about the offer and we also have time to think and evaluate the situation.

6. Understand what exactly are they going to do on the property, what all space will they use, whether permissions will be required for their function, if yes inform them, brief them about the terms and conditions, usage of drones on the premises. In the case of film shoot make sure the appropriate documents are collected, NOC from the government etc., so that there is no miscommunication from our side, in case of a wedding inform the guest that music has to stop by 10:30 pm.
7. For a wedding if liquor food gets over or the consumption has crossed over the agreed limit, confirm with the bride and groom whether they would like us to increase the number of plates or increase the food and beverage, inform them about the additional cost, if there is a buffet setup inquire what time would they like to start the bar service or what time would they like to open the buffet, I learnt that I can never assume based on standard procedures, each client is different, has different belief, come from a different ethnic background so they have a different opinion. During the off season and covid times try not to lose the customer, make sure all options were given so that you don't regret later that you did not inform him, instead it should be vice versa
8. Greet the customer and understand them, reassure them of everything, never deny a request or say it's not possible instead assure them you will try.
9. Make sure the guest is satisfied and you try your best to fulfill their wishes, for e.g., during my training a client wanted last-minute in-house decoration which consisted of rose petals, wine and cake, they also wanted a violinist and a photographer all for a surprise proposal, which we arranged in a matter of a few hours.
10. Learn to walk away from the deal if it's not right, we don't do freebies, we don't look for the exposure, we are a business, we need to walk away



from it maybe learn something, but don't underprice, keep the market healthy, play fair no dirty competition,

11. We have a standard to maintain for e.g., lawn rates for weddings we can't simply from 2 lakh and make it 1.5 lakh, a lot goes into consideration of the price, music and noise venue, 10 tables may turn back so we take into account all that,
12. No outside catering allowed as we have a reputation to uphold, can't have a lapse in the system
13. Follow up calls leading unto the event for vendors, musicians, weekly reminders, so that everything goes smoothly.
14. Make sure all departments are briefed and kept up to date, mails if there is a big event so it does not affect say front office or food and beverage if there is another party, music should not merge, if group is coming for lunch inform f and b, so kitchen is prepped, tables are reserved etc.
15. Prioritize the big money lawns during season do not confirm a small party booking at our other venue so there should be no conflict of music

DEPARTMENTAL FINDINGS

Annexure 1:

- About conference or marriage event
- It consists Date, venue, timing, function, number of guests.
- It is mentioned whether they are providing lunch and dinner, apart from lunch and dinner are chargeable.



- It also consists about the menu what will be provided while the conference is going on.
- Tax applications are also mentioned.

Annexure 2:

- It consists of Terms and Conditions of hotel.
- It also mentions about the cancellation charges for group booking.
- As well as retention charges for room bookings.
- They specially take care of the licenses which are applicable for various events, which is also mentioned in it.

Here are the different License Agencies from government which the guest takes permission from for any event, as mentioned in Annexure 2.

IPRS (Indian Performance Right Society) – For dance performance

PPL (Phonographic Performance Limited) - Music

NOVEX – Hindi record music

Annexure 3:

- It consists of the mode of payment.
- Signature of D.O.S and the guest for whom the booking is.

Annexure 4:

1. Retention clause
 - Any reduction in rooms/room nights after receiving the confirmation including delayed check in or early departure, will be subject to the following schedule of retention clauses.

Sr. no.	Intimation regarding reduction in rooms received by the hotel	Retention charges if reduction is less than 5%	Retention charges if reduction is 5% to 20%

1.	From the date of confirmation to 90 days from 1 st check in of conference/event.	No charge.	25% of 1 night charge for the rooms being released.
2.	Between 89 to 60 days of the 1 st check in of conference/event.	50% of 1-night charges for the rooms being released.	1 night's charge for the rooms being released.
3.	Between 59 to 30 days of the 1 st check in of conference/event.	1 night's charge for the rooms being released.	100% charges for the entire length stay for the rooms being released.
4.	29 days or less of the 1 st check in of conference/event.	100% charges for the entire duration of the stay for the rooms being released including early departure.	100% charges for the entire duration of the stay for the rooms being released including early departure.

For reduction of rooms by more than 20% of the original block a 100% cancellation charge will be levied for the rooms released. This will also affect the special rates offered for this block.

2. Cancellation clauses:

- A cancellation is where in the entire conference is cancelled or the dates of the conference are changed after receiving the confirmation.



Sr. no.	Cancellation received by the hotel	Cancellation charge to be levied
1.	Between date of confirmation and 90 days of the check in of the conference.	25% of the total expected billing including accommodation and banquet arrangements.
2.	Between 89 to 60 days of the check in of the conference.	50% of the total expected billing including accommodation and banquet arrangements.
3.	Between 59 to 30 days of the check in of the conference.	75% of the total expected billing including accommodation and banquet arrangements.
4.	29 days or less from the 1 st check in of the conference.	100% of the total expected billing including accommodation and banquet arrangements

INDUSTRY ANALYSIS

1. PESTEL ANALYSIS

1. POLITICAL ANALYSIS

In India, one can never over-look the political factors which influence each and every industry existing in the country, the political interference plays a huge role depending which party is in power each affects the industry in some way or the other.

TERRORISM & SECURITY

Terrorism has an adverse effect on the growth and progress of any country. Terrorism has had a terrible effect on the tourism industry of India as it hampers the growth of the industry.

The states like Jammu and Kashmir, Assam etc. have a bad tourism output, which intern effects the country's growth.

