

Integrated Masters in Business Administration in Hospitality, Travel and Tourism

Jade Fernandes 5th Year IMBA 1712

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ACKNOWLEDGEMENT

I would like to express my deepest appreciation to everyone who guided me through my internship and helped me complete this report. Special gratitude to our coordinator Mr. KGS Narayan and the entire IMBA Faculty.

Furthermore, I would like to thank the Management of Taj Resort and Convention Centre, Goa and Cidade De Goa for giving me the opportunity to intern in their prestigious hotel. I would like to thank the staff of Taj Resort and Convention Centre, Goa for their continuous guidance and support and for providing me with all the required material and information to complete this report. A special thanks to the entire Sales and Marketing Staff for the constant support and corroboration I have received in helping me successfully complete this Internship. I'm thankful beyond words for the exposure and encouragement that I have received in this course of six months.

JADE FERNANDES

10.00

TAJ RESORT & CONVENTION CENTRE GOA

Date: 04 August 2022

TO WHOMSOEVER IT MAY CONCERN,

During her tenure at Taj Resort and Convention Centre, Goa, Ms. Jade Fernandes has showcased herself as a valued member of the team. She portrayed skills like synergy and dedication at work.

Her unwavering commitment towards achievement of excellence in every given task, her strong work ethic and personal integrity are admirable. She has been able to build an immediate rapport with the team as well as any guest she encounters, making her easy to work with.

Therefore, we would like to thank her for her dedication and for being an asset to the sales & marketing department.

Warm Regards,

Warm Regards, Karan Godhwani

Director of Sales & Marketing Taj Resort & Convention Centre, Goa and Cidade de Goa – IHCL SeleQtions

Indian Hotels Company Limited

Founded by Jamsetji Tata in 1868, the Tata group is a global enterprise, comprising over 100 independently operating companies. The group operates in more than six continents with a mission to improve the quality of life of the communities it serves globally. Through long-term stakeholder value creation based on 'Leadership with Trust', the Tata brand stands as a lasting promise behind its businesses, many of which are industry leaders. IHCL is honoured to be one of the first of those timeless and tireless initiatives.

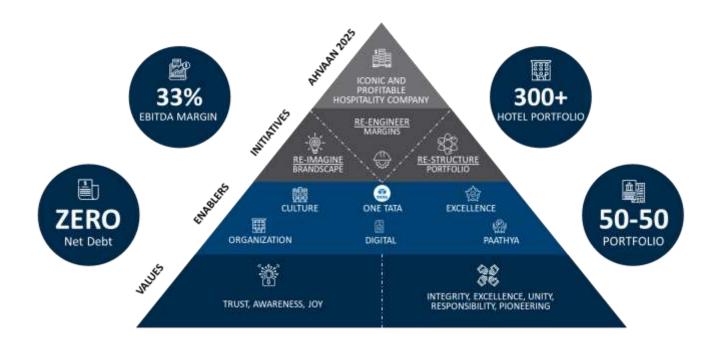
IHCL is reimagining itself by leveraging its strong brand equity to multiply its portfolio while aligning with high-growth segments. This includes manoeuvring excellence while reinvigorating its portfolio across all brands.

IHCL Timeline



AHVAAN 2025

Our long term strategy, Ahvaan 2025, is based on the three-pronged strategy of re-engineering its margins, re-imagining its brandscape and re-structuring its portfolio. Under Ahvaan 2025, IHCL aims to grow profitably in the coming years while building a portfolio of 300 hotels, clocking 33% EBITDA margin with 35% EBITDA share contribution from new businesses and management fees by FY 2025-26.



Brands under IHCL

With businesses ranging from iconic luxury to upscale and budget stopovers as well as in-flight catering; IHCL's pioneering leadership is backed by a rich 115-year legacy. IHCL's emerging initiatives in urban leisure, service retail, and concept travel are a part of its evolution, one that is continuously recrafted for future generations. 'IHCL, through all its vivid brands,' - Taj, SeleQtions, Vivanta, amã Stays & Trails, Ginger, Expressions, and TajSATS





The hallmark of Indian hospitality, Taj personifies tradition and warmth. With hotels ranging across iconic locations, living palaces, exotic resorts and scenic safaris, Taj delivers unmatched experiences and lasting memories for guests around the world. In Goa, we have 4 Taj Hotels namely; Taj Fort Aguada Resort & Spa, Taj Holiday Village Resort & Spa, Taj Exotica Resort & Spa, Taj Resort and Convention Centre, Goa.







