

Chapter Case Study

Radisson Comes to Town **

Radisson Water Garden Hotel Dhaka, the country's newest five star hotel is located near to the diplomatic enclave and upcoming blue chip commercial hub of Gulshan, Baridhara and Banani and within 5 kilometer from International Airport.

The 206-room hotel is situated on more than seven acres of beautifully landscaped gardens and features modern interior design and architecture, an outdoor tennis court, world-class health spa, well-equipped fitness center, jogging track, swimming pool, and access to a nearby golf course.

The contemporary hotel has been designed to meet the specific needs of the business traveler and feature 206 well-appointed rooms, including 5 suits. All room features executive desk, data port, satellite TV, tea-coffee making facilities, in-room electronic safe, full mini bar, spacious bath room with full amenities. The hotel is fully equipped with safety and security equipments including electronic doors and CCTV.

The hotel also offers a wide array of exquisite cuisines served in beautiful surroundings. Water Garden Brasserie, an all-day dining restaurant, features exciting local, Asian and International cuisine with emphasis on fresh, healthy and creative flavors. For a more sophisticated alternative, Sublime will offer a seasonal menu that will include fresh sea-food, imported prime cuts and specialty items prepared in a simple manner. Spice and Rice will bring a unique dining experience with a new and exciting concept, the first of its kind in Dhaka. The menu and flavor in this restaurant are influenced from Bangladesh, Indian, Sub continent, Northeast and Southeast with familiarity to taste Buds, while Blaze and Cigar Bar offer guests a place to relax at the end of a hectic day.

Confidence drives Radisson

Mr. Saeed Ahmed, Director of Sales and Marketing of Radisson Water Garden Hotel, who is in the hotel business in Bangladesh for around a decade, spoke to many journalists about Radisson.

About the recently built international standard 5 star Radisson Water Garden Hotel, he said that tourism and hotel industry are directly related to the state of the economy of a country. He said that tourism sector ensures and attracts a lot of foreign travelers visiting a country, due to their presence a huge portion of foreign revenue and money is channeled into Bangladesh from this sector.

The 5 star hotel business facilitates earning and contributes economy by the stay of those foreign travelers in these hotels. On the other hand, in terms of business perspective, a business person is lured to travel in a country where he finds an international standard 5 star hotel for a comfortable stay, he observed. As a result business activities in a country are enhanced and a lot of foreign investors show increased interest o invest in a country. This directly benefits our economy, he pointed out.

Hence he believed international standard five star hotels and the economy of country are interrelated. Therefore, he though besides the existing three 5 star hotels including Radisson, construction of other such hotels should be encouraged which will definitely add value to our economy in terms of image to overseas travelers and earning of foreign currencies as well as increased business activities.

Mr. Saeed said, the Unique Sales Product of Radisson is room services, food and beverages, facilities for meetings and banquets and also as a resort. He said the tariff and facilities compared with the existing 5 star hotels in Dhaka. In this

respect highlighting the feature of the hotel, he said that tariff facilities structures were very competitive with other 5 star international hotels in Dhaka and Asia.

Highlighting the importance of the hotel, he said that it was located in a prominent area as it is near the Zia International Airport and also near a lot of foreign embassies. Further a lot of commercial private offices were located in Gulshan, Banani and Uttara which are close to the hotel, he opined. This is definitely adding competitive advantage to the hotel, because travelers and business persons entering Bangladesh through Zia International Airport will definitely find it convenient to stay in a hotel which matches their needs to conduct their business activities as well as other communication needs quickly and in a convenient way. In this connection, he also mentioned that the offices in the Motijheel area will not add up to this advantage as these offices are rather far from the hotel.

It is usually said that in the hospitality trade food and beverage is regarded as the main profit center. Radisson was not considering food and beverage to be the main contributing factor to profit, rather quality room-services business facilities, meeting and banquet facilities and as an international standard resort is already contributing fifty percent of the profit, he said.

Providing his views, over the hotel dining facilities, he said it was comparable with the Dhaka Sheraton Hotel and Sonargaon Hotel. As Radisson, Dhaka is just about a month old they were yet to achieve better utilization of these facilities.

At present they have no plan to expand in Chittagong. But business perspective suggests and for the sake of tourism sector in Bangladesh

they may consider doing so. Emphasizing the objectives of the Radisson hotel he said that they were committed to maintain international standards like other 5 star hotels in Singapore, Hong Kong, Malaysia, and Japan. He said, their mission was not to compromise in terms of quality. While concluding, he welcomed and lauded the decision of the government to invest more in this sector.

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Questions for discussion:

1. What are the target markets of Radisson Water Garden Hotel? Which factor do you think they considered at the time of segmenting their market?
2. What may be the mission, vision and objectives of the stated hotel?
3. What strategies they are currently using to get into the competition?
4. Prepare a marketing mix for Radisson Water Garden Hotel, Dhaka Bangladesh.
5. Which marketing mix variable do you think they have considered most at the time of preparing their business plan? Do you think that was a correct decision? Why and why not?
6. Prepare an advertisement plan for Radisson that they have not highlighted in the case.
7. What further strategies would you suggest Radisson for their betterment in this field.

Further Study:

1. Prepare a marketing plan for a 5 star hotel.
2. Perform a feasibility analysis for 5 star hotels in Bangladesh.