Another example would be the 26/11 attack on the Taj Mumbai, which brought the hotel industry to a standstill as guests feared for their safety in India.

The govt. of India is taking steps in regard to tackle the terrorism by providing more security to the tourists who are visiting such terrorist prone areas.

POLITICAL INSTABILITY

Political instability also has effect on tourism industry, frequent change of parties at state or central level has an impact on tourism policies and upliftment of tourist sites, as the different parties have different approach to tourist industry. The continuous horse trading of various MLAs to switch and join parties, farmers protest at Delhi, Bengal violence and the scrapping of article in Jammu and Kashmir due to political ideologies has seen a decline in tourist visiting the country



INFRASTRUCTURE

Infrastructure development depends mainly upon the government or ruling political party. There has been a great infrastructure development from last 20 years in India. The better infrastructure has attracted more and more tourist in India.

We have new national highways and roads are being built which have access to remote tourist villages, in Leh and Ladak. The government has also invested in the India's biggest statue the the statue of unity, which will be a big tourist attraction

RELATIONS WITH NEIGHBOURING COUNTRIES

Relationship with the adjoining countries have also a direct relationship with the tourism industry. The political relationship of India with most of adjoining countries is good, Pakistan does pose a threat to us, we have trouble with China at the border that's encroaching into our border, we have better relations with Bangladesh and Nepal, now the current takeover of Afghanistan by the Taliban will affect the tourism in our country

2.ECONOMIC ANALYSIS

Economic factor also plays an important role in the analysis of the tourism industry. Better economic factors help to drive more and more tourist from different countries as well as from domestic market. The Tourism sector of Indian economy is at present experiencing a downfall but the rise of desi travelers has got the industry going. The Tourism sector of Indian economy has become one of the major industrial sectors under the Indian economy.

GDP (GROSS DOMESTIC PRODUCT)

Gross domestic product also plays major part in the upliftment of tourism industry. India's economy is gradually recovering from a deep contraction in the fiscal year ended March 31, 2021 (7.3%) and a subsequent severe second wave of COVID-19.



For 2021 calendar year, India's growth is estimated to rise to 9.6 %. The GDP, which shrank from \$2.87 trillion in 2019-20 to \$2.66 trillion in the following year, is estimated to reach around \$4 trillion in 2024-25. Better growth of GDP will help to attract more and more tourist via investments through FDIs in the hotel and tourism industry. The tourism will also help to raise the GDP of India as if more and more tourist arrives, they will spend more money which in turn raise the GDP of country. The hotel industry in India is expected to reach a value of **INR 1,210.87 Bn** by the end of 2023. The Indian hotel industry has taken a hit of over Rs 1.30 lakh crore in revenue for the fiscal year 2020-21 due to the impact of the COVID-19 pandemic

RISE IN NATIONAL INCOME

Indian tourism is one of the major contributors in increasing national income and improving the economic conditions of India.

More and more youth are becoming self-sufficient via means of affiliate marketing and earning via social media as a platform and not to mention startups. There's a surge in the millennials travelling interstate.

BETTER ECONOMIC CONDITIONS

If we talk about the Indian tourism industry, the rise in the output is not only because of the foreign tourists but the domestic tourism has also been spreading its wings and adding much more to tourism industry. As the economic conditions have been getting from last year, and the introduction of vaccines people are now comfortable travelling and are travelling within the country itself.

3.SOCIAL ANALYSIS



Social factors are those factors that affect the tourism industry because of the society. Social factors have more or less a significant impact on Indian tourism industry.

DEMOGRAPHIC CHANGES

Demographic trends describe the changes in demographics in a population over time. In India majority of the population is of the young people, who are willing to spend and to visit different parts of the country, thus one of this social factor has helped in development of tourism industry majority of population i.e., 50% is under the age of 23 years.

VAST CULTURE

As we all know that the India is country of various religion and has oldest culture. The Indian culture drives more and more foreigners to visit the country. There is so much vastness in Indian culture and demographics that the tourists find it better to visit country like India as compared to any other country as they find various and vast cultures in India. We have various documentaries/movies filmed in India now which generates revenue, the digital age has come with its perks, we see a lot of youtubers, social bloggers, influencers visiting India just because of its vast cultural heritage et cover various aspects of India for e.g., the food, places to visit etc. for their YouTube channels etc.

HEALTHIER LIFESTYLE

India provides trends to the healthier lifestyle, one of the biggest examples is of YOGA. Most of the foreign tourist also visit India because of this purpose as they find new and better ways that could keep them healthy in their day-to-day lifestyle. We have foreign tourist who visit the golden temple, or the Ganga river or to seek blessing from the yogis for health and prosperity. Certain herbs and homeopathic remedies known cure diseases such as cancer and aid in healing of deadly diseases can be found in India.



4. TECHNOLOGICAL ANALYSIS:

Technology always plays a vital role in any sector, so it has also played its part in tourism industry.

MEDICAL TOURISM

Medical tourism has emerged in India from 1995, the medical industry is driving more and more foreigners to come to India for their treatment. India is cheap at medical procedures and technologically advanced than the other countries. Around 1.5 lacs of tourist visited India just for medical purposes, which generated \$300 million alone. Thus, this one technological factor is attracting more and more crowd to India.

IT SECTOR

IT sector is one of the sectors in which India is getting advanced day by day. It is driving more and more foreign nationals and tourist to our country as it providing some job opportunity to them, which in turn makes rise in growth of the tourism sector.

There are many IT parks in India and many IT hubs which techno savvy people from abroad visit to learn new things.

