

## ABSTRACT

AN EFFECTIVE INTERNAL COMMUNICATION OF SHARING  
INFORMATION: CASE STUDY IN SALES AND MARKETING DEPARTMENT  
COMMUNICATE WITH OTHER DEPARTMENTS  
CONRAD BANGKOK

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In hotel business, there is a fierce competition. To maximize satisfaction and attraction of customer, hotel business has to plan a good and competitive strategy. A good and competitive strategy that has ability to win the market, it is essential to adjust and solve the current problem. Moreover, this strategy must change the weakness to be strength. The internal communication is one of the important components in every business. There are many journals, articles, and academic literatures that show the supportive side for this statement. The effective internal communication is positively impact to the hotel's performance and service which is also positively affects to customer's satisfaction in the end. At Conrad, the internal communication is always their weakness, especially internal communication of sharing information. To investigate the root of the problems and find the way for

improvement would definitely plays a significant role for hotel's benefit in both internal and external aspects. This Business Improvement Project tries to find the answer for that investigation by many methods; case study and in-depth interview. This leads the problem statement, research question, findings and analysis and improvement.