



Cooperative Education Report

Managing Business Development at Banyan Tree Hotels & Resorts Pte. Ltd.

Written by

Sukhcharoensingh Narula

Student ID 6208000049

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Written by: Sukhcharoensingh Narula

Department: Bachelor's in Business Administration

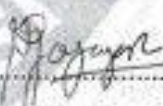

Academic Advisor: Mr. Rashminda Attanayake

We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 1/2022.

Oral Presentation Committees


.....
(Mr. Rashminda Attanayake)
Academic Advisor


.....
(Ms. Sanirak Chancham)
Job Supervisor

 
.....
(Dr. Duminda Jayaranjan)
(Mr. Sabbir Hossain)
Cooperative Committee


.....
(Asst. Prof. Dr. Maruj Limpawattana)
Assistant President and Director of Cooperative Education

Project Title : Managing Business Development at Banyan Tree Hotels & Resorts Pte. Ltd.
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Written By : Mr. Sukhcharoensingh Narula
Academic Advisor : Mr. Rashminda Attanayake
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ABSTRACT

This cooperative report aimed to study the business development at Banyan Tree Hotels and Resorts in Thailand. In this regard, the present report described an overall view of the business development department including their operations, interests and needs. It also explained the intern's responsibilities and experiences. In order to assist the business development department, a mini-research was conducted to figure out the company's popularity in the country. Quantitative method was used to collect the data. An online questionnaire was sent to participants via social media in order to measure people's awareness of the brand. The findings showed that Banyan Tree Hotels and Resorts was the one of the most recognized brands and approximately half of the participants had heard of this brand and its services. Finally, experiencing the real working environment provided some valuable insights about how a small property can be converted into a resort for a big organization and how to deal with business competitors.

Keywords: Banyan Tree, Business development, Hospitality

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I would like to thank Siam University for giving me such an opportunity to work in the organization, which gave us a golden chance to enhance our interest on different fields and know our exact career goals.

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Sukhcharoensingh Narula
6208000049

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Abbreviations

BT- Banyan Tree

BD- Business Development

EXCO- Executive Committee



Chapter 1: Introduction

1.1 Company Introduction












Figure 1: Banyan Tree Logo



Banyan Tree Hotels & Resorts Pte. Ltd., which began as a refuge for the senses in 1994 with a single resort in Phuket, has expanded to become one of the top independent, multi-brand hospitality organizations in the world today. The Banyan Tree, Angsana, Cassia, Dhawa, and Laguna award-winning brands are at the heart of The Group's diverse range of hotels, resorts, spas, galleries, golf courses, and residences. These brands provide extraordinary design-led experiences for today's and tomorrow's international travelers. (Banyan Tree Hotels & Resorts, n.d.)

Banyan Tree Hotels & Resorts Pte. Ltd., is one of the top independent, multi-brand hospitality companies in the world, renowned for its approach with a purpose that prioritizes sustainability and well-being. Their stewardship purpose, established in 1994, is to build long-term value across our network of properties, goods, and brands for all stakeholders and destinations. (Banyan Tree Hotels & Resorts, n.d.)

They have a diverse portfolio of hotels, resorts, spas, galleries, golf courses, and residences. The brand focus is on award-winning brands like Banyan Tree, Angsana, Cassia, Dhawa, and Laguna, as well as the new brands Homm, Garrya, Folio, Skypark and two new Banyan Tree brand extensions, Banyan Tree Escape and Banyan Tree Veya. As of December 2021, the Group will have 58 operating hotels spread across 17 countries, in addition to 47 new hotels and resorts that are now being designed and built (Banyan Tree Hotels & Resorts, 2022). The objective of Banyan Tree Group, a leader in the worldwide hospitality sector, is to be a company that serves the interests of all stakeholders. (Banyan Tree Hotels & Resorts, 2022)

Table 1: Banyan Tree Brands

 BANYAN TREE	BANYAN TREE	Sanctuary: Luxury of nature and intimacy	LUXURY
	BANYAN TREE ESCAPE	Escape: Rustic, barefoot eco-love	
	BANYAN TREE VEYA	Retreat: Holistic wellbeing and learning	
 ANGSAANA	ANGSANA	Diversity: All-rounded offering, activity driven	UPPER-UPSCALE
 GARRYA	GARRYA	Minimal: Elegant, slow philosophy	
 CASSIA	CASSIA	Community: Home away from Home	UP-SCALE/UPPER MIDSACLE
 DHAWA	DHAWA	Choice: Independent discovery	
 HOMM	HOMM	Comfort: Consistency where it matters	FLEXIBLE UP-SCALE - MIDSACLE
 FOLIO	FOLIO	Compact: Convenient, throughout essentials	MID-SCALE

	LAGUNA	Enriching Life, Inspiring you: Learning, adapting and giving back	-
	SKYPARK	Reach for the sky: Offerings owners a tranquil place to call home	-

Banyan Tree Management Academy (BTMA) supports people's growth and learning with integrity and meaning with nearly 8,000 colleagues in 23 countries (Goen, 2022). Through the Banyan Tree Global Foundation (BTGF), which coordinates the Group's work with the UN Sustainable Development Goals, we are also recognized for our dedication to environmental preservation and community development. With more than 2,921 industry honors and medals since our start, we continue to be inspired daily to effect positive change. (Goen, 2022)

In order to build and manage Banyan Tree-branded properties around the world and to gain access to Accor's extensive worldwide reservations and sales network as well as the loyalty program ALL - Accor Live Limitless, Banyan Tree Hotels & Resorts Pte. Ltd. and Accor agreed into a strategic long-term cooperation in 2016. In 2017, it also established a joint venture with China Vanke Co. Ltd. that focuses on hotel projects for active aging and wellness. (Banyan Tree Hotels & Resorts, n.d.)

The Banyan Tree Hotels & Resorts Pte. Ltd. duo is about as elite as it gets in terms of business family. The founding chairman of the Singapore Management University is Ho Kwon Ping, the executive chairman of this hotel firm. He was named the first Fellow of the Institute of Policy Studies' SR Nathan Lecture Series in 2014, and last year he released a collection of his writing titled Asking Why. (Xinyi, 2019)

Ho Kwon Ping, executive chairman of Banyan Tree Holdings, and his wife Claire Chiang, senior vice president of Banyan Tree Holdings and co-founder of Banyan Tree Hotels & Resorts, are the dynamic duo behind the global hospitality brand. (Tatler Asia, n.d.)



Figure 2: Ho Kwon Ping, Executive chairman of Banyan Tree Holdings

Ho attended the University of Singapore, Stanford University, and Tunghai University in Taiwan and California, respectively. After his father had a stroke, he worked as the economics editor of the Far Eastern Economic Review in Hong Kong before joining the Thai Wah family business. In 1994, he and Chiang founded the Banyan Tree Hotels and Resorts brand after converting an abandoned tin mine into Laguna Phuket, Asia's first integrated resort. (Tatler Asia, n.d.)

Currently, Banyan Tree oversees more than 48 resorts and hotels, 64 spas, 74 shopping malls, and three world-class golf courses in 28 different countries (Tatler Asia, n.d.). The company has opened its first locations in the Middle East (Qatar), Europe (Greece), and Africa, as well as additional properties in Cambodia, Indonesia, and China (Mozambique). An eco-friendly, nature-inspired resort in Singapore is also being planned; it will debut in Mandai by 2023. This resort will be located closer to home. (Tatler Asia, n.d.)

The senior vice president / Co-Founder of Banyan Tree and the wife of Ho Kwon Ping, Claire Chiang, is in charge of the organization's China Business Development division and the Banyan Tree Global Foundation. She was nominated to serve as a member of parliament from 1997 to 2001 and was inducted into the Singapore Women's Hall of Fame in 2018. She is an advocate for gender equality and education. (Xinyi, 2019)



Figure 3: Claire Chiang, Senior vice president of Banyan Tree Holdings and co-founder of Banyan Tree Hotels

Banyan Tree Hotels & Resorts, a global developer and operator of resorts, urban hotels, and destination spas in diverse locations, was co-founded by Claire Chiang. The five brands that make up the group's portfolio—Banyan Tree, Angsana, Cassia, Dhawa, and Laguna—were all built on the principles of sustainability and well-being. (Tatler Asia, n.d.)

Since its inception in 1994, More than 2,700 awards and honors in the industry have been given to Banyan Tree Holdings (Tatler Asia, n.d.). Through the Banyan Tree Global Foundation, which is aligned with the Sustainable Development Goals of the UN, it has also been recognized for its environmental preservation and community development projects. (Tatler Asia, n.d.)

Despite the COVID-19 pandemic, 2021 has been a busy year for the firm as it opens its first locations in the Middle East (Qatar), Europe (Greece), and Africa, as well as additional properties in Cambodia, Indonesia, and China (Mozambique). Chiang is a steadfast supporter of a number of social causes, including animal conservation, work-life balance, female board representation, and family violence. She serves as the chair of the Singapore Book Council, a trustee for the Wildlife Reserves Singapore Conservation Fund, and a member of the National Arts Council. (Tatler Asia, n.d.)

1.1.1 Company History

Ho Kwon Ping and Claire Chiang knew they wanted to build something more than a high-end hotel brand or resort chain when they set out to establish an ambitious alternative to a vacation villa in Phuket. They wanted to create a reflection of their deeply held passions, values, and beliefs. Their vision was to uplift and empower others while embracing and protecting the beauty they observed all around them. The pair took advantage of a chance to use the profits from their conventional family agriculture, which dealt in starch products, to realize their creative vision. The phrase "sustainable development" was not yet widely used in the hospitality sector at that time in the late 1980s, but it was already obvious that Banyan Tree's distinctive flagship property at the location of Laguna Phuket would pave the way for what sustainability would ultimately imply. It signaled the start of a unique company whose ideology went far beyond tourism and would go on to alter social and business conventions. (Banyan Tree Holdings, 2020)

The name "Banyan Tree" came from Ho Kwon Ping as he mentioned "We (Ho Kwon Ping and Claire Chiang) wanted to choose a name that evoked, at least to us, the values which we think Banyan Tree stood for and that was...romance and intimacy," he explains (BBC, 2010). He points out that this is not limited to "hot blooded young couples." "It can be the romance of travel, the romance of being in a beautiful fishing village... and that is essentially the essence of Banyan Tree... captured, I think, in the origins of the name itself." (BBC, 2010)



Figure 4: Banyan Tree

The first challenge in the huge project was to clean up an ancient, abandoned tin mine in Bang Tao Bay, Phuket, and the vast area it occupied, which had been deemed unfit for development by the UN. One of the initial initiatives was to cleanse the stagnant lagoons and plant thousands of trees in the dry ground in order to restore life to the bay. Banyan Tree capitalized on the distinctively pan-Asian identity of its multinational staff at a time when most of Asia was feeling the consequences of a financial crisis and tapped into the strength of unity in variety. (Banyan Tree Holdings, 2020)

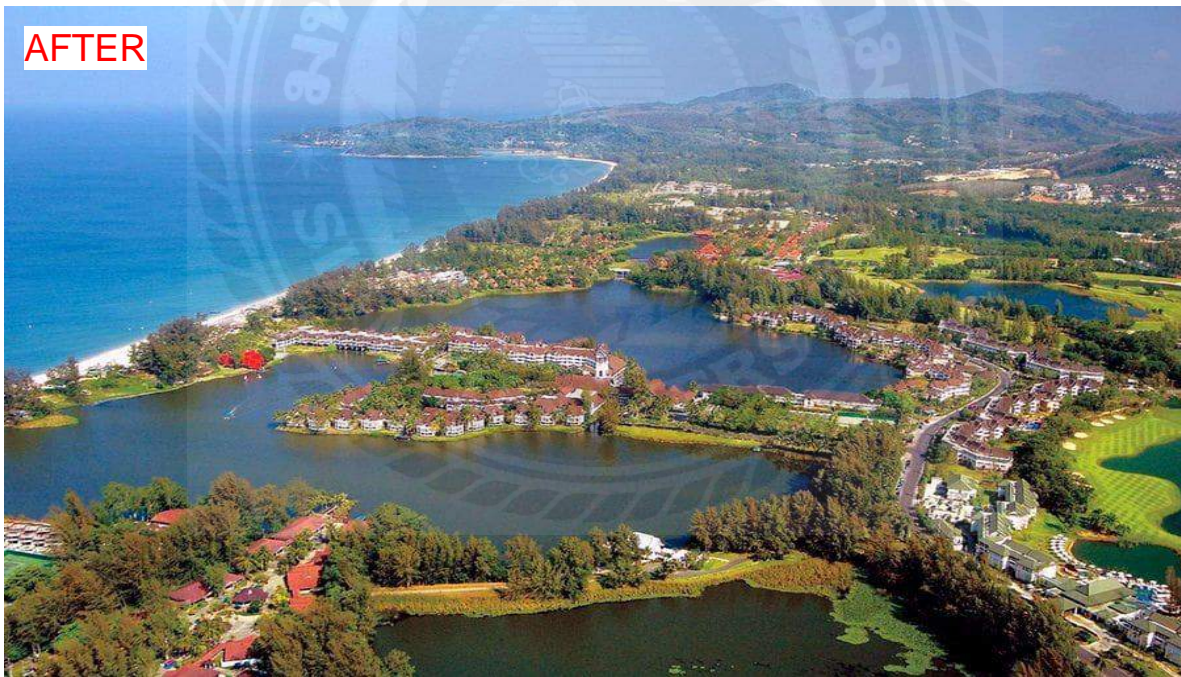


Figure 5: Before and After of Bang Tao Bay (Laguna) Phuket

Banyan Tree supported perseverance among its stakeholders and showed its resilience as a company and a brand during times of global crisis. As the years passed, the business expanded and thrived, breaking more barriers outside of the realms of travel, recreation, and adventure.

Around the world, brand-new hotels were opened in relatively unexplored locations, the pool villa concept was pioneered, and the Banyan Tree Spa and Gallery were unveiled as signature retail offerings. These novel ideas swiftly spread to other hotel and resort chains, becoming both Banyan Tree brand trademarks and industry standards. Above all, Banyan Tree attributes a large portion of its success to its robust community of stakeholders, which is made up of passionate leaders and devoted associates. These brand ambassadors are equipped to serve as stewards of positive change because they share and believe in the same vision of embracing and enhancing the environment around them. (Banyan Tree Holdings, n.d.)

1.1.2 Mission of the Company

The mission and vision statement of the company is “We want to build globally recognized brands which, by inspiring exceptional experiences among our guests, instilling pride and integrity in our associates, and enhancing both the physical and human environment in which we operate, will deliver attractive returns to our shareholders.” (Banyan Tree Hotels & Resorts, n.d.)

1.1.3 Vision of the Company

Banyan Tree Vision is to focus its 4 P’s which includes: **People** (Guest and Associate), **Product** (Hardware & Software), **Process** (Training Fund) and **Profit**. When every decision and at every level, guest-related or associated-related, is made in complete alignment with the hotel’s vision statement, every decision has the chance to take us one small step closer to achieving the vision. (Banyan Tree Hotels & Resorts, n.d.)



Figure 6: Banyan Tree Bangkok Hotel

1.1.4 Banyan Tree Bangkok

A bustling city with delicious exotic cuisine, breathtaking temples, fascinating cityscapes, and limitless shopping opportunities. The Sathorn/Silom region is where the Banyan Tree Bangkok is conveniently located. Bangkok's only 5-star all-suite hotel offers the most opulent lodging available, along with award-winning spa services, world-class dining options, and conference and event facilities. (Banyan Tree Hotels & Resorts, n.d.)

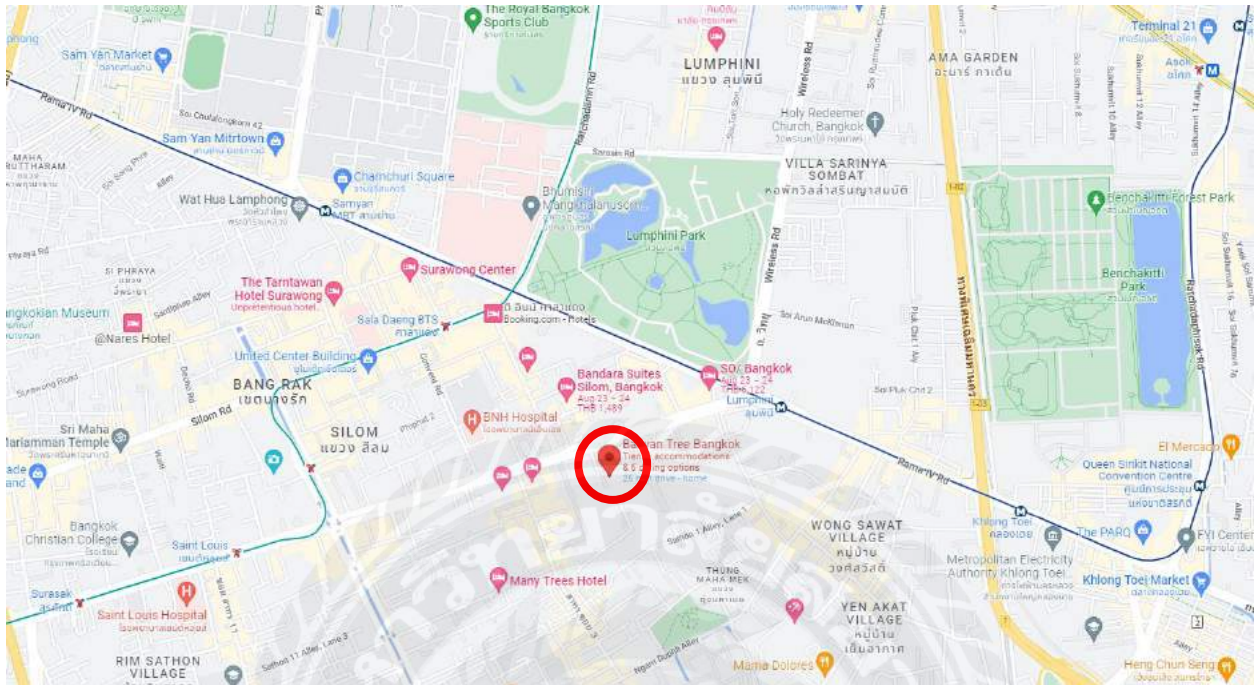


Figure 7: Location of Banyan Tree Bangkok

Location: 21/100 S Sathorn Rd, Thung Maha Mek, Sathon, Bangkok 10120

In the middle of Bangkok's busy streets, this 61-floor, 5-star hotel surprises guests with a resort-like atmosphere. The hotel is located in one of the tallest buildings in the city and offers some of the best city views, particularly from the 61st-floor Moon Bar and the internationally renowned rooftop restaurant Vertigo. The hotel's award-winning spa, cutting-edge fitness center, and assortment of dining options will thrill foodies from all over the world. Business excursions and corporate gatherings will be remembered for their exceptional service and stunning views from the hotel's 12 event spaces, which are placed above the 51st level. (Banyan Tree Hotels & Resorts, n.d.)

Accommodation details are mentioned in the Appendix.



Figure 8: Banyan Tree Corporate office

1.1.5 Corporate Office Contact Information

Premium resorts, hotels, and spas are managed and developed by Banyan Tree Holdings Ltd. Kwon Ping Ho started the business, which has its headquarters in Singapore.

