



UNIVERSITI  
TEKNOLOGI  
MARA

Cawangan Melaka  
Kampus Bandaraya Melaka

**FACULTY OF BUSINESS AND MANAGEMENT**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS.)**

**INTERNATIONAL BUSINESS**

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

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**PREPARED BY:**

NAME	MATRIC ID
MASYITAH ELLYSA BINTI MAZLAN	2022879986

**CLASS:**

M1BA2466C

**PREPARED FOR:**

MADAM NURUL AZRIN BINTI ARIFFIN

**DATE OF SUBMISSION**

5 FEBRUARY 2025

## SURAT KEBENARAN

Tarikh : 7/1/2015

Kepada : NURUL AZRIN BINTI ARIFFIN

**Penyelaras Latihan Praktikal**

Fakulti Pengurusan Perniagaan  
UiTM Kampus Bandaraya Melaka  
110 Off Jalan Hang Tuah  
75300 Melaka

No Tel : 06-285 7119 / 7190 / 7196

Email : praktikalfppmelaka@uitm.edu.my

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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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## **ACKNOWLEDGEMENT**

Above all else I am incredibly grateful to Allah SWT for giving me the strength, health, and determination needed to complete my internship (MGT 666) at Fifty4Ferns Resort. This report would not have been possible without my guidance and encouragement. Help from people I trust And I am truly grateful. This reporting success makes me happy. I would like to thank my advisor Madam Nurul Azrin Binti Ariffin from MARA University of Technology (UiTM) Bandaraya Melaka Campus for her willingness to help and educate me while I was writing this report. Every advice and insight provided was incredibly helpful. And I sincerely thank you.

Not to mention I would like to thank my wonderful family who have always supported and inspired me to learn and achieve my future goals. I would not have made it this far without the support of my family who still believed in my abilities as a business management student. I am grateful to everyone who gave me advice and inspiration and helped me complete my work. Especially classmates who are studying this topic together and sharing our knowledge so that everyone can learn more. May this internship benefit us all and may we always remain hopeful.

Next, my sincere thanks to Fifty4Ferns Resort for giving me the opportunity to train in such a prestigious institution. The practical experience and invaluable insights I gained while working here greatly helped my professional and personal development. Special thanks to my boss, Puan Noreen, and the management team at Fifty4Ferns Resort for their guidance, encouragement, and belief in my abilities throughout. Their advice inspires me to excel in everything.



## 1.0 STUDENT'S PROFILE


<div>MASYITAH ELLYSA</div> <div>BINTI MAZLAN</div>		
<div>PROFILE</div> <p>Motivated and results-driven Bachelor of Business Administration (Hons) International Business graduate seeking a new experience to face throughout the internship. Ready and willing to learn new knowledge to further improve the quality of oneself as an efficient worker. Offers a strong drive to ensure each assigned task can be completed well with a proven ability to drive efficiency, and collaborate in cross-functional teams.</p>		
<div>SKILLS</div> <ul style="list-style-type: none"><li>• Microsoft Office</li><li>• Microsoft Excel</li><li>• Microsoft Powerpoint</li><li>• Canva</li><li>• Strong interpersonal skills</li><li>• Proactive and self-motivated</li><li>• Teamwork</li></ul>		<div>LANGUAGE</div> <ul style="list-style-type: none"><li>• Bahasa Malaysia (Fluent)</li><li>• English (Moderate)</li><li>-Listening (Good)</li><li>-Writing (Good)</li><li>-Speaking (Good)</li><li>-MUET: Band 4</li></ul>
<div>EXPERIENCES</div> <div><div>Path to Personal Growth Together 2024</div><div>Secretary</div><ul style="list-style-type: none"><li>• Developed and implemented a streamlined process for preparing paperwork and program application forms.</li><li>• Developed and implemented a standardized reporting framework, resulting in improved visibility of key performance.</li></ul></div> <div><div>Academic Trip to Padang, Indonesia 2024</div><div>Gift and souvenir bureau</div><ul style="list-style-type: none"><li>• Order plaques to be given to parties involved in Corporate social responsibility (CSR) programs such as Universitas Negeri Padang.</li><li>• Ensure that the winners' prize-giving event proceeds without an issue.</li></ul></div> <div><div>From Vision To Victory: Navigating The Strategic Landscape 2024</div><div>Comitee Member (Emcee)</div><ul style="list-style-type: none"><li>• Assisted project managers in planning and executing project, ensuring adherence to project timelines and deliverables.</li><li>• Ensuring the project runs smoothly and preparing the text of the event.</li></ul></div>		
<div>EDUCATION &amp; CERTIFICATIONS</div> <div><div>Bachelor of Business Administration (Hons)</div><div>International Business</div><div>Universiti Teknologi MARA Bandaraya Melaka Campus- (2022-Present)</div><div>CGPA: 3.60</div></div> <div><div>Diploma in Business Studies</div><div>Unifield International College, Negeri Sembilan- (2019-2022)</div><div>CGPA:3.72</div></div>	<div>EXTRACURRICULAR ACTIVITIES</div> <div><div>Certificate of Appraisal for PROGRAMME 'DIDIK'.</div><div>Certificate of honor</div></div> <div><div>Dean's Award for three semesters</div><div>Achievement certificate</div></div>	
	<div>REFERENCE</div> <div><div>Encik Muhammad Isham Bin Abiddin</div><div>(Lecturer of Universiti Teknologi MARA Bandaraya Melaka Campus)</div></div>	

