

The Daily Star
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FEAR OR FAVOUR

LIFESTYLE DIARIES

SEGMENT 4

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Savour twice the flavour: Our fascination with BOGO offers

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There seem to be more interesting takes on the customer base.

Ramadan Abdullah, who loves cooking and experimenting with various cuisines in his idle time at home, expressed, "My observation is that BOGO offers really attract couples as fine dining like 5-star hotels are a coveted place for dates. I guess you could say it rings true to the fact that BOGO offers are essentially for two people."

Moreover, Dewan Farhana Masuk Era, Assistant Manager, PR & Communication, Sales and Marketing at Dhaka Regency, said, "Due to our close proximity to the airport, we receive quite a lot of foreigners who enjoy dining with BOGO offers in our restaurant. And of course, since we have arrangements

for candlelight dinner in some of our BOGO offers, young couples avail it."

The month of Ramadan usually sees the maximum usage and availing of the BOGO offers at 5-star hotels than any other occasion.

Mostafizur Rahman elaborated on the matter, saying, "During Ramadan, our BOGO transactions are the highest. People do lots of iftar parties in fine-dining establishments and therefore, search eagerly for good BOGO offers with our cards. After that, Eid days are usually the next in line for BOGO popularity."

If BOGO offers are not enough, people can also get more discounts on some special occasions at 5-star hotels! Regarding this, Era



enthusiastically remarked, "See, we continue to have BOGO offers throughout the year, right? But, some occasions just call for a special treat."

A lot of the innovative, high-end delicacies that you will not find at your neighbourhood buffets are featured at these 5-star hotels' BOGO buffets. Interestingly, while the variety is certainly appealing and somewhat very Instagram-worthy, it is not the only thing that makes a BOGO buffet stand out. There seems to be a strong emphasis on customer service as well. Keeping the quality consistent so that every diner gets the same high-quality meal requires the cooks to be

extremely hands-on.

"A good buffet at a renowned hotel like ours create value for customers. So, we continually have to focus on ensuring that we satisfy their taste buds. Combined with BOGO, good quality food and service makes customers feel privileged and special, which is the ultimate goal as it gives us a distinct edge," conveyed Era.

In addition, the impact that social media has on luxury hotels and the offers they give is not all that surprising when you consider the shift in trends that it has brought about in how individuals, particularly Generation Z, get information about special offers.

Buffets have swiftly become a staple in Bengali cuisine. With a love of fine food and grandeur, people often choose BOGO offers at buffet restaurants. It is perfect for get-togethers with loved ones or a casual evening out with friends due to the wide selection of cuisine and reasonable costs.

So, if you are a food enthusiast in search of an exceptional dining experience,



get your special cards out or browse through websites to see which BOGO offer you can avail for your next buffet!

By Samayla Mahjabin Koishy
Photo: IS Archive/ Sazzad Ibne Sayed

WHY GO ABROAD?



LINEAR ACCELERATOR-VERSA HD

Cancer Treatment Scenario in Bangladesh

Cancer is the 2nd leading cause of death in Bangladesh. As per a recent World Health Organisation (WHO) report, there are around 1.5 million cancer patients in Bangladesh with 150,000 dying each year. Experts say that there has been some visible progress in cancer treatment in Bangladesh over the past decades, but the country still lacks a national cancer control strategy, action plan and programme. Some private hospitals are offering treatment, and Evercare Cancer Care Centre is one of the best comprehensive centres among them.

Evercare Centre of Excellence for Cancer Care

The Centre provides consultations by Radiation & Clinical Oncologists, Medical Oncologists and Surgical Oncologists. Treatment for adult and paediatric cancer patients are provided through Radiation Therapy, Chemotherapy, Cancer Surgeries, ICU Care, Immunotherapy, Biotherapy, Supportive Therapy and Palliative Care.

Radiation Oncology Services

- 3-Dimensional Conformal Radiotherapy (3D CRT)
- Intensity Modulated Radiotherapy (IMRT)
- Image-Guided Radiotherapy (IGRT)
- Volumetric Modulated Arc Therapy (VMAT)
- Stereotactic Radiosurgery (SRS)
- Stereotactic Body Radiotherapy (SBRT)
- Stereotactic Radiotherapy (SRT)
- Total Body Irradiation (TBI)
- Brachytherapy

Medical Oncology Services

- Outdoor & indoor based patient management and counselling
- Daycare & indoor based chemotherapy
- Supportive and symptomatic care

Surgical Oncology (Onco Surgery) Services

- Head & neck cancer surgeries with reconstruction
- Organ-preserving surgery for breast cancer & other cancers
- Oesophagus & lung cancer surgery
- Surgeries for stomach, large intestine & rectal cancer
- Hepatobiliary & pancreatic cancer surgery
- Surgeries for uterus, ovaries & cervical cancer
- Surgeries for kidney, ureter, urinary bladder & soft tissue sarcoma cancer

Pain and Palliative Care Services

- Radiotherapy
- Pain medications in indoor facility

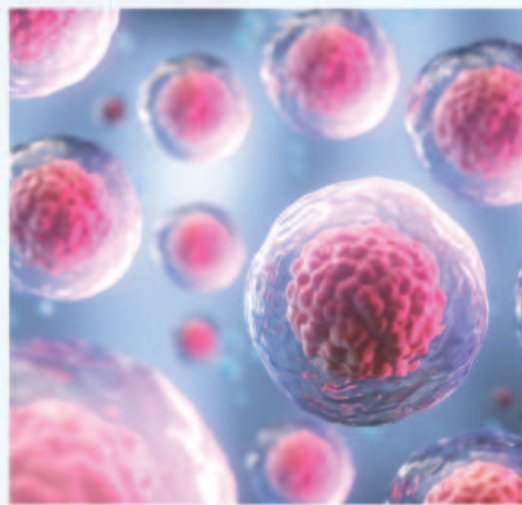
Infrastructure

State-of-the-Art Technology

- High-end fully loaded LINEAR ACCELERATOR - VERSA HD Signature model with six-dimensional rotation
- HEXAPOD couch
- Ultramodern HDR Brachytherapy unit FLEXITRON
- PET-CT machine

BONE MARROW TRANSPLANT

With a dedicated BMT unit and a leukaemia unit, Evercare Hospital Dhaka is fully equipped to tackle different kinds of leukaemia using autologous and allogeneic BMT with full match and half match (Haplo). Furthermore, we have a stem cell processing lab; a Cryopreservation facility; an outpatient and inpatient procedure facility; an in-house molecular diagnostic facility that provides fast and accurate diagnosis; BMT beds with central oxygen supply, HEPA Filter and a system for reverse osmosis water purification. We have a molecular lab that uses state-of-the-art technology of Flow Cytometry to diagnose the specific type of cancer. Services like subtyping, FLAER-based PNH, immune-histochemistry and PET-scan are available to make a quick and correct assessment of the patient's condition.



Early diagnosis and planning of BMT procedures are crucial to the treatment of leukaemia. Therefore, top-notch treatment planning tests like MRD and IHC tests are used to monitor the effectiveness of the treatment and adapt for necessary changes.

OUR TEAM OF EXPERTS



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