5. ECOLOGICAL ANALYSIS

Environment is the main part of our lives that affect us directly. Environment analysis is necessary for tourism industry as its dependent on environment.

GO GREEN IDEOLOGY

Go green ideology is one of the major steps taken by our government for the preservation of environment. This ideology states that more and more trees should be planted and less consumption of fuel should be done. This affects



tourism industry directly as better environment will drive more crowd to the country. We have initiatives for green tourism and sustainable tourism, for which the government provides financial incentives, for e.g., we have the backwaters in Kerala, the turtle nesting site at Galgibaga beach goa, national parks and wildlife sanctuary, with animal species native to India, which drives groups of foreign researchers for study purposes t India.

SAVE TIGERS INITIATIVE

Tiger saving initiatives are also taking a pace, because royal Bengal tiger is world famous People come from different countries to visit the national parks like KAZIRANGA etc., the tigers are the main attraction to the tourists, so government is taking initiative to save tigers. The sanctuary is always under radar because it yearly gets flooded which displaces wildlife and has killed tigers before, the forest is also susceptible to wild fires, the government has ensure its safety as this is a major tourism booster in India for wildlife enthusiast

GLOBAL WARMING

Global warming is one of the issues of concern of the whole world. Global warming is affecting the tourism of India as glaciers of Himalaya and the various hill stations in the Jammu and Kashmir and in Himachal Pradesh are facing trouble because of global warming as the temperature and weather conditions are changing their dramatically.

6.LEGAL ANALYSIS

Legal factors of any country have an impact on its tourism. Various laws and acts have direct relationship with the rise and fall in the rate of tourism.

TAX EXEMPTION

The scheme and laws like tax exemption help to develop the tourism industry. The tax exemption laws like, 50% of profit derived by travel agents and tours



operators will only be taxed. Such legal schemes are helping a lot in betterment of tourism.

INCREDIBLE INDIA

One of the aggressive advertisement campaigns by tourism department is the INCREDIBLE INDIA, it is an advertisement scheme for which the government pays the money. Many banners and advertisement on various channels are shown, by this the ministry of tourism tries to show various great places which can be visited in India.

2.PORTER'S FIVE FORCES ANALYSIS

1.Entry Barriers

The initial investment in the hotel industry is high and it creates a high entry barrier, but the internet has reduced this entry barrier for e.g., we have Oyo rooms and Air bnb. The Internet has not only reduced the investment cost but has also reduced the marketing and advertising costs. Since switching costs are basically zero for a customer, a bed and breakfast offering a lucrative offer can draw your customer away

A key aspect could be differentiation where in a hotel can differentiate itself based on location (like sea-facing, beach side etc.), Another could be Hotels claiming their staff being trained in cleanliness and a guarantee to provide a clean COVID-free environment.

Existing hotel chains have an advantage over local entrepreneurs in this industry as the brand image and customer loyalty are concerned

New entrants have to be conscious about their target market and quality of service, as hotels run on product differentiation, the new entrants have to invest



in the innovation of services that are provided to the customers if they want to catch up.

2.Threat of substitutes

The threat of the substitutes in hotel industry is moderate.

Except in the current scenario where we have been affected by the pandemic, but is slowly healing, the hotel industry can thrive without any threat.

However, people looking for cheap accommodation can easily opt to live in hostels, motels, relatives or guest houses/ homestay/villas. This market is price sensitive and the hotel's target audience becomes the cost-conscious people.

Usually around a major 5-star hotel you can see many more 5 star properties, simply because the location has a lot to offer and also you can see many budgets option or smaller scale hotel properties, they range from various price ranges with difference in services and amenities.

The internet has also increased the substitute threats inviting new competitive models like Air BnB and Oyo rooms.

3.Bargaining Power of Suppliers

The power of suppliers over hotel industry is relatively low.

The hotel industry is only subjected to the power of the labor, trained staff and personnel, but during this pandemic we could see a lot of companies laying off staff, and the industry has turned to interns for their daily operations the hotel industry is generally good at filling open job positions, and mitigation supplier risks at all levels, Hotels are not subjected to the bargaining power of suppliers and it has low and indirect pressure on their business.



4. Bargaining Power of Customers

When the concentration of the buyers is higher than the market players then the industry is subjected to the high power of buyers.

Consumers traveling regularly are tech friendly customers. It has become very easy to go online and find the best option that suits the customer as per their budget and requirement.

The internet/digital age has eliminated the middle-man needed to book travel services now and saves on the commissions.

With the help of the internet and research buyers are becoming educated, which has shifted the bargaining power in favor of the end customer.

When it comes to hosting larger groups of people like family get togethers/reunions groups and corporates the purchasing of hotel rooms in bulk is required, these groups include tour operators, domestic and international airlines and event planners, may some bargaining power.

5. Competitive Force

There is a lot of rivalry in the hotel industry, competition is fierce, the industry has high costs and to meet those costs the industry will do whatever needs to be done in order to meet those costs, even if they have to lower their prices to fill occupancy

The competition in this industry is extremely high, considering there are other big players in the industry who are directly in competition with hotel business, offering similar amenities, accommodation and service at comparatively similar or lower prices.

Customers, with a click or swipe can easily find a hotel online for a cheaper rate for similar amenities, the only option would be if the hotel can differentiate itself as super luxury or have a deciding key factor that justifies its rate,



otherwise the Customers will almost always pick the option available which has the best price and reasonable amenities.

With more options and information being made available to customers, picking alternate locations that meet the budget is not that difficult (for e.g. - customers can stay in nearby town at a much lower cost, instead of paying a premium for a sea view, if that is not a priority).

