

INTEGRATED MASTERS IN BUSINESS ADMINISTRATION IN HOSPITALITY, TRAVEL AND TOURISM

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5th year IMBA

1725

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Nash Noronha

INTRODUCTION

In 1995, Mahesh Adwalpalkar saw an opportunity in his old house in Mala, Panjim. He demolished it to create what is now the Adwalpalkar empire, a giant in the real estate market in Goa. In 2000, the company developed Adwalpalkar Shelters in Caranzalem, which was at the time one of the largest real estate projects in Goa with 300 beautiful apartments. Adwalpalkar Constructions soon moved on to real estate developments in Porvorim, Panjim, Merces, Dona Paula, Taleigao. When son Sahil Adwalpalkar joined the firm in 2010, he brought with him fresh, innovative ideas, and the burning desire for expansion. The company moved into hospitality, and now, Adwalpalkar Constructions & Resorts Pvt. Ltd. offers some of Goa's best hotels and entertainment. Adwalpalkar Hospitality launched the SINQ brand, a reflection of Goa's warmth and hospitality with new-age entertainment and facilities.

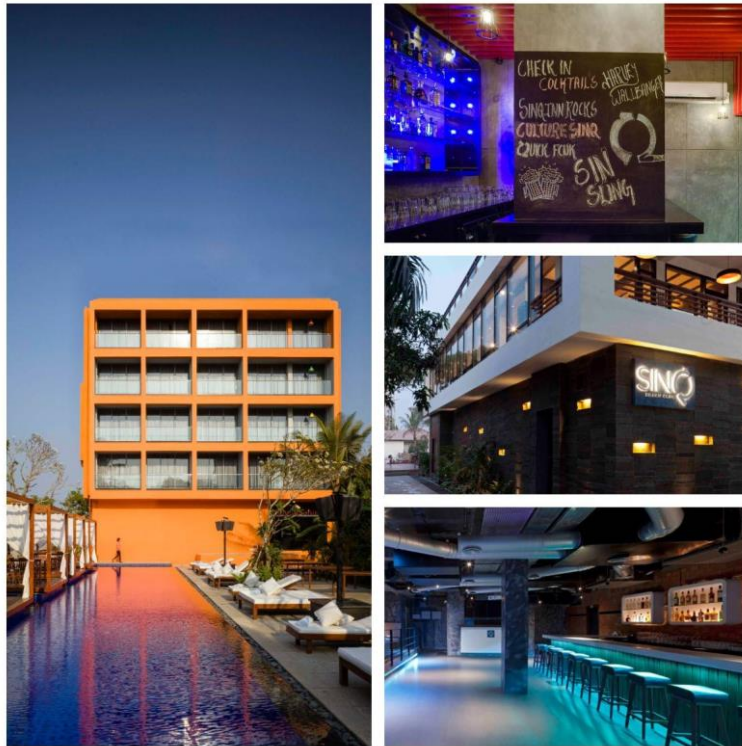


MISSION AND VISION STATEMENT

To be the top real estate company in Goa with a focus on quality, design and trust, while offering the best design principles to meet real estate demands outside the state and to build aesthetic apartments for all consumer groups that offer the best modern amenities at the most economical prices. All our clients are important, and we promise the highest standards of lifestyle at unbeatable prices.

Our vision is to strengthen the SINQ brand across the boutique segment in Goa and then across India