Figure 1: Student's resume

## 2.0 COMPANY'S PROFILE

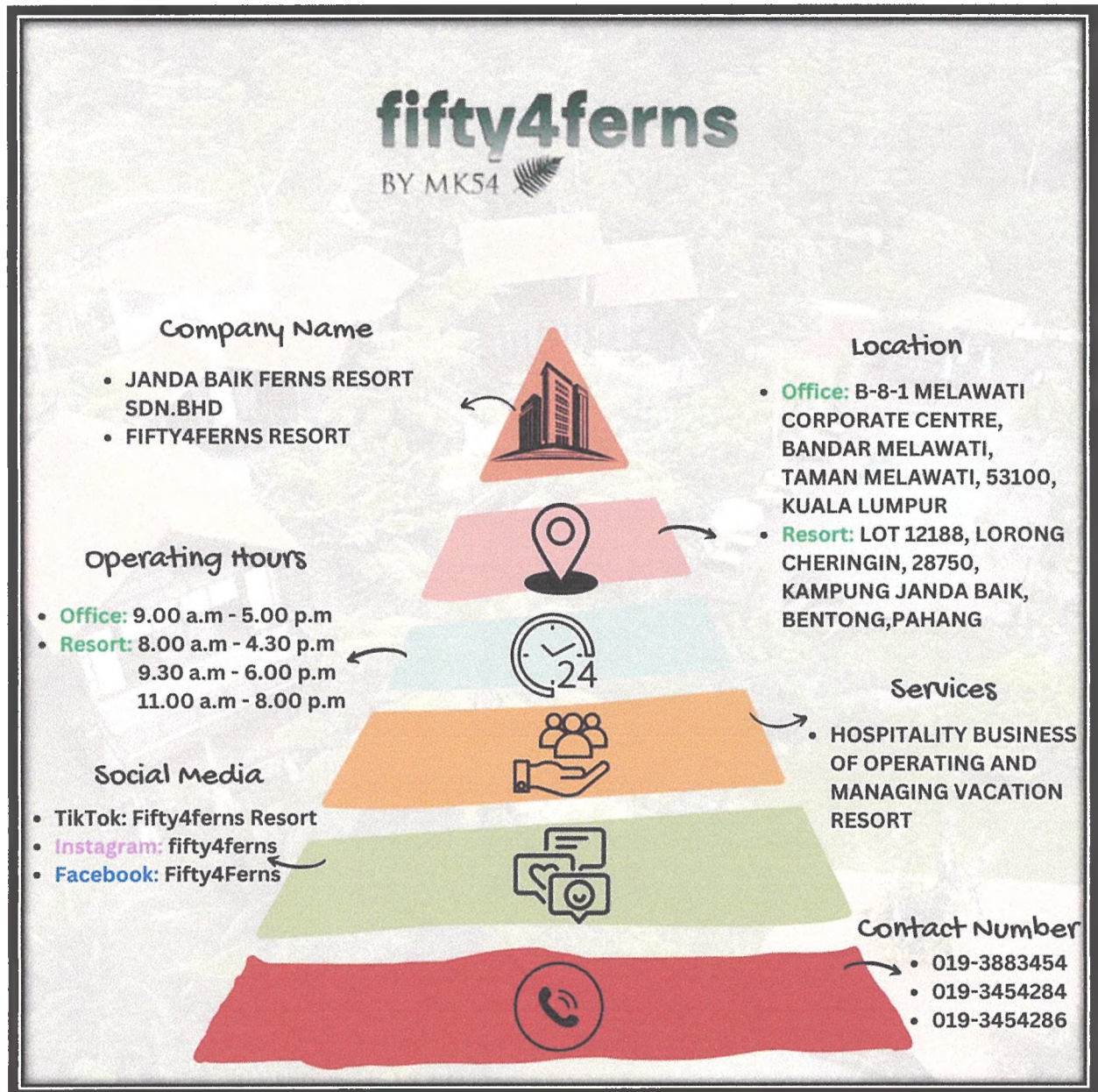


Figure 2: Company's information

## 2.1 VISION, MISSION, CORE VALUES, OBJECTIVE

### 2.1.1 VISSION OF THE COMPANY

**In possession of loyal customers that make Fifty4Ferns Resort the preferred choice.** The goal of this vision is to build enduring relationships with its visitors by providing them with outstanding experiences that encourage trust and loyalty. Create a devoted following of customers who will not only come back for more visits but will also spread the word about the resort by telling others about their wonderful experiences. This vision highlights Fifty4Ferns Resort's dedication to continuously surpassing visitors' expectations and establishing a standard for excellence in the hospitality sector.

### 2.1.2 MISSION OF THE COMPANY

**To make Fifty4Ferns Resort the best resort ever in Janda Baik.** Fifty4Ferns Resort is committed to providing outstanding hospitality and making a lasting impression on visitors in order to become the greatest resort in Janda Baik. Setting the greatest standards for service, comfort, and sustainability, the resort combines lavish accommodation with the natural beauty of its surrounds. Fifty4Ferns wants to surpass expectations and become the area's premier destination for adventure and leisure by being creative and meticulous.

### 2.1.3 CORE VALUE OF THE COMPANY

The core values symbolize everything the Fifty4Ferns Resort stands for. **K.H.A.M.I.L.