

INTERNSHIP REPORT- 2022-2023

Submitted By:

Name: MITALEE L. HARMALKAR

Roll No:2126

Under The Guidance Of

Prof. M.S. Dayanand

Goa Business School

Goa University

2021-2023

Declaration

I do hereby solemnly declare that the work presented in this report entitled “**THE HQ - a unit of palette hotels(I)pvt. Ltd.**” has been carried out by me and not been previously submitted to any other university or college /organization for academic qualifications /certificate or degree.

MITALEE
HARMALKAR
MBA PART 1
2126

Acknowledgement

I sincerely like to thank Mrs. Yuvika Dalal (HR Executive) for providing me with the valuable guidance throughout my summer Internship from 18th May - 09th July 2022. It was due to their kind and valuable co-operation by providing me with the vital information necessary for my project.

I am also grateful to entire staff of The HQ, Vasco for their full co-operation and support during my Internship.

My special thanks to all our faculty members for giving me an opportunity to undergo this Internship and making me aware of the real day to day business world.



Where It All Happens

GST No: 30AAECP7762R1ZU
CIN: U55101GA2008PTC005831

Date: 09-07-2022

Palette Hotels (I) Pvt. Ltd.

To Whom It May Concern

This letter is to certify that **Ms. Mitalee Laximan Harmalkar** has successfully completed her internship program of Eight weeks with **The HQ, A Unit of Palette Hotels India Private Limited**. Her internship period was from **18th May 2022 to 09th July 2022**. She was training with **Human Resource Department** and was actively involved in the tasks assigned to her.

During the span, we found her sincere and eager to learn.

We wish her a bright future.

Sincerely,

For 'The HQ' a unit of Palette Hotels (I) Pvt. Ltd.



General Manager
(Natasha Dias)

Swatantra Path, P.O. Box 31, Vasco-da-Gama, Goa 403 802
T: +91 832 250 0015 / 16 / 17 F: +91 832 250 0025
Toll Free: 1 800 233 0047 www.thehq.in

Table of Contents

Sr. No	Title	Page No
1	Executive Summary	6
2	Introduction	7
3	Mission & Vision	8
4	Chains of NRB Group	9
5	Department structure	10
6	Organizational structure	11
7	Departmental overview	11-13
8	Porters Five Forces	14-15
9	Pestel analysis	16-17
10	SWOT analysis	18-19
11	VRIN analysis	19-20
12	Learning	21
13	Conclusion	22
14	Reference	23

EXECUTIVE SUMMARY

The report is based on the summer internship project which is a study conducted in THE HQ-A unit of palette hotels(I) pvt. ltd. in the period from 18th May 2022– 09th July 2022.

The summer internship places a very important role in the course of the first year MBA. It gives a first-hand experience of working and functioning of various departments in the organization to the students and helps us relate the subjects we learn to how it is applied in the various departments in a real industry

The main objective of my training at THE HQ was to study the organizational structure and its functioning to get maximum exposure to the cooperate world. To understand the scope, functions, responsibilities of various departments in this organization and practically apply the theoretical knowledge learned through the MBA course.

INTRODUCTION

THE HQ- A unit of palette hotels(I) pvt. Ltd is a part of NRB GROUP which is based in Goa, one of the leading business group in Goa. The flagship business of the company is production and export of iron ore. Today the values are also extended into hospitality chain -palette hotels. In short their business associations, professional employee relations & strong commitment to community welfare make NRB a modern dynamic company with good old fashioned values.

NRB Group also has expanded into the international markets and is the first India conglomerate to establish presence in Zambia with their NRB Pharma manufacturing unit.

COMPANY PROFILE

Name: THE HQ -A unit of Palette hotels pvt. Ltd.

Address: Swatantra path, Vasco-Da-Gama,Goa- 403802

...