There are also home owners that directly compete in this space, guest scan chooses from the options of staying in a villa, homestay, flat, private bungalow, which is the cheaper option if you are a group of friends.

FIRM ANALYSIS

1.SWOT ANALYSIS



STRENGTHS	OPPORTUNITIES
<ul style="list-style-type: none"> • Employees ability to multitask, job rotation • Reputed brand image • Complemented by sea view • Lawns can accommodate large crowds • Location/ambience • Live music/events/ social gatherings • New menus/goan food • Unique rooms 	<ul style="list-style-type: none"> • Membership • Bigger room inventory • Gym/ Spa • In room laundry • Film shoots • Product launches and festivals • Water sports
WEAKNESS	THREATS
<ul style="list-style-type: none"> • Pricing • Luxury • Smaller room inventory • Employee retention • Training • No signage • Location 	<ul style="list-style-type: none"> • Oyo/ Air BNB • Private villas • Local restaurants and hype for street food • Cyclones and natural disasters • CRZ violations • Harassment from NGOs and local fishing communities

STRENGTHS

1. Employees ability to multitask, job rotation

During the pandemic, the hotel had to cut down/lay off its employees in order to cut back on labour expenses, the hotel retained just a few chefs and departmental heads for each department, waiters and servers also were reduced, the hotel was short on staff, which resulted in employees multitasking, and everyone being familiar with each one's role, for e.g., waiter's functions as servers and bar tenders



2.Reputed brand image

Bay 15 has built a reputed brand image for itself in the field of tourism and hospitality, the 3 avenues of its brand is the club, sea facing lawns for weddings, the wooden cottages and the sea view restaurant. The property attracts influential Bollywood stars, production houses, directors, filmmakers, bloggers, and high-end tourists visit the property

Also, the property has hosted and been featured in several Netflix documentaries, music videos and Bollywood movies

3.Complemented by sea view

The restaurant is located by the seaside, on the tip of the bay, overlooking the Arabian sea, guests visit the place to witness beautiful sunsets and to surround themselves with the beautiful landscape of coconut trees.

4.Lawns can accommodate large crowds

The hotel has various venue options catering to crowds of 50 to 1500 people, this along with the location makes it a perfect destination for weddings of all sizes gives bay 15 the edge over its competitors

5.Location/ambience

The property is situated on the bay of Odxel beach, the natural surrounding beauty of coconut trees, and the amazing sea view, plus the in-house restaurant ambience, which has a Goan theme, where you have thatched coconut leaf gazebos overlooking the sea, you have a fishing canoe, Goan Portuguese handicraft and handlooms, and the outer deck is situated on sand which gives you the experience of dining at a shack.

6.Live music/events/ social gatherings



Bay 15 has daily events happening at the property, which makes it the most happening place in the north, live music on Saturday and Sundays, karaoke on Fridays, they have various jam up sessions, bands performing, Zumba sundowners, where in all these events they engage the guests to give them a memorable experience, not to forget they also have other various events, like the cashew festival cake mixing, ester part, Independence Day parties, Christmas and new year parties, product launches and fashion shows.

7.New menus/Goan food

Every month the hotel has a different festival on its property, at the moment bay 15 has the sizzler festival, running for the month of august, then followed by the north east festival, prior food festivals include, Khoja festival, dim sum and sushi festival, mango festival, Assamese food festival, they update their menu on a monthly basis giving customers new experiences wanting to come again and again. Apart from these festivals the restaurant is also known for its authentic Goan cuisine, which attract a lot of foreign and desi tourists, who come back for the food and experience.

8.Unique rooms

The property has 16 unique wooden cottages, it's not like your regular typical 5 start property or any room for that matter, guest come her to have a different experience, away from their busy lives, away from the four concrete walls, these independent cottages are relaxing with basic amenities, overlooking the sea, surrounded by coconut trees, which gives you a home in woods atmosphere.

OPPORTUNITIES

1.Membership



Unlike other hotels and few restaurants, bay 15 does not have a membership which it can offer to patrons or customers loyal to the brand, this can be an additional source of revenue to the brand, and will also help them retain loyal customers

2.Bigger room inventory

Bay 15 has a room inventory of only 16 rooms, the hotel has additional land adjacent to the property, which can be used for the construction of a new wing/block which can have another probable 50 rooms, the opportunity is there, because the property receives a lot of inquiries for booking of large crowds and owing to their limited inventory cannot house additional guests, for wedding of crowds 200 and above the hotel arranges accommodation at the other closer hotel like Grand Hyatt or Cidade de Goa, or sinq edge, having the additional room inventory bay 15 can accommodate majority of its wedding guests

3.Gym/ Spa

The property does not have a gym or spa, owing to their 100% occupancy and the crowd the hotel gets along with the membership, the gym and spa are additional benefits to clients, an opportunity to generate additional revenue. The millennials are into fitness, India is becoming health conscious and guests that are long stays prefer that their hotel has a gym so can work out while on holiday.

4.In room laundry

The hotel does not provide in room/house laundry services to its guests, I believe this an opportunity especially since they have a lot of wedding, and clients or guests usually before a wedding want their wedding formal, suits, dresses steam ironed.

5.Water sports

Located on the beach the the hotel can tie up with water sports contractors/agents to provide guest water sports activities, the hotel can have a



tie up for their guest and a special rate/payment policy can be worked out which is mutually beneficial to both parties

WEAKNESS

1.Pricing

The restaurant offers an array of cuisines, keeping in mind the location and the hotels brand, the prices of rooms and food and beverage is priced on the higher end.