SELEQTIONS

Spanning signature city hotels and extraordinary leisure resorts, SeleQtions provides distinct experiences for travellers who seek unforgettable stories. Celebrating a legacy of time, a sense of place or a specific theme these unique



properties bring to life experiences through their location, décor, service, cuisine and more. A SeleQtions stay is as exclusive and personal as it gets. We have only one SeleQtions hotel in Goa and that is Cidade De Goa – IHCL SeleQtions.

VIVANTA

A smart collective of business and leisure hotels, Vivanta celebrates the uniqueness in one's individuality. Disruptive in their purpose and persona, these destinations hold inside them many hints, of surprises that make one feel special. We have two hotels under this brand. They are Vivanta, Panaji and Vivanta Miramar.





GINGER

Catering to the new Indian, this sassy range of new-age hotels across the country are designed for a smooth transit through a variety of extremes. Welcome to a new world of fusion where the boundaries of work and leisure are blurred, where local merges with global and where contrasts come together to create unique yet relatable seamless experiences.

amã stays & trails

A distinctive branded offering by IHCL, amã Stays & Trails comprise untouched experiential escapes ranging from charming residences to mesmerizing trails in unique locations. Combining elegance with homely comfort and warm service, amã Stays & Trails offer immersive and

authentic local experiences to guests. We have 9 such amã stays here in Goa.





A collaborative venture of IHCL and SATS (formerly Singapore Airport Terminal Services), TajSATS combines expertise and warmth that delights customers through every interaction. Its state-of-the-art kitchens ensure hygienic food production and handling,



while meticulously serving an assortment of cuisines. Living by its quality and delivery commitment, TajSATS is India's leading airline caterer and a leading institutional player.



ANUKA is a multi-cuisine restaurant on the Qmin App. It serves a repertoire of culinary delights and signature dishes that guests can enjoy in the comfort of their

home. Qmin is Indian Hotels Company Limited's (IHCL) special curated food delivery app where one can order special Qurated dishes made with the highest Quality of ingredients and offering a variety of your favourite Quisines.



EXPRESSIONS

Expressions includes **Jiva Spa** catering to Wellness seekers of Ancient Indian wellness therapies, **Salons** that make sure you get your beauty with care, **Khazana** a multi product retail outlet, Our various **F&B Outlets** that offers a multitude of speciality cuisines flavoured with tradition and innovation through its signature brands such as Bombay Brasserie, Golden

Dragon, Wasabi, Thai Pavilion and House of Ming and **The Chamers** Established in 1975, The Chambers is an exclusive business club that operates in seven locations across India and Dubai. The club provides its members the choicest facilities, backed by Taj's iconic service.





Taj Resort & Convention Centre, Goa



Perched upon a hillock surrounded by dense verdue Taj Resort & Convention Centre, our luxurious vertical resort in Goa, oozes luxury & scale. It stands tall, bold and generous, much like the spirit of Goa.

Enter a cocktail of enviable spaces and modern design. After being greeted on arrival by vertical gardens and an elegant fountain, step into the views, starting with the lobby that sweeps in the Arabian Sea. Look above and the boldness of Goa stares back at you, in the form of a suspended boat's hull.





BLD is our multi-cuisine restaurant that's open for, yes you guessed it, breakfast, lunch and dinner. It has three live counters, Goan, Continental and Oriental. Part of the ceiling is beautifully adorned with

the Goan pantle with light fixtures. Whereas, the other part has a decorative design that suggests waves. BLD has lovely little hints of Goa in every corner. The extended alfresco terrace is a great spot to park yourself and soak in the sun, sea and the incredible hues of the sky.





BLD has a formidable neighbour in the form of <u>The Banyan</u>, the resort's "Eat-Bar", which gets its name from a 200 year old Banyan tree that is a landmark in the resort. The Banyan also has a cozy

little alfresco nook that allows you to enjoy the view and the salty sea breeze while sipping on your drink.

The speciality restaurant C2C offers coastal cuisine from around the world and sweeping views of the waters and is tentatively opening in mid September 2022. No special sneak peak as I am afraid I will get fired.



A 25m Lap pool, on the lower ground floor adjacent to the Gym and Kids Club, near the stilted roots of the Banyan tree, keeps the vibe easy and the views spectacular.