Homepage: www.thehq.in



MISSION

- To run a professional managed organization.
- To build a recognizable business and leisure hotel brand in various domestic markets.
- To diversify in various hospitality oriented businesses.
- To be an environmentally friendly organization
- To well-being of our colleagues and employees.
- • •
- To ensure satisfaction of our guests, their safety and sense of well being to contribute back to the community.

VISION

At Palette hotel we plan to be chain of medium, upscale, fully serviced business and leisure hotels. The factor that dominated Palette Hotels culture is the personal involvement of the promoters and the philosophy that growth, recognition and development of its host/employees are of the prime consideration.

BRANDS OF PALETTE HOTELS

- THE HQ (Head Quarters)
- 10 CALANGUTE

NRB GROUPS



DEPARTMENTS

1. ADMIN

- HUMAN RESOURCE
- FINANCE
- SALES AND MARKETING

2. F&B

- F&B SERVICE
- F&B PRODUCTION

3. FRONT OFFICE

4. HOUSEKEEPING

5. MAINTENANCE

6. SECURITY

ORGANISATIONAL STRUCTURE OF THE HQ - VASCO

- **Board of Directors**

Narayan Rajaram Bandekar

Chairman

Amit Bandekar

Managing Director

Poorva Deshmukh

Company secretary

- **Management**

Natasha Dias

General Manager

Yuvika Dalal

Human Resource Executive

Vimlesh Shigaokar

Finance Manager

Siya Naique

Public Relation Officer

Afsar Khan

Executive Chef

Charissa Tiegel

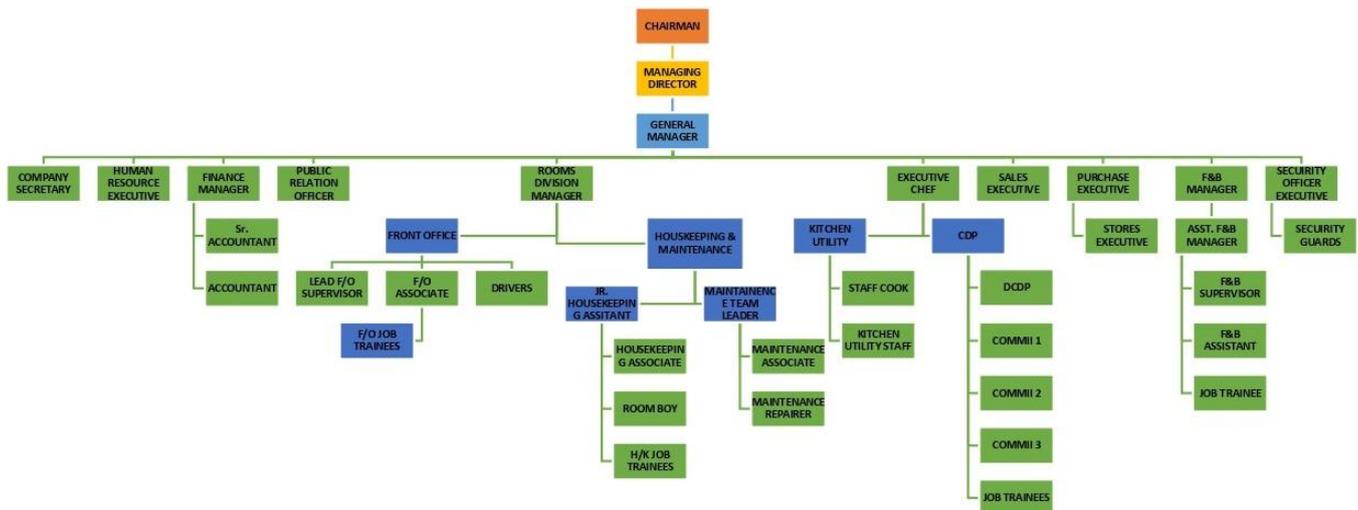
F&B Manager

Peter Fernandes

Rooms Division Manager

Diptesh Naik

Security Officer Executive



DEPARTMENTAL OVERVIEW

➤ HUMAN RESOURCE DEPARTMENT

The role of a modern HR department is to manage and develop the hotel’s human resources, assisting employees in their professional development and skills acquisition so that they can fulfil their roles most effectively. Because staff will have regular contact with the public and because the quality of their work directly affects the guest experience, an effective HR department is essential. It is the responsibility of the human resources department to recruit staff, deploy them in appropriate roles, train them and make sure their skills remain up to date. The human resources department is tasked with developing the hotel’s personnel.

