

A Service Audit on DHAKA REGENCY

NORTH SOUTH UNIVERSITY

Faculty of Business Administration

Department of Management

Course: BBA (Hons.)

Section: 01

Topic: Service Audit on Dhaka Regency

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Introduction

There are many reasons why a service audit is important for a business. It helps to identify the strengths and weaknesses of the service, and to make improvements where necessary. A service audit can also help to improve customer satisfaction and loyalty, and to increase the profitability of the business.

Goal: Not knowing what customers expect

Manager of the restaurant perceived that customers were not satisfied with the service, but they did not know what customers actually expected. They had to guess what customers wanted, and this led to many mistakes.

Service Audit Process

The service audit process involves several steps: 1. Identifying the service to be audited. 2. Selecting the audit team. 3. Designing the audit instrument. 4. Collecting data. 5. Analyzing the data. 6. Reporting the findings.

SWOT Analysis

Strengths: Good location, friendly staff, good food.

Weaknesses: Poor service, high prices, limited menu.

Opportunities: Expand menu, improve service, lower prices.

Threats: New restaurants opening nearby, changing tastes.

Customer Expectations

Customers expect a clean, comfortable environment, friendly staff, and good food. They also expect the service to be quick and efficient.

Identifying the Problem

The manager of the restaurant identified the problem as poor service. Customers were complaining about the slow service and the unfriendly staff.

The Problem Statement

The problem statement is: "The service at the restaurant is poor, leading to customer dissatisfaction and loss of business."

Objectives of the Study

The objectives of the study are: 1. To identify the causes of the poor service. 2. To determine the impact of the poor service on the business. 3. To recommend ways to improve the service.

Research Methodology

The research methodology used in this study is a service audit. This involves observing the service from the customer's perspective and collecting data on the strengths and weaknesses of the service.

Significance of the Study

The significance of the study is that it will help the manager of the restaurant to improve the service and increase the profitability of the business.

Conceptual Framework

The conceptual framework shows the relationship between the independent variable (poor service) and the dependent variable (customer dissatisfaction). It also shows the mediating variable (loss of business).

Research Design

The research design is a descriptive design. This means that the researcher is simply describing the current situation, without trying to change it.

Data Collection Methods

The data collection methods used in this study are observation and interviews. The researcher observed the service from the customer's perspective and interviewed the staff about the service.

Data Analysis Methods

The data analysis methods used in this study are content analysis and statistical analysis. The researcher analyzed the data from the observations and interviews to identify the causes of the poor service.

Research Results

The research results show that the poor service was caused by several factors: 1. The staff was not trained properly. 2. The manager was not involved in the service. 3. The restaurant was too busy.

Conclusion

The conclusion of the study is that the poor service at the restaurant was caused by several factors. The manager should take steps to improve the service, such as training the staff and involving himself in the service.

Recommendations

The recommendations of the study are: 1. The manager should train the staff properly. 2. The manager should be more involved in the service. 3. The restaurant should not be too busy.

Limitations of the Study

The limitations of the study are: 1. The study was only conducted at one restaurant. 2. The study was only conducted during one time. 3. The study was only conducted with one type of service.

References

The references of the study are: 1. [Author], [Year], [Title]. 2. [Author], [Year], [Title]. 3. [Author], [Year], [Title].

Appendix

The appendix of the study contains the following information: 1. The audit instrument. 2. The data collected. 3. The analysis of the data.

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Thank You All...!

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Course: MKT412(Services Marketing)

Introduction

This is an audit conducted on Dhaka Regency to represent the particular service of the Hotel & Resort. To identify the overall process about their service we conducted an interview of two representatives of Dhaka Regency. Throughout the interview we tried to identify their Supply and demand scenario, SWOT, Competitive advantages, Core competitors, Gaps between customers and themselves, Performance monitoring mechanism etc.

Company Overview

Dhaka Regency Hotel & Resort is one of the leading 5 star hotels in Dhaka city. They set out to create this new-generation 5 star business class hotel of international standard with business travelers and leisure seekers in mind alike to reign supreme both in sophistication and quality services and opened its soft operation in April 2007.

Location: Situated in the commercial area of Nikunja 2.

Structure: It's a 15 storied commercial building with over 250,000 sq. ft. of space.

Service timing: 24 hours Hotel and Restaurant services.

Capacity: 61 exclusively patterned guest rooms and a total of 214 guest rooms and suites available.

Facilities: Overnight Hotel stay, Restaurant, Exclusive Hookah Lounge, Gym, Roof top swimming pool and BBQ area, 2 large Hall rooms, Car Parking etc.



