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SAVOUR TWICE THE FLAVOUR: Our fascination with BOGO offers

Do you like Buy One Get One offers in buffets? If your answer ranges from an enthusiastic "Yes!" to a mellowed down "Sure, why not?" you would not be alone. Over the past few years, buy one get one (BOGO) deals were all the rage, particularly at some of Bangladesh's most upscale hotels' restaurants. But, aside from the obvious thrill of getting two or more items for the price of one, what else goes on around this trend of restaurants' BOGO deals?

Let's find out!
Due of their versatility, varied options, and unlimited portions of food at reasonable costs, buffets remain among the top options for Bangladeshi customers for an indulgent meal. On the other hand, Bangladeshi people also love buy one get one promotions, as they represent such a great deal for most. If you mix these two elements in a very nice setting such as a 5-star hotel, you will have successfully struck the sweet spot for customers!

The idea of getting a meal with an abundance of choices to feast on at no extra cost encourages customers to check out these BOGO deals. Whether it is a private celebration like a birthday or an anniversary, or a public occasion like Falgun or New Year's Eve, people love to celebrate by treating themselves to a unique and upscale meal at a discounted price once in a while.

"I like BOGO offers because in 5-star hotel buffets, you get to explore multiple cuisines under one roof with friends or family. Moreover, although BOGO deals are usually buy one get one, sometimes there are also options for buy one get two and even buy one get three, which I love to explore," expressed 24-year-old foodie, Nuhat Islam.

Typically, customers of certain banks in Bangladesh who possess platinum, gold, or other types of cards are eligible for these buy one get one deals. Several of these banks partner up with 5-star hotels all year long to promote exclusive buy one get one deals.

To shed some light on this, Syeda Faica Fareca, Marketing Communications Manager at The Westin Dhaka, said, "We do these offers always in partnership with banks where we get a large and enthusiastic customer base. One recent example was our New Year buy one get two offer."

In an effort to offer further insight on this, H.M Mostafizur Rahaman, Senior Vice President and Head of the Retail Business Division at Dhaka Bank Limited, said, "All of our clients including debit card holders get BOGO offers. But, the place of the BOGO offer ultimately depends on the cardholder's preferences and the product variety we have to offer."



Additionally, speaking more about their customers' usage of the BOGO offer, Fareca added, "Oftentimes, we get a lot of business gatherings. If they have 5-6 cards with them on which we are giving the offers, they can easily get the buffet for their large group of people with the BOGO. This way, they are also able to build a good rapport with their business associates in a fine establishment, which everyone appreciates. So, I think it benefits a wide range of people."

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UNLEASHING HERITAGES OF BANGLADESH

BGMEA taking traditions onto global stage

BGMEA has been actively working to promote Khadi, Jamdani, Muslin, Monipuri, Silk and other local heritage materials and motifs including rickshaw paint, in the global fashion market. We developed collections of bridalwear made of Jamdani, and fusion of Muslin and Denim. Utilising our centuries-old local heritage, we aim to connect the amazing artisans and craftspeople of Bangladesh with global fashion enthusiasts.



Bangladesh Garment Manufacturers & Exporters Association

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