In this 4 star property Human resource plays an important role to assist each employee with their work, recruiting employees as and when needed, maintaining good relation with the employees and also by organizing staff celebration every month and special training programs to the employees so that they can gain more knowledge in their particular field.

➤ FINANCE DEPARTMENT

This department also plays vital role in industry. They have the cost controller which includes accounts payable, receivable, taxes, payroll, etc. the accounting function and the front office work very closely with one another. The department is responsible financial statements and reports of entire hotel. It is responsible for calculating of the total profits or loss of the company .

➤ SALES & MARKETING

S&M is responsible for maximizing a hotel's revenue by developing programmes to increase occupancy and make profitable use of its accommodation , meeting and leisure facilities. The S&M team has a substantial influence on the profitability of the business.

➤ Food & Beverage (F&B) Service

The most important department in the hotel industry. F&B is the largest division in a hotel as there are total 3 restaurants in the hotel. Grapevine, ORI pan Asian cuisine, Z rooftop these are the restaurants which usually have a type of cuisine attached to them like Italian, continental, Indian, Chinese. F&B is responsible for Banquets ,maintaining high quality food and service, food costing, managing restaurants, bars, etc.

➤ Food & Beverage (F&B) production

This department is responsible for the production of F&B items as per the guest or it depends upon the Executive Chef of the Hotel. The kitchen is fully equipped with skilled chef and trainees. They are responsible to maintain food quality, control the wastage that occurs which is controllable to reduce cost of the department.

➤ PUBLIC RELATION DEPARTMENT

Coordinate with all public relations activities,develop a PR and communications plan including strategy ,goals budget and tactics

To keep a track on food and water, test them after a period of time and also check for the safety maintained in the hotel.

To check and update all licenses and fssai

➤ **PURCHASE EXECUTIVE**

They are responsible to monitor raw materials from the best vendors ,quality goods, service and price through standard purchasing specifications and then store it appropriately.

To see for quotations for any items costing more than a certain amount(as per company policy) and inquire into prices from various suppliers. Ensure that all orders receiving dates are updated by buyers according to the suppliers promised delivery dates. Ensures that all authorized or approved purchase orders are sent to their respective suppliers/ vendors for delivery purpose on daily basis and to process GRN on time.

➤ **FRONT OFFICE**

The front office is often termed the “face” of the hotel. The Front Office handles checking in and out, assignment of rooms and rates, room status tracking, payments, and guest records. This department also develops and maintains an accurate and up-to-date record of guest information, manages guest services, and generally works to ensure customer satisfaction. This activities of the Front Office are very important for the hotel’s relationship with the public, as it is the first point of contact for guests and other visitors. As well as handling reservations and payments, the front office also fields requests, queries and complaints, liaising with other departments to ensure that guests’ needs are met.

➤ **HOUSEKEEPING**

To achieve the maximum possible efficiency in ensuring the care and comfort of the guests. Establish a welcoming atmosphere and ensure courteous, reliable service from all the staff of the department. Ensure a high standard of cleanliness and general upkeep in all areas for which the department is responsible.

➤ **MAINTENANCE**

Maintenance team keep a track of engineering facilities in optimal operationg conditions is vital for the business of the hotel.

PORTERS FIVE FORCES

The Five Forces analysis is an essential tool that hotel managers can take advantage of to make the best strategy for their company. It will help with the dynamic changes in the industry and understanding how they apply can increase their ability to adjust and better use its resources to attract investors and generate higher profits.

