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BACHELOR OF BUSINESS ADMINISTRATION (HONS.)

INTERNATIONAL BUSINESS

**INDUSTRIAL TRAINING REPORT (MGT 666): SWOT ANALYSIS OF JANDA
BAIK FERNS RESORT SDN. BHD**



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EXECUTIVE SUMMARY

This report encapsulates the internship undertaking at Fifty4Ferns Resort and forms part of the requirement towards the award of a Bachelor of Business Administration with Honours in International Business. This work experience placement is specifically tailored to link concepts within the classroom into practical applications within the hospitality industry, based on areas of operations, marketing, and administration. The report summarizes the key results, activities completed, and lessons learned for the period from August 2024 to January 2025.

Fifty4Ferns Resort is an eco-resort luxury resort that is located at Janda Baik, Pahang, the most famous holiday destination for those who appreciate special hospitality services with excellent accommodations combined with beautiful nature surroundings. Its distinctive features have made it one of the best destinations for business meetings. The committed staff and multi-talented made it possible to offer experiences to visitors at the highest standards.

It consisted of an internship where there were a variety of responsibilities in different activities: marketing campaigns, organizing events, administrative support, and customer service. Other highlights included arranging staff interviews, assisting in financial procedures, maintaining guest relations, and participating in promotional events such as the Tourism and Halal Food Expo. The experiences enhanced communication, organization, problem-solving, and flexibility.

Under the SWOT analysis, the opportunities for Fifty4Ferns to strengthen its position were collaboration with local businesses, the engagement of influencers in online marketing, and visitor experiences. In parallel, the shortcomings like pricing and road conditions had been proposed to be resolved by loyalty programs, advertisement strategies targeting, and infrastructural development.

This report concludes by highlighting how the internship was transformative and offered invaluable insights into professional development and hospitality operations. The suggestions made are intended to help Fifty4Ferns Resort stay competitive, improve visitor satisfaction, and achieve long-term sustainability.

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