2.Luxury

The rooms provide by bay 15 are wooden cottages with breathtaking views, surrounded by the beautiful scenery, the rooms have basic amenities, and target a different audience, but for those looking for luxury in the terms of space of a bath tub etc., these cottages do not provide the luxury aspect.

3.Smaller room inventory

The hotel has only an inventory of 16 rooms, and cannot accommodate more than 48 guests at a time, which is disappointing because on a daily the property gets so many requests for a room and they all have to be turned down

4.Training and employee retention

The hotel at the moment does not have a dedicated HR team, HR is outsourced and functions are carried out by the general manager, in experienced employees lack in formal training, the performance appraisals are not conducted, employees are well aware of their roles, the industry has plenty of labour, employees are loyal, but the new employees when hired do not give a formal training and at times they cannot handle the industry pressure and leave the company.

5.Signage



The hotel is located on the edge of a bay, from the main road, the direction to the hotel is not clear, it goes down a spiral of slopes and turns which makes it difficult for customers to find it as opposed to any other resort or restaurant which is visible from the roadside itself.

THREATS

1.Oyo/ Air BNB / private villas/ homestays/ guest houses (alternate lodging)

The rise of the internet and digital age has given rise to Oyo and air bnb , these private players provide villas, homestays, guesthouses to clients which falls cheaper for larger crowds, family groups and reunions, which has taken away a significant chunk of the market from the hotel industry.

These homestays and guest house are not registered and do not pay taxes or acquire any permission, there are a lot of illegalities in this industry, and they are eating at the competition

2.Cyclones and natural disasters

Bay 15 which located exactly by the beach faces risk of cyclones, and tsunamis and natural disasters, for e.g., the recent cyclone that hit goa, affected the hotel in a bad, the cottages were damaged which resulted in great loses to the company.

3.CRZ violations

The location of the property is always subject to crz violation, depending on the government in charge and the change in rules and regulation is a great threat the hotel.

4.Harassment from NGOs and local fishing communities

Because of the location of the property the hotel is always subject to harassment from government officials, police, NGOs. The local fishing communities also in the past have caused disturbances to the property.



2.VRIO ANALYSIS

	VALUE	RARE	IMITABILITY	ORGANIZATION	COMPETITIVE ADVANTAGE
Food & beverage	YES	YES	YES	YES	Sustained competitive advantage
Employees	YES	YES	YES	YES	Sustained competitive advantage
Innovative products and services	YES	YES	YES	YES	Sustained competitive advantage
Location of the restaurant	YES	YES	NO	YES	Competitive Parity
Bay 15 as a brand	YES	YES	YES	YES	Sustained competitive advantage
Ambience/d ecoration of the restaurant	YES	YES	NO	YES	competitive Parity



1.Food & beverage

Bay 15's food and beverages served in their restaurants are considered valuable due to its originality, as we have a specials menu which is curated by the head chef from Assam, the food includes delicacies and specialties from north east India, and the same cuisine is difficult to find in goa, the herbs and spices used in preparation of food is grown at the hotel itself, yes the hotel has its very own herb garden which is fresh. Furthermore, in-house developed and produced goods enhance the independence of the firm from its food suppliers and contribute to the standardization of the ordering system, which is rare and difficult to imitate at the same time. For example, French fries, pizza dough, Gulab jamuns, cakes, chili oil is all made from scratch at the hotel. Additionally, due to the improved standardization and their organizational structure, Bay 15 can exploit their sources to capture value by offering their differentiated products. Therefore, Bay 15's products are considered as a source of sustained competitive advantage.

2.Employees



In terms of Bay 15's employees, they have a has employee culture that values their employees. Moreover, since the employees are the face of the restaurant, they indirectly generate the value of the firm and its profitability.

In return, employees have engaged with the organization creating a high level of employee loyalty which is rare especially in the restaurant industry. Each staff member is trained to handle any situation and trained to provide the best service.

For example, the chefs and entire f and b team have been there since the start of the hotel, the employees multitask and have excellent on job rotation and job knowledge of each other's role, especially during these pandemic times, these skills were clearly evident amongst their workforce, also the employees are given management roles and have the power to make various leadership decisions Thus, employees are a source of long-term competitive advantage.

3.Innovative products and services

Innovative products and services at Bay 15 attract customers to visit. For example, the restaurant has a fire-based cocktail which trends all over social media, guests visit just to participate or to try the famous cocktail, also the rooms/cottages are wooden independent cottages which differentiates it from competitors and have sea facing views. There are monthly food festivals and live music and with various food specials Therefore, Bay 15's customer engagement strategy also differs from other restaurants as they have live music



sessions, karaoke nights, Latin/salsa nights and Zumba sundowners which engages its customers. On this note, innovative products and services are Bay 15's source of sustained competitive advantage.

4.Location of the restaurant

The convenient location of the restaurants is essential and belongs to one of the main attributes of Bay 15's strategy. most restaurants are open until 12 am, it aims to target a mass market, including customers who want to share a meal with friends, family, or their colleagues but also targets customers who want to enjoy by themselves at the bars or even party goers as they have an in-house club and lounge. Although it seems to be an advantage that could be profitable for the firm, it is not rare, not a difficult to imitate capability because other restaurants can do it in same way, however if you add the location of the restaurant to the equation which is by the sea side with beautiful sunsets, all in all Bay 15 has the potential to capture value, this implies competitive parity.