HOSPITALITY/ENTERTAINMENT PROJECTS



Sinq Beach Club Candolim



SINQ Beach Resort, Calangute



SINQ Prive Candolim



SINQ Signature Candolim



SORO The Village Pub



SOHO The Capital Bar

ABOUT SOHO

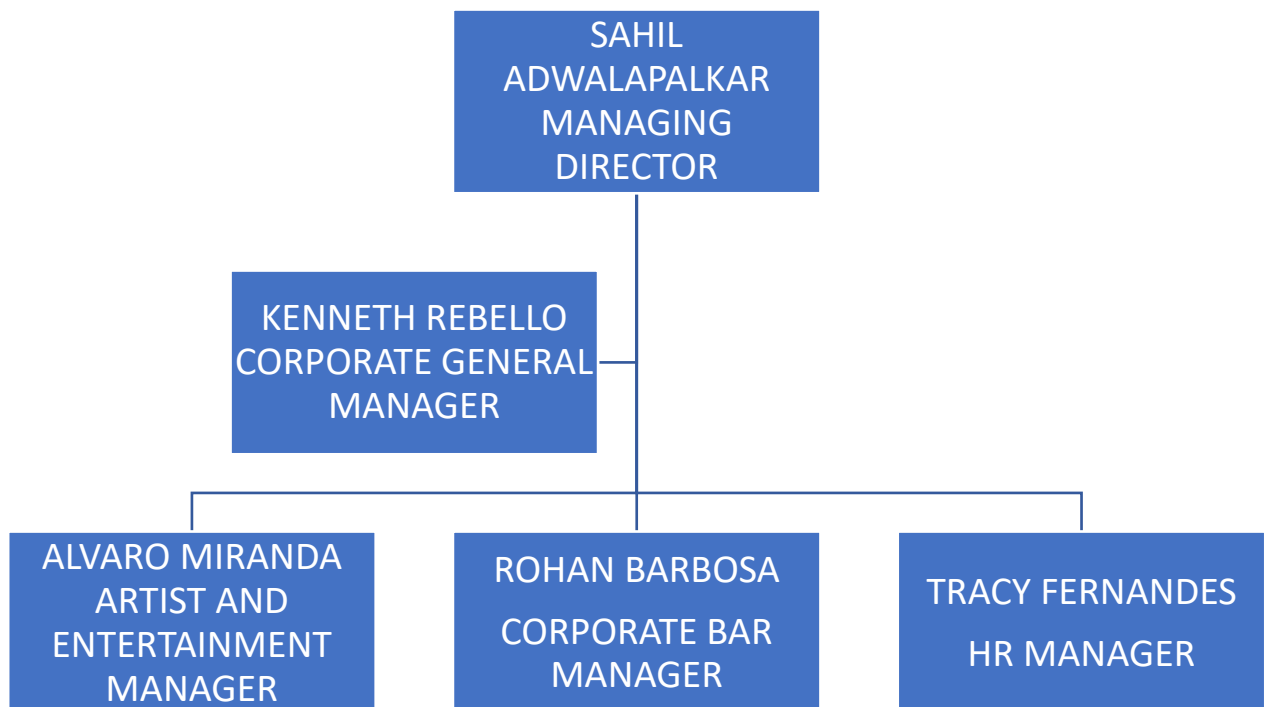
Goa's oldest Latin Quarter, Fontainhas, is one of the three belts in the city-state preserved as a conservation zone. With its old villas, heritage hotels and quaint boutiques with colonnades, shaded in the primary colours of yellow, green and blue, and covered with red tiled roofs that define Goa's colour palette—its long, winding streets are the delight of any flâneur who revels in walking nowhere in particular. The perfect way to end a day in the sun would be at Soho Goa, which was designed by Raya Shankhwalker one of the city's most coveted architects.

"Back in the day, this late 19th century building used to be known as the La Vista Lodge, before it went into disuse," says Raya. He points towards the horizon, shielding his eyes from the setting sun

with his other hand, trying to negotiate the distance between the erstwhile lodge and Sultan Adil Shah's palace grounds, not too far away. "The lodge has three storeys: The original building had an entrance in the front, which is now occupied by a music store, while Soho spreads across the upper two levels. We added a discreet entry on the side by tucking the staircase in the most marginalised part of the building and reserved the key open-spaces for the bar seating and dance floor," elaborates Raya. Despite what Raya calls a 'discreet entrance,' a neon light board on the roof screams 'Soho' and the building stands

apart from the traditional streetscape with its custom hand-painted dual tone Dulux wall finish weather shield paint, that in a shade of rust is a departure from the old city's painting style. "In the past, only natural dyes were available, which is why they stuck to yellow, red and blue," Raya enlightens. At the first level of the venue, the bar places an accent on dining. The marble-top tables and dining chairs give off an old world charm, except that the wall has been canvassed with a Google-mapped wallpaper of Panjim city, an innovative way for Goa's many vacationers to find their way around. The upper level has an open bar counter and stools, a dance floor and a newly-built balcony mimicking the one, a level below.