1. THE BARGAINING POWER OF THE CUSTOMERS:

THE HQ is a business hotel and therefore corporate companies have the ability to force down prices with MOU(memorandum of understanding), which are likely to lower their prices. If the bargaining power is high, suppliers will have great difficulty hiking prices and can even incur losses. On the other hand, if the bargaining power is low, suppliers 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 SUPPLIER:

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. HQ takes quotation from every supplier and also maintains relation with every supplier which helps them to bargain as and when needed.

3. THE THREATS OF NEW ENTRANTS:

This force is dependent on the ability of the new business to enter the industry. The hotel industry poses many levels of obstacles for a new entry and opening one in an area that is saturated with the competition will make it difficult to gain an advantage. New businesses can still come into the market and comes as a threat to present competitors especially when they have an edge at differentiating themselves from others.

4. THE THREAT OF SUBSTITUTE:

Substitute threats to the HQ were far and few but with the continued development of technology, innovative disruptions have proved to be challenge for hoteliers. With the rise of technology came substitutions like Airbnb, transient lodging/housing, homestays or Couchsurfing, and many more may impact the demand for hotel rooms. The COVID 19 pandemic has given rise to an even newer substitute product like 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. RIVALRY BETWEEN COMPETITORS:

Competition is thought determined to be very intense in the hotel 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. HQ is also having few competitors like Lapaz gardens, Hotel Maharaja , Flora grand and Supreme but HQ is differentiated among these hotel is because it is classified as 4star hotel

PESTEL ANALYSIS

- POLITICAL FACTOR

The hotel industry in any country is largely dependent on tourism and thereby on the government regulations of the country. In areas that are under political strike, the hotel industry performs poorly. Political stability in the country becomes a very important factor as hotels need to cope with the political situation in various countries in which it is operating. Also due to lockdowns imposed by Vasco, THE HQ had a very tough phase. But gradually many States are also now easing their lockdown which is helping the hotel industry to grow and increase their revenues.

- ECONOMIC FACTOR

Any major economic change massively affects the hotel industry, Recessions, inflations, and other economic fallouts severely affect people's ability to afford luxury hotels. But at the same time, they also lead to a higher demand for budget hotels thereby increasing certain verticals of this industry.

- SOCIAL CULTURAL FACTOR

The HQ hotel is very well known 4 star property in Vasco. Hotel finance is affected by various social factors like consumer lifestyle, consumer demographics. With increase in income of the people their spending habits also change. So, their willingness to spend on leisure activities increases which is a good thing for the business. Also the lifestyle of the people across the globe is improving which is also a very good sign for the hostel profitability in the future. Due to COVID-19 people have fear interacting with various people and they prefer to stay at their home. They avoid various social gatherings which is a matter of concern for THE HQ Hotel.

- TECHNOLOGICAL FACTOR

HQ have become more and more technology-friendly in recent times. Almost all of them are fitted with CCTV cameras to provide security and other features that make the guest's stay

more comfortable. WIFI services, lifts, intercoms, etc are some of the most common technological services. Online booking facilities either directly or through third-party apps has boosted the booking rate of hotels. Guests from other States are now able to book a hotel. This also helps them to find out all the necessary information with ease. The ability of guests to write reviews has also ensure hotel to provide better services and no act of discrimination.

- **LEGAL FACTOR**

The legal environment is extremely crucial to the growth of the hotel. Laws and regulation of the country really affects the operation of the hotel in which it is operating. Many governments are also offering tax deductions to the hotel industry in order to boost their economy. Legal factors are closely interlinked with political factors. Various laws have been also made by the government to tackle the problem of COVID-19 like to maintain social distance between people and also sanitize the hotel rooms, to stop the spread of the disease. These things have increased the cost of operation of the hotel and definitely affect the profitability of the company.