5.Bay 15 as a brand

Bay 15's brand has brought some opportunities for the organization. The brand is rare and hard to imitate compared to other existing resort brands because it costs to build up the same brand recognition.

The property is recognized all over India as a destination wedding spot in Goa by the seaside, the property also has grabbed attention from the film industry



mainly Bollywood and Tollywood, various actors, actresses, documentaries for Netflix, production houses, directors have filmed, shot and directed movies at this resort property, they also have product launches, festivals, fashion shows and music videos filmed and conducted here. this has resulted in great brand awareness for the resort. The organization is designed around this resource Bay 15 offers. Thereby, its well-developed brand is a source of sustained competitive advantage

6.Ambience/decoration of the restaurant

Decoration/ambience of the restaurants is designed around Goan culture and heritage. The decoration at the restaurant,

The resort has a sea facing restaurant, which has a Goan theme, consisting of coconut leaves thatched gazebos, coconut handicrafts and furnishings and a fishing canoe all part of the Goan themed restaurant, covered by a canape, they also have an open-air deck by the seaside and another deck, known as the lido deck which gives you an unique experience because the restaurant is situated on the tip of the bay, you can hear the waves crashing and the surroundings (floor) is filled with sand from the beach, the ambience gives you the Goan shack vibe however, this strategy has been implemented by very few restaurants so it is not a rare nor hard to imitable capability. Nevertheless, the restaurant design is built to increase the efficiency and effectiveness with the central kitchen scheme. Thus, this resource is referred to as competitive parity.



SERVICE OPERATION FUNCTIONS

1. Food Safety

Contamination and food-borne pathogens not only cause thousands of diners to become sick each year, but they also put restaurants at risk of facing food poisoning complaints.

Bay 15 goes to great lengths to ensure food safety and sanitation rules, which typically involve making sure that the dining spaces, cooking stations and storage areas are clean, organized, and free of any pollutants that could contaminate food and raw ingredients.

2. Value

Today's hotel patrons want value for money, this means good food, service and stay at reasonable prices. At Bay 15, the owners, management, general manager and head chef come together to develop a menu that satisfies customers tastes



while ensuring that each item stays within budget.

The estimation of value includes customer service, Servers, bartenders, hostesses, housekeepers, public area, engineers, IT and even security all play an active role in creating a positive customer experience.

At Bay 15, the food and beverage manager are responsible for ensuring that both kitchen and service personnel perform at their best and treat customers professionally.

3. Cost Optimization

Food and labor costs account for a significant portion of a resorts budget. One of the primary challenges that Bay 15 faces is balancing this budget - ensuring that customers get high-quality food and beverages and service while keeping operations as efficient and profitable as possible.

Bay 15 rigorously track their spending, analyze sales reports, monitor inventory levels, and identify patterns in demand to better manage stock levels.

4. Compliance

Resorts are required by law to adhere to a range of requirements at the local, state, and national levels, that being said hotel managers and staff must be trained on the laws that affect their respective roles.

Hotel owners and managers are also responsible for acquiring and renewing all necessary licenses, bookkeeping, paying staff, and complying with all tax regulations.

5. Forecasting, demand and elasticity



A hotels operating costs can quickly add up and become difficult to monitor. Common expenses include-

- Staff salaries
- Utilities (energy, water, broadband)
- Raw ingredients
- Marketing and sales promotions
- Mortgage/lease costs
- Cleaning supplies

When it comes to managing a hotels operating expense, bay 15 focuses on these functions:

- **Monitoring Costs** - Tracking costs effectively require having complete visibility of spending at all times. The company uses a digital platform, which makes it easy to track costs through real-time reports and alerts.
- **Forecasting Costs** - Effective forecasting allows the general manager to predict their spending. For example, monthly salary data is used to project the costs of labor wages in the next quarter. This allows the management to make informed staffing decisions. The restaurants food and beverage manager along with the General manager at bay 15, forecast demand for food based on weekly, monthly and seasonal sales. For e.g., during the weekends the hotel is at a 100% occupancy the the restaurant is full so based on this information inventory is purchased on a weekly basis keeping in mind freshness of the produce.
- Monthly sales also are taken into consideration for inventory analysis, during the holiday seasons of Ganesh, Diwali and Christmas there is an influx of tourists, taking seasons into consideration, the hotel plans and forecasts accordingly its procurement of supplies.
- The wedding season also is taken into consideration for forecasting demand, the season is from October to April, there is a high inflow of tourists during this peak season and bay 15 also has numerous weddings taking place every alternate day, keeping in mind the wedding season and



the huge crowds that are invited for weddings, they hotel accordingly plans for its inventory.

- **Purchasing** - Routine purchasing tasks needlessly slow down the processes. At bay 15 they use a digital procurement platform, where the purchases managers can easily track purchase orders, monitor supplier relationships, and re-order supplies.

SERVICE OPERATIONSFUNCTIONS

FRONT OFFICE

At bay 15 the front office is the hotel's main brain and key to the entire operations of the hotel. Front office staff members greet potential guests on the phone and arriving guests upon check-in. They set the tone for the complete guest experience. The front desk is staffed 24 hours a day, typically in three shifts. In addition to taking reservations and performing check ins and outs, the front desk clerk addresses to guest issues, provides information and serves as a communication hub for other departments.

Day shift personnel complete check outs, accept new reservations/bookings, update portals, coordinate with housekeeping to manage the inventory of clean and available rooms and with sales to confirm inventory of rooms for large buyouts or group bookings.