HIERACHY OF SOHO



Event coordinator

An event coordinator is one of the most valued members of any team as they help planners and managers move an event across the finish line! They are typically in charge of many of the ancillary duties, while perhaps being involved across many projects, working with several event managers or planners at a time.

For this reason, event coordinators have to be team players, and capable of juggling many tasks at a time.

Duties often depend on the company you work for or the event you are currently working on. But, in general, an event coordinator plans events by contributing to and finalizing a slew of [logistical and operational tasks](#). Examples include: sourcing venues, researching [entertainment](#) ideas, correspondence with vendors, seeking out sponsors, and selecting the food & beverage for the duration of the event.

This role is usually considered to be a stepping stone towards becoming an event specialist, manager, or [planner](#)! Here are the most common

tasks we see the event coordinator role take on before and during an event.

DISC JOCKEY

A **disc jockey**, more commonly abbreviated as **DJ**, is a person who plays recorded music for an audience. Types of DJs include [radio DJs](#) (who host programs on [music radio](#) stations), club DJs (who work at a [nightclub](#) or music festival), [mobile DJs](#) (who are hired to work at public and private events such as weddings, parties, or festivals), and [turntablists](#) (who use record players, usually [turntables](#), to manipulate sounds on [phonograph records](#)). Originally, the "disc" in "disc jockey" referred to shellac and later vinyl records, but nowadays DJ is used as an all-encompassing term to also describe persons who [mix](#) music from other recording media such as [cassettes](#), CDs or [digital audio files](#) on a [CDJ](#), controller, or even a laptop. DJs may adopt the title "DJ" in front of their real names, adopted pseudonyms, or stage names.

Duties and Responsibilities of an event coordinator and DJ

- . Strong communication skills
- . Great people skills
- . Adapts to change well
- . Ability to multi-task
- . Team player
- . Adheres to timeline/deadlines
- . Resourceful
- . Problem solver
- . Ability to endure long work days and desire to travel when it comes to event time
- . Works well under pressure

Rules Followed at the Club

- Grooming is necessary for all the service and kitchen staff
- Uniforms should be well ironed and should be worn on duty.
- The staff should be well mannered and should adhere to all the rules during operations.
- Service and kitchen staff should reach on time for duty and start prepping for the night
- Djs should be present on time and set the lounge music before the main night starts.
- No drinking on duty for service and kitchen staff.

FACILITIES PROVIDED BY SOHO TO THE CUSTOMERS

- Buy one drink and get one drink free on every Monday night.
- Free gin and tonic for the ladies on Wednesday ladies night.
- Discounts on billings above 25000.
- Special deals for regular customers.



EVENTS HELD EVERY WEEK AT SOHO



CONCLUSION

- My experience of working at Soho has been a rather fun and adventurous journey. Every day I would learn something new and meet different people from all over the world.
- The experience of working with was rather challenging but I would never look back and say that this job wasn't worth it. It was worth all the time and effort.
- These past six months helped me not only build myself as a DJ but also as an individual. Learning new styles and techniques of Djing, getting exposed to various types of events and music, meeting new people and making sure their experience was worth it.
- It's a very tough job being behind the console and managing the whole event at the same time as you have different types of people with different views and ideologies which is not a bad thing but something you can learn and understand and can be confident to deal with any type of situation.

- I sum this report by saying that this internship has had its ups and downs but it was worth it and with all the respect and knowledge ive gained with this property has been a life changing experience.
- I wish to cherish and continue working with the same company for a long period of time and learn more over the years

THANK YOU

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