Registered Address:

Banyan Tree Holdings Limited

211 Upper Bukit Timah Road

Singapore 588182

Tel: +65 6849 5888

Fax: +65 6462 0186



Figure 9: Banyan Tree Corporate office location

1.1.6 Organization Structure

Banyan Tree Bangkok

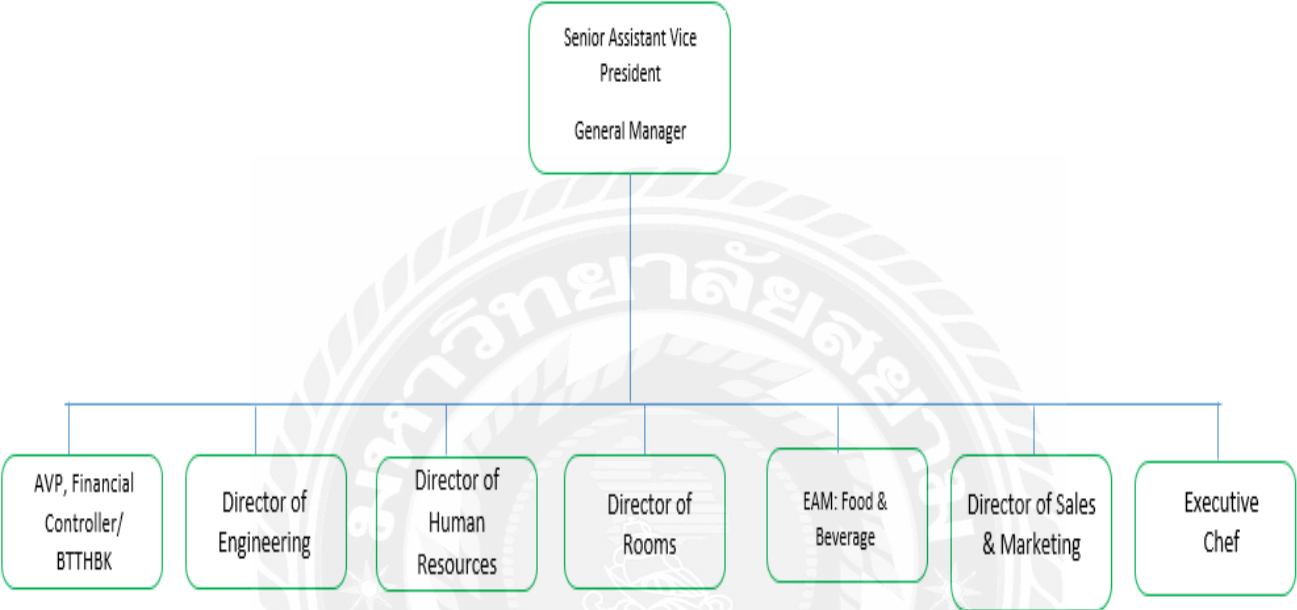


Figure 10: Banyan Tree Bangkok Organizational Structure

1.1.7 Position of Business Development in Organization Structure

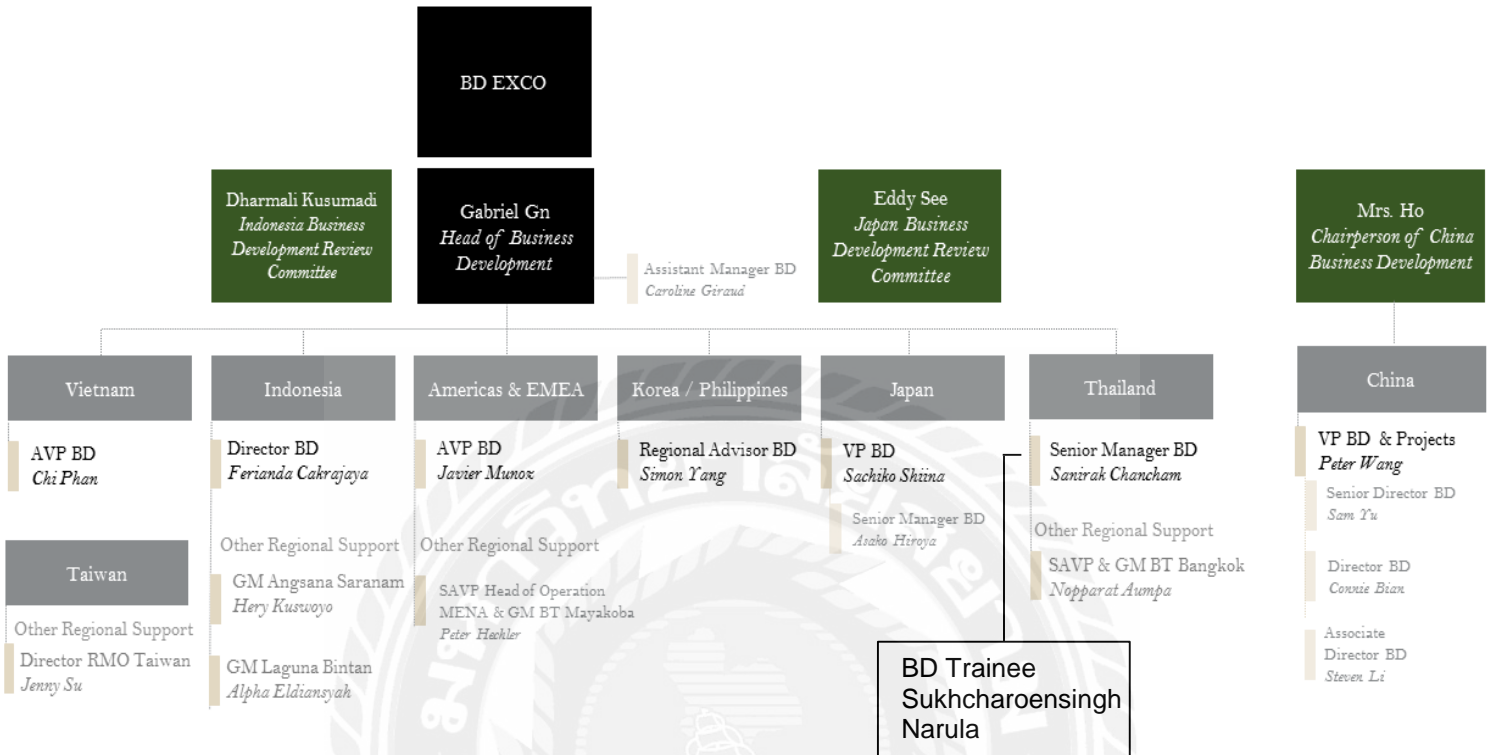


Figure 11: Business Development Organizational Structure

1.1.8 Web URL:

Banyan Tree- <https://www.banyantree.com/>

Banyan Tree Bangkok- <https://www.banyantree.com/thailand/bangkok>

Banyan Tree Business Development- <http://bd.banyantree.com/>

1.2 Company Analysis

1.2.1 SWOT Analysis

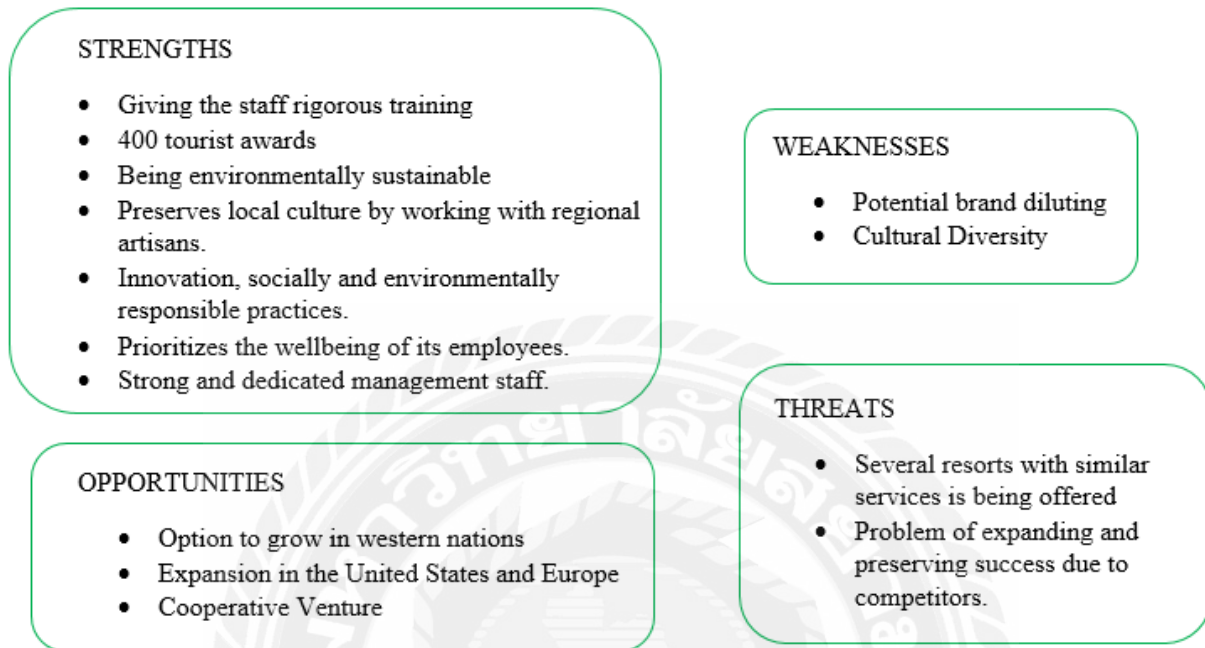


Figure 12: SWOT Analysis of Banyan Tree Hotels and Resorts Pte. Ltd.

Strengths

In Asia Pacific, Banyan Tree is a major participant in the luxury spa and resort industry with a well-known brand name. By giving the staff rigorous training, it keeps the level of service in all of its resorts. The training of the staff is at the level of five-star service establishments. More than 400 tourist awards have been given to Banyan Tree, which has built a solid reputation for offering top-notch services, being environmentally sustainable, and being a resort with a vibrant local culture. Banyan Tree preserves the local culture by working with regional artisans. The house has local handicrafts on exhibit as decorations and for sale in the stores, which helps visitors learn more about the local way of life. Given that the bulk of its high-end customers lead stressed, urbanized lives, buyers are drawn to brands with a recurring theme of the natural retreat.

Banyan Tree is committed to helping the environment be preserved. Resorts are constructed with minimal waste and local materials. Recycled wood from cut-down trees was used

to create furniture. Even the toiletries that are provided are biodegradable, and villas are constructed on stilts to avoid soil erosion. For the purpose of preserving coral reefs and other marine life for future tourism, education, and public awareness, Banyan Tree has a fully functional research center in the Maldives. Consumers today are more educated, and interest in environmentally friendly products has grown. Consumers are willing to spend more on environmentally friendly products, according to studies. With these elements, Banyan Tree received more than 300 tourism awards for its innovation and socially and environmentally responsible practices.

Since the organization prioritizes the well-being of its employees, Banyan Tree also has a strong and dedicated management staff. Its welfare includes access to transportation, housing, food, child care centers, medical treatment, and canteen services. This fosters a sense of belonging in the workforce and fosters a helpful and welcoming environment through team-building activities like shared meals and transportation. As much as its guests, the resort cherishes its staff.

Weaknesses

Firstly, potential brand diluting as if a brand extension strategy had been used to integrate the new brands, such as Angsana, Cassia, Dhawa, Folio, Garrya, Homm, and Skypark, it might have diluted the Banyan Tree brand and damaged customer perception of value because customers would no longer be able to identify BTHL (Banyan Tree Holdings Ltd.) with a high-end and exclusive experience. Secondly, due to cultural diversity, the quality standards are inconsistent. Operating across many continents and countries makes it difficult for Banyan Tree to uphold the quality standard since employees may have varying mindsets, attitudes, beliefs, and values.

Opportunities

Banyan Tree has the option to grow in western nations, and having a good reputation is a benefit. The majority of its current customers hail from western nations. Banyan Tree plans to pursue rapid expansion in the United States and Europe. Banyan Tree currently operates 2 resorts in Mexico. There is a market need and it plans to grow in Europe. Banyan Tree may wish to think about a cooperative venture with a regional restaurant or chef to complete the overall package as

a resort. Banyan Tree already has its own spa academy, spa products, apartments, destination club memberships, museum shops, and retail outlets.

Threats

There are several resorts with similar services to those offered by Banyan Tree because there is a greater demand for resorts. To set itself apart from other resorts, Banyan Tree must consistently develop innovative ideas. Several resorts in Thailand, including Eastiny Resort and Pimalai Resort, provide comparable amenities to Banyan Tree at significantly lesser prices. As a result, the resort was faced with the problem of expanding and preserving the success of an unique Asian hospitality brand across a variety of worldwide market categories.

1.2.2 Summary of important findings of SWOT Analysis

Banyan Tree is a major participant in the luxury spa and resort industry with a well-known brand name. By giving the staff rigorous training, it keeps the level of service in all of its resorts. More than 400 tourist awards have been given to Banyan Tree, which has built a solid reputation for offering top-notch services, being environmentally sustainable, and being a resort with a vibrant local culture. On the other hand, Banyan Tree will suffer potential brand diluting as if a brand extension strategy had been used to integrate the new brands which might have diluted the Banyan Tree brand and damaged customer perception of value. Secondly, due to cultural diversity, the quality standards are inconsistent. However, Banyan Tree have the option to grow in western nations, and having a good reputation is a benefit and Banyan Tree may also wish to think about a cooperative venture with a regional restaurant or chef to complete the overall package as a resort. There are several resorts with similar services to those offered by Banyan Tree because there is a greater demand for resorts. This way Banyan Tree will also face with the problem of expanding and preserving the success of an unique Asian hospitality brand across a variety of worldwide market categories. To set itself apart from other resorts, Banyan Tree must consistently develop innovative ideas.

1.3 Student's Introduction

Name: Sukhcharoensingh Narula

ID: 6208000049

Program Name: International Bachelor of Business Administration (IBBA) in International Business Management (IBM)

Email: scrsben10@gmail.com / 6208000049@siam.edu

Nationality: Thai

1.3.1 Self Introduction

I am currently studying my last year at Siam University in the field of IBBA (International Bachelor of Business Administration). I applied for an internship so that I can apply theory to practice as well as a chance to experience a real working atmosphere with an opportunity to learn from professionals. While studying in Siam University, I took part in some of the events/activities such as the Siam Leadership Camp in which I had to interact with students from Tokai University in Japan regarding the Sustainable Development Goals. Secondly, I organized events such as Siam International Night, Siam Cultural Night, and Siam Open House where I and my friends had to plan and arrange things accordingly. The only problem we faced during those events is there was less time for us to complete the arrangements and in designing the hall. However, we overcame the problem by being proactive and being more prepared towards the unexpected problems that might occur. Plus, we made sure to avoid all kinds of communication barriers as we had a limited period of time. Hence, these were some of the activities I have taken part in that will help me gain the necessary skills to be successful in my first internship.

Curriculum Vitae mentioned in the Appendix.

1.3.2 Intention and Motivation to choose the company

Banyan Tree is one of the top independent, multi-brand hospitality companies in the world, renowned for its approach with a purpose that prioritizes sustainability and well-being, as well as by giving the staff rigorous training, it keeps the level of service in all of its resorts. Banyan Tree Hotels & Resorts which has built a solid reputation for offering top-notch services, being environmentally sustainable, and being a resort with a vibrant local culture. I applied for an internship here at Banyan Tree Bangkok since it is one of the best and luxurious hotel in Bangkok so that I can apply theory to practice as well as a chance to experience a real working atmosphere with an opportunity to learn from professionals. Working at Banyan Tree Hotel does give me the opportunity to work in an multicultural and friendly environment as everyone is willing to help

treating me like their own family. Interning here have also helped me to develop new skills and improve myself while my main objective is to help my supervisor and the company as much as I could.

1.3.3 Personal SWOT Analysis

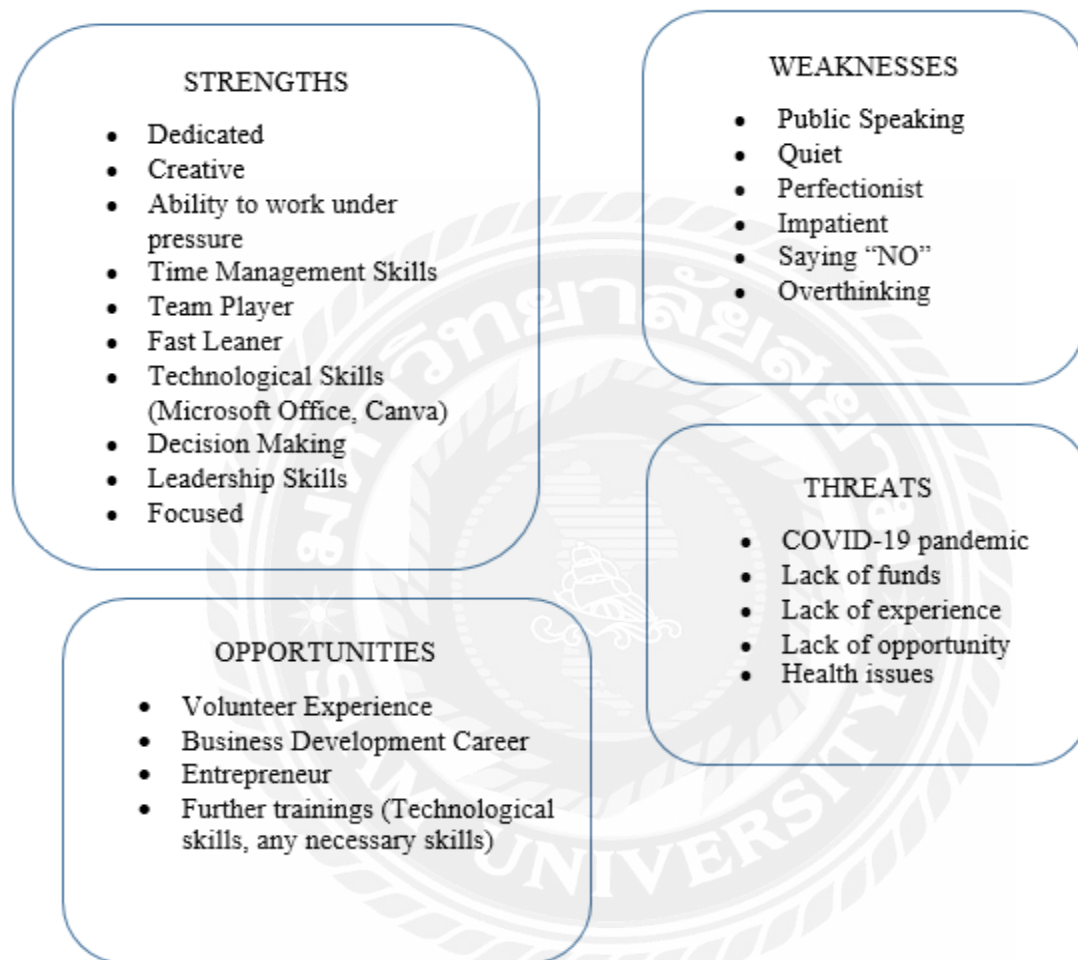


Figure 13: SWOT Analysis for Student

1.4 Objectives of the Study

Objectives of this internship program are stated as below:

1. To study the need and interest of the Business Development Position in the hospitality sector.
2. To study various operations carried out by the business development department.
3. To gain experience in the business development sector and apply the knowledge.