Evening shift personnel perform check ins, coordinate with kitchen and housekeeping for in room dining.

The overnight staff typically run the daily audits and work closely with security to ensure all guests are in a safe environment.

HOUSEKEEPING



The housekeeping department at bay 15 is an integral part of the hotel operations. They ensure the cleanliness of both guest rooms and common areas. Bay 15 places emphasis on this as it is key if a hotel is to provide a pleasant experience. Upon checkout, the guest rooms are thoroughly cleaned. All bedding and bathroom linens are removed and replaced with clean ones. Bathrooms are sanitized and the bedroom area is vacuumed.

If a guest stays over, the bed is re-made, fresh linens provided and floors vacuumed.

Public areas in a hotel are also cleaned on a daily basis, hallways vacuumed and public bathrooms cleaned and re-stocked, the pool water is filtered out on a daily basis and the pool is cleaned every night, surrounding landscapes, gardens are all mowed, weeds trimmed and glass panes scrubbed.

Department offices are also cleaning and sanitized on a daily basis and respective head of the department signs out the form for the housekeeping personnel that his cleaning has been carried out.

once a quarter, heavy duty cleaning is performed including laundering bedding, washing windows, turning mattresses, polishing floors and shampooing carpets.

FOOD AND BEVERAGE

Bay 15 has in house restaurant called the harbor grill, which is a Goan themed restaurant, they also have AC lounge bar and club, all serve a variety of cuisines. the food and beverage manager along with the head chef and general manager and the sales and marketing manager all come together to create the menu, right from conceptualization to promotion, implementation and production these departments a key to the process each having a role to play. The head chef oversees the ordering, preparation and delivery of food, other staff include sous chefs, prep cooks and dishwashers.

A restaurant manager is responsible to hire, train and schedule appropriate wait staff., sales and marketing teams promote and appropriate price the items taking into consideration all factors to the cost price.



Bay 15 also offers wedding and conference services; banquet sales and operations managers handle the bookings and manage the smooth flow of the event.

FACILITIES MANAGEMENT

The company has electronics for e.g., televisions, fridges, deep freezers, walk in coolers, AC etc. that require on-going maintenance and repair. We have a maintenance department with full time staff who are expertise in plumbing, electrical and other mechanical issues.

The maintenance staff at bay 15 is responsible for the hotel grounds including landscaping, cleaning parking lots, removal of weeds, algae and moss from the laterite architecture of the hotel and function of the swimming pool, filtration unit, portable drinking water filters, waste water treatment and garbage disposal

MARKETING

In today's day and age marketing the property is necessary to drive business.

Bay 15 makes sure it's up to date on all the latest technology updates. The company has an Instagram, Facebook, linkdln and website which is updated daily with the latest offerings.

The website offers an online booking option, chat bot, gallery, FAQ and information about the property. We have partnered with various travel agents, wedding planners, event planners, food delivery platforms, local and national and tour and travel operators, not to forget taxi service and rental agencies with which we have tie ups, this allows us the opportunity to expand our reach and business.

The company participates in various hospitality trade shows, which allows us to showcase our properties, we meet probable clients and vendors and get an opportunity to interact with industry leaders and colleagues to catch up on new trends, this also helps us open to new ideas.



During these trade shows we display our services such as weddings, conferences and family packages. We also take part in culinary shows, Goan Portuguese food festival, to show case our delectable food to the state, this event is visited by many influential goa food bloggers, families and people who love food, which help us connect and market ourself with what we have to offer.

FORECASTING ELASTICITY DEMAND

in the hotel industry, the number of substitutes is high, one property can have multiple substitutes with the same star rating, amenities, price range, location, and brand identity. Even differentiation doesn't play a big role as everyone is a competitor.

Oyo and Air BnB have listings of various guest houses, home stay and private villas, as time progresses more and more listing are made available every season, the huge inventory of these alternate lodging facilities is becoming a substitute for traditional accommodation. Every day with the help of the internet the consumer is becoming educated and with just a click these options are made possible.

travelers/families have accepted this trend and are accepting it as the season progresses these trends show that alternative lodging is a true substitute for hotel rooms, which over the last few years has begun to make the demand curve for hotel rooms even more elastic.



ELASTIC DEMAND

If the price elasticity is more than 1, we speak of elastic demand. This means that demand reacts sensitively to price changes. For example, room prices are lowered/comparatively cheaper during the off season which is the monsoon season in Goa from June to September, demand increases as budget travelers or large corporates find it financially suitable, we can assume that the more the hotel lowers the price, the higher the occupancy rate.

If the price elasticity in the hotel is currently elastic, price changes cause strong reactions in demand. If the price is reduced by 5%, demand increases by 8%, for example. On the other hand, elasticity also reacts in the same way to price increases. If the price is increased by 5%, demand also drops by 8%.

INELASTIC DEMAND

If the price elasticity is below 1, demand is inelastic. This means that demand is very unaffected by a price change and changes relatively less than the price.

