

**A STUDY ON
THE PAN PACIFIC HOTEL KUALA LUMPUR
AS A LEADING HOTEL IN KUALA LUMPUR**

by

**AZIDA MOHAMED BURHAN
ADVANCED DIPLOMA IN BUSINESS STUDIES
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EXECUTIVE SUMMARY

The Pan Pacific Hotel Kuala Lumpur (PPHKL) implements its marketing system effectively in order to accomplish its sales target. Since it is an international chain hotel, the PPHKL ensures that its promotional efforts receive world-wide recognition. Personal selling is the most effective way to inform the clients about the hotel. The sales team is trained to cover major accounts both in the local and international markets.

The PPHKL has to compete with many other leading hotels in Kuala Lumpur. Therefore, it needs to plan strategies to improve support from its clients. Comparisons were made in terms of services offered with other 5-star hotels so that adjustment can be adopted to enhance its operations in getting more sales. In terms of pricing, the PPHKL is flexible with its room rates.

Its top most principle is the gracious services on its guests, who are mainly the business people from overseas. It is the policy to entertain and satisfy the guests to maintain good relationships with them. The image of the hotel is portrayed in line with the quality of services rendered.

The hotel has never neglected its employees in the process to achieve the goals because they play major roles in the progressiveness of its operations. However, some of them

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1.1 INTRODUCTION

Visit Malaysia Year 1990, followed by visit Asean Year 1992, had proven that the trends of travel industry are improving. In 1991, Malaysia experienced an increase in foreign visitor arrivals of between 6.5 - 7.3 million¹. This implies an increase in the demand for hotels within the country. As a result, many new hotels were established while the existing ones strengthen their services by offering improved qualities in order to meet these new demands.

This potential in tourism industry is exploited by the Malaysian government through the relaunching of the Revisit Malaysia Year for 1994 which is expected to directly help hoteliers in their business.

To accomodate the large number of foreign visitors coming to Malaysia, Malaysian Airline (MAS) has increased its international routes to other parts of the world namely China and Taiwan.

Besides that, Malaysia is also being chosen to be the venue for many International Conventions and Exhibitions². Therefore, more hotel rooms are needed.

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1. "The Marketing Plan 1991". The Pan Pacific Hotel Kuala Lumpur, pg. 3.
 2. Ibid.

The demand for the hotel industry is very high and it is hoped that by the year 2020, the hotel sector would become an important asset to the development of Malaysia in terms of profit.

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