Chapter 2: CO-OP Experience

2.1 Job Description

Internship Role: Business Development (Intern)

Intern Worksite Location: Banyan Tree Bangkok, Bangkok, Thailand

Length of Internship: 17 weeks

Internship Start Date: 1st August 2022

Internship End Date: 30th November 2022

2.1.1 Business Development Department

Members of the business development team are in charge of several important tasks both inside and outside the company. They research the goods, services, and business practices of organizations and offer assistance when necessary. Additionally, they examine the business environment, including the rules and limitations that affect their businesses. Business Development specialists apply their assessments to increase sales and profits for their businesses.

2.1.2 Job Description for Business Development Trainee

- Identifying competitors in a specific property.
- Research for interesting properties in different kinds of provinces
- Research/find more details about the property owner
- A trip to the specific property with the Senior Business Development
- Insert the property images into the PowerPoint presentation
- Research about the 2nd tier attraction provinces

2.1.3 Duties assigned beyond the standard job description

- Summarizing a project
- Identify the nearby attractions of a potential property.
- Going to the Thai Tiew Thai fair to find out more about the hotels/properties.
- Identifying the differences between HMA and HFA

2.1.4 Job Responsibilities in Details

My job responsibility as a Business Development trainee is to support the supervisor who is also a Senior Business Development Manager for Banyan Tree Hotels & Resorts in Thailand and help her in every way possible.

Identifying competitors in a specific property

Firstly, the assignment/work will be sent by the senior business development who is also my supervisor via gmail or LINE. The work includes several projects that the Business Development Manager would need the trainees' help researching the properties, including identifying competitors in a specific property. This means that the trainee will have to research about the competitors' details such as the property size, location, room numbers, numbers of floors, year opened, year renovated, owned by, types of rooms, room size, average price per month, property images, etc. via internet such as google, and different travel platforms (Agoda, Booking.com, Trip.com, etc.) which mentions some of the properties information that the trainee needed for the assignment.

Research for interesting properties in different kinds of provinces

Secondly, research for interesting properties in different kinds of provinces such as Pattaya, Bangkok, Chiang Mai, Phuket, etc. I also need to identify these interesting properties that can be converted into one of the Banyan Tree Brands keeping in mind the brand standards and requirements; which includes Angsana, Cassia, Dhawa, Folio, Garyya, Homm as the purpose of Business Development is to sell its brand to any interested hotels/property owners. It could either be a Hotel Management Agreement (HMA) or Hotel Franchise Agreement (HFA). The trainee researches the needed information via internet such as google, and different travel platforms (Agoda, Booking.com, Trip.com, etc.) which mentions some of the properties information that the trainee needed for the assignment.

Research/find more details about the property owner

Thirdly, research/find more details about the property owner such as ways of contact, any other hotels owned, background of them, etc. With all the necessary details, the trainee gather all the details via internet such as Google, and different social media platforms (Facebook, LinkedIn, Instagram, etc.) about the property owner.

A trip to the specific property with the Senior Business Development & Insert the property images into the powerpoint presentation

Fourth, if there is a trip to the property with the Senior Business Development then I will need to take a picture of the property (in every corner) and insert it in the PowerPoint presentation as well as identifying all the attractions and competitors around them. If only the Senior Business Development had visited the property then she will mail me all the pictures she took and my job is to insert all the pictures into the PowerPoint presentation neatly.

Research about the 2nd tier attraction provinces

This includes provinces such as Hua-Hin, Khon Kaen, Udon Thani, etc. The work is about researching for all the attractions in the province as well as the number of tourists per year, the number of spending in a hotel per year for 5 years, and lastly all the necessary information on the internet (Google).

Duties assigned beyond the standard job description

Some additional work I have done is to identify the differences between HMA and HFA, summarize a project, identifying all the nearby attractions of a potential property as well as going Thai Tiew Thai fair to find out more about the hotels/properties including the owner of the specific property, way of contact and all the necessary details regarding the property. After completing the work, I often go to the Business Development office to discuss it and sometimes I mailed it back to her. We often talk about the progress too at the end of the working day to know what's the upcoming project and the project the Business Development is working on.

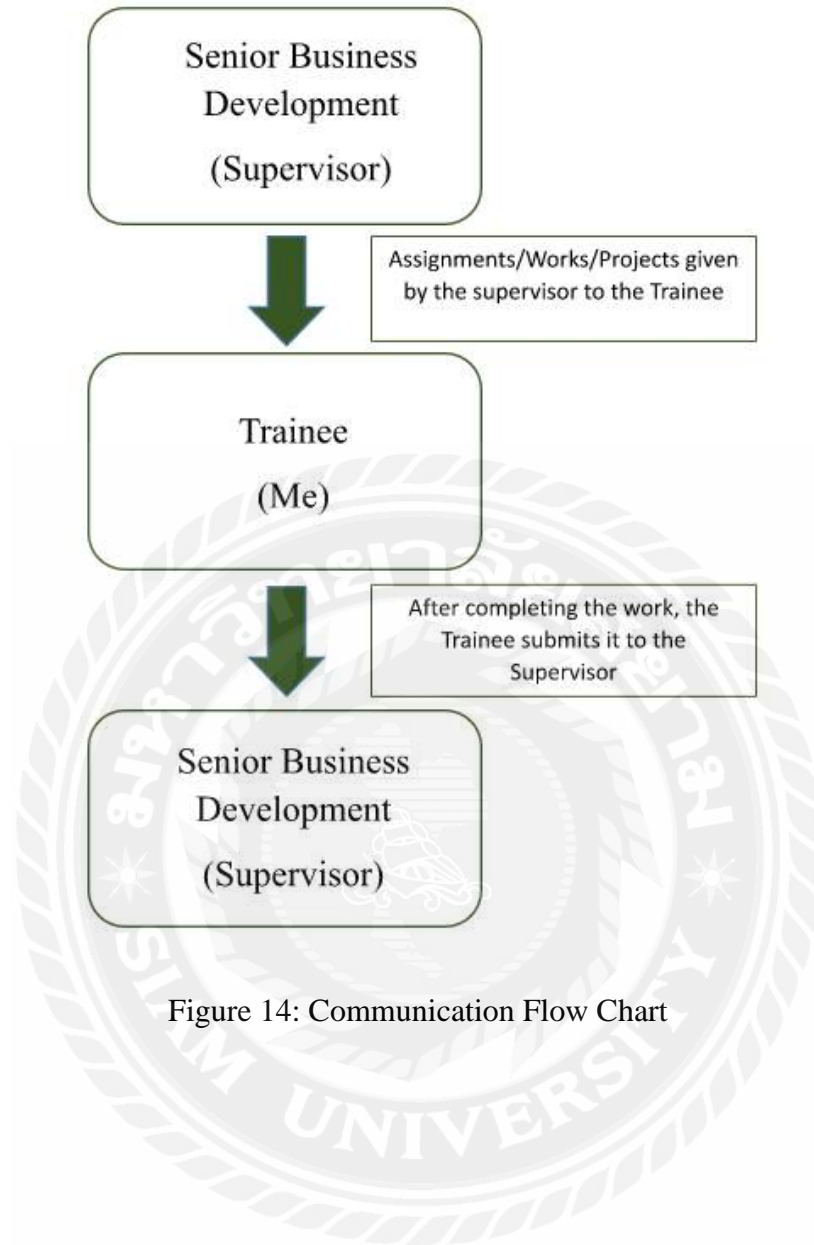


Figure 14: Communication Flow Chart

2.3 Job Process Diagrams

The job responsibilities that I had been assigned during my internship tenure had various work processes to them which are as follows:

2.3.1 Identifying competitors in a specific property.



Figure 15: Working Flow Chart 1

2.3.2 Research for interesting properties in different kinds of provinces

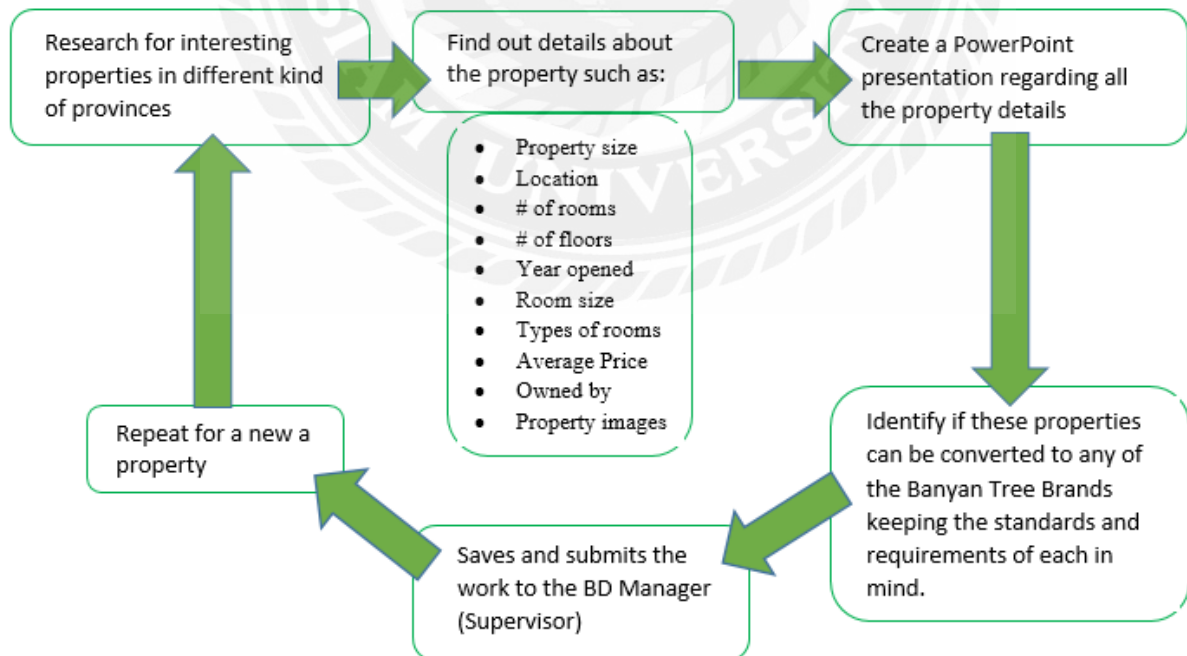


Figure 16: Working Flow Chart 2

2.3.3 Research/find more details about the property owner

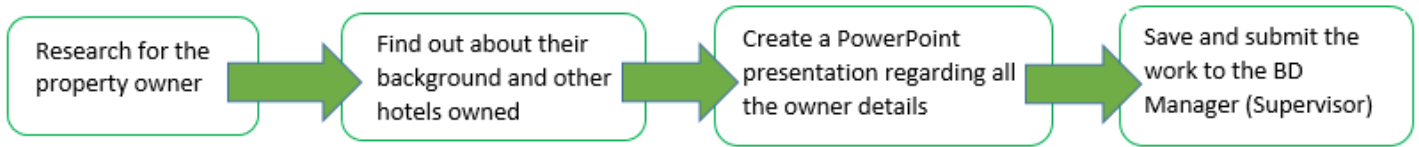


Figure 17: Working Flow Chart 3

2.3.4 A trip to the specific property with the Senior Business Development

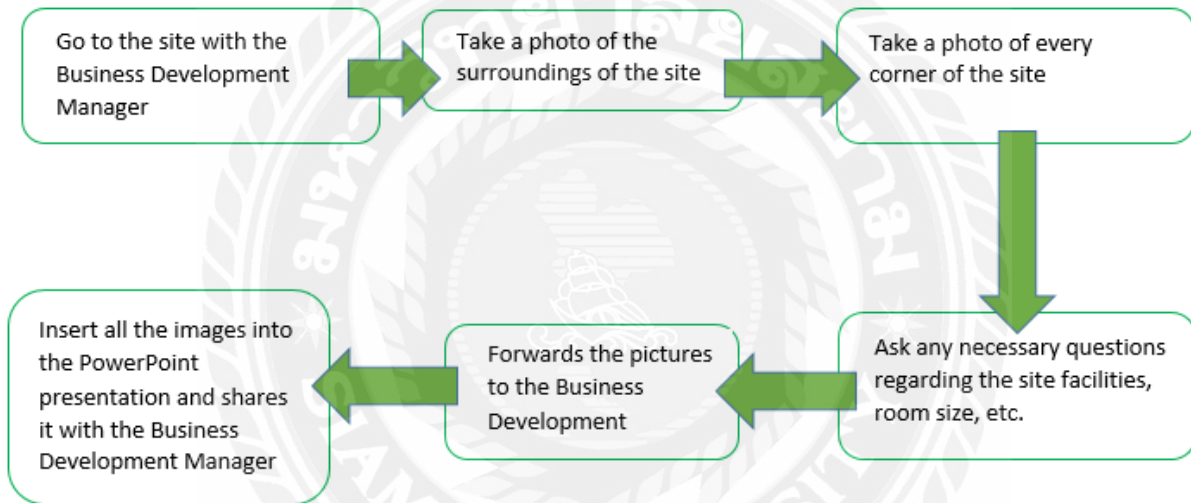


Figure 18: Working Flow Chart 4

2.3.5 Insert the property images into the PowerPoint presentation

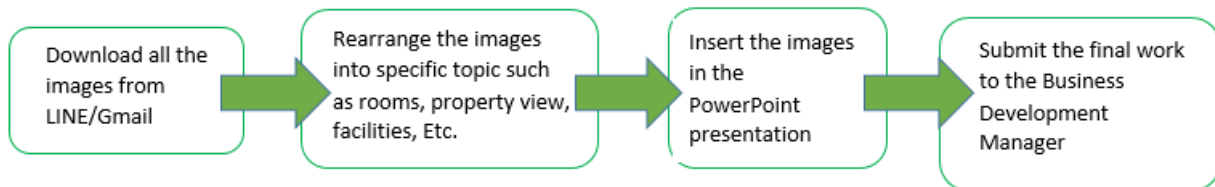


Figure 19: Working Flow Chart 5

2.3.6 Research about the 2nd tier attraction provinces

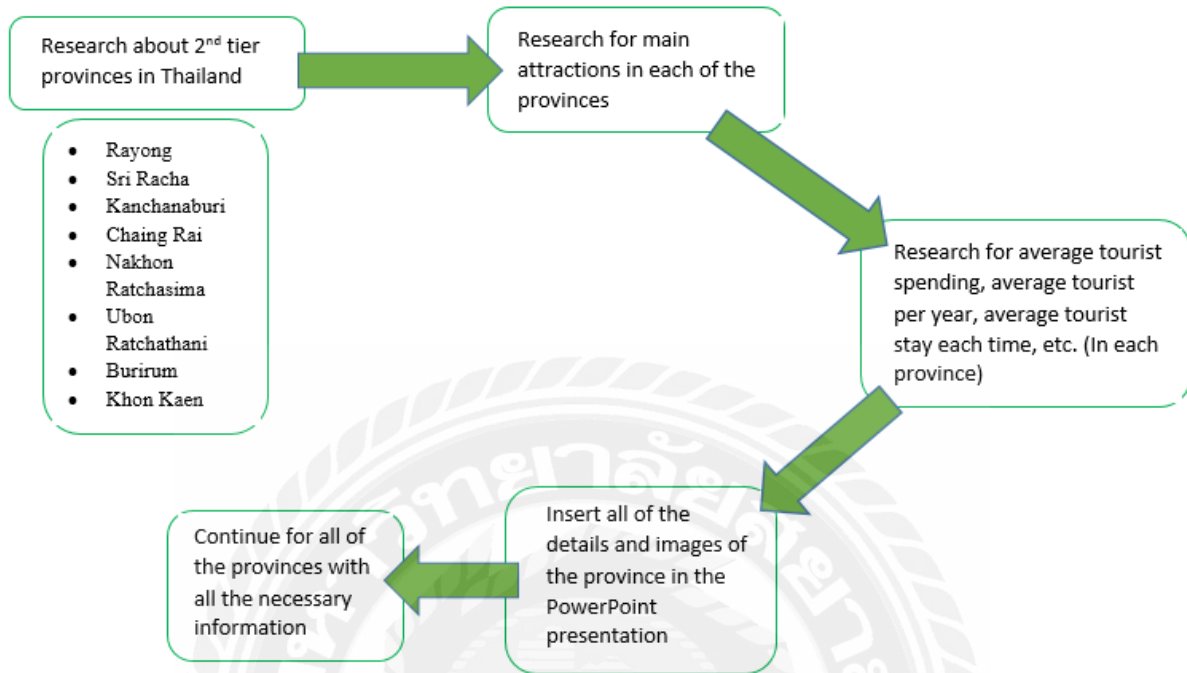


Figure 20: Working Flow Chart 6

2.3.7 Summarizing a project

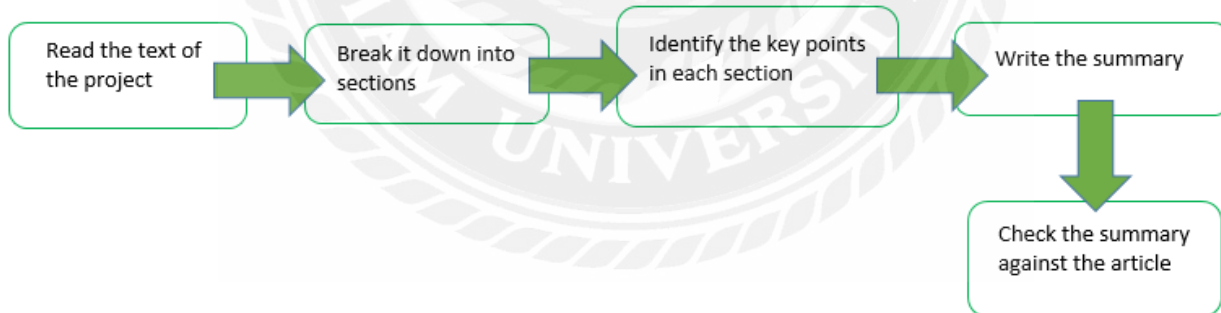


Figure 21: Working Flow Chart 7

2.4 Process Analysis

During my internship tenure as a BD Intern in Banyan Tree Bangkok, I have faced a few problems and challenges in the Business Development Department. Following are a few of the problems.

2.4.1 Lack of information in the websites

There are some difficulties while researching for the properties during my training at Banyan tree. Firstly, some hotels/properties don't have all the details I need to find such as room size, the number of rooms, the year opened or renovated, or stars.

Secondly, after shortlisting all the interesting properties, my job is to find out about the property owner and their background/contact. The difficulty of this is that finding out about the property owner will never be easy as some properties aren't very famous and don't have any websites or news talking about it. Even though if I have found out about the property owner; the owner's ways of contact are very far away from the websites as no one would show their phone numbers or contacts on the internet as they would want it to be personal and not public.