For the best high in Goa however, head up to the instagrammable rooftop, suitably landscaped with a large infinity pool along the sea-facing edge and boasting a sunken bar. The Vainguinim beach, the Zuari bay and the sea beyond all appear within reach. Pause for the sunsets and the light illuminating statues of Dona Paula.



Elevate your senses with the Jiva Spa, and holistic rejuvenation inspired by ancient Indian healing wisdom. Wrap yourself in soothing luxury with a selection of massages and invigorating aromatherapy.



One of the most striking, unexpected features is a 30-seater cinema that the resort offers cinephiles.

Taj Resort and convention centre has a total of 299 rooms with 10 room categories.

 Superior Room: Warm colors, luxurious spaces, and varied views welcome you into your 38 sqm abode, complete with a king/twin bed and 3-fixture washroom. Additionally, Superior rooms come with the comfort and convenience of a Tea/Coffee maker, Flat-screen HDTV, minibar, and complimentary Wi-Fi for 4 devices.



2. Luxury Room: With a courtyard view, our 50 sqm Luxury rooms keep it warm and plush, making them perfect for both introspection and indulgence. Revel in the comfort of a Tea/Coffee maker, Flat-screen HDTV, minibar, complimentary Wi-Fi for 4 devices, and a 4-fixture washroom, including bathtub.



3. **Deluxe Room Sea View**: Embrace breath-taking views of the sea as you lounge on your bed. The room offers a luxurious 40 sqm of ergonomic space and the comforts of a 4-fixture washroom, a Tea/Coffee maker, Flat-screen HDTV, minibar, and complimentary Wi-Fi for 4 devices.



4. **Luxury Room Sea View**: An exhilarating sea-view greets you in these lively, spacious 42 sqm residences, quirky wall pieces complementing the room's unmistakable grace. A Tea/Coffee maker, Flat-screen HDTV, minibar, 4-fixture bathroom, and complimentary Wi-Fi for 4 devices take care of your material needs.



5. **Taj Club Sea View**: Verdant ledges complement the views of the sea as you look on from the comfort of your bed. At 51 sqm, our Taj Club rooms up the luxury quotient, complete with an open-view bathroom and Taj Club amenities. Tea/Coffee maker, Flat-screen HDTV, minibar, and complimentary Wi-Fi for 4 devices add to your comfort.



 Deluxe Suite: Let your mood move with the moods of the sea in our sea-facing Deluxe Suites. At 83 sqm, they are steeped in the enviable luxury of space, views, and warmth. A 7-fixture bathroom, King Bed, Tea/Coffee maker, Flat-screen HDTV, minibar, and complimentary Wi-Fi for 4 devices add to your comfort.



 Luxury Suite: Let your mood move with the moods of the sea in our sea-facing Deluxe Suites. At 83 sqm, they are steeped in the enviable luxury of space, views, and warmth. A 7-fixture bathroom, King Bed, Tea/Coffee maker, Flat-screen HDTV, minibar, and complimentary Wi-Fi for 4 devices add to your comfort.



8. **Grande Luxury Suite**: Embrace the luxury of all that 108 sqm of impeccably designed space can offer, from an enviable view of the vast sea to a sprawling living room. A 7-fixture bathroom, King Bed, Tea/Coffee maker, Flat-screen HD TV, minibar, and complimentary Wi-Fi for 4 devices add to your comfort.



9. **Hospitality suite**: Elevate your senses and give in to opulence. Complete with sea views, a living room, and a sprawling bedroom, our 150 sqm Hospitality Suite embodies the largeness of the Goan lifestyle. 4-fixture washroom, King Bed, Flat-screen HDTV, minibar, and complimentary Wi-Fi for 4 devices add to the comfort.



 Presidential suite: Live largest in our most expansive suite. At 175 sqm, our sea-facing Presidential suite exudes luxury, modernity and artful elegance. A 7-fixture bathroom, King Bed, Tea/Coffee maker, Flat-screen HD TV, minibar, and complimentary Wi-Fi for 4 devices add to your comfort. Guests enjoy exclusive Club Privileges.

Room type	No. of rooms
Superior King City View	26
Superior Twin City View	85
Luxury Twin City View	37
Luxury King City View	18
Deluxe King Sea View	39
Deluxe Twin Sea View	12
Luxury King Sea View	39
Taj Club Sea View	26
Deluxe Suite	5
Luxury Suite	7
Grand Luxury Suite	3
Hospitality Suite	1
Presidential Suite	1

We have a wide array of **banquet spaces** built to cater to your every need, however small or large.

 Assembleia: A total area of 1100 sq.ft makes Assembleia the largest ballroom in Goa. It can be divided into 3 parts of about 3500 sq ft each. Height – 21ft

Capacity- Theatre – 1000 & Classroom – 350



Sky Gaze: Yes, you guessed it, it is our rooftop. In addition to our rooftop infinity pool, it consists of 3 decks namely
 Yoga Deck- Hosts about 20 people
 Deck C – 8200 sq. ft.
 Deck D – 10750 sq. ft.



3. **South**: Total area of 1320 sq. ft. This hall too can be divided into 2 parts of 660 sq. ft. each.



 West: Similar to South but slightly bigger, West has a total area of 1430 sq. ft. and can be divided into 2 parts of 730 sq. ft. each Height- 9ft

Capacity- Theatre - 120 & Classroom - 60



5. **Boardrooms**: Important decisions need suitable spaces – professional and intimate. Hence, we have 2 boardrooms that seat 15 people for all your important decision-making moments.



- 6. **All Day All Night:** Located in the basement of the resort this becomes the perfect party place. As the name suggests you can host your event here throughout the day and night as per your whims and fancies.
- 7. **Cascade**: Situated between BLD and Assembleia, cascade becomes the perfect little outdoor nook to break away from your event. It gets its name from the cascading water that flows in the background.



8. **South Courtyard**: Perfect for a 15 people cozy, intimate gathering or a breakaway from your event.



Cidade de Goa-IHCL SeleQtions



A few minutes from Panjim, past verdant paths, and on Vainguinim beach, await intimate alcoves, overhanging balcaos, historic murals, a backyard beach, and the friendliest hosts. Simply, Goa in a resort.

Designed as a Portuguese hamlet, with a Mediterranean influence, by world-renowned architect Charles Correa, Cidade de Goa, our beach resort in Goa, is a blend of luxury, warmth, and the laidback elegance of susegad. It embodies the heart of Goa, both in terms of location and vibe.

One is welcomed by stunning views of the sea, manicured greens, and vibrant medleys of oranges, yellows, and blues. Correa's telling murals, chequered floors, balcaos, and tiled roofs take one through a historical Portuguese-Goan journey. Every corner has a story, every nook - places to sit, and every evening is accentuated by live music.

Rooms or quartos are thoughtfully designed, keeping heritage, space, and grace in mind. Every suite is one with a view, opening out into the blues and sounds of the sea, every window a suitable spot for introspection.



The quaint & secluded Vainguinim beach, makes Cidade de Goa an excellent destination for discerning families. A range of water sports, games, and children's facilities ensures everyone is occupied.

For health pilgrims, Clube Saúde's Tattva Spa and Salon rejuvenates, the gymnasium keeps the adrenaline going, and Pavitra Ayurveda encourages self-discovery through meditation, yoga, and self-healing.

Gourmands are spoilt for choice. Laranja, the multi-cuisine restaurant, welcomes all with wide arches. Alfama, reminiscent of old Lisbon, provides a unique balance of the global and local. Café Azul, a pool-side restaurant, overlooking the sea, is proud of its Indian, Italian, and local cuisines, while the seasonal Barbeque, the open-air restaurant, lets you indulge in intimate conversations just a few metres from the sea.



Warmth is at the heart of Cidade de Goa and is complemented by service that speaks volumes. Friendly smiles await your arrival, the concierge helps with tours, and in-resort currency exchangers make travel a breeze. After all, we are only as good as our people and ours are the best.

Banquet Spaces

a) **Sala de Banquete** : The go-to venue for conferences and mid-sized business meetings, Sala de banquete also has an attached terrace which has a small near it and opens into the multi function area.

Area- 1680 sq. ft. Capacity – Theatre – 110 & Cluster - 55



b) Grande Sala: Spacious and elegant, the hall opens into airy outdoor spaces, reminiscent of Portuguese-Goan courtyards, with chequered floors, and mini-lawns for mid-meeting breaks and post-meeting networking. Fitted with spectacular acoustics, sound systems, and central light controls, this is where most conventions take place. Area – 3750sq. ft.



Capacity - Theatre - 450 & Cluster - 140

c) **Mandovi & Zuari Lawns**: Subtly paved paths lead to the sprawling, manicured Mandovi and Zuari lawns, spotted with banyan and palm trees. A clearing in the middle makes for the perfect stage, leaving more than enough room to enjoy a dance floor and multiple buffet tables. The Arabian sea, just a few metres away adds to the romantic allure of the greens with its calming whiff and serenading waves, its rugged waves beautifully contrasting the refined lawns.

Area – 30100 sq. ft. Capacity - Theatre – 1000 & Cluster – 700



d) **Sunset lawns**: Stroll through rows of palm trees and across an arced wooden mini-bridge to reach a secluded, exclusive bamboo-fenced world of verdure - a paved path on one side, a verdant alcove on the other, both sheltered by arching trees and ideal for intimate ceremonies. Follow the paved path to a big grassy lawn and an uninterrupted view of the Arabian sea, a low cemented balcony separating the waves and the raised lawn. Sunset lawn also houses Sunset Point, an enviable spot to see the vibrant onset of dusk. Vast and scenic, this venue is perfect for receptions and large parties.

Area – 10800 sq. ft.

Capacity - Theatre – 350 & Cluster – 250

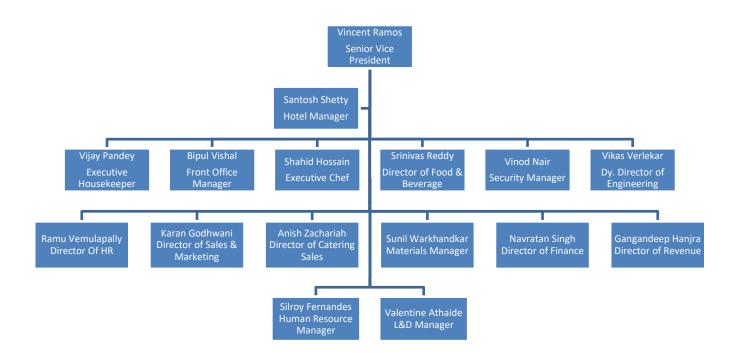


e) **Poolside lawns**: Right next to the pool, Bar Latino, and Barbeque is a miniature lawn, ideal for small, comfortable gatherings of upto 70 people. Bordered by trees on one side and overlooking the Arabian sea on the other, it provides picturesque backdrops to capture memorable moments. A small basketball court on the side and a giant chess board across ensure that children, if any, are as engaged during the event as the grown-ups. Area – 5400 sq. ft.

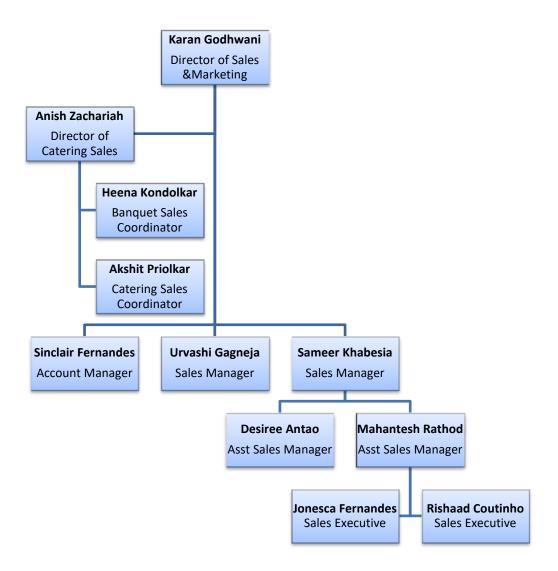
Capacity - Theatre - 60 & Cluster - 40



Taj Resort and Convention Centre – Hierarchy



Sales and Marketing Hierarchy



Sales & Marketing - Brief Introduction

Taj Resort and Convention Centre, Goa and Cidade De Goa are both handled by the same Sales Team. Both hotels are sales driven hotels and cater mainly to MICE rather than FITs

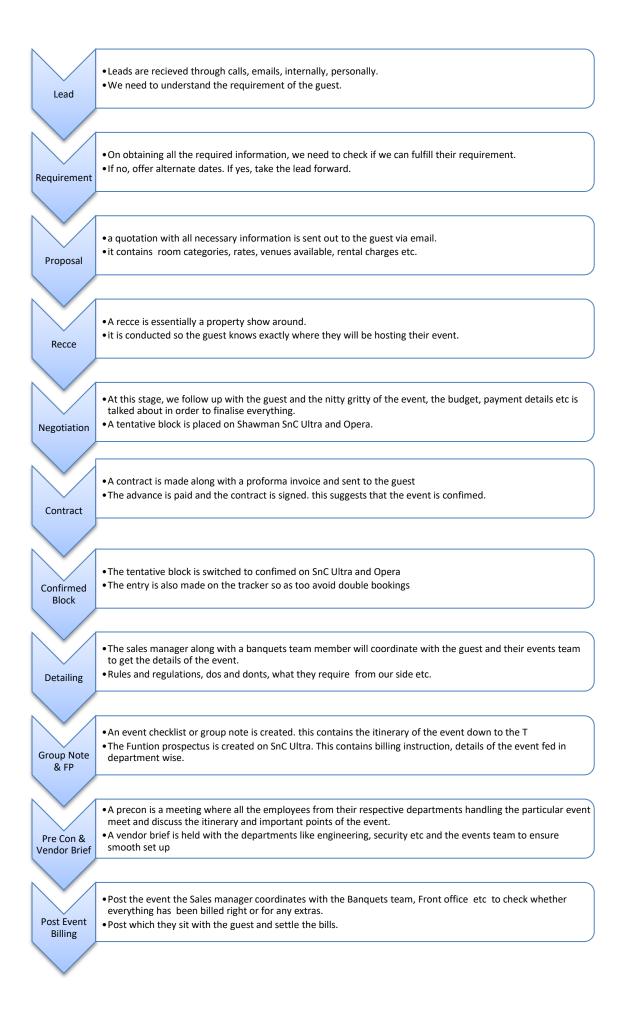
The sales team is divided into 2, Room sales and Banquet sales.

- Room Sales bring in the business. They get in touch with the guests, understand their requirement and offer appropriate venues and rooms on available dates
- Banquet Sales take care of the guest requirements during the event. They coordinate with the banquets team, the events team etc.

We also gave a team in Mumbai called the Mumbai Sales Team (MSO) and one in Delhi called the Global Sales (GSO)

- The MSO handles Taj Resort and Convention Centre and Cidade De Goa only. They are a team of 4.
- The GSO handles Taj properties as a whole.

On the next page is the brief process of how a lead is converted into business.



Detailed method of the above mentioned points:

- A lead is received through various sources like calls directly to the sales team, calls to the hotel boardline, walk in guests, friends or family of guests who have previously hosted their events here, emails directly from the guest or forwarded by the GSO or MSO.
- After receiving the lead we understand their requirement. In order to take the lead forward we check a couple of things namely *Shawman SnC Ultra, *Tracker & *History Forecast.
- After checking availability on all above mentioned platforms we revert to the query by sending a proposal. The basic information required to revert to the query is; Check in & Check out Dates, Pax, type of event, name of company or Bride & Groom. Each query is fed into the tracker to avoid duplication.
- The guest is taken around the property for a recce, to show them the various venues available to help them envision their event better
- Furthermore, negotiation and follow up takes place wherein the Sales person is required to keep the guest budget as well as the hotel needs in mind. We try to please the guest by focusing more on increasing value in terms of elaborate menus, excellent service etc. The rates offered have a margin of 15% 20% between the wish rate and the walk rate. However to offer any discount the Directors approval is necessary. At this stage a tentative block is placed on SnC, Opera and the Tracker.
- Post Negotiation, contracts are formulated, mentioning all tangibles related to the event along with all the aspects that will be handled by us. Rooms and venues availed along with the rate and rental respectively are mentioned. Ideally payment needs to be made pre function.
- After the contract is signed and the payment is received, the tentative blocks are changed to confirmed.
- Detailing takes place with the guest and their events team, noting down the itinerary of the event and special requirements if any, VIPs attending if any etc.
- All this information is then put together in the ***Group note** or event Checklist. A provisional ***Function Prospectus** is also created at stage by the Banquet sales team.
- The banquet sales person then coordinates with the Vendors/ events person to get details of the set up and equipment used etc. a *Vendor form, *Banquet Do's & Don'ts, *Drone checklist is issued to them to fill out, sign and return. In addition to this various NOCs for various licenses such as music, alcohol etc. is issued. The events person is required to acquire certain licences such as IPRS, PPL, NOVEX & RMPL and submit it to the hotel before the event.
- A Precon is a meet that takes place 2 days prior to the event where in all the heads
 of the department and the people in charge of that particular event are present
 altogether and the group note is read out by the concerned sales manager.
 Questions are addressed, suggestions are made and changes occur accordingly. This
 to ensure that each department is well aware of their role with regards to the event.
- A vendor briefing takes place 2 days before the event between the Events team and few of the departments coming directly in contact with the events team like security, engineering, IT etc. they discuss the banquet dos and don'ts and other important aspects of the set up.

- The group note and Function Prospectus is the then generated and sent to across to all the departments.
- One day before the event a small sheet containing the itinerary for the next day only is sent out on Whatsapp so as to keep everyone well informed of the happenings of the next day. The sheet is called Events for Tomorrow.
- During the event, the sales person and banquets person needs to coordinate with the guest and concerned departments and see to it that the event goes about smoothly.
- Post the event the bill is printed from SnC, front office is asked about any extras etc. and the guest is met for the final bill settlement.
- The bill can be settled in 3 ways such as:
 - a) Direct Payment: Credit Card or Debit Card
 - b) Bill to company: the bill is posted to city ledger and handled directly by accounts
 - c) Pay Master : all the bills are posted to the pay master and settled at Front office
- Feedback is received, good and bad. The guest is thoroughly thanked and hoped to be seen again.

Shawman SnC Ultra – Sales and Catering Ultra

SnC is a software designed especially for our hotel banquets. A flexible and comprehensive solution for managing banquets, events and functions. S&C is a centralized application that gives a clear visibility into revenues and operations of every single facility in the network. It supports all activities that a popular banquet would need, beginning from Form Reservation to Settlement.

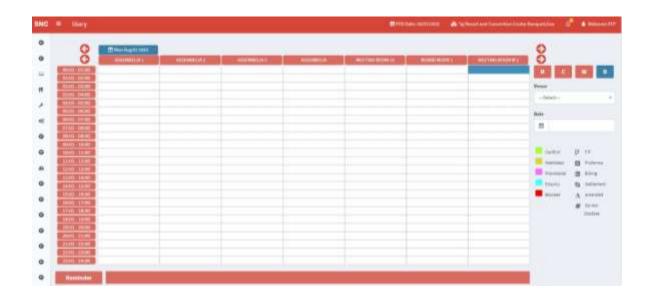


Generation of function prospectus is core to the application. A workflow engine pushes relevant information to concerned departments for individual and collective actions.

Some of SnC's Features include:-

- Web based Application
- Multi Property Concept in single screen.
- Diary in which user can take reservation for any date / time range for single / multiple areas.
- Concept of Multiple Sessions where user can take multiple bookings in different timeslots on same date, same area and same reservation.
- Can take reservation for Company or Individuals.
- Easy rescheduling of the reservations for date / area.
- Cancellation / Reinstate of any reservation.

- Different views of Diary like Normal view / Day Area / Weekend View / Cancel View.
- Temporary Blocking / Unblocking of any Area. Colour coded to show the same.
- Reservation status is displayed on Diary, for e.g. Bill is Made, FP Generated, and Amended.
- Reports of Blocking made, cancelled, amended, FPs can be pulled at any given time.



Tracker

An excel spreadsheet mainly to, as the name suggests, keep track of business and avoid duplication, double booking etc. It contains various sub sheets like:-

- <u>Query Tracker</u>- This sheet is divided into 2 Corporate and Wedding.
 Every proposal sent for a conference goes into the Corporate sheet.
 Whereas, every proposal sent for a wedding/ anniversary goes into the Wedding sheet. The details fed into the sheet are
 - Lead received date
 - Lead reverted date
 - Relationship manager (sales person that send the quote)
 - Company name/ bride groom name
 - Contact person
 - Email ID
 - Check in /check out date
 - Venues offered
 - Offered
 - Status whether or not the guest is keen on proceeding

If there is no positive response then the query is put into a folder called Lost queries.

 ii. <u>Tentative Sheet</u> – All queries that are in the negotiation stage are put in the tentative sheet. The ones that are likely to get confirmed are highlighted. The details fed in are the same as the ones in the query tracker.

- iii. <u>Master Sheet</u> This sheet contains all the confirmed bookings for the year. All the values such as room rates, venue rental, food charges etc. are fed in to receive an estimate revenue for the year.
- Occupancy Status This sheet is used to keep track of the competitions occupancy status. It helps us to know when to push business and when to let loose.

Key Performance Index

This report is made at the end of the month to judge how efficiently the work is being done. Since queries are to be reverted to within 24 hours and FPs to be sent with 48 hours we need to keep track that the same takes place. The queries are taken from the query tracker and the lead received and reverted date is checked to see whether it was reverted to within 24 hrs. Every single FP generated is fed into the sheet. The FP number, company name, venue, date etc. is fed in manually. This report is sent out on the 1st of every month.

History Forecast

It is a system generated report that shows how many rooms are booked on what days for the entire year. This helps the sales manager to give availability and quote appropriately.

Group Note

After Detailing with the guest and the events team, all the information is systematically put into a Group note. It contains the details of the guest and the events team, the coordinator and their contact details, itinerary for all the days of the event, important points for each department, VIPs attending if any and points for their care, Billing details.

Vendor Form – Banquets Do's & Don'ts – Drone Checklist

All these forms are given to the events team prior to the event. The Vendor is to fill in his details, company details, the labour used and the equipment used. The banquet do's & don'ts are a list of things that are and aren't permitted. Drone Checklist is specific to drones. The user has to fill in his details, drone model etc.

Daily Business Report

This report shows how the hotel has fared in F&B Revenue, Room Revenue, Venue Revenue and Other Revenue from Year to Date, Month to Date and For the Day.

Smiths Travel Report

A benchmark used to evaluate our hotel's performance against its competitive set. The report includes the following:-

- a) ADR- Average Daily Rate (Room Revenue / Rooms Sold x 100)
- b) ARI Average Rate Index (Our rate/ Competitors rate x 100)
- c) MPI Market Penetration Index (Our occupancy / Competitions occupancy x 100)
- d) RGI Revenue Growth Index (Our RevPar / Competitions RevPar x100)
- e) RevPar Revenue per Available Room (Room revenue / Inventory x 100)
- f) Occupancy (Rooms sold/ Inventory x 100)

Marketing

Taj Hotels has adopted several marketing strategies to promote its brand name in the international and domestic arena. It relies heavily on word-of-mouth publicity as its satisfied customers recommend it to friends, family and acquaintances.

The 'Hotels 50 2022' annual report by the world's leading brand valuation consultancy recognizes the most valuable and strongest hotel brands across the globe. Indian Hotels Company's Taj has been rated the world's strongest hotel brand and received an overall Brand Strength Index of 88.9 out of 100, with a corresponding AAA rating for customer familiarity, employee satisfaction and corporate reputation as well as its world-class customer service.



Marketing at Taj Resort & Convention Centre as well as Cidade De Goa is outsourced and handled by a company called **MindShift Interactive - Social Media & Digital Marketing Agency**



Very minimal marketing tasks take place at Taj property office. We have a Public Relations Manager, Ms. Doris D'souza along with Mr. Rishaad Coutinho who handle few tasks at the property like inviting Influencer, photographers and coordinating with them.

Social Media

Form the last 100 posts





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CELLIFICATING THE JOY
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· Marca Markan

My Responsibilities

As a trainee I tried to learn as much as possible as fast as possible. This helped me gain the teams trust and they assigned me with various tasks a trainee would ideally not be allowed to do. Below is a list of tasks done by me:

- ✓ Sent proposals
- ✓ Reverted to Emails
- ✓ Headed recces
- ✓ Made Contracts and Proforma Invoices
- ✓ Took care of the Files
- ✓ Kept record and updated the Estimated Revenue Sheet
- ✓ Updated the Tracker
- ✓ Learnt Excel thoroughly
- ✓ Learnt SnC and made Blockings, FPs, Amendments etc
- ✓ Made Group Notes
- ✓ Headed PreCons
- ✓ Attended Vendor Briefings and Billings
- ✓ As I was training for 6 months I was put incharge of all the trainees that came after me.
- ✓ Made marketing presentations for 2 potential new openings in the Hotel.
- ✓ Wrote several pieces of content

In addition to Sales and marketing tasks I also helped out other departments

- ✓ Helped out with Breakfast duty every other morning
- ✓ Took college and school students on a show around of the hotel
- ✓ Assisted L&D at an Educational Event hosted by the CM of Goa
- ✓ Wrote Articles on the events or celebrations that took place in the hotel that were posted on the My Taj website.
- ✓ Ushered guests to their rooms or wherever they needed assistance.

Conclusion

My 6 months training at Taj Resort and Convention Centre, Goa and Cidade De Goa been extremely fruitful. I have learnt and acquired so many skills that are not taught in school or college. I am grateful to the entire Sales Team for pushing me to do my best and trusting me with tasks. I would also like to thank Goa University – IMBA for the opportunity of this internship.