- **ENVIRONMENTAL FACTOR**

Different countries have different norms or environmental standards which can impact the profitability of an organization in those markets. Even within the country different states may have different laws related to the environment. People now praise companies which take initiative to protect our environment. This also results in increasing the goodwill of the company which can be very beneficial for the company in the long term.

SWOT ANALYSIS

1. STRENGTH

- Provides safe abode away from home
Being the 4 star property in Vasco, its undeniable that the hotel provides safe accomadation for people. The hotel itself boasts million of decent rooms.

- Contributes to local economy
Hotel industry is boon to the community. As an industry that wields significant financial power, the hotel industry can certainly tide things over in the local economies.

- High profit margin
Although the hotel requires huge initial capital, its still a worthy investment as the cost of labour is lower and profit margin are higher.

2. WEAKNESS

- Unfavourable tax rates
Tax rate vary from different states but the government usually impose a very high tax rate on hotels and restaurants.

- Seasonality of the Hotel Business depends on tourism
The business of Hotel depends upon tourists, holidays and season. As an example COVID 19 pandemic has simply demolished the tourism sector in 2020.

3. OPPORTUNITIES

- Connecting platform
As the is hotel having its website and page on different social platforms it becomes easy for people to get connected. Online booking also plays vital role.

- Dynamic pricing

Its means charging different for same services. For example, all the rooms of the hotel are same and have the same facilities but the upper rooms have better view.

4. THREATS

- Pandemic

Recently COVID-19 has caused the lockdown worldwide. Such pandemic has affected the hospitality industry the most, the longer it lasts, the more it will affect the businesses.

- Boutique alternatives

Cheaper and more robust hospitality services are affecting hotel industry each day. Airbnb is the primary threat to the hotel industry.

VRIN /VRIO ANALYSIS

1. VALUABLE

HQ shows that employees are a valuable resource to the firm. A significant portion of the workforce is highly trained and this leads to more productive output for the organization. Financial resources are highly valuable as these helps in investing into external opportunities that arise.

2. RARE

The patents of THE HQ are a rare resource as identified these patents are not easily available and are not possessed by competitors.

The distribution network of hotel are also rare as the competitors would require a lot of investment and time to come up with better distribution network.

3. INIMITABLE

Finance resource are costly to imitate as these acquire by the company through prolonged profits over the years. New entrants and Competitors would require similar profits for a long period of time to accumulate these amounts of financial resources

4. NON SUBSTITUTE

The distribution network id organized as it is used to reach out to its customers by ensuring that products are available on all of its outlets. Therefore , these resources prove to be a source of sustained competitive advantage.

LEARNINGS:

It was great opportunity to work in a service sector where one of the best things about being in hotel operations is not only being in contact with guests, but also interacting with our associates and working in teams and also understand the ethics of hotel industry. Being in hotel industry I learnt that how to coordinate with employees and maintain team work with each other. I had a great experience in this 8 weeks of span interning in THE HQ. I was majorly in HR department and coordinated with Finance, F&B service with their banquets in arranging and coordinating with staff for making set up for party, conference and events.

Conclusion

Tourism is a phenomenon , which has become a powerful and strongly affects hotel industry. The HQ hotel is undergoing a tremendous regarding management ,which prefers analyzing innovative thinking in the business hotel. The HQ has a very strong computerized system making the work easy. It also caters to the need of the budget conscious travellers. The HQ is renowned because of its excellence in providing customer satisfaction. Being a business hotel they are having their permanent and loyal customers who will always prefer them.it has an opportunity to maintain and improve their quality service and retain their customers. HQ is aware of the fact that hospitality industry existsin rapidly changing environment , where new product or innovations are introduced quite frequently and because of its 4 star status they have to maintain and update it time to time so that it becomes the first preference for its customers.

REFERENCES

Referred to the company manual of NRB Group and THE HQ Hotel

Referred HR manual

Personal interactions with Mrs.Yuvika Dalal- HR Executive

WEBLINKS

www.thehq.in

www.nrbgroup.biz