2.4.2 How to solve the problems

Table 2: How to solve problems

Problem faced	Solutions
Lack of information in the websites	One of the solutions in solving all the possible research problems is to type in Thai while researching as some of the properties might not show all the information in English therefore, we will need to research by typing or researching about the properties or about its owner in Thai language.
	The other solution in solving the owner ways of contact difficulties is to research about them in Social Media accounts and in news as no one would published their phone number in any websites or in public so in this case the only way of contact in to follow them in their social media

	accounts and in the worst case if they doesn't have any social media accounts.
	The last solutions is to give all the owner's information to the Senior Business Development and if that specific property is really interesting and has a chance of converting them into one of the Banyan Tree brands then the Senior Business Development will find out about the owner by using her connections.

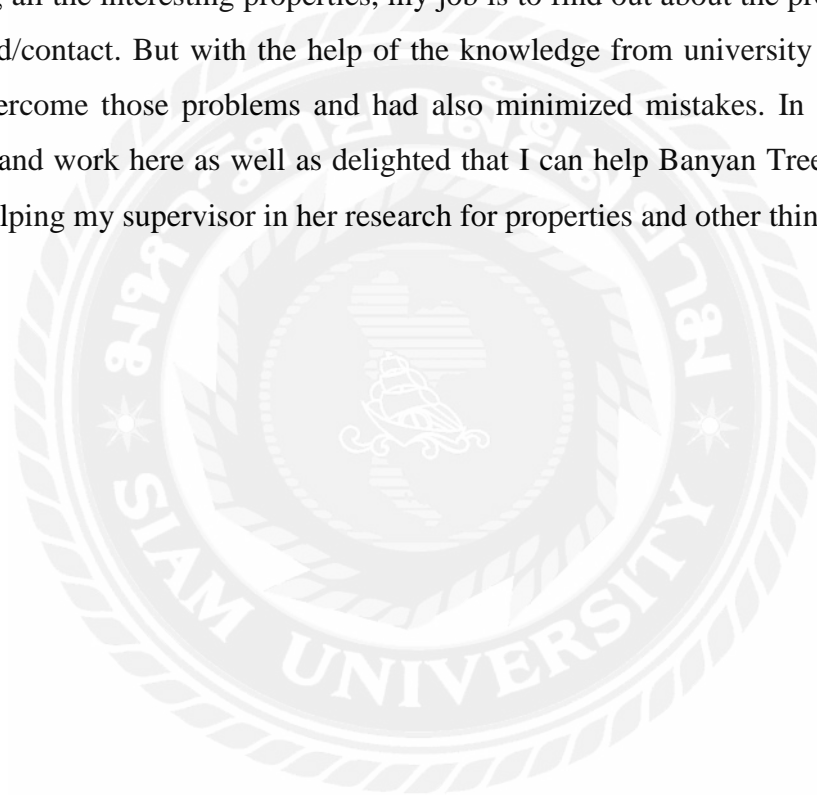
2.5 Applying the knowledge from coursework to the real working situation

There are theories/knowledge that I have learned from the university which helped me to deliver a good performance as an intern over here. Firstly, as my job mainly includes researching different kinds of property, the research theory that I have learned from the university helped me perform and work efficiently as a Business Development intern. Secondly, the email writing workshop also helped me to write a professional email to others and this also helped me with the email writing format as well as more of its functions such as CC, RE, etc. Last but not the least, a bit of marketing class and finance & accounting class have also helped me in some ways as by researching about the owner, I will have to use different types of Social Media in order to find their way of contact and for finance & accounting class, I haven't touched that yet in part of my work, however; when my supervisor had explained me more about the job roles, she had also explained me more about HMA (Hotel Management agreement) and HFA (Hotel Franchise Agreement) in which there is some amount of payment and that the property owner will have to pay if they agree to either HMA or HFA the Banyan Tree Brand. Moreover, while my supervisor has been explaining to me about the HMA and HFA there are forecasted/projected cash flow and expenses, EBIT & EBITDA in it as well in which I have learned it in my accounting class.

2.6 Summary of Job Experiences

The overall experience interning here at Banyan Tree has been spectacular as this would be a lifetime memory working over here. Working here has also helped me to understand things in many ways. Firstly, working here helps me understand the real working atmosphere and the real world. Secondly, since I am new to the hospitality group, interning here helps me understand more

about the hotel group such as its culture, its department, its aim and purpose, and many more. I have also gained a lot of knowledge about hotels and hospitality as well as the purpose of Business Development. By training here, I feel delighted that I can help the Senior Business Development (my supervisor) and this has motivated me a lot. Moreover, I have also gained some new knowledge and skills which I can use in the future, including researching, communication, time management, technological, etc. However, there are some difficulties while doing a part of my job which is to research interesting properties. Firstly, some hotels/properties don't have all the details I need to find such as room size, the number of rooms, year opened or renovated, or stars. Secondly, after shortlisting all the interesting properties, my job is to find out about the property owner and their background/contact. But with the help of the knowledge from university and my personal skills, I had overcome those problems and had also minimized mistakes. In conclusion, I am thrilled to train and work here as well as delighted that I can help Banyan Tree in its expansion together with helping my supervisor in her research for properties and other things.



Chapter 3: Research Related to Company Improvement

3.1 Introduction

Banyan Tree Hotels and Resorts, which began as a refuge for the senses in 1994 with a single resort in Phuket, has expanded to become one of the top independent, multi-brand hospitality organizations in the world today. They have a diverse portfolio of hotels, resorts, spas, galleries, golf courses, and residences. The brand focus is on award-winning brands like Banyan Tree, Angsana, Cassia, Dhawa, and Laguna, as well as the new brands Himm, Garrya, Folio, Skypark and two new Banyan Tree brand extensions, Banyan Tree Escape and Banyan Tree Veya. As of December 2021, the Group will have 58 operating hotels spread across 17 countries, in addition to 47 new hotels and resorts that are now being designed and built. The objective of Banyan Tree Group, a leader in the worldwide hospitality sector, is to be a company that serves the interests of all stakeholders.

In 1984, the Banyan Tree's founders acquired 222 hectares of land on the site of an abandoned tin mine at Bang Tao Bay in Phuket, Thailand. Though it was heavily polluted and considered a waste land, they dedicated themselves to cleansing the acid-laden soil through an extensive clean up and by planting more than 7000 trees. In doing so, 10 years later the group's flagship resort, Banyan Tree Phuket was launched in 1994. Since those beginnings, their passion and focus on the journey, sustainability, discovery and the romance of travel remains at the core of the business today. Today, it is where Asia's first integrated resort (Laguna Phuket) was born, now with 9 resorts and more in development. From a single boutique resort in Phuket in 1994, Banyan Tree Group has grown into a multi-brand ecosystem globally, listed in the Singapore Stock Exchange since 2006.

3.1.1 Banyan Tree- A sanctuary for the senses

This is a luxury type hotel and residences founded in 1994 with exceptional experiences creating unforgettable memories for the guests. This is also the signature blend of romance of travel with green conscience. Banyan Tree is all about the romance of travel, connecting with people and their culture, and creating unforgettable memories. "A sanctuary of the senses, we are committed to creating exceptional experiences by awakening emotions through evoking the senses.

3.1.2 Banyan Tree Escape- An invitation to different way of being

A new extension brand of Banyan tree which is also an intimate, escapist retreat for personal discovery, culture and wellbeing for the guests. Additionally, it is for travellers yearning for an immersive connection with nature, local culture and community. At the core of every Banyan Tree Escape is the freedom to authentically and purely be. They believe that by stripping it all down, they are able to build up stronger and better. The brand is passionate about indulging in life, being present in each moment and connecting with others, to leave a mark and inspire a new way of being.

3.1.3 Banyan Tree Veya- Own your presence

The second new extension of the award-winning Banyan Tree Brand, Banyan Tree Veya is a wellbeing-centered resort that offers bespoke programs built on Banyan Tree's 8 proprietary pillars of wellbeing, with an emphasis on "embodiment therapies". A place of connection with self, others and nature. A safe space of both wonderment and reflection where the guests can discover new tools, knowledge and wisdom to integrate their own path to wellbeing.

3.1.4 Angsana- Sense the moment

An upper upscale hotel and residences founded in 2000 with the destination playground that brings the adventure back into travel. This will also offer the guests a vibrant and uplifting experience. Angsana brings the adventure back into travel whatever your age or reason to visit. Intertwining local chic and a vibrant, fun-filled atmosphere, Angsana creates an amazing destination playground. The opportunity to surprise the guests and create lasting memories is everywhere at Angsana.

3.1.5 Cassia- Live, Laugh, Love your way

A limited service hotel and residences founded in 2014 with bold new propositions in the extended stay sector. It is an affordable holiday home and hotel residences of the future. Cassia offers stylish, cutting edge all-suite hotels for holidays and business travel. With a funky and eclectic street chic aesthetic, seamless technology and social hubs, Cassia will create the connections that make it happen.

3.1.6 Dhawa- Be here, Be you

An upper midscale hotel and residences founded in 2015 with contemporary, casual and creative hotel experiences. The brand aims for design-savvy independent travellers. Dhawa offers full-service hotels that fuse imaginative design and absolute confrontation into a single experience. It reflects the location in which it resides with its unique, design-driven interior architecture, inspired by the site and locale.

3.1.7 Folio- Back to Basics

A midscale hotel and residences founded in 2020 with functional hotels with compact but visually exciting rooms that provide a big experience in small spaces. This is for travellers who want a reliable, consistent experience that affords style with value.

3.1.8 Garrya- Beauty in simplicity

An upscale hotel and residences founded in 2020 which is also a contemporary hotel providing a distinct wellness approach, designed to embrace the beauty of simplicity. It also has contemplative spaces to improve one's wellbeing, with opportunity to pause, relax and recharge. Garrya is for guests who value space authenticity over the adornment of surfaces and design features. Spaces designed through simplicity that cultivates serenity, Garrya hotels feature warm clean lines, earth tones, natural materials and soft textures.

3.1.9 Homm- Home is a feeling

A midscale to upscale hotel and residences founded in 2020 with a feeling of home, wherever you are. A brand made for conversions with each property embracing its own identity. The brand offers convenience, confront and residential homey experience. A conversion-oriented hotel brand that provides a sense of home, comfort, and familiarity through reliable services, standardized and signature facilities, and well-designed rooms at a relatively affordable price. Each HOMM location features distinctive style in the architectural aspect while maintaining the comfort and having the HOMM brand identifier manifested in origami-inspired design touch points.

3.1.10 Skypark- Reach for the sky

A only-residence founded in 2019 offers owners a tranquil place to call home alongside peace of mind with affordable live-in condominiums that add convenience and style to tropical living.

3.1.11 Laguna- Enriching life, inspiring you

A destination resort and residences founded in 1984 with the quote of “Learning, adapting and giving back. Embracing that growth spirit, we are always flowing, never settling; in pursuit of bigger and better.”

This research aims to provide the information that focuses on the brands of Banyan Tree groups as well as to identify if these brands by Banyan Tree Bangkok are recognized by the people of Thailand. The purpose of the study is to raise awareness about the Banyan Tree brands including the services they provide, to know if these Banyan Tree Brands are well known among the people living in Thailand and to help the company to know what are they lacking and how can they improve their brand image in Thailand.

To the best efforts by the author, there has not been similar research published and therefore aims to provide the readers/audience all the necessary information regarding the Banyan Tree brand's awareness among the people living in Thailand.

The significance of this paper answers how recognized or well-known Banyan Tree brands is to people living in Thailand. Furthermore, this paper will also find out how the company can improve their brand image and how much work they need to do to make its brands being recognized easily by the people.

Limitations which signify flaws in a research design that could have an impact on the findings and conclusions of the study. There are some limitations in this study as well and some of the limitations are firstly, the number of respondents is just 40 people which is considered very less compared to the population of people living in Thailand. Secondly, the researcher targets/focuses only on people living in Thailand as the respondent for the research. Lastly, due to

the limited amount of time, the researcher might not have as much information written in this paper.

3.2 Literature Review

3.2.1 Understanding Brand Awareness

Brand awareness is a prerequisite for a brand's success (Esch, 2005). Brand awareness is measured by the various ways in which a consumer can recall the brand. It can be defined as the brand's strength in the consumer's memory (Aaker, 2002). The main objective of the majority of firms is to boost revenue and sales. In an ideal world, you would like to draw new clients to your offerings and promote recurring business. Brand awareness is the degree to which current and future customers are aware of your company and its offerings. Achieving successful brand awareness ultimately means that your brand is well-known and simple to identify. In order to set your product apart from similar items and rivals, brand recognition is essential. (GUSTAFSON & CHABOT, 2007)

Due to the development in consumer consciousness, customers now favor and choose well-known and favored brands. Therefore, in order for businesses to compete with one another, consumers must develop a passion for their brands. Although consumers are familiar with and willing to acquire the goods, brand awareness is still a factor that affects the choice to buy, according to Macdonald and Sharp (2000). The first brand name that comes to mind when a customer is ready to purchase a good or service indicates that this product has a greater level of brand awareness. A higher level of brand knowledge can affect consumers' purchase decisions, claim Dodds, Monroe, and Grewal (1991). Grewal, Monroe, and Krishnan demonstrated that the same was true (1998). This is one of the reasons why a product with a higher level of brand awareness will have a larger market share and receive better quality ratings. Businesses, however, need to foster customer loyalty.

Additionally, according to Reichheld and Sasser (1990), it costs five times as much to bring in a new customer as it does to keep an existing one. Barsky (1994) also stated that the expense of acquiring new customers is greater than the expense of retaining existing customers. It implies that a product with a higher brand loyalty will be less expensive.

Even while some scholars contend that brand awareness more specifically, a consumer's capacity to recognize a brand (Percy & Rossiter, 1992) is not the most important part of brand equity (Liu et al., 2017), raising awareness is essential for assessing a brand expansion. Retrieving significant and pertinent knowledge about the brand in question is made possible by brand awareness. For instance, the company decided to use extension methods and launch the Courtyard by Marriott hotel chain as a result of the high brand recognition of the Marriott brand among business clients. In order to capitalize on high awareness and positively affect how its consumers perceive the extension, Marriott purposefully prominently branded the new hotel structures (Miniard et al., 2018). In conclusion, brand awareness is the ability of customers to identify or recall a particular brand. There is a relationship between the brand and the product category, albeit it need not be strong. When a brand is "top of mind," it has progressed from a stage when it is merely known to the one where customers have given it a higher ranking (Aaker, 1991)

3.2.2 Brand Awareness components

Brand loyalty is a key component of brand awareness, which is why it is so vital to brand preference (Rubio et al.2014). Strong brands are regarded to have significant brand equity and high brand awareness. When consumers are unfamiliar with a product, the impact of a strong brand is amplified since beginners often choose the most well-known, well-recognized brand as a high quality option. The creation of brand loyalty, the unseen force that motivates repeat purchases of the same brand or same-brand set, is ultimately the main advantage of a great brand (Oliver 1999). Such devoted clients are sometimes seen as one of a service company's assets (Shugan 2005).

3.2.3 Brand Awareness keys roles

According to Keller (1993), brand awareness plays three key roles in marketing: first, as brand awareness rises, consumers are more likely to feel familiar with the brand; second, as brand awareness rises, consumers are more likely to think about the brand when making a purchase; and third, consumers are more likely to trust the products or services of high awareness brands than those of low awareness brands. Therefore, it is acknowledged that brand awareness is a requirement for brand loyalty (Aaker 2009).

Customers recall, purchase, and keep doing so a product from a well-known brand, developing a process that fosters brand loyalty (Tepeci 1999). Consumers often feel more familiar with a brand as their brand awareness grows (Keller 1993), and brand loyalty rises as a result. It is reasonable to assume that increased brand loyalty is a result of increased brand awareness.

3.2.4 Levels of Brand Awareness

According to (Aaker, 1991), the levels of brand awareness are as follows:

- Brand acknowledgment: This is the ability of consumers to distinguish one brand from others, or a "supported review." An individual is asked to identify a perceived brand name from a list of brands belonging to the same item class in a situation known as a supported review.
- Brand review: In this scenario, a customer is expected to identify a brand within a certain item class. In addition, it is referred to as "unaided review" because no information about the item class is provided.
- Top of mind: This is referred to as the first brand that a client can evaluate inside a specific product category.

3.3 Methodology

This research aims to provide the information that focuses on the brands of Banyan Tree groups as well as to identify if these brands by Banyan Tree Bangkok are recognized by the people of Thailand. The purpose of the study is to raise awareness about the Banyan Tree brands including the services they provide, to know if these Banyan Tree Brands are well known among the people living in Thailand and to help the company to know what are they lacking and how can they improve their brand image in the country. With this, the researcher will be taking a quantitative study interview of people in Thailand to find out if they would be able to recognize Banyan Tree Hotels and its brands. The research setting where the researcher will be taking the quantitative is by sharing the Google forms via social media and requesting others to share it forward so there will be a good amount of people taking part of this study.

Questions:

1. Which of the following brands are you aware of?
 - a. List down all Banyan Tree Brands
2. When was the last time you used any of the Banyan Tree brand products/services?

- a. In the last week
 - b. In the last month
 - c. In the last 3 months
 - d. In the last 6 months
 - e. In the last 12 months
 - f. More than 12 months ago
 - g. Never
3. How familiar are you with this logo (Banyan Tree brands)?
- a. Very Familiar
 - b. Somewhat Familiar
 - c. Not Familiar
 - d. Unsure
4. In the past 3 months, where have you seen or heard about any Banyan Tree brands?
- a. Friends/Family
 - b. Social Media
 - c. Online Search Ads
 - d. Streaming TV Commercial
 - e. Read in an article
 - f. Other
 - g. Don't remember seeing or hearing about the brand.
5. In the past 3 months, how often have you heard people talking (in person or online) about the banyan tree brands?
- a. It seems like I hear about it all the time
 - b. I have been hearing about it frequently
 - c. I have heard about it once or twice
 - d. I haven't heard people talking about this brand.
6. On a scale of 1-10, how likely are you to recommend Banyan Tree hotels to a friend or colleague?

Demographics:

7. Age, Gender, Employment, Income, Place of residence, nationality, Education level,

3.4 Results, Discussion & Conclusion

3.4.1 Results & Discussion

A total of 40 participants have taken part in this survey for the research about Banyan Tree Group brand awareness. According to the survey taken by the researcher via Google form, it is found out that the majority of the participants who has taken part in this survey are male with the age group of around 19-23 years old. These age groups are also a student pursuing Bachelor's Degree and earning less than 10,000 THB per month. Around 80% of the respondents are Thai nationality while some other nationality include Cambodian, Indian, Myanmar, and Russian in which 93% of them are living in Bangkok, Thailand.