For e.g., let us assume that price elasticity is inelastic for during the Christmas and wedding season in Goa in the month of December January bookings at bay 15

The reason for this is that the customer wants to travel and book a stay at Christmas during the peak, regardless of the price because that experience cannot be recreated. the customer is also aware of the high demand and limited options during this period. As a result, the willingness of the customer to pay is higher than in any other season and hotel know this, that's why hotel booking or flight booking sky rocket during this time of the year

Bay 15 has studied the market well and are aware of the elasticity in demand, below listed are a few tips they follow:



1. They know they're own price limit, what's the absolute low they can go or price their rooms or wedding packages keeping in mind all factors, which will also leave them with a decent profit margin, just to keep operation runny and to fill occupancy.
2. They also calculate additional sales or possible sources to generate revenue, to compensate for the price reduction. For e.g., when they leased out the property in August for a film shoot, the property was leased out at a considerably much lower price, but the hotel anticipated sales through food and beverages consumption by the film crew and vendors and actors, to make up in sales in the restaurant for the lower prize of leasing the property
3. The hotel is also aware not to underprice themselves as the hotel has a standard, and reputation to uphold, and this price could affect future sales and transactions, often too low a price is interpreted as low quality or a desperate move to gain a customer which puts the customer in the driving seat, I have leant that give a reasonable offer by putting the ball in their court to make a decision
4. A very high price in turn generates high expectations by the guest, which the hotel must satisfy, if it doesn't want to have unhappy guests and poor ratings, so during season time also it is important that you do not overshoot your value.

FINDINGS

1. The employees are satisfied with the nature of work
2. The relationship between the superior and the subordinate is good
3. There is great on the job rotation, employees can multitask and are familiar with each other's role, I particularly noticed this during the lockdown, everyone was multitasking as we had to lay off staff
4. The relationship with peers is good
5. The working environment is encouraging for the employees
6. The employees are happy with the communication flow followed in the organization
7. The recognition for the contribution to the job is satisfactory
8. The company will encourage quality of work life in the organization

SUGGESTIONS

1. Have a full-fledged HR team, training and development, performance appraisals etc.
2. Emphasis should be given on the career development aspects of potential employees which in turns help in organizational growth and development



3. They should issue News Letter to let its customers know what are their future plans, keep in touch with patrons and offer memberships
4. Have an annual day for the employees, employees should be rewarded and recognition given to deserving candidates.
5. It is suggested to have the subordinates participate more actively in the management decisions, so they can improve on their leadership skills, training program can be designed for the same for future prospective employees to meet the challenges faced in the industry
6. Transport facilities is suggested to be given to the employees for their easy movement
7. Space for subordinate comments should be provided, like a suggestion box which is anonymous which results in deeper analysis of the problem, proper evaluation and effective solution for the same.
8. Hotel should consider local restaurants as their competitors too and try to attract people visiting these restaurants as well.

LEARNING DERIVED

1. Bay15 has really enriched my knowledge in the functioning of a company and given me an experience of how a multinational company works. Every day was a different learning experience. I got to interact with employees who were a great source of knowledge and information to me.
2. I was able to witness the production as well as the business side of the company. I learnt how every department is inter related and must coordinate in an organized manner to earn maximum profits. The coordination and well-organized methods are what makes it a great company.
3. I have also learnt how in the business cycle; the cycle starts and ends with the customers. Customer demands are always taken into consideration



and worked upon. Hence, prioritizing customers first is essential and helps lose out competitors who are better at it.

4. I also studied how employees coordinate with each other to achieve a common goal. It is important for individuals to communicate with each other to be successful as a group. Thus, team work leads to success.
 5. I also helped in the walk-in interviews and was able to get first-hand experience of the whole Recruitment Process and on what basis the new employees selected.
 6. I was appointed the task of assessing the problems with the manpower of the company which showed me the difficulties the employees faced.
 7. I learnt how sort a resume, and recruit people based on their application blank and as per the company's job requirements.
 8. Bay 15 also taught me how to recruit new employees on a lower budget by saving advertisement costs and using campus recruitment as a method of hiring and how to enter data of employees into the database.
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9. Lastly and most importantly learned humility, how to be humble because this industry demands it, a small incident, I remember during my internship here was during one of the Sunday live music session, the crowd was enjoying themselves, dancing and drinking and I was filming the event and taking photographs and one of the guest who was enjoying himself, suddenly pulled me aside and asked to take his photograph and I obliged, a few minutes again he grabbed my shirt this time and asked for another picture at this point he wasn't exactly in his senses, but I put the guest first, a few minutes later he again pulled my arm to drag me for another photograph, hurting me in the process and almost dropping my phone, I asked politely to wait I would come to his table and then he started abusing me with filthy language, at this point I was controlling my anger, you know I'm thinking to myself who's this guy, but then I realized I'm here on behalf of the company, put all my differences aside and stay calm, I represent the brand being bay 15, I should avoid any



confrontation with the guest, I have so much respect for this job and the people that work in this industry it's not easy, long hours, shifts, standing the full at times you have rude customer, bad days, but it's all worth its part of life it's an experience so just enjoy yourself, learn and grow.

CONCLUSION

Bay 15 has really enriched my knowledge in the functioning of a company and given me an experience of how a multinational company works. Every day was a different learning experience. I got to interact with employees who were a great source of knowledge, information and influence for me.

I was lucky enough to witness the production as well as the business side of the company. I was also able to help in the recruitment process by conducting two walk-in interviews. During my time at Bay 15 I witnessed the training of new employees, and also noticed a high morale amongst the employees as, everyone irrespective of status was treated with respect. I learnt how every department is inter related and must coordinate in an organized manner to earn maximum profits. The coordination and well-organized methods are what makes it a great company.

I have also learnt how in the business cycle; the cycle starts and ends with the customers. Customer demands are always taken into consideration and worked



upon. Hence, prioritizing customers first is essential and helps lose out competitors who are better at it.

Due to high morale employees are motivated to coordinate with each other to achieve a common goal. It is important for individuals to communicate with each other and have a mutual understanding to be successful as a group. This is what makes Bay 15 a great company.