Competitive Analysis

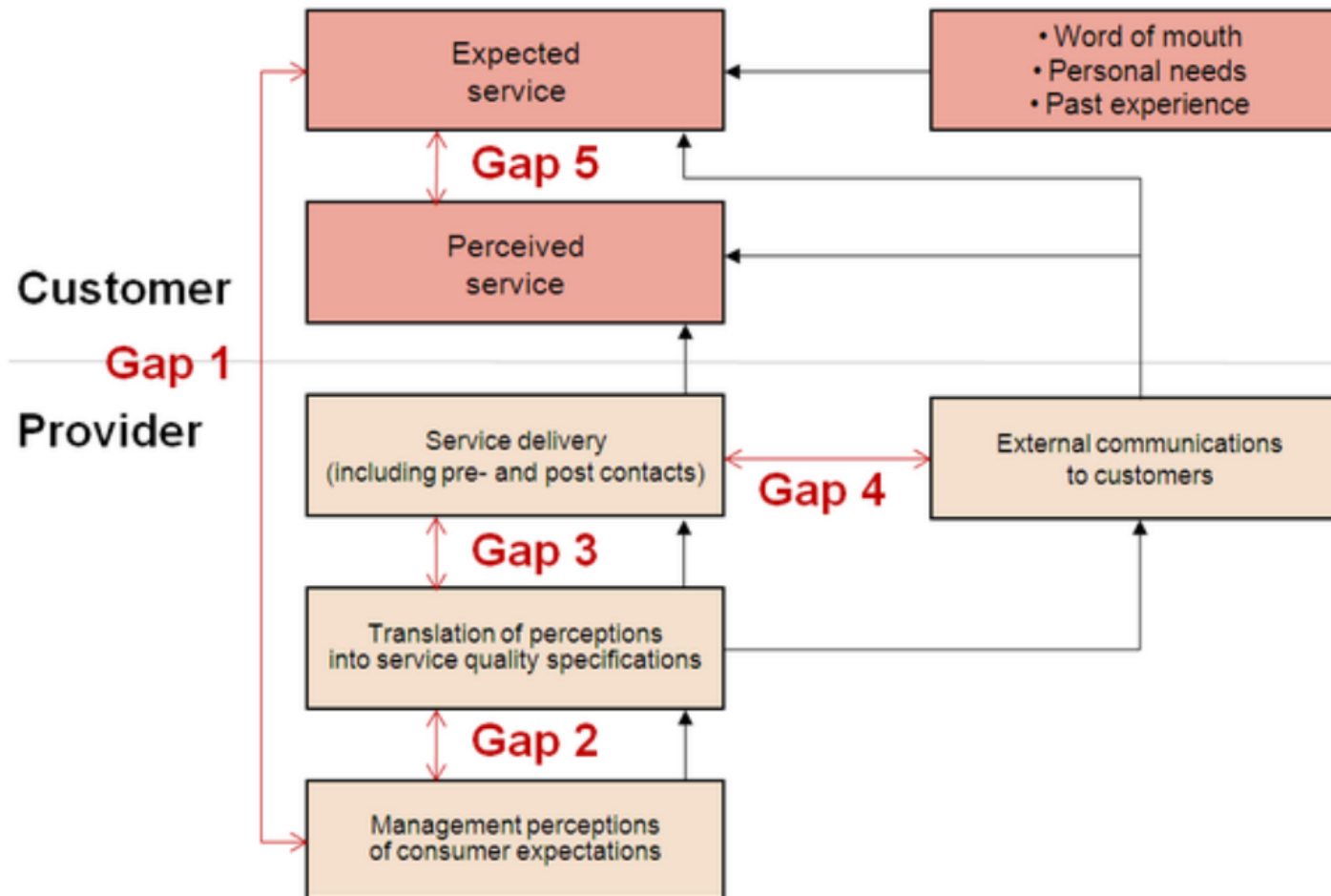
Dhaka Regency considers any five star hotel as its competitor such as Radisson Blu, Westin, Shonargaon etc. But these five star hotels do not have the amount of service flexibility that Regency possesses. Local hotels which are also very good at providing service can be considered as competitor such as Lake shore, Sarina.

Dhaka Regency has some competitive advantages which make Regency unique:

- Near from the International Hazrat Shahjalal Airport
- Best view from Skyline which other hotels cannot provide
- Club 13
- Shisha World (open because Saudi Ambassador especially requested as all the shisha bars are now banned)

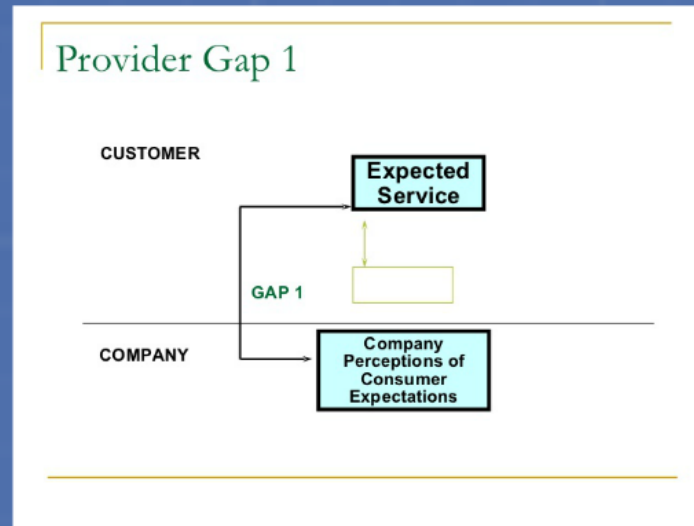
Gap Model Analysis

Gap Model of Service Quality



Gap Model Analysis

Gap1: Not knowing what customers expect



Manager of the restaurant perceives that customer wants good ambiance & quality service. But they fail to recognize that customer actually wants good food; and good ambiance & quality service are of secondary importance.