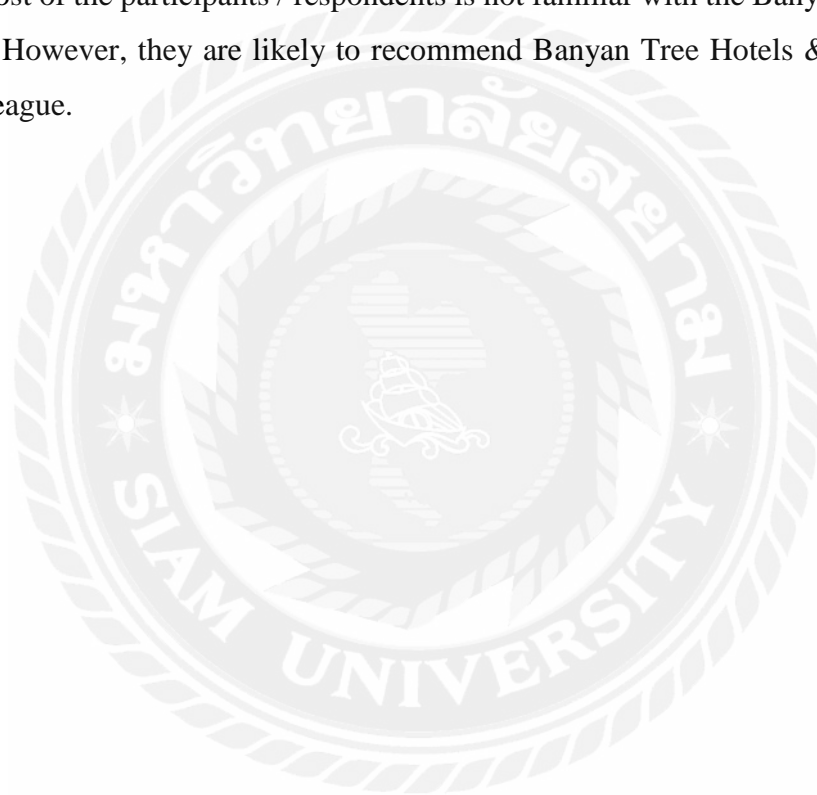
From the survey of Banyan Tree Group brand awareness, it is found that out of 39 respondents who have taken part in this survey, 82% of them have identified the brand Banyan Tree which is also the most out of all the Banyan Tree brands. The second most brands which the respondents are aware of is Laguna with 32% follow by Skypark (24%), Angsana (19%), Banyan Tree Escape (16%) and the remaining brands with lesser than 8%. The participants were also asked about when were the last time they used any of the Banyan Tree Hotels & Resorts products and services; it is found out that 51% of them never used any of the Banyan Tree Hotels & Resorts products and services while the remaining 49% have used it before. The researcher have also attached the Banyan Tree logo to find out that how many respondents are familiar with the logo while the answer were mostly somewhat familiar (44%).

The next survey questions that were asked to all the respondents were where they have heard or seen about any of the Banyan Tree Hotels & Resorts in the past 3 months. The majority of the respondents have heard or seen it from their family/friends (43.6%) while some of them have seen or heard it from the social media (23%). However, 25% of the respondents do not remember seeing or hearing about the brand at all. The next question about how often have they heard people talking about any of the Banyan Tree Hotels & Resorts (in person or online) were asked next and it is found out that a huge amount of respondents (49%) haven't heard people talking about the brand while 23% of the respondents have heard it frequently and 25% of them have heard about it once or twice. The last question were to let all of the participants to rate on a scale 1 to 10 how likely are they to recommend Banyan Tree Hotels & Resorts to a friend or colleague? The researcher found out that 74.3% are likely to recommend the brand to their friends and colleague and the remaining 25.7% might not recommend the brand as they are not familiar with the brand as yet.

3.4.2 Conclusion

Banyan Tree Hotels and Resorts, which began as a refuge for the senses in 1994 with a single resort in Phuket, has expanded to become one of the top independent, multi-brand hospitality organizations in the world today. The researcher took a quantitative study interview of people in Thailand to find out if they would be able to recognize Banyan Tree Hotels and its brands.

The research setting where the researcher had took the quantitative interview is by sharing the Google forms via social media platforms. A total of 40 participants have taken part in this survey for the research about Banyan Tree Group brand awareness. According to the survey taken by the researcher via Google form, it is found out that the majority of the participants who has taken part in this survey can recognize Banyan Tree Hotel & Resort the most compared to its other brands with Laguna coming at second most recognize brand from the Banyan Tree Hotel & Resorts brands. The survey also shows that most of the participants have never used the Banyan Tree Hotels & Resorts product and services and have never heard or seen about it in person/online. Additionally, most of the participants / respondents is not familiar with the Banyan Tree Hotels & Resorts brands. However, they are likely to recommend Banyan Tree Hotels & Resorts to their friends and colleague.



Chapter 4: Conclusions and Recommendations

4.1 Conclusions

4.1.1 Highlights of my internship in Business Development Department

The overall experience interning here at Banyan Tree has been spectacular as this would be a lifetime memory working over here. Working here has also helped me to understand things in many ways. Firstly, working here helps me understand the real working atmosphere and the real world. Secondly, since I am new to the hospitality group, interning here helps me understand more about the hotel group such as its culture, its department, its aim and purpose, and many more. I have also gained a lot of knowledge about hotels and hospitality as well as the purpose of Business Development. By training here, I feel delighted that I can help the Senior Business Development (my supervisor) and this has motivated me a lot. Moreover, I have also gained some new knowledge and skills which I can use in the future, including researching, communication, time management, technological, etc. However, there are some difficulties while doing a part of my job which is to research interesting properties. Firstly, some hotels/properties don't have all the details I need to find such as room size, the number of rooms, year opened or renovated, or stars. Secondly, after shortlisting all the interesting properties, my job is to find out about the property owner and their background/contact. But with the help of the knowledge from university and my personal skills, I had overcome those problems and had also minimized mistakes. In conclusion, I am thrilled to train and work here as well as delighted that I can help Banyan Tree in its expansion together with helping my supervisor in her research for properties and other things.

4.1.2 Self-assessment of my internship experience

This internship experiences has been remarkable as working here has helped me to understand the real working atmosphere and the real world. Additionally, I am new to the hospitality group so interning here helps me understand more about the hotel group such as its culture, its department, its aim and purpose, and many more. I have also gained a lot of knowledge about hotels and hospitality as well as the purpose of Business Development. By training here, I feel delighted that I can help the Senior Business Development (my supervisor) and this has motivated me a lot. Moreover, I have also gained some new knowledge and skills which I can use

in the future, including researching, communication, time management, technological, etc. There are theories/knowledge that I have learned from the university which helped me to deliver a good performance as an intern over here. Firstly, as my job mainly includes researching different kinds of property, the research theory that I have learned from the university helped me perform and work efficiently as a Business Development intern. Secondly, the email writing workshop also helped me to write a professional email to others and this also helped me with the email writing format as well as more of its functions such as CC, RE, etc. Last but not the least, a bit of marketing, finance and accounting class have also helped me in some of the work/projects during the internship. With the help of the knowledge from university and my personal skills, I had overcome all the problems I have faced when doing my work. In conclusion, I am delighted that I have chosen Banyan Tree to be part of my internship as they have helped me a lot more than I have expected in terms of knowledge, working atmosphere and different types of skills.

4.1.3 Limitations

There are some drawbacks in this report as well as my time working at Banyan Tree Bangkok as an intern which are as follows below:

- Lack of information in the websites for my task/projects I needed to work on.
- 17 weeks' time is very limited to be familiarize with the hospitality/hotels environment.
- This internship report which is all about my job position as a Business Development Intern in Banyan Tree Bangkok may not be useful to others because of different job positions and different companies.
- My major focus as an intern was in Business Development Department so many other departments working in the company/hotel are excluded from the report.

4.2 Recommendations

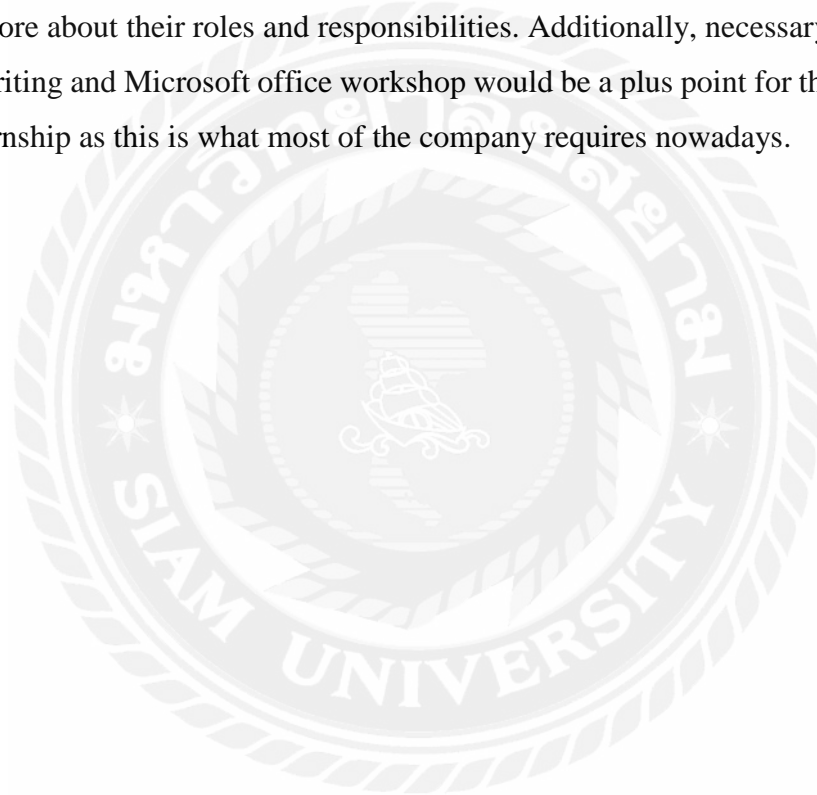
4.2.1 Banyan Tree

The recommendations for Banyan Tree is to have more trips for the Business Development trainee to understand about the working position and the hospitality groups. Additionally, since the Business Development position only include me and my supervisor in Banyan Tree Bangkok (The place I worked), it would be better if more employees will be working in this

department/position to help each other and work as a team. This will also give the team more motivation to work and expand the brands throughout Thailand faster than expected.

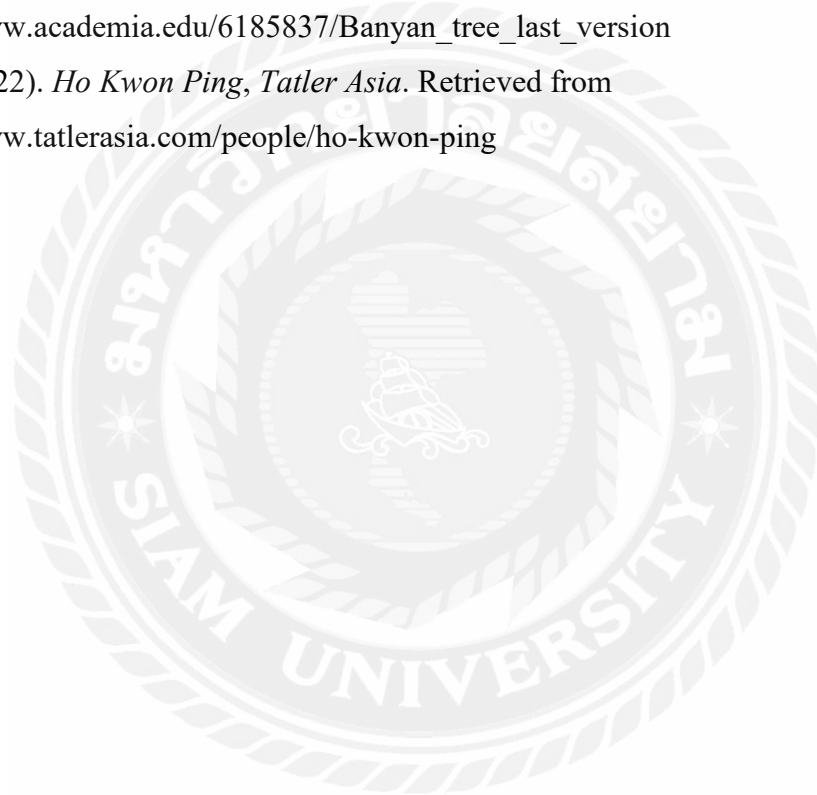
4.2.2 University

My recommendation for Siam University is to partnership with Banyan Tree for its student's internship as this company offers many positions and is also has a friendly, multicultural environment. It would also be more helpful for the students if the academic advisor could explain more about the job description to its students prior the starting date of internship for the students to understand more about their roles and responsibilities. Additionally, necessary skills workshop such as email writing and Microsoft office workshop would be a plus point for the students before starting the internship as this is what most of the company requires nowadays.



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Appendix

Accommodation of Banyan Tree Bangkok

The largest luxury hotel in Bangkok, the 327 exquisite rooms have breathtaking views of both the city and the Chaophraya river. Every one of the mini-suite rooms has a separate living room. While some of the rooms feature traditional Thai design, others have undergone a thorough modernization.

A high-rise hotel in the center of the city that has been welcoming visitors for more than 20 years is the urban sanctuary of Banyan Tree. Every room and suite features a private bath and shower, as well as additional living space with relaxing chairs for everyone.

Their Serenity Club Rooms were recently renovated in a more modern manner, in contrast to their Horizon & Oasis Retreat rooms and One-Bedroom suites, which are in a more traditional form. The Two-Bedroom Suites, which were also recently remodeled, are ideal for groups of friends or families.

Rooms	Room's Slogan	Capacity	Size	View
Horizon King	"Retreat to your Suite Sanctuary"	2	48 m ² / 517 ft ²	City / River

Rooms	Room's Slogan	Number of guest /room	Size of the room	View
Horizon Twin	"Retreat to your Suite Sanctuary"	2	48 m ² / 517 ft ²	City / River

Rooms	Room's Slogan	Number of guest /room	Size of the room	View
Oasis Retreat King	"A Sanctuary in a bustling city"	2	44 m ² / 474 ft ²	City

Rooms	Room's Slogan	Number of guest /room	Size of the room	View
Oasis Retreat Twin	“A Sanctuary in a bustling city”	2	44 m ² / 474 ft ²	City

Rooms	Room's Slogan	Number of guest /room	Size of the room	View
Serenity Club King	“Exceptional View from a stunning suite”	2	48 m ² / 517 ft ²	City / River

Rooms	Room's Slogan	Number of guest /room	Size of the room	View
Serenity Club Twin	“Exceptional View from a stunning suite”	2	48 m ² / 517 ft ²	City / River

Rooms	Room's Slogan	Number of guest /room	Size of the room	View
One-Bedroom Suite	“Modern Living”	2	67-89 m ² / 720-958 ft ²	City

Rooms	Room's Slogan	Number of guest /room	Size of the room	View
Two-Bedroom Suite	“A spacious suite for family or friends to relax together”	4	119-143 m ² / 1,280-1,540 ft ²	City

Rooms	Room's Slogan	Number of guest /room	Size of the room	View
Spa Sanctuary Suite	“Unlimited in-suite spa with large selections of bath and massages”	2	118 m ² / 1,270 ft ²	City

Rooms	Room's Slogan	Number of guest /room	Size of the room	View
Presidential Suite	“The ultimate Bangkok suite indulgence”	2	204 m ² / 2,196 ft ²	City

Restaurants & Bars of Banyan Tree Bangkok

With a choice of 8 restaurants, visitors will be delighted with a variety of gastronomic experiences, including dining on the river in a historic rice boat or visiting the rooftop restaurant Vertigo or the Moon Bar, which provide breathtaking views of the city on the 61st level.

The Banyan Tree Bangkok is a delight for foodies. You may satiate all of your appetites at a variety of gourmet restaurants that serve everything from Thai street food to worldwide and Asian gourmet experiences, as well as Bangkok's famous rooftop bar and restaurant.

Restaurants / Bars	Slogan & Info	Type of Outfit	Type of Food	Opening Time
Vertigo	“Enjoy an alfresco rooftop dining experience high above the city – a once-in-a-lifetime experience”	Smart Casual	International	05.00 pm - 12.00 am (Midnight)

Restaurants / Bars	Slogan & Info	Type of Outfit	Type of Food	Opening Time
Moon Bar	“Rooftop cocktails”	Smart Casual	Bar	05.00 pm - 01.00 am

Restaurants / Bars	Slogan & Info	Type of Outfit	Type of Food	Opening Time
Vertigo Too	“Bangkok's best sky-high cosmopolitan cocktail bar! Beautiful tapas, creative cocktails & live entertainment.”	Smart Casual	Asian Western	Dinner: 6.00 pm - 10.30 pm

Restaurants / Bars	Slogan & Info	Type of Outfit	Type of Food	Opening Time
Bai Yun	“Bringing modern Cantonese cuisine to new heights”	Casual	Chinese	Lunch: 11.30 am - 2.30 pm Dinner: 6.00 pm – 10.30 pm

Restaurants / Bars	Slogan & Info	Type of Outfit	Type of Food	Opening Time
Apsara	“A dinner cruise on the Chao Phraya River”	Smart Casual	Thai	Available for private charter only.

Restaurants / Bars	Slogan & Info	Type of Outfit	Type of Food	Opening Time
Saffron Cruise	“The newest culinary journey on the River of Kings”	Casual	Thai	Dinner: 6.45 pm – 9.00 pm

Restaurants / Bars	Slogan & Info	Type of Outfit	Type of Food	Opening Time
Saffron Sky Garden	“Thai beers and street food in a casual alfresco setting”	Casual	Thai Street Food	Wed - Sun: 2:00 pm – 11:00 pm

Restaurants / Bars	Slogan & Info	Type of Outfit	Type of Food	Opening Time
Romsai	“All-day dining with a view of our tropical Romsai Garden”	Casual	International	Breakfast: 6.00 am – 11.00 am Lunch - Dinner: 11.30 am – 8.00 pm Sunday Brunch: 12.00 pm – 3.00 pm

Restaurants / Bars	Slogan & Info	Type of Outfit	Type of Food	Opening Time
Taihei	“Japanese cuisine among the clouds”	Casual	Japanese	Lunch: 11:30 am – 2:30 pm Dinner: 6:00 pm – 10:30 pm

Restaurants / Bars	Slogan & Info	Type of Outfit	Type of Food	Opening Time
Saffron	“Signature Contemporary Thai Cuisine”	Smart Casual	Thai	Wed-Fri (Lunch): 11:30 am - 2:30 pm

				Wed-Fri (Dinner): 6:00 pm - 10:30 pm Sat & Sun: 11:30 am - 10:30 pm
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Restaurants / Bars	Slogan & Info	Type of Outfit	Type of Food	Opening Time
Lobby Lounge	“Relax and people-watch in the beautiful lobby”	Casual	Afternoon Tea Snacks	High Tea: 1:00 pm – 5:00 pm All Day: 6:00 am – 10:00 pm

Restaurants / Bars	Slogan & Info	Type of Outfit	Type of Food	Opening Time
Juice Bar	“Juices and light meals while poolside or after a spa”	Beachwear Sports Casual	Fresh Juice Snacks	9:00 am – 7:00 pm

Meetings & Events

A total of 400 guests can be accommodated in one ballroom with flexible seating and 12 well-equipped meeting rooms. The Business Center, which is on the 19th level, offers all the services and amenities required to meet the preferences and requirements of each professional.

Leisure Facilities

The hotel's award-winning Banyan Tree Spa, which draws inspiration from centuries-old Asian customs, is one of several attractions. Also available to guests are yoga lessons in the hotel's health club and the outdoor pool on the 21st level.

Banyan Tree Spa Bangkok

The Banyan Tree Spa Bangkok offers a complete spa experience with a panoramic view of the city's cityscape. In order to fill your body with the best of nature's gifts, spa treatments are particularly formulated with fresh and natural ingredients.

SENSE OF PLACE – THAI BLOSSOM ROMANCE

Enjoy a relaxing massage with warm, fragrant oil created from melted soy candles. As the therapist uses a body wrap laced with vitamin-rich vanilla, your skin is nurtured. Thai safflower, which is used in the body scrub that comes next, soothes sore skin and avoids blocked pores. A relaxing bath brings this lovely encounter to a close.

Royal Banyan

The popular Royal Banyan massage combines the greatest Eastern and Western massage techniques to increase blood flow and relieve muscle pain. This signature treatment, which includes a warm herbal bag coated in sesame oil, offers the ultimate Banyan Tree Spa experience.

Topical Rainmist

Internal tension is reduced and the body's flexibility is improved by the therapeutic stretching of the massage. Feel the relaxing heat on your muscles as you are covered in a Thai herbal medicine for healing. Step out with radiant skin after enjoying the benefits of an energizing ginger bath.

Building connections with oneself, people, and nature are values held by the Banyan Tree. They have outlined a clear strategy for engaging in practices that promote personal well being that is supported by research and open to wellness enthusiasts. Every journey begins with a straightforward assessment based on these eight fundamental pillars:

- Physical Vitality
- Cultivating the Mind
- Harmony with Nature
- Sustained Practices
- Bonding & Conversation
- Learning & Development
- Sleep & Rest
- Dietary Awareness



Figure 22: Meeting with the supervisor

Sukhcharoensingh Narula



I am currently studying my 3rd year at Siam University in the field of IBBA (International Bachelor of Business Administration). I am now looking for an internship to apply theory to practice as well as a chance to experience a real working atmosphere with an opportunity to learn from professionals.

✉ scrsben10@gmail.com

☎ (+66) 92-623-9099

📍 577/216 Charansanitwong 13, Soi 9,
Bangkok Yai, Wat Tha Pra,
Bangkok, Thailand, 10600

Nationality: Thai

Military Service (ROTC): Completed

SKILLS

- Good technological skills -Microsoft office (Word, PowerPoint, Excel)
- Good interpersonal skills
- Good time management skills
- Ability to work under pressure
- Fast Learner
- Teamwork
- Hardworking and Dedicated
- Creative

EDUCATIONAL BACKGROUND

- INTERNATIONAL PIONEERS SCHOOL (2012-2019)

Did 7 subjects of IGCSE Examination

- SIAM UNIVERSITY (2019-2022*)

International Program, IBBA, BBA
With a GPA of 3.68*

ACTIVITIES

- Took part in Siam Leadership Camp.
- Volunteered in an event such as International Night, Cultural Night, Open House, etc.
- Organize events

LANGUAGES

- English
- Thai
- Hindi
- Punjabi

Figure 23: CV Resume

Daily Dairy

Week 1

Day 1

Date: 01 August 2022

To begin the day, it was an exciting day to start with as it will be my 1st day as an intern in Banyan Tree Bangkok. After dressing up and getting ready, I am all set to go to the hotel/company by MRT which approximately takes around 45 mins from my house. As it was also a rush/peak hour on Monday Morning, I managed to reach here at 08.27 with the meeting time at 08.30. First up, after meeting my hiring manager and a few other interns in different positions, we all headed to take the Covid ATK test. It took around 20 mins for everyone to test and it came out negative for all of us, we all went to the meeting room for a small orientation, where the Assistant Training Manager had talked about the Brand/Company as well as the rules and Regulations before giving us the application form for us to fill it in. As time passed by, it was 11.00 and I got to my department which is in the Sales and Marketing office but also Business Development tables and rooms therefore I got to meet my supervisor who is also the Senior Business Development before introducing myself to everyone else in the office and going for lunch at 12.00. After lunch (13.00), my supervisor/ BD introduced me or explained more about the hotel brand for around an hour before asking me to research more about the brand to increase my knowledge. After a few hours of researching, it was 18.00 when my supervisor told me about the working hours (08.00-17.00) and it was time to go home.

Week 1

Day 2

Date: 02 August 2022

Today after arriving at the hotel, my Supervisor/BD had called me to her office to explain about the project I will have to work on. It's all about researching and creating powerpoint presentations about the competitors of the specific brand/company/location as well as all of the information about the competitors. With this, I have to research about 5 of the main competitors with every detail of it. I did approximately 40% of the work before going for lunch at 12.00. After coming back from lunch, I went to the BD office to ask a few questions about the current project. After the BD, explain to me more/ clear all my questions about the project I am working on, I went back

to my table to continue the work. After 3 hours of researching and completing the project, I finished it at 16.00 as the information I had to research about took quite a lot of time; however, I am thrilled to complete it in the end as it was also my 1st ever project as an intern. After a while, it was 17.00 before the end of the day.

Week 1

Day 3

Date: 03 August 2022

Traffic all around and with a delay from MRT, I reached 5 mins late at 08.05 am; however, after arriving at the office, I got my 2nd project right away. The work was similar from yesterday but today work was in a different location and different brand. In this case, I started my work right away. It took me around 4 hours to complete the entire project as I needed to research a lot for this project. After completing the project, I helped one of the seniors in the office pack a gift by folding a box and packing a gift for an upcoming Banyan Tree 25th Anniversary event before going for lunch at 12.15 pm. After lunch, I came back with a new project to work on. This time it was about one of the company brand franchises and management. I had to create a powerpoint presentation about it which took lots of time as this company had around 10+ brands/franchises so I kept on working until 17.00 before the end of the day.

Week 1

Day 4

Date: 04 August 2022

Today after arriving at the office, I quickly sat down at my table and began to work on the unfinished project from yesterday. It took me approximately 6 hours to complete it. After submitting it to the BD, I had made a few mistakes so I corrected it right away before submitting the work again. It was already 15.00 as the previous project took a lot of time before getting one assignment from the BD to write about the questions and expectations the owner would like to know or the management should do. I started the work as soon as I got the work; however, after doing it for an hour, I volunteered to help the seniors carry the things to the event hall as it was a very busy week due to the 25th Anniversary event of Banyan Tree. After helping them, I came back to my table to continue the work I was given before finishing it for 90% with the finishing touch left. The BD had asked me to end the day to go home and rest as it was already 17.00.

Week 1

Day 5

Date: 05 August 2022

Today after arriving at 08.00, I sat down at my table to complete my unfinished projects/work which took me roughly 2 hours to complete after going for a break. After the break, the BD had given me a new assignment with a template for me to fill it which also made it easier to do ;however, the new assignment took time to research about the specific topic additionally I also have to fix my previous work as the BD wants me to add something in it so these were the 2 assignments I had to complete today. I did it for an hour before going for lunch and resuming it until 16.50. After submitting the work, the BD was very happy with it and it was the end of the day as well as the week 1 was completed.

Week 2

Day 6

Date: 08 August 2022

Today marks the 25th anniversary of Banyan Tree which also means that there will be events and functions that all of the staff must look after since the owners as well as the board of directors with many high position members will be joining these events too. It was also a rainy day to start with and all of the staff members are very busy with the events today. I have to complete my research from the given project by the BD. After a while, I was given the 2nd big project by the BD which took me roughly 4 hours to complete it. After that, I was given a break since everyone was busy and getting ready for tonight's event before the end of the day.

Week 2

Day 7

Date: 09 August 2022

Today after arriving at 07.55 am, I got a work/assignment straight away and it is to research about the given property and create a powerpoint presentation. As usual, this kind of work takes time due to researching specific details of the property. After doing it for 4 hours, I went to have lunch during 12.00 pm before resuming it at 13.00. After around 2 hours of researching and creating the powerpoint presentation, I completed the work and submitted it to the BD. After a small break, I received another 2 assignments which were, firstly, my opinion about the Banyan Tree Deck and

secondly, researching and creating a powerpoint presentation about Chiang Mai Property. As it was already 16.00 by the time, I began to research and gain more knowledge about Chiang Mai by getting the most important properties to continue it tomorrow morning before the end of the day.

Week 2

Day 8

Date: 10 August 2022

Today I arrived at the office quite early (07.45), so I quickly started my unfinished work from yesterday about the Chiang Mai Properties and my opinion about the Banyan Tree Business Development Deck. After researching and getting to know more about the Chiang Mai property brands, facilities, locations, details, etc. I went for lunch at 12.00 after completing 60% of the work before resuming it at 13.00. I finished the 1st assignment about the Chiang Mai Properties at 15.00 so I quickly started the 2nd one. It took me just an hour to complete the 2nd assignment so after checking everything, I submitted both the assignments to the BD before the end of the day.

Week 2

Day 9

Date: 11 August 2022

Today, which is also the last working day of the week as tomorrow 12th August is a Public Holiday of National Mothers Day. After arriving at 7.52 am, the BD told me that she wants me to add a few more properties at Chiang Mai regarding yesterday's assignment. So I quickly started my work which was given to me. It took me the entire day to add another 8-10 properties; however, before the end of the day, I had to make my own working roster for my supervisor and HR which took me around 30-45 mins to finish and submit. After finishing and submitting today's assignment it was already 17.00 which also means the end of the day here.

Week 3

Day 10

Date: 15 August 2022

After coming back from a 3 days holiday, I arrived here at 07.52 am and was ready to work. However, after arriving, I found out that many of the staff members are absent including the BD (my supervisor); so in this case, I researched more about the properties to increase my knowledge

as well as researching about the Banyan Tree Brands. At around 10.30, I got a work sent by my supervisor via email about finding out the owners of all the Chiang Mai Properties I have listed in my previous assignment/work in which I started researching about it right away. Since there were around 15-20 properties, I took quite a while to research and find out about the property owner which took me the entire day to make sure that it was the right owner and not an incorrect detail. By then it was 16.45, so I took a break before the end of the day.

Week 3

Day 11

Date: 16 August 2022

Today I arrived just in time (07.58), as it took a while to wait for the MRT today. As soon as I arrived here at the office, I got a small work which is about researching/finding the owner of a different kind of property just like yesterday's assignment. I completed the assignment at 10.30 then went for a small break. After the break, I received an assignment to research and list out interesting properties in Sri Racha, Khon Kaen and Udon Thani. Secondly, with all the properties I will also need to find out the owners of each property. With this, I quickly started my work before going for lunch at 12.00 and coming back to work again at 12.45 pm. The work was 30% completed when the time struck 17.00 I packed up and went back home.

Week 3

Day 12

Date: 17 August 2022

Traffic all around Bangkok today, but I reached here at 7.45 am and quickly resumed my work from yesterday. I did the work until 10.50 before going for a 10 min break to rest my eye and my mind then coming back to resume it until 12.00 while I headed for lunch. After coming back from lunch, I continued to work on the assignment which was around 50-60% completed. The entire day after, the work was at 80% progress so before going home at 17.00, I went to ask the BD a few questions regarding the work to complete it tomorrow.

Week 3

Day 13

Date: 18 August 2022

After arriving at 07.55 am today, I went to my table to finish the work from 2 days ago. The work was already at 80% progress and just some finishing touches were left. After doing it until 12.00 pm, I went for lunch before coming back to work on it again until 14.15 pm. After checking everything, at 14.15 I submitted the assignment to the BD/my supervisor then took a few minutes break. After the break, the BD called me to the office for a short meeting regarding the work and to explain more about the roles of Business Development. My supervisor or the BD had also asked me about the progress of me working here for 2 weeks such as what did I learn and what do I expect more from here. Thirdly, we talked about the Chiang Mai Property assignment and both of our opinions about it. Before ending the meeting, the BD had asked me to find more about the owner of one of the hotels in Chiang Mai that I couldn't find before as it was a very nice and unique property. After searching about the owner for a while, I finally found the owner and had told the BD about them before the end of the day at 17.00.

Week 3

Day 14

Date: 19 August 2022

I arrived at 07.44 am today so I went up to my table and checked all the past works I have done and the things I learned and also things I should improve on. At 09.45 am, the BD called me to her office as she will have a meeting with the owner of with one of the properties in Pattaya so that I could experience that what happens in the meeting and what kind of talks will be in the meetings as well as the information needed for the BD to consider about the property. After around 1.15 hour, the meeting ended and after talking to the BD, I returned to my table to continue the work about the things and learn and the things I should improve on before going for lunch at 12.15 pm. After lunch, I came back to analyze the work and continue to work on it. After finishing the work, I got a new assignment which is to research about the potential property in Pattaya which can be the brand of Cassia and Folio. I right away started the work and after researching and listing a few of it down to the powerpoint presentation before the end of the day at 17.00 pm .

Week 4

Day 15

Date: 22 August 2022

First working day of the week, I reached my office at 07.52 and started my previous work right away which was about researching the potential property in Pattaya which can be the brand of Cassia or Folio. I did about 80% of the work before going for lunch at 12.00 pm and coming back at 12.30 pm to continue the work as well as finding out about the owner of those properties. I completed the work at 14.30 then took a 10 mins break before getting another assignment. The new assignment was about finding the owners of each of the properties that the BD has given, so in this case, I do not need to research about the property but just to find the owners of those properties and without wasting time, I started the work right away. After a while, I completed the assignment and before submitting it, I double checked the name; however, I couldn't find some of the owner's name. After submitting, the time was already 16.50 pm, so I took a 10 mins break before the end of the day.

Week 4

Day 16

Date: 23 August 2022

Today after 1 hour of traveling, I reached the office at 07.50 am and excitedly waited for my next project. However, in the meantime, I tried to research about the owners I couldn't find yesterday hoping to get some luck and find them as well as find more potential property in Pattaya which can be the brand of Cassia or Folio. After researching for a while, the clock turns 12.00 pm so I went to have lunch before coming back and working on it again. After finishing and submitting the work, it was 16.00 pm in which I took a few minutes break then got some time to do my university report about Banyan Tree until 17.00 then it was the end of the day.

Week 4

Day 17

Date: 24 August 2022

Today I arrived here at 07.48 am and got ready to do my next assignment. After some time, the BD came to me to talk about my progress and explained more about the job role. She also told me to research interesting properties in Bangkok such as the area of Sukhumvit or any other famous areas. However, she mentioned that I shouldn't stress and take some time off as sitting down and researching is also not a good health factor and lastly, she told me to relax and enjoy the time over

here. After the talk, I took a small break before starting researching for interesting properties in the province of Bangkok. I went for lunch at 12.00 then came back to work on researching again at 13.00 pm. After researching for the entire day, I went to the BD Office in which she said to go home and rest as it was 17.00 pm and that's the end of the day.

Week 4

Day 18

Date: 25 August 2022

A rainy day to start the day, as I got ready and left my house to work by MRT. I reached the office around 07.47 am, while getting ready to work. Today's work is the same as yesterday about finding an interesting company in the province of Bangkok so I began to work right away. After researching for a while, I went on to search about the owners who have a number of Hotels located in Thailand and other countries, in which I found 1 Thai-Indian Millionaire who has around 30+ hotels in Thailand and foreign countries such as the UK, Germany, etc. so I went on to find out more about him as well as to find out more about other owners too before going for lunch at 12.20 pm and then coming back at 12.50 pm to work on it. After researching for the next 4 hours, I went to the BD office in which she had told me about the future plans as well as we discussed today's progress. After the talk, it was already 17.00, so it's the end of the day.

Week 4

Day 19

Date: 26 August 2022

Today I arrived at my office at 12.30 pm since I have a class at the university every Friday, which means I will have to work for 4 hours every Friday (13.00 to 17.00). After arriving early today I went to my table and started researching about the interesting properties in Bangkok since the BD is away from work for a meeting today. I found plenty of the properties so I started researching about their owners too. Since the biggest part of BD is communicating with other property owners, I had to learn more about the owners too such as their history, amount of properties owned, recent news, etc. This type of research took some time, but had also increased my knowledge by a lot. After researching and finding out more about the property owner, the time turned 17.00 and before leaving, I went to the BD office to talk about today's progress and it was the end of the day.

Week 5

Day 20

Date: 29 August 2022

A thunderstorm started the day, as it was raining heavily; however, I reached here on time (07.50) as I came by MRT. To begin the day at the office, I went to my table and waited for the new project; in the meantime, I started researching about the properties in Bangkok as there were many of the interesting properties here. Secondly, I am also researching the properties owners to know more about them and the list of properties they owned. Since today I will leave the office at 12.00 pm as I will be having an on-site class at Siam University every Monday, I tried to research as much as I could with the best possible results/findings. After researching about 6 properties, it was 12.00 pm which means the end of the day at Banyan Tree Office and it's time to head to the university for my class.

Week 5

Day 21

Date: 30 August 2022

A sunny day to start the day as I reached here at Banyan Tree Office at 07.42 and am ready to start my work. The BD has informed me about the new proposal property that she is working on and will explain to me more on that after a while in which she needs my help to create a proposal for the BD Expo. In the meantime before the meeting, I continued with the Bangkok Properties research. I went for lunch at 12.10 pm and after coming back from lunch, I received my next project which is to find the given properties' competitors considering its numbers of keys, room size, location as well as the stars and many other factors. I quickly began working on it. After doing it for 4 hours, I completed the first property given to me and after submitting it to the BD, we had a small meeting about the upcoming plans and the progress in which the clock has turned to 17.00 which also means it's the end of the day.

Week 5

Day 22

Date: 31 August 2022

Today after getting ready a bit late, I reached the office at 07.52 am and went to eat breakfast before starting my work which is about the competitors of the given properties. It's the time for the 2nd property as I finished the 1st property yesterday. In the middle of the work, at around 10.00

am; the BD gave me work to put the property sites images into the powerpoint presentation in which I started with the work leaving the previous assignment on hold. After 1 hour, I completed the Powerpoint Presentation of the property sites images and continued with the competitors project I was working on before. At 12.00 pm I went for lunch before coming back to complete the finishing touch of the work. After an hour, I completed the work and had submitted it to the BD before getting another property site image to put it in the powerpoint Presentation. After 1.30 hrs later, I completed the assignment before going for a 15 mins break and coming back to research for more properties in Phuket. When the time turns 17.00, I went to the BD Office to talk about today's work as well as the progress before the end of the day.

Week 5

Day 23

Date: 01 September 2022

New day, new month, today marks the 1 month of me joining Banyan Tree Bangkok as an intern as today I reached the office at 07.55 am and am ready for the new project. However, in the meantime, I went on to research more properties in Phuket. After around 4 hours of researching properties in Phuket, I went for lunch at 12.15 pm after coming back and started researching for more properties in Bangkok. I found lots of interesting properties in Bangkok and after researching about them until 17.00, I went to the BD Office to discuss it and found out that I will have to go to Bitec Bangna to research about the local Properties tomorrow before the end of the day.

Week 5

Day 24

Date: 02 September 2022

Today after the class in the morning at Siam University, I left at 11.45 to Bitec Bangna by BTS, which took me around 1 hour to reach there. Since my supervisor will arrive after 2 hours (15.00), I already got my assignment to ask the interesting local properties about their owner and contacts. After 2 hours of roaming around, I got only 2 owners and their contacts as most of them couldn't give it due to some rules and regulations. Secondly, there were mostly multinational hotel brands rather than the local brands in the Thai Tiew Thai Fair. I took a break to have some snacks for 15 mins before meeting my supervisor and went to research about it again until 17.00. My supervisor had told me that I can leave since it's the end of my working hours so I head home after.