** is the acronym that represents these values. **Kebersihan (cleanliness)** is a priority they work hard to maintain an environment that is pristine and inviting. **Kehormatan (respect)** to promote respect between guests and staff. **Kejujuran (honesty)** to guarantee the staff is honest, and they make sure to uphold integrity in all their interactions. **Keselamatan (Safety)**, giving its guests a sense of security. **Keharmonian (Harmony)** to create a harmonious atmosphere between the resort and its guests. Finally, **Love** is its operating principle, showing concern and commitment to visitors, staff and the community. These principles work together to make Fifty4Ferns Resort both provide excellent service and build long-lasting ties.

#### **2.1.4 OBJECTIVE OF THE COMPANY**

- **Promote Relaxation and Well-being**

Providing excellent lodging and peaceful surroundings to give each visitor a restorative experience.

- **Deliver Exceptional Hospitality**

Providing individualised and attentive services to each visitor to provide a memorable and pleasurable stay.

- **Sustain and Celebrate Nature**

Devoted to ecological sustainability, as implied by its name. It makes an effort to preserve and improve its natural environment.

- **Host Memorable Events**

Offering gorgeous locations and expert event planning services to guarantee a distinctive and flawlessly accomplished event such as weddings, corporate retreats, and other gatherings.



## 2.2 FIFTY4FERNS RESORT BACKGROUND



*Figure 3: Fifty4Ferