

A PROJECT REPORT ON



BY

Mr. Milan Halder

ROLL NO. 2125

CLASS: MBA PART 1

**A project report submitted in the partial fulfilment of
the requirement for the MBA PART 1**

At

GOA BUSINESS SCHOOL

GOA UNIVERSITY

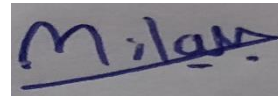
DECLARATION

I, Mr. Milan Halder hereby declare that the present project report on LEELA COTTAGES is submitted in partial fulfilment of the requirements for the degree course of Master of Business Administration in Goa Business School, Goa University.

I further state that no part of the project has been submitted for a degree or diploma or any other similar title of this or any other university.

Place: Mapusa

Date: 13th JULY 2022



(Milan Halder)

ACKNOWLEDGEMENT

I wish to express my sincere gratitude to Mr. Prakash Khawadiya and Mr. Ravi Khawadiya owners of Leela Cottages and the Front Office Manager Mr. Abhijeet Banaulikar and also Mr. Rahul Khawadiya and Miss. Rashmi Khawadiya who handles marketing, sales and HR and Mr. Shantanu Khan manager of the restaurants for providing me with an opportunity to do my internship in Leela Cottages. I also wish to express my gratitude to the other staff members of Leela Cottages including the Housekeeping In charge Mr. Paritosh Paik and the Restaurant Manager Mr. Shantanu Khan who rendered their help during the period of my internship.

I also sincerely thank the faculty of the M.B.A department of Goa Business School for their encouragement in carrying out this project work.

INTERNSHIP CERTIFICATE



Ashevem Beach, Morjim Road,
Mandrem, Goa 403520
India

Phone : 09326103486 / 09823400055
website : www.leelacottage.com
email : leelacottages@gmail.com

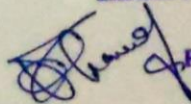
Date: 10th July 2022

To Whomsoever It May Concern

This is to certify that Mr. Halder Milan Gobinda from Goa Business School, Goa University, has successfully completed 8 weeks of internship program from 16th May to 8th July 2022. During the course of the internship Mr. Halder Milan Gobinda has worked in all our departments, we found his work and conduct to be excellent.

During this tenure we found him to be sincere and hardworking and he showed a keen interest in learning. We wish him all the best in his future endeavors.

For Leela Cottages
LEELA COTTAGES



Partner

Prakash Khawadiya

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Executive Summary

- The summer Internship was carried out for 8 weeks that is from 16th May 2022 to 8th July 2022 in Leela Cottages, Ashwem Goa. The study was carried out in order to learn and experience the overall functioning of the resort.
- The resort has been created with an emphasis on traditional Indian artifacts, with beautifully handcrafted accommodation, offering contemporary food, yoga and spa facilities set within a lush coconut grove with a Jungle feel' minutes from the sea front. There are 24 cottages of four categories Deluxe, Luxury, Grand and Beach Suites and two restaurants The Elevar and Maa Café which is 100% vegan. They also have a Spa, Yoga Palace and a Wedding Venue. Leela Cottages is owned by Mr. Prakash Khawadiya and Mr. Ravi Khawadiya.
- Five force and PESTLE Analysis of the hotel industry
- SWOT and VRIO Analysis of Leela Cottages

Departments at Leela Cottages

- Sales & Marketing
- Human Resource
- Front Office
- Housekeeping
- Engineering
- F&B
- Purchases
- Finance/Accounts

Work Done

- Bookings
- Sending promotional mails
- Creating reviewer's database
- Coordinating with blogger
- Follow Ups
- Paper Work and Filling
- Weekly Revenue Report
- Promotion

Learnings - Managed to gain precious experience in skills and knowledge. As an internee in Leela Cottages, experience in dealing with customer really taking in points where it will develop yourself in how do you present your product and services as well as yourself.

Recommendations & Suggestions

- Use of Better Wi-Fi Network
- Increasing the Number of Cottages
- Increasing the Number of Sun Beds

1 Porter's Five Forces Analysis Of The Hotel Industry

1. The bargaining power of the customers: - This refers to the ability of customers to force down prices. A good example of this is when groups like tour operators bulk purchase or book hotel rooms. As customers gain greater bargaining power, hotels are likely to lower their prices. If the bargaining power is high, hotels and resorts will have great difficulty hiking prices and can even incur losses. On the other hand, if the bargaining power is low, hotels and resorts can raise their prices to gain more profits. Hotels that target tour groups or those that have concentrated buyers will be more subject to the bargaining power of customers. On the other hand, individual or walk-in customers have little to no bargaining power at all since they don't hold a huge margin.

2. The bargaining power of suppliers: - This force doesn't usually pose too much threat to the hotel industry as compared to the bargaining power of the customers but it can still inflict some pressure on the company. The lower the supplier power, the more attractive the industry and thus an increase in profit potential. However, the fewer the suppliers to an industry, the more power that supplier has over them. This can affect input costs and puts a strain on the company that relies on their product and services. This puts hotel managers in a predicament but in order to stay competitive, they must find a way to cooperate with suppliers that will give them a cost advantage.

3. The threat of new entrants: - A new entrant is to be sure that the considerable capital costs are used to realize the maximum potential of a hotel, which requires much effort. Moreover, an existing hotel would have a substantial advantage over this entrant because it already has a brand, reputation, and loyal customers that are difficult to lure. The new entrant also has to be conscious of the quality and uniqueness of services. The market requires plenty of investments into innovations as customers appreciate the continuous improvement of service-providing. It should also be stated that the new entrant will search for a significant location for a long because the best ones are already taken by the biggest hotel chains. It might be supposed that the threat of a new entry is low.

4. The threat of substitutes: - Here the threat of substitute in hotel industry is low, however people looking for cheap accommodations can easily opt to live in hostels, motels, or with relatives. This market is price sensitive and the hotels target audience becomes the cost conscious people but in case of accommodating large group of people like travelling in groups

and business travelers. The hotel does not face a threat of substitute however it faces competition of differentiation. The COVID19 pandemic has given rise to an even newer substitute product: Video Conferencing. In lieu of face-to-face conferences and gatherings, people and many businesses have shifted to meeting at a virtual space, eliminating the need for travel and booking rooms, which put a huge strain on many hotels all across the country.

5. The intensity of rivalry between competitors: - Competition is determined to be very intense in the hotel industry. Many elements come into play to determine the competitiveness of an industry. The greater the number of competing hotels in the area along with near-identical products and services being offered, the weaker the competitive power the company may possess. The entry of new business in the market gives rise to even more competition and an even greater need to differentiate. The rivalry in the hotel industry is intense because the cost of product differentiation and switching cost are low and the business growth required is greater than the rate at which the business is growing, in an industry such as this where there is high capital costs, the pressure to sell the capacity by price cutting is high except during weekends and holidays and the competition becomes intense.

2 PESTLE Analysis Of The Hotel Industry

- **Political Factors:** - A country's hotel industry is greatly influenced by its government restrictions as well as its tourism industry. And for this reason, a government's tax collection from the hotel sector increases in proportion to how accommodating it is to regulations governing tourism. The hotel industry does poorly where there is political unrest. The primary goal of the hotel sector is to draw in foreign travelers, who will stay at a variety of various properties. Keep in mind that the government is the backbone of the hotel sector, and that assistance from the government enables it to survive in a cutthroat environment. The government levies significant taxes on hotels in the premium and star categories. Any government action, no matter how little, will inevitably have an impact on the hotel business. example of Taj and Oberoi hotel Terror attack it has substantially dropped the tourism rate.
- **Economic Factors:** - Any significant economic change has a significant impact on the hotel industry. Luxury hotels account for a sizable portion of this industry. Recessions, inflation, and other economic downturns have a significant impact on people's ability to afford luxury hotels. However, they also increase demand for budget hotels, thereby

expanding certain verticals of this industry. Foreign exchange rates are another economic factor that influences foreign travelers' ability to use hotel services. However, as the general global expenditure scale rises, more people are able to travel and use the hotel industry. Developing countries must focus on expanding their budget hotel industry in order to welcome more foreign visitors and expand their economies.

- **Socio-cultural Factors:** - The current generation has a strong desire to travel. This is exacerbated by social media platforms, where people can share their experiences and create peer pressure to travel. This, combined with rising expenditure capabilities, ensures that the hotel industry is accessible to a broader range of people. This trend is expected to continue, resulting in increased demand for hotels. Hotels are also becoming more accepting of different classes of people and improving their ability to meet basic needs. Most governments have put in place legal safeguards to ensure that such discrimination does not occur. Many hotels are also offering discounts and other incentives to ensure that people can afford to stay there.
- **Technological Factors:** - In recent years, hotels have become more and more technologically equipped. Nearly all of them provide amenities that make the visitors' stay more comfortable in addition to CCTV cameras for security. Some of the most typical technology amenities at a hotel include WiFi, elevators, intercoms, and others. The availability of online booking tools, either directly or via third-party apps, has contributed to an increase in hotel booking prices. A hotel room can now be reserved online by visitors from foreign nations. Additionally, it makes it simpler for them to locate all the required data as a result. The capacity of visitors to post evaluations has also made sure that hotels offer superior services.
- **Legal Factor:** - When concerning about the legal factors include tourism act, discrimination law, consumer law, employment law and health and safety. These factors can affect how a hotel operates, its costs, and the demand for its products in tourist industry.
- **Environmental Factors:** - The rising weather crisis has incremented such factors in certain places where not only do these hotels need to have the technology that can counter such environmental effects, but they also face a lack of demand due to the inability of travelers to withstand such conditions. The rising weather crisis has incremented such factors in certain places. Hotels are now being put under a lot of pressure by both

governments and environmental activists to ensure a minimal carbon footprint. Since this industry uses a massive amount of disposable items it can be the cause of serious environmental concerns. Various international hotel chains are shifting towards more biodegradable items to counter the climate crisis. Hotels that are still continuing to use environmentally harmful materials are facing a downfall in demand.

3 Introduction To The Company

Leela Cottages is a boutique beach resort nestled within the pristine coastline of Ashvem North Goa, which is truly one of Goa's most talked about, picturesque beaches. They embrace Goa's much celebrated beach culture and adapt it to suit the aesthetics and sensibilities of the enlightened and worldly traveler.

The resort has been created with an emphasis on traditional Indian artifacts, with beautifully handcrafted accommodation, offering contemporary food, yoga and spa facilities set within a lush coconut grove with a Jungle feel' minutes from the sea front.

Leela Cottages is owned by **Mr. Prakash Khawadiya** and **Mr. Rahul Khawadiya**, the front office is managed by **Mr. Abhijeet Banaulikar**, the restaurants are managed by **Mr. Shantanu Khan**, the house keeping in charge is **Mr. Paritosh Paik** and the marketing, sales and HR part of the resort is handled by **Mr. Rahul Khawadiya**.

- Leela Cottages also has a branch in Manali.
- Leela Cottages was incorporated in 2008

Accommodations at LEELA COTTAGES

The accommodation is a unique mix of rustic luxury with interiors & exterior features. Guests can choose their accommodation, each with their own individual style and charm. There are 24 cottages of four categories Deluxe, Luxury, Grand and Beach Suites.

4 Cottages

- **The Deluxe cottages** are built off the ground in a timber chalet design and are furnished with antique Indian art, sculptures and antique furniture. The deluxe cottages are rustic and cozy for those seeking the upper end of beach shack accommodation.



- **The Luxury cottages** represent the evolution of our ethos with crisp spacious, airy and luxurious interiors, decorated with hand painted murals, Indian artifacts, beautiful antique dressing tables and mirrors. The Luxury cottages are perfect for couples on a romantic escape or the discerning 'style conscious travelers.



- **The Grand cottages** are the latest edition to Leela with beautiful Interiors and modern art. The Grand cottages boast exquisite flooring, vintage furniture restored with a contemporary finish and modern art. The Grand cottages are suited for those who do not compromise on comfort and style while travelling.



- **The Beach suites** are the most luxurious rooms which have been converted from a beach house designed with an Indo-Portuguese Goan influence for its Interiors, each with a living space, bedroom and bathroom with bathtub. These suites are recommended for the beach lover who settles for nothing less than the priceless joy of watching the waves of the dramatic coast while relaxing on the private porch. (<https://leelacottage.com/rooms/>, n.d.)



5 Restaurants

- **Elevar** is set overlooking the beautiful Ashwem beach, with an elegant setting and a laid-back atmosphere. The kitchen team, which is headed by one of Goa's most loved chefs, Christopher Agha Bee (chef and owner of the well-known Sublime restaurant), along with his partner & chef, Sal Sabnis, aspires to match the natural surroundings in creating a memorable dining experience.



- At **Elevar** one could start the day with a hearty breakfast, lie under coconut trees all day, sipping on some fresh fruit juices, go for a swim to work up an appetite, have a relaxing lunch of fresh salads and grilled fish or maybe a sumptuous chicken thali, watch some of Goa's most spectacular sunsets with a fresh cucumber basil or a rose preserve cocktail in hand, or enjoy a gourmet candle lit dinner to the sound of the waves.
- **Maa Cafe** is a collection of 100% plant-based food, Raw Vegan cafe located in the tropical garden of Leela Cottages. Plants based food in their original uncooked state are considered raw and alive. Raw food may include fruits, vegetables, nuts, seeds, sprouts, grains and legumes in sprouted form, seaweed, micro algae, (such as Spirulina and chlorella, etc.), and fresh juices. Their nutritional properties are essential to the proper maintenance of human bodily functions. (<https://leelacottage.com/restaurant/>, n.d.)
- **Satsanga Spa at Leela Cottages.** A tranquil sanctuary for holistic well-being and vitality. The Spa offers holistic treatments Inspired by Ayurveda, Yogic traditions and Western therapies. Their Spa host, a Yoga teacher and Ayurvedic therapist with years of

experience has carefully selected the therapies to restore, refresh and revitalize the mind, body and soul.

- At **Satsanga Spa**, they provide insights to live one's life in harmony with nature, while giving practical guidelines for a regulated diet and daily routine, and techniques for stress management to help us take control of our lives and develop radiant health.
- **Yoga Classes.** Leela Cottages host regular drop-in classes by their experienced in-house yoga teachers. Classes are suitable for the beginner to the advanced. Private lessons In Ashtanga, Hatha or Vinyasa flow can also be arranged to suit all individuals, couples or small groups.
- **Yoga Retreats.** International yoga teachers also host yoga retreats throughout the season, along with their own retreats hosted by their in-house teachers.
- **Weeding Events.** Leela Cottages is the perfect venue to host a dream Intimate wedding with a backdrop of the dramatic waves, the sea breeze to cool you down and Goa's beautiful sunsets for lifting the soul. The Guests can relax and unwind in the lush tropical garden, revitalize with detox juices and massage, socialize in various locations within the resort and finally celebrate within the elegant setting of the beachfront restaurant. Elevate their passionate chefs are highly experienced in catering for events and will ensure your menu is created to suit your requirements, with creative international standard fusion food and mouthwatering cocktails. (htt2)

6 **SWOT Analysis of Leela Cottages**

Strengths:

- Exceptional location as it is situated at the beach and has entry and exit from both the road as well as the beach and has an amazing view of the beach.
- A wide range of amenities such as a beach, restaurants, spa, yoga classes, pick up drop facility and a Jacuzzi pool.
- A well-known brand in the area as it is doing its business from 2008 and many well-known celebrities have visited and stayed at leela cottages.

Weaknesses:

- Difficult to find quality manpower as most of the experienced manpower with the required skills like fluent in some foreign languages, experienced in using the different software's used in the resort and working late hours from morning 10 am to night 12 am are already working somewhere so it's difficult to get the manpower needed.
- Complaints, there were complaints from the guests regarding the Wi-Fi that the internet connection was slow and sometimes there was no connection at all and the second thing was that guests complained regarding the shortage of sun beds as there not enough for the guests staying at the resort.

Opportunities:

- To expand their business and brand name to more places in goa and some other places in india after taking all the factors into consideration when expanding to a new area, same as what they had done when they expanded in Manali and started a branch there with the same brand name Leela cottages.
- To collaborate with the people who are into the watersport business at ashwem like scuba diving, kayaking, parasailing, jet ski rides, bumper ride, banana ride and wave surfing as this are in trend now and tourists love to all this. So leela can persuade their guests to experience all the water sports as they are in close proximity

Threats:

- Heavily dependent on tourism and the demand is seasonable, during the off season the business is very low.
- The competition is high in the area as there are many resorts offering similar services and amenities, also there is another new entrant coming, as the construction is going on.
- Pandemics: COVID19 pandemic is a recent example of how pandemics can be a threat to leela cottages and the hospitality industry overall.

7 VRIO Analysis Of Leela Cottages

Valuable

- Leela cottages VRIO Analysis shows that the financial resources of Leela cottages are highly valuable as these help in investing into external opportunities that arise. These also help Leela cottages in combating external threats.
- According to the VRIO Analysis of Leela cottages, its local food items are a valuable resource as these are highly differentiated.
- The Leela cottages VRIO Analysis shows that Leela cottages employees are a valuable resource to the resort. A significant portion of the manpower is highly trained, and this leads to more productive output for the resort. The employees are also loyal, and retention levels for the resort are high.
- The Leela cottages VRIO Analysis shows that Leela cottages marketing and sales activities are valuable resources as this helps them in reaching out to more and more customers. This ensures greater revenues for Leela cottages.
- According to the VRIO Analysis of Leela cottages, its cost structure is not a valuable resource. This is because the methods of production in the F&B department lead to greater costs than that of competition, which affects the overall profits of the resort.

Rare

- The financial resources of Leela cottages are found to be rare according to the VRIO Analysis of Leela cottages. Strong financial resources are only possessed by a few resorts in the industry.
- The local food items are found to be not rare as identified by Leela cottages VRIO Analysis. These are easily provided in the market by other competitors. This means that competitors can use these resources in the same way as Leela cottages and inhibit competitive advantage.
- The employees of Leela cottages are a rare resource as identified by the VRIO Analysis of Leela cottages. These employees are highly trained and skilled, which is not the case with employees in other resorts. The better compensation and work environment ensure that these employees do not leave for other resorts.
- The marketing and sales activities of Leela cottages is a rare resource as identified by the VRIO Analysis of Leela cottages. This is because competitors would require a lot of investment and time to come up with a marketing and sales activities than that of Leela cottages.

Inimitable

- The financial resources of Leela cottages are costly to imitate as identified by the Leela cottages VRIO Analysis. These resources have been acquired by the resort through profits over the years. New entrants and competitors would require similar profits for a long period of time to generate these amounts of financial resources.
- The local food items are not that costly to imitate as identified by the VRIO Analysis of Leela cottages. These can be acquired by competitors as well. These also do not require years long experience. Therefore, the local food items by Leela cottages provide it with a temporary competitive advantage that competitors can too acquire in the long run.
- The employees of Leela cottages are also not costly to imitate as identified by the Leela cottages VRIO Analysis. This is because other resorts can also train their employees to improve their skills. These resorts can also hire employees from Leela cottages by offering better compensation packages, work environment, benefits, growth opportunities etc. This makes the employees of Leela cottages a resource that provides a temporary competitive advantage. Competition can acquire these in the future.
- The marketing and sales activities of Leela cottages is also very difficult to imitate by competition as identified by the Leela cottages VRIO Analysis. This has been developed over the years gradually by Leela cottages. Competitors would have to invest a significant amount of time and money if they are to imitate a similar type of marketing and sales activities.

Organization

- The financial resources of Leela cottages are organized to capture value as identified by the VRIO Analysis of Leela cottages. These resources are used strategically to invest in the right places; making use of opportunities and combatting threats. Therefore, these resources prove to be a source of sustained competitive advantage for Leela cottages.
- The marketing and sales activities of Leela cottages are organized as identified by the VRIO Analysis of Leela cottages. Leela cottages uses these activities to reach out to its customers by ensuring that the services provided meet the customer standard. And the amenities offered are available therefore, these resources prove to be a source of sustained competitive advantage for Leela cottages.

8 Organizational Chart

Owner

Manager

Supervisor

Staff

9 Departmental Details

9.1 Sales:

- Activities Directly Related to Servicing Consumer Demand and Booking Clients.

9.2 Marketing:

- Marketing and sales are handled by Mr. Rahul Khawadiya and Miss Rashmi Khawadiya
- Discounts and offers: they provide discounts on cottages of 10%-20% off if you book them online or via an agency also they provide offers on various spa treatments and restaurants offers like happy hour starting from 4 pm and discounts on sea food of 10% on a single dish costing more than 3500, also a discount of 15% if the total bill goes above 15,000.
- Social Media & Online Management: to engage with guest and get reviews and feedback on multiple social media platforms like face book, Instagram and Google plus etc.
- Travel Agency Tie ups: to get access to preferred travel agency partners working in online and offline space. like OYO, Goibibo.com, makemytrip.com, booking.com, agoda.com, Expedia.co.in, Easymytrip.com etc.
- Payments Follow Ups: they provide complete assurance and guarantee of payments from online and online travel partners.
- Booking Engine: they make their website easy and simple to book any kinds of services or cottages which the customers are in need of.

9.3 Human Resources:

- Human Resource Department is responsible for the hiring, firing, training and development of resort staff. Here during my tenure there was no firing and no training and development was given to the resort staff only one thing was done which is hiring a person to handle the restaurants cash counter and manage them which was done by Mr. Rahul Khawadiya who also handles the HR department. The hiring process started by circulating an ad for a vacancy here at leela. But the person that got hired was referred by another staff working at leela cottages. During the interview phase of the hiring process Mr Rahul Khawadiya told me to sit in and observe, the meeting went on for 45 minutes and during that time he was asked about his experience, skills and qualification and later he was hired as he already knew to operate the software on which the restaurants take order through the and generate the bill.

9.4 Front Office:

- The front office is the nerve center of a resort. Members of the front-office staff welcome the guests, carry their luggage, help them register, give them their room keys and mail, answer questions about the activities in the hotel and surrounding area, and finally check them out also they have a dedicated staff with great communication skills who handles reservation and converts leads into business on calls, emails and face to face interaction. The reservations is also handled by the front office

9.5 Housekeeping:

- Keeping the guest rooms clean and tidy is an essential task. The housekeeping team is typically responsible for every detail within a room, from the cleanliness of the sheets to keeping toiletries stocked.

9.6 Engineering:

- It comprises the operations, maintenance, and repair of resort equipments, tools, and facilities. This is handled by the front office and when there is something to be done technicians are called on site.

9.7 F&B:

- Here it comprises of establishments primarily engaged in preparing meals, snacks, and beverages for immediate consumption on and off the premises. When a restaurant is part of a resort, services it renders can enhance the guest experience by providing excellent food and first-class customer service. Mr. Shantanu Khan handles the F&B.

9.8 Purchase:

- It purchases all raw materials and materials required for the functioning of the resort. This is handled by Mr. Rahul khawadiya by taking inputs from Mr. Abhijeet Banaulikar who handles the front office, Mr. Shantanu Khan who is in charge of the restaurants & spa and Mr. Paritosh Paik who is the in charge of housekeeping.

9.9 Finance/Accounts:

- Activities include cash receipts and banking, the processing of payrolls, accumulating operating data, and the preparation of internal reports and audits. this is handled by Miss Rashmi Khawadiya through keeping and preparing the necessary documents and reports, the accounting part is done by a CA, hired by them.

10 Details of Work Done

The details of work done as an internee in Leela Cottages for a period of 8 weeks are given below.

10.1 Bookings

- The work here was to cancel and to make bookings of cottages, restaurants, spa and for yoga classes on their website and face to face.

10.2 Sending promotional mails

- Creatives of packages like Stay for 3, Pay for 2 and Family Package were sent to travel agents across the country. I tapped databases of various travel agents from Mumbai, Delhi, Noida, Ahmedabad, Punjab, Pune, Goa, Gurgaon etc. These promotional mails had details of the package and contact details for further enquiry or reservation.

10.3 Creating reviewer's database

- I had to make a database of the guests who have given a 4 star or 5-star rating to leela cottages on Google Reviews, Booking.com and Expedia
- The names, contact details were to be fed in an excel sheet according to the ratings as and when the guests made reviews on these portals. The email ids were to be looked on Opera and fed in the excel sheet. This was followed by sending out emails to these guests requesting them to give reviews on TripAdvisor. A link was attached to the email which would lead them to the hotels page on TripAdvisor, where they could give their reviews. This was done to gain more reviews on TripAdvisor and increase the rank of the hotel similarly, which would lead to more sales thereby.

10.4 Coordinating with blogger

- This was the most interesting work I got to do during my internship. The resort tied up with Miss Pryanca Talukdar who is a well-known blogger.
- Miss. Rashmi Khawadiya had discussed the deliverables from the resorts side in return for her promotional activities. The deliverables from the hotels side were:
 - Complimentary stay for two nights
 - Complimentary meals
 - Complimentary spa treatment
- As Miss Rashmi Khawadiya was going on leave during the bloggers stay, I was assigned to coordinate with her. I was made her Ambassador through the reservations.

An Ambassador is one point of contact the guests can make during their stay, for whatever needs they have. Also the Ambassador has to in prior make arrangements for their stay, which also includes arranging transport, putting amenities in room etc. Being Miss Pryanca's Ambassador, I had to call her and introduce myself and keep in touch through WhatsApp. Prior to her arrival I had to attend the pre arrival meeting and brief housekeeping, front office and F&B about the deliverables to make her stay smooth, so that she can cover the hotel well. I had to coordinate with the front office associates with regards to her room and personalized amenities and also arrange transport.

- On Miss Pryanca's arrival I ensured she had a smooth check in experience and escorted her to her room. Also as she was travelling alone, she asked me to shoot her videos and photographs as she guided. It was an all-new experience using the tools and equipment.
- From the marketing perspective, I had to discuss with her what all she could cover through her promotions. For e.g. the beach view, restaurant, room views, recreation activities, packages etc. I had to coordinate with the head chef and F&B manager regarding what all we can offer to promote through her social media accounts. We arranged a Goan Fish Thali, beachside grill starters and cocktails also mentioning about the sundowner events and the variety of the buffet breakfast offered and also in room dining. I also took additional pictures; the resort can use in the future to promote on social media. I was assisting the F&B manager to set up all the things required for Miss Pryanca Talukdar to take a perfect shot or video. For eg. Shots of the breakfast by the beach or live kitchen videos.
- After Miss Pryanca Talukdar's checkout, I had to follow-up with her regarding her stay, and about how and when would she put up her content. I had to give a detailed report of the Miss Pryanca Talukdar's stay and her promotional activities to Miss Rashmi Khawadiya.

10.5 Follow Ups

- Following up on customers and telling them that their payment has been received.
- Following up on guests and informing them about the confirmation on their booking and informing them at what date and time it will be.
- Follow ups with the guest who are leaving and asking them whether the experience here at Leela Cottages satisfied their needs and what new things can we do or improve.

10.6 Paper Work and Filing

- The work here was to scan and photocopy various documents like the photos, ids, passports and other documents of the resort also filling and maintaining all the bookings according to its date and how many guests will be there and giving it to the manager.
- Another task was to make a list of those bookings which were made in advance, according to the number of people and the date on which it was booked and give it to the manager.

10.7 Weekly Revenue Report

- The work here was to make a report of the revenue which the resort generated over the period of a week from the Cottages, Restaurants, SPA and Yoga classes.

10.8 Promotion

- The work here was to promote Leela Cottages by handling their social media sites on Instagram and Facebook and the main part was to promote their wedding events because it wasn't so well knowing like their other services by posting stories on their Social Media sites and also posting stories on my Facebook account and tagging Leela Cottages also informing the walk in guests for the overall promotion of Leela Cottages. Photos of Leela had to be posted on their social media pages which were clicked by Mr. Rahul Khawadiya.

11 Learnings

- The working experience in Leela Cottages helps in understanding and enhancing the knowledge and making a fair comparison on how to develop one's career in the future. I personally feel that I achieved my aim to understand that how a resort operates. As an internee in Leela Cottages one experiences in dealing with customer and how do you present your products and services as well as yourself. Enhancing the verbal and non-verbal communication, sales skills, negotiating skills, self-confidence are just a few things that one's manages to learn here.
- At Leela Cottages one's learns how to use the booking software of the hotel, how to properly make a professional and proper conversation on a phone call with different personalities, how to make a proper list of various documents required in the hotel like Booking lists, how to prepare a Daily sales report with the given information and being at the front desk and interacting with the guests. Gets to learn the different types of problems faced the guests and by the staffs and how to solve them and what the guests prefer in a beach resort and what they do not. Also, you get to learn how the promotions are done what types of offer and packages they give to their guests. I also learnt how to do basic functions in Opera which is a hotel management system. I learnt how to generate various reports, check arrivals and departures, find guests information from the past, feed in guest information etc.
- **OTAs Extranet:** - I also learnt how to feed in data like content, facilities, pictures on extranets of OTAs like Booikng.com, TripAdvisor, MakeMyTrip etc. These extranets also show how the hotel is doing in terms of our competitors and its ranking in its respective portal.
- **Coordinating with blogger:** - As mentioned coordinating with the blogger Miss Pryanca Talukdar was the most interesting task for me. I got first-hand experience of handling a guest and the responsibilities came with it like coordinating with the various staff of the resort to get the things prepared and keep them ready so there is no delay or any complains by Miss Pryanca Talukdar and that everything should move smoothly. It taught me how to use the best of the resources and manpower available to portray a picture which is in favour of the resort.

- **Social Media Marketing:** - I learnt how to make optimum use of social media to promote and create brand awareness and also generate sales through it and also the use of SEO (Search Engine Optimisation) to increase traffic on our pages.
- **Cold calls:** - I learnt how to make cold calls, the importance of it, how to speak and interact with prospect clients. The correct greeting and language was also taught. I had to make plenty demo calls before I could actually start making calls.
- **Sources Of Income:** - the resort gets its income from Restaurants, Cottages, SPA and Yoga Classes. The majority of income for this resort comes from Restaurants and Cottages.
- **Managerial Requirements:** - A manager must possess certain skills to be capable in handling daily operation of the resort and the first skill is problem solving and decision-making skill. A manager should know how to solve problem, knowing the method to use and to analyze the effectiveness. Second is planning skill where a manager should manage and develop relevant goals, objective, strategies, resources and budget. Thirdly is delegation of responsibility which will benefit the Resort. Fourth is a good communication internally and externally. Good experience may also come in handy where the experience can be implemented to the organization. Flexibility, patient, interpersonal skill is just a few skills that may help a manager to be successful and make the resort successful.
- The another thing I learned is how to analysis the hotel industry using PESTLE and five force analysis and I also learned how to analyze the resources of Leela Cottages using VRIO and using SWOT analysis to figure out the internal strengths and weakness of leela cottages and external opportunities and threats of leela cottages.
- **Cause and effect:** - 3rd week of internship I was in the F&B department with Mr Shantanu Khan. There he gave me a case saying that he wanted me to figure out why the costs of the different ingredients and spices used in the restaurant have gone up in these last 2 years. He said that he already knew the reason but wanted me to figure out why and that it will help me to understand the why did it happen the causes and its effects on the resort. So at the end of the 3rd week I went to him and told him that the prices have gone up because of inflation and that after covid prices of ingredients and spices have gone up, he smiled and told me that yes he knows all this but they counter this they have accordingly increased their rates and told me that don't just focus on F&B here look at the big picture. So by the

end of the 4th week we met and I again gave my reason saying the it is because of the change in the kitchen staff (where two helpers in the kitchen were changed in the last two years and on junior chef), again he smiled and said no that's not right and told me take everything into consideration and gave me a hint saying check the type of guest we are getting. After hearing that I started to see the guest we are getting now and majority of them were Indian tourists and I compared it to the type of guests leela cottages use to get 2 years' prior and they were mostly foreign tourists. So I went to him with this conclusion that the costs of the spices and ingredients have gone up because we are getting majority of Indian tourists and he said yes that's the reason and it's the reason because prior foreign tourists didn't prefer much spices in their food as they like to enjoy the natural taste of the food, but once the influx on Indian tourists increased they started complaining that the food has less taste so they started to increase the amount of spices used in the food which led to the increase in the cost, this was explained to me by Mr. Shantanu Khan. Here I got to learn how to see the big picture and not to limit my thinking to a single factor and figure the causes and its effects.

12 Recommendations & Suggestions

- **Use of Better Wi-Fi Network:** the current Wi-Fi network gives a lot of problems the network has a back-hand problem where the signal or the network goes off for 30 minutes to 1 hour. so, in getting a new network will make the guests more satisfied.
- **Increasing the Number of Cottages:** currently the have 24 cottages which is not enough during the peak season customers always come and ask whether the cottages free, sadly they had to say no to them.
- **Increasing the Number of Sun Beds:** they need to increase the number of sunbeds they have because they get booked very fast and the other guests when they need them, they are already in use.

13 Conclusion

- I would like to thank Leela Cottages and everyone there for giving me this wonderful opportunity to do my M.B.A part 1 internship with them for a period of 8 weeks. The experience I gained is definitely valuable and priceless in order to equip me in developing my career path in the future. During this period of internship, I learnt a lot of things from a marketer's, sales and managers point of view and gained a lot of exposure interacting with customers and guests.
- Studying BBA & MBA really paid off as it gave a good opportunity to practice the theoretical knowledge in real working environment. As it gives a clear idea of the job when someone is practically involved in it and where and how do the mistakes happen and to do so that the mistake does not happen again.

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