Week 6

Day 25

Date: 05 September 2022

Today will be the half day here at Banyan Tree Bangkok as I will be having class at Siam University at 13.00 therefore I will be leaving at 12.00 pm. I reached here at 07.50 am, and got ready to work. I started the day with researching about the properties I had shortlisted in the Fair last Friday as well as the owners information. After researching, I went on the research about interesting properties in Hua-Hin and created the powerpoint presentation for the properties found. When the clock turns 12.00, I have 3 properties in the presentation with all information about it before leaving the office for my classes at the university at 13.00.

Week 6

Day 26

Date: 06 September 2022

After waking up at 5.45 am today, I reached the office 10 mins before the start of the working hours (07.50 am). Once I reached my table, I get started with the work I was doing yesterday which was about the interesting properties in Hua-Hin as last friday in the fair that I went, the BD had discuss with me that Hua-Hin is a place she is looking for to the potential brand of Banyan Tree to be in. After during it for 3 hours, the BD had called me in her office to discuss about the fair and the schedule and since she was very busy with the meeting today, she gave me a new work which is to create a presentation regarding the Thai Tiew Thai Properties which I had shortlisted and to research more about the number of keys, location, etc. I finished one of the properties before going for lunch and coming back to work on it again at 12.45 pm. After doing it for several hours, I completed 4 properties in which I submitted it to the BD before the end of the day.

Week 6

Day 27

Date: 07 September 2022

A dark cloudy day to start with as I reached the office at 07.58 am just before it started to rain. I went to my table and began the work that I and the BD had discussed, which is to research about the properties in Hua-Hin, Pattaya, Bangkok, Chiang Mai, etc. or the tourist attractions province which can be converted to one of the BT Brands, therefore I started the work right away. After researching and doing it for several hours, I went for lunch at 12.12 pm and then came back to continue it. I finished the work at around 15.00 before getting a new project to work on. This project I will need to find out about the hotel near Suvarnabhumi Airport as well as their main competitors and the images of the hotels both exterior and interior. I finished the 1st part at 17.02 pm before the end of the day.

Week 6

Day 28

Date: 08 September 2022

Today I reached the office at 07.55 am, and quickly began the unfinished work. I completed the hotel competitors at around 10.30 then I took a small break before getting the pictures of the hotels and putting it in the powerpoint presentation. Just before finishing the work, the BD gave me a new urgent project to work on first which was the hotel at Koh Lanta in which I will have to do the same thing with the hotel near Suvarnabhumi Airport, so I started on this work right away. I completed the first part of the project at 12.15 pm before going for lunch and coming back at 13.12 pm to continue to work. After doing it for another 2.5 hours, I completed both the project including the Suvarnabhumi Airport area as well as Koh Lanta area hotels before submitting it to the BD. We discussed a few things regarding the progress and the properties, in which I got another assignment which is to research about the upcoming event in Bangkok. My work is to gain information about the event and submit it to the BD. After an hour of researching, I gathered the information together and saved it in a docs file before the end of the day at 17.00.

Week 6

Day 29

Date: 09 September 2022

Today after the morning class, I reached the office at 12.58 pm and was informed that I will be going to the hotel near Suvarnabhumi Airport at 14.30, but before that I got 2 assignments to do so I started doing it before leaving for the trip. The first assignment was about adding one of the competitors to the hotel and I completed it in 30 mins and the second assignment was about adding images of all facilities, rooms, property views (interior and exterior view) of 2 of the given hotels and I completed it just before the time at 14.20 before leaving to the hotel at 14.40. We reached there at around 15.50 since there was massive flooding on the way to the hotel due to rain and other factors which delayed our trip. After reaching, we started inspecting the hotel and asked the staff all the information we needed such as facilities, number of rooms, size of the rooms, target customer, etc. before taking a tour of the hotel. We finished inspecting the hotel at around 16.40 before leaving the hotel and were on our way back. My supervisor dropped me at Airport Link at 17.05 so that I can go back home and that was it for the day.

Week 7

Day 30

Date: 12 September 2022

A dark rainy day to start the day as I will be having work for half day today since I will be having class at the university at 13.00. To begin the day at the office, I started reaching out more about one of the BT Brand HOMM Sukhumvit 34, since the BD had asked me to research and study more about the brand as there will be some projects related to it soon, so I started with it right away. After researching the brand HOMM, I got an assignment of putting the property pictures in the powerpoint presentation . Last Friday during the trip, I took some of the property pictures in which I had to upload all the pictures from my phone to the computer then download all of it before inserting the images to the powerpoint presentation. I completed the assignment at 11.15 am before coming back to research about the brand once again. After another 45 mins of research about the brand, I went to the BD office to discuss it before leaving for university at 12.00 pm.

Week 7

Day 31

Date: 13 September 2022

Today I reached the office at 07.50 am, and went to my table at Banyan Tree Executive Office. I started my work researching interesting properties in Hua-Hin and Bangkok as well as finding out

more about an upcoming event of Thailand Franchise & Business Opportunities 2022 so I started working on it right away. After 1 hour of researching/finding out more about the event and taking down important notes, I started with researching interesting properties/hotels in Bangkok and Hua-Hin. While researching, I got a new assignment in which is to research and explain the difference between Hotel Management Agreement and Hotel Franchise Agreement as well as what services would the owner get from the operating companies if they are managed/franchised. I quickly started with the work by researching and gaining more knowledge about the two of them before creating a powerpoint presentation explaining it. I finished the assignment at 11.45 before taking a short break and went for lunch at 12.00pm. I came back at 12.45 pm to continue researching and finding out more about franchise and management. After researching for an hour, I went back to research more about the properties. As the time turned 17.00, I went to the BD office before the end of the day.

Week 7

Day 32

Date: 14 September 2022

Today, I arrived here at 07.52 am, and started updating my working roster for this month (Sept.) as the deadline for it is 15th of every month. After updating it, I waited for my next assignment, however; in the meantime, I researched more about the hotel brands to gain more knowledge about the hospitality industry as this is also the main and important part of the job. After some time, the BD gave me a list of hotels for me to research and create a powerpoint presentation for all of it. This includes researching about the year it opened, numbers of rooms, size of the rooms, location, price, facilities, etc. I started working on it right away before going for lunch at 12.15 pm and coming back at 13.05 to continue to work. I researched about the properties until 16.30 then took a break before going to the BD office and it was the end of the day at 17.00.

Week 7

Day 33

Date: 15 September 2022

Today I arrived at the office 10 mins before 8.00 am; as soon as I came to my table, I started researching about the hospitality industry as well as researching for interesting properties and finding out more about those properties such as number of rooms, room size, location, price, etc.

At 08.30 am, I received a new project from the BD which is about finding and analyzing one of the properties in Koh Samui Competitors with all the necessary information about them. I started the work right away before completing it at 10.20 am. It took me almost 2 hours since researching about each of the competitors took time as well as creating a powerpoint presentation about them. After that, I went to Romsai Restaurant to get things for my supervisor before coming back to research about new and interesting properties. When the time turned 12.00 pm, I went for lunch and came back 45 mins later at 12.45 pm before continuing the work. After 4 hours, the time turned 17.00 and it was the end of the day.

Week 7

Day 34

Date: 16 September 2022

Today after work at university in the morning, I arrived at the Banyan Tree office at 12.52 pm. I began the work by researching properties which can be converted as HOMM in the tourist attraction areas/provinces such as Pattaya. After an hour of researching and shortlisting the properties, I submitted it to the BD and got a new assignment. This time it's a property in Rayong; I need to find out about the competitors of the given property and details about it too so I started working on it right away. I completed the assignment at 16.50 pm and after a 10 mins break, it was the end of the day.

Week 8

Day 35

Date: 19 September 2022

On the 1st working day of the week, I arrived at the Banyan Tree Office at 07.54 am and got ready to work on my next assignment. In the meantime, I continued researching properties in Pattaya regarding the HOMM brand, and the information about those properties/hotels. After a while of researching, I got a new assignment which is to find out details about two of the given properties and its competitors details too. I completed the first property at 11.30 am and started the second property at 11.35 am, after researching and creating a powerpoint presentation of the second

property, the time turned 12.00 pm and it was the end of the day here as I will have to go University for my class at 13.00 pm.

Week 8

Day 36

Date: 20 September 2022

Today I arrived here at the Banyan Tree Office quite early at 07.42, and the first thing I did was check my email for assignments. However, I am still left with one property from yesterday. I got another work which is to add up the competitors from the previous work in Rayong. I started with the work in Rayong first since it won't take much time compared to the second property in yesterday's work. I completed the assignment in just 45 minutes before starting the next one. After completing 80% of the work, I went for lunch at 12.00 pm and came back to continue the work at 12.45 pm. I completed the work 1 hour later at 13.45 pm and after submitting to the BD, I went on researching for properties in Pattaya. At 15.45 pm, the BD had called me to the office to explain a few more important things as a role of BD as well as the types of fees needed to pay if its franchise or management. We discussed it for around an hour and after coming out of the office, I went back to my table to research a few things before the end of the day.

Week 8

Day 37

Date: 21 September 2022

Today I arrived here at 07.50 am, and first checked my email for any assignments or projects to work on. Since there were no projects as yet, I continued to find interesting properties but now in a different province which is Chiang Mai as it is also a tourist attraction place with many hotels so I started with it right away. After searching for hours, I went for lunch at 12.00 pm and came back to continue the work at 13.00 pm since the BD will have a meeting for the entire day. I found many interesting properties in which I had shortlisted it down and as the time passed by its 17.00 pm and also the end of the day.

Week 8

Day 38

Date: 22 September 2022

A rainy day to start with as I arrived here at Banyan Tree Office at 07.50 am and started the day with properties researching in Pattaya since the province has a lot of interesting properties as well as it is also a tourist attraction province. After researching various properties, I went for lunch at 12.00 pm before coming back at 13.00 pm to continue the work. At around 15.00 pm, we had a fire evacuation practice in which we had to go to the front of the building and wait as well as to sign our name and listen to the announcement before coming back at 15.45 pm to continue the work. At 17.00 pm, I went to the BD office to discuss the work's progress before the end of the day.

Week 8

Day 39

Date: 23 September 2022

After the class at Siam university in the morning today, I arrived at the Banyan Tree office at 12.45 pm and headed straight up to the canteen as I hadn't eaten anything yet. I finished eating at around 13.15 pm and went to my table to start the work. I had continued the work from yesterday which was researching for interesting properties but this time in Khon Kaen so I started the work right away. After a while of researching I found quite a lot of properties so with that I started finding more details about them such as location, numbers and size of the room, rates and the images of the properties as well as finding out about the owner of those properties too. After researching for hours, the time turned 17.00 pm and I got about 5 properties with information and details about them and that's the end of the day.

Week 9

Day 40

Date: 26 September 2022

A dark rainy day to start with as I reached here at Banyan Tree Office at 07.59 am, just before time. I started the day at work by checking my mail and went on to greet the supervisor. Since there was no project as yet, I went on to find some interesting properties in Udon Thani province. After finding 7+ properties with all details about them, the time turned to 12.00 pm so I submitted the work to the BD and went to the office to discuss the work before leaving the office and heading to Siam University for my class at 13.00 pm.

Week 9

Day 41

Date: 27 September 2022

Second day of the week as I arrived at Banyan Tree at 07.50 am and went to my table, getting ready for work. First up, I started researching properties in different provinces such as Pattaya, Sri Racha, Bang Saen, Rayong and Cha-Am. I found a few properties which looked very interesting and promising so I created a powerpoint presentation about the properties I found and searched for more details about them. At 12.10 pm, I went for lunch before coming back to take a few minutes break and resume my work at 13.00 pm. I continued researching for properties and details about it until 17.00 before submitting and going to the BD office to discuss it. After that it was time to go home and the end of the day here.

Week 9

Day 42

Date: 28 September 2022

A new day and I arrived here at 07.50 am, getting ready to work. To begin the day, I continued researching properties just like yesterday as well as all the details and information about the hotel/properties. Additionally, I also have to find the owners of those selected properties I have shortlisted. After a few hours of researching and creating a powerpoint presentation about the properties, it was 12.00 pm which meant lunch time for me. I came back at 13.00 pm to continue my work researching and working on Powerpoint Presentation. At 13.50 pm, the BD came to call me as she will be having a meeting with 1 of the property owners and would like me to join the meeting so that I know how the meeting takes place and what all they discuss, etc. The meeting ended at 15.30 pm (an hour and 30 mins later) and I got an assignment which was to research about Rayong. This time it will be researching about the province, not the properties such as attractions, etc. and after 1.15 hours of researching, the BD came to call me to discuss about the meeting and the work for 15 minutes before the end of the day here.

Week 9

Day 43

Date: 29 September 2022

A rainy day to start with as I arrived here at Banyan Tree Office just in time at 07.59 am. As soon as I got ready, I continued with the unfinished work from yesterday which was to research about Rayong Province and to create a powerpoint presentation about it. I completed the assignment at 11.00 am before moving to the next assignment which is researching properties in different provinces. After working on it for 1 hour, I took a break and went for lunch in which I came back at 13.00 pm to continue the work. After the rest of the day researching for new and interesting properties, I found quite a lot of it in which I had written all the necessary information about them in the powerpoint presentation before going to the BD office at 16.50 pm to discuss about the work. After the discussion with the BD, the time turned 17.00, and it was time to go home.

Week 9

Day 44

Date: 30 September 2022

An afternoon half day of work at Banyan Tree today, as I reached here at 12.45 pm. First up, I went to meet the BD and we talked about the upcoming projects as well as my next assignment. After the talk, I went up to the Canteen to have lunch before coming back at 13.20 pm to start my assignment. My first assignment of this project is to find the competitors of the given property as well as the attractions nearby. It took a while to research the competitors and their property details, however; I completed the first assignment at 16.00 pm before moving to the second given property. It's the same assignment as the first one but just in a different location and different property. I completed 25% of it when the time turns 17.00 pm so it's the end of the day here and the remaining 75% will be done by Monday.

Week 10

Day 45

Date: 03 October 2022

A dark cloud throughout the sky to start the first working day of the week as I reached the office 1 min late at 08.01 am. Today also marks the 3rd month of my internship since I started in the beginning of August. I quickly started the unfinished work from Friday which is to identify the given property competitors and their attractions. I completed the assignment at 09.45 am and had submitted it to my supervisor (BD). In the meantime, I tried to identify more properties and attractions around the area of the properties given by the BD to gain more knowledge about the

area. After searching more about the property and the area, I went to the BD office to discuss it and we had also talked about the work progress. By that time, the clock turns 12.00 pm so it is the end of the day over here as I will be having a class at Siam University in an hour (13.00 pm).

Week 10

Day 46

Date: 04 October 2022

Today I arrived at 07.50 am, and went on to the BD's room to greet her before returning to my table and begin with the work. First, I started researching about the Hua-Hin Area since it is also a tourist attraction area.. With this, I identified hotels as well as the attractions around the area of Hua-Hin and made a powerpoint presentation about it. After several hours, the time turns 12.15 pm and I am done around 50% making a powerpoint presentation about Hua-Hin before going for lunch and coming back at 13.00 pm to continue the work. I completed the work at 14.30 pm and since the BD left for a meeting at 14.00 pm, I continued researching about the area until 17.00 and so it is the end of the day.

Week 10

Day 47

Date: 05 October 2022

A dark cloudy day to start with as I arrived at the Banyan Tree executive office 10 mins before the time at 07.50 am. I started the day by making my working roster for this month as I will need to submit it to the HR by 15th Oct. After making the working roster, I started researching more about Hua-Hin properties and details about them. After several hours of researching and putting the information in the powerpoint presentation, I went for lunch at 12.20 pm before coming back at 13.10 pm to continue the work. I completed the work at 14.30 pm before taking some time off. After coming back from a break, the BD had given me an assignment to research about the owner of one of the properties she is working on so I started with the work right away. After searching about it for 1.5 hours, I went to the BD's office to discuss the work before the time turns 17.00 and it's the end of the day.

Week 10

Day 48

Date: 06 October 2022

After arriving at 07.51 am, I went on to my table and started researching about the hospitality industry to gain more knowledge about it and this will also help me understand more about the job as well as the hotels industry. I found a lot of interesting facts about it such as one of the biggest hospitality groups in Thailand is FICO Corporation which is owned by Krit Srichawla as well as many other things. After searching for hours, I went to have lunch at 12.15 pm before coming back at 13.00 pm. This time, I continued researching properties in Hua-Hin from yesterday and details about each of the properties I found/shortlisted. After working on it until 16.45 pm, I went to the BD's office to discuss today's progress before the end of the day at 17.00 pm.

Week 10

Day 49

Date: 07 October 2022

After going to the university in the morning, I arrived at the Banyan Tree office at 12.40 pm and went to my table to start the work. The work I have to do today is to research about the property owner's background and profile which I have done for Pattaya's property. In short, I have to find more details about the owners so I started the work right away. It took a lot of time as it wasn't easy to find out about the owner as some owners kept their personal information private so it was a challenging task for me; however, I am not a person who will give up easily so I tried my best to find whatever I can. After an hour and a half of researching about the owner, I found quite a lot of information so I went to the BD office to discuss it before submitting the file to her. After discussing it, I returned back to my table and started researching interesting properties in Pattaya. After researching about it for several hours, the time turns 17.00 pm and it's the end of the day.

Week 11

Day 50

Date: 10 October 2022

Today marks the completion of 50 working days interning at Banyan Tree Bangkok as I arrived here 10 mins before time at 07.50 am. As my Supervisor or the BD is out for work; today's assignment is to research about interesting properties in Chiang-Mai. I began the work right away at 08.00 am, after getting ready with the computer and everything else. After 2 hours of work, I found 3-4 properties and at 11.00 am, the BD gave me an assignment which is to research about

the given properties so I quickly started with that as she needs the file by today so I worked on it until 11.50 am as I completed the assignment just in time due to which I will have to leave early today for my class in the university at 13.00 pm. When the time turns 12.00 pm, I saved and submitted the powerpoint presentation and got ready to leave for my class and that's the end of the day here.

Week 11

Day 51

Date: 11 October 2022

A dark rainy day to start with as I arrived here at 07.51 am. After getting ready with the computer, I got a new assignment which is to insert a property images given by the BD to the powerpoint presentation; but firstly, I will have to take all the pictures from LINE that the BD had sent it to me, save it in the google drive before saving it in the computer and lastly inserting it in the powerpoint presentation. I completed the work at 10.15 am. I took a 5 mins break before getting another 2 new assignments. 1 of the assignments was the same as the previous one, which is to insert the given images to the powerpoint presentation. For the other one, I have to fix some of the properties I have done in the competitors file so I began to work on this one before. I completed the competitors' assignment at 11.00 am, so I took a 10 mins break before starting the 3rd assignment of the day which is to insert the given property pictures to the powerpoint presentation just like the 1st assignment. When the time turns 12.00 pm, I went to have lunch before coming back at 13.00 pm to continue the work. I completed the assignment at 14.30 pm before receiving another property image to be put in the powerpoint presentation. I started the work after a 10 mins break. I completed the work at 16.30 pm, and after that I checked all the files again just to be sure before saving and submitting it. As the time turns 17.00, I pack my things and get ready to leave as it's the end of the day.

Week 11

Day 52

Date: 12 October 2022

Today I arrived just in time at 07.59 am, and started with the work. Today's assignment is the same as yesterday, which is to insert the given property images into a powerpoint presentation so I

started the work after getting the computer ready. However, before starting with today's assignment, I fixed some things from yesterday's assignment before starting the new assignment. I completed the fixing work at 09.00 am before starting with the new assignment. As there were lots of pictures compared to yesterday I finished the work at 11.00 am and took a 10 mins break before researching more about the properties which the BD had taken the images of. When the time turns 12.15 pm, I went to have lunch before coming back to continue with the research at 13.00 pm. After researching about the property for the rest of the day, the time turns 17.00 pm and it's the end of the day and since tomorrow is a public holiday, I will be here again on Friday afternoon (13.00 pm).

Week 11

Day 53

Date: 14 October 2022

After work at university in the morning, I arrived at the Banyan Tree office at 12.45 pm and went straight to the BD's office to greet her and talk about the upcoming work or assignments she wants me to do. After the discussion with the BD, I went to my table and waited for my next assignment to be updated in gmail. In the meantime, I researched more about one of the property owners as well as all the properties he owns as this is linked with my next assignment. At 13.45 pm, I got a new assignment which is to summarize a project into 2-3 slides of the powerpoint presentation so I started with the work right away. I completed the work at 16.00 pm before checking and submitting it to the BD. I continued with the research again at 16.10 pm as all my assignments were done. After 50 mins of research, the time turns to 17.00 pm so I went to the BD office to discuss the progress before leaving the office as it's the end of the day.

Week 12

Day 54

Date: 17 October 2022

A new week, and a new day as I arrived here at Banyan Tree Office at 07.53 am. I went up to the 12th floor where the office is located and sat at my table getting ready for work. I started the day by researching properties in well known provinces such as Bangkok, Pattaya, Phuket, Chiang Mai,

etc. At 09.22 am, the BD sent me a mail asking me to find out about the property owner and their details so I began researching about it right away. After 10 mins, I got all the details about the property owner including his name and his social media account so I replied back to the mail with the answer and continued searching more about the property and its owner. After getting more knowledge about it, I moved to research about properties in Ubon Ratchathani. As the time passed by, I kept on researching for properties until 12.00 am, before going to the BD office to discuss about today's work as I left the office at 12.05 am to the university for my class at 13.00 pm. and that's it for the day.

Week 12

Day 55

Date: 18 October 2022

Second working day of the week as I arrived here at 07.52 am and went to my table before getting ready with the computer. I started the day by researching for interesting properties in Ubon Ratchathani. There were few interesting properties as the province is not much of a tourist attraction place too. However, with the few properties I had shortlisted; I created a powerpoint presentation with those properties with its details. As the time passed by, it was 12.00 noon and also the time for lunch. I went to have lunch at around 12.20 pm while coming back to continue the work at 13.15 pm. After several hours of researching properties in Ubon Ratchathani, the time turns 17.00 and I have got 6-7 properties with all its details in my powerpoint presentation. I then went to the BD's office to discuss today's progress before the end of the day here.

Week 12

Day 56

Date: 19 October 2022

Today, I arrived at the Banyan Tree Office at 07.53 am and went to my table and got ready with the computer. I started the day by researching about the property owners as the BD wants me to get their contacts and more details. After several hours of researching about the owners' way of contacts and details, I found some of the owners' social media accounts and the company they owned. I went for lunch at 12.00 pm before coming back and discussing the work with the BD at 13.30 pm. I then got several new assignments, the first one was to find some of the surrounding attractions of one of the properties so I checked by google map the surroundings of the property.

After getting the attractions, I started with the second assignment. The second, third and fourth assignment is to insert the property images into the powerpoint presentation so I started with it right away. After working for a few hours, I completed all the assignments at 16.00 before taking a 10 mins break and started researching more about the property owners. As the time turns 17.00 pm, I packed up and got ready to leave as it was the end of the day.

Week 12

Day 57

Date: 20 October 2022

Today I arrived at the Banyan Tree Office just in time at 07.59 am, as after arriving I opened the computer and started researching works. As today's assignment is to research about the property owner, I started researching about them; their contacts, details, etc. After researching for several hours, I went to have lunch at 12.15 pm and returned to continue the research work at 13.10 pm. I got some details about the property owner so I had listed it down in the powerpoint presentation. At 15.30 pm, I got a new assignment which is to insert the given images into the powerpoint presentation so I started the work right away. After working until 17.00 pm, I completed the assignment and had submitted it before going to the BD's office to discuss the work and that's it for the day.

Week 12

Day 58

Date: 21 October 2022

Today I arrived at the office at 12.45 pm and started the work given right away. The first work was to find the details of the specific brands all over Thailand and create a powerpoint presentation of it. I completed the work at 13.45 pm and carried on with the 2nd assignment which is about researching the property nearby attractions. It took me around 30 mins to complete the work and with this, I took a 10 mins break before starting my 3rd assignment. The third assignment is about researching/finding the details of the given properties by the BD. I completed the assignment at 16.50 pm and double checked all of the assignment's today before submitting it to the BD. As the time turned 17.00 pm, I went to the BD office to discuss the progress and it's the end of the day.

Week 13

Day 59

Date: 25 October 2022

After a 3 day holiday, I arrived at the Banyan Tree Office at 07.52 am. I went up to the canteen first to drink water and get refreshed before coming back to my table to start working. My first work of the day is to research one of the properties with all the details such as location, number of rooms, size of the room, facilities, etc. I completed the work at 09.00 am. After the work, I started researching interesting properties in different places/provinces. As the time passed by, I went for lunch at 12.30 pm before coming back to continue the work at 13.20 pm. After several hours, I have found various interesting properties mostly in Kanchanaburi. As the time turns 17.00, I saved the work to continue tomorrow and went to the BD office to discuss it before the end of the day.

Week 13

Day 60

Date: 26 October 2022

Today I arrived just in time at 07.56 am, and went up to my table before getting ready with the computer. As soon as I started the computer, I got an assignment which is to research about the property owners detail and ways of contact as this is also the major part of the Business Development as they need the contact the owner to fix for a meeting and propose the idea of HMA and HFA of Banyan Tree Brands. After researching for several hours, I went to have lunch at around 12.30 pm and came back to continue the work at 13.20 pm. I note down all the small details I found as these small details can help me in my next work or in some way. As the time passed by, I went to the BD office to discuss the work progress and after I finished discussing the time it was 17.00 pm and it's the end of the day.

Week 13

Day 61

Date: 27 October 2022

A drizzling day to start with as I arrived here at Banyan Tree Executive Office at 07.50 am. I got ready with the computer before starting the work which is to find out and research more about the property owner as well as to find out more about the properties shortlisted. After hours of researching and finding out more details about the property owners, my supervisor or the BD had called me to her office as she will be having a meeting with all the Business Development and the Chairman of Banyan Tree. This will help me understand more about the job as well as experience

new things so I went to join the meeting at 11.30 am. The meeting was about 2 hours long and after experiencing the meeting, I went for lunch before coming back to my table at 13.45 pm and continuing the work I was working on. As the time passed by, it was 17.00 pm so I went to the BD office to discuss my work and after discussing it I packed my bags and it's the end of the day.

Week 13

Day 62

Date: 28 October 2022

A half day at the office today as I arrived here at 12.45 pm and started the work right away. Today's work is to research about the owner of the specific company as well as to research about other property's owner as well. This includes the team of those companies, ways of contact (owner), as well as the properties they owned as well as the future development. I started the work right away. As the time passed by, the clock turned 17.00 pm and I got lots of information about the company and the owner. I submitted the work to the BD before the end of the day here.

Week 14

Day 63

Date: 31 October 2022

The last day of the month as well as the halloween day festival as I arrived here at 07.53 am. As I got ready with the computer, I started researching about some of the hospitality groups as well as the properties to be the potential part of the Banyan Tree group by Hotel Franchise Agreement or Hotel Management Agreement. After researching for several hours, I have gained more knowledge regarding the hospitality groups as well as I have also found some of the interesting properties in which I have put all the necessary information in the powerpoint presentation and have saved it. Moreover, I will be leaving the office at 12.00 pm due to my class at the university at 13.00 pm. I went to the BD Office to discuss work before the end of the day here.

Week 14

Day 64

Date: 01 November 2022

Today marks 3 months of interning here at Banyan Tree Bangkok as a Business Development and with this, I am left with 1 month as an intern. I arrived here at 07.53 am and as soon as I reached

the office, I got to know that there will be a new member joining our room in Marketing position who will sit at my table as it used to be the marketing table before but as no one was here, I sat there temporary; so I will be moving just opposite of my old table. I set up my computer before starting the research work. Today's work will be about finding more about the property owner as this part is the most important part of the BD which is to find all the details about the owner such as contacts and properties in order for the Senior Business Development to propose to them an idea of HMA and HFA of Banyan Tree Brands. Moreover, today my university advisor will also visit my workplace to discuss things with my supervisor regarding my progress working here at 10.30 am. However before all of that, I started researching at 08.30 am. After researching for a while, my university advisor arrived in which I and my supervisor went to the lobby and went on to the club lounge to discuss the progress. After 1 hour of discussion, we separated and I went on to have lunch before coming back to continue my work at 13.00 pm. At 14.00, the BD had called me to join the meeting as the property owner and the Business Development team were discussing the potential proposal in which I will be getting some ideas on what are the things being discussed and much more. The meeting took almost 1 hour and so after the meeting, I came back to my table to continue the research work. As several hours passed by, the time turned to 17.00 pm and before packing my things, I went to the BD office to discuss the work and that's the end of the day.

Week 14

Day 65

Date: 02 November 2022

On the 2nd day of the month as I arrived here at 07.54 am, I started the day with the researching work as this is the main part of the Business Development Trainee to support the Senior Business Development. Firstly, I started by researching about the hospitality groups and its owners, followed by finding interesting properties and researching its details as well as its owner. After researching for several hours, I went to eat lunch at 12.15 pm and came back to continue the work at 13.00 pm. After working for the entire day after, the time turns 17.00 pm and I packed my bags as it's the end of the day.

Week 14

Day 66

Date: 03 November 2022

Today I arrived here at Banyan Tree Bangkok at 07.54 am and started doing my work straight away. My work remains the same, which is to research more about the properties with all of its details as well as the owner of the property with all the necessary details such as ways of contact, other properties owned and their background. After researching for the properties, the BD came to me and asked me to find out more about the hospitality groups in Thailand so I started that work right away. I found many of the groups, however, one of them looked very promising so I had taken down all its details and had inserted it in the powerpoint presentation. As the time was already 12.40 pm, I went to have lunch before coming back to continue the work at 13.30 pm. At 15.30 pm, I got a project which is to put all the information into the powerpoint presentation so I started working on it right away. I completed the assignment at 16.55 pm and went to the BD office to discuss the work before the end of the day.

Week 14

Day 67

Date: 04 November 2022

After university in the morning, I arrived at Banyan Tree Bangkok Executive Office at 12.40 pm and went to my table preparing the computer before going for lunch. After lunch, I came back to my table to start the work which is to research the hospitality groups and their owners as well as hotels owned therefore I started the work right away. In between the research, I got an assignment which is to find out details and information about the 2 given properties. I started with that and completed it an hour later at 16.30 pm. After submitting the work, I carried on with the research and as the time passed by, it was 17.00 pm in which I went to the BD office to discuss the work before the end of the day.

Week 15

Day 68

Date: 07 November 2022

Another week of interning here at Banyan Tree as I arrived here at 07.52 am. As soon as I set up the computer and got ready with everything else, I started researching more about the hospitality groups in Thailand by researching their information such as the owner, hotels/properties owned and way of contact. Since I will be leaving for my class at 12.00 pm, I started the work right away.

After several hours of researching about the hospitality groups, I found some interesting information about the groups in which I had passed on that information to the Business Development manager before realizing that the time was already 12.00 pm. Before leaving I went on to discuss some things about the work with the Business Development Manager and that's it for the day and I will be back here on Wednesday as I will be taking a leave tomorrow since it's a big Sikhism festival tomorrow.

Week 15

Day 69

Date: 09 November 2022

After a leave yesterday due to a Sikh festival, I arrived here at 07.55 am and started my work right away. The work is still the same, which is to find more details and information about the hospitality groups in Thailand and make a PowerPoint presentation regarding the work. However, some of the groups didn't have much information on the internet, which makes the work even harder and longer to find out. Nevertheless, I am a person who doesn't give up so easily so I will gather as much information as I can find and put all the details in the PowerPoint presentation. After researching for several hours, I went to have lunch at 12.30 pm and came back to continue the work at 13.15 pm. Today will also be a busy day for my supervisor as the owner of Banyan Tree Holdings (Mr. Ho Kwon Ping) will be coming here in Banyan Tree Bangkok and she will be having a meeting too. After the research in the second half of the day, the time turns 17.00 pm and I saved all the work progress before packing my bag as it's the end of the day.

Week 15

Day 70

Date: 10 November 2022

Today I arrived at Banyan Tree Bangkok at 07.55 am and got ready with the computer right away before starting the work. The work remains the same however, I have found one very interesting hospitality group in which I will be working today. Before starting the research, I went to discuss it with the BD manager about it and came back to start the work. After several hours of collecting information, the time turns 12.30 pm and I went to have lunch before coming back at 13.00 pm to continue the work. After completing the research for one hospitality group, I continued to search for another one and after a while of searching, I found one more interesting group and decided to

make a power presentation regarding the group including all the necessary details. As the time passed by to 17.00 pm, I went to the BD office to discuss about both the groups I have done today before submitting the work to her and that's it for the day.

Week 15

Day 71

Date: 11 November 2022

After a class in University during the morning, I arrived here at Banyan Tree Bangkok at 12.45 pm. I have received 3 projects to do today and during the holiday next week (14-18 Nov.) due to the APEC meeting. The first two projects are about finding information and details about the given properties and the third project is to find details or information about the 2nd tier provinces properties. With this I started the first work right away. After several hours of research and working on the first project, I completed it at 17.10 pm so then I saved and submitted the work to the BD manager. For the next 2 projects, I will be doing it next week at home during the holidays and this is it for today.

Week 16

Day 72

Date: 21 November 2022

After a week of work from home, I returned back to Banyan Tree Bangkok and arrived at 07.53 am. There are still works/projects pending so I will be working on that today which is about analyzing the competitors, inserting pictures into the powerpoint presentation, etc. At 08.30 am, I went to have an ATK Test as it has been mentioned that all trainees must take a test since it's a week long not working here. After coming back from the ATK testing, I returned back to work. I completed the first assignment at 09.45 am and quickly started with the second assignment. I completed the second assignment at 11.45 am and submitted both the projects via email as my supervisor/the BD manager won't be here for the entire week. As I submitted, the time turns 12.00 pm and that's it for the day as I will have to leave for my class at university.

Week 16

Day 73

Date: 22 November 2022

The second day of the week as I arrived here at Banyan Tree Bangkok at 08.02 am. First up, I started to continue the work I am left with which is to insert all the given pictures into the powerpoint presentation and the second assignment is to research all the branded hotels in the second tier province of Thailand. I started working on the first assignment, which is to insert images into the powerpoint presentation. I completed the work at 10.30 am before moving to the next assignment. At 12.30 pm, I went to have lunch before coming back at 13.30 pm to continue the work. After several hours of researching and working on the assignment, the time turns 17.00 pm in which I have saved the work to continue it tomorrow and packed my bags as it's the end of the day.

Week 16

Day 74

Date: 23 November 2022

With 1 week left of interning here, I arrived here at Banyan Tree Bangkok Executive office at 07.53 am, and started the unfinished work right away. The work was to research and find branded properties in the second tier provinces of Thailand. After several hours of researching and finding out about the properties, I went to have lunch at 12.20 pm and returned back to my table to continue the unfinished work at 13.00 pm. As the time passed to 17.00 pm, I am done with 40% of the work as the research project takes lots of time so with this I will be continuing the remaining work tomorrow as it's the end of the day here.

Week 16

Day 75

Date: 24 November 2022

Today I arrived here just in time at 08.00 am and went straight up to my table to continue the unfinished work. Firstly as usual, I started the day by checking emails and upon checking the email, I have received a new assignment to do which is to research about the property and its potential competitors. I started with this new assignment before the unfinished work from yesterday as this is more important and needs to be submitted as soon as possible. I completed the assignment at 11.30 am and took a few minutes break before starting with the unfinished work from yesterday. After working for another 50 mins, I went to have lunch at 12.40 pm before coming back at 13.20 pm to continue the work. As I worked and researched for the project assignment, the time turns 17.00 pm, and it's the end of the day.

Week 16

Day 76

Date: 25 November 2022

Today I arrived here at 12.53 pm and have received a new assignment to work on. It's about creating a proposal powerpoint presentation on the given property so I started working on it right away. The project took time as there were so many things to do and work on such as researching about the main attractions, potential competitors, the surroundings, insert images of the property in the powerpoint presentation and many more. I completed 70% of it as the time turns 17.00 pm and will continue the remaining 30% on Monday morning. This is it for day 76 of training here at Banyan Tree.

Week 17

Day 77

Date: 28 November 2022

The last week begins as my last day as a trainee is on 30th Nov 2022 (Wednesday), however; I arrived here at Banyan Tree Bangkok at 07.58 am and quickly started the work from Friday. The remaining 30% of the unfinished work was completed in 1 hour and I moved to my next assignment which is to research properties in 2nd tier provinces in Thailand. I completed it exactly at 11.50 am so then I went to the BD Manager office to discuss the assignment as well as the project before leaving from here at 12.00 pm to attend my class in University at 13.00 pm and that's it for the day.

Week 17

Day 78

Date: 29 November 2022

Today I arrived here at 07.53 am and went straight to the office to my table and as usual started the day by checking emails as all work will be sent via gmail. I have received a new assignment which is to find all the necessary information regarding the given property and with this I started the work right away. I completed the work just 30 mins after 08.30 am and was ready for my next assignment; however, in the meantime, I had researched about the hospitality groups in Thailand to find out if there are any interesting companies or groups. At 12.20 pm, I went for lunch before coming back at 13.00 pm. I continued with the research of the hospitality group after coming back from lunch. After researching for several hours, the time turned 16.45 pm, and I went to get ready

as all trainees completing their internship this month will have a meeting with the General Manager of Banyan Tree Bangkok as well as there will be certificate awarding ceremony too. This therefore concludes day 78 of interning here at Banyan Tree.

Week 17

Day 79

Date: 30 November 2022

Four months after working/training here at this wonderful hotel Banyan Tree Bangkok, it has come to an end as today will be my last day as an intern working here. On the other hand, I arrived here at 07.53 am, and started the day by checking my mails. There is no work assigned therefore I worked on researching the hospitality group of Thailand. I found one interesting group in which I started making a powerpoint presentation about the group with all the necessary information for the Business Development Manager. As the time turned 12.20 pm, I went for lunch before coming back at 13.00 pm to continue the work. I completed the work at 16.30 pm and went to the BD office to discuss it. We also discussed a few things about the four months training here and as the time passed it turned 17.00 pm which is also the end of my training period here at Banyan Tree Bangkok and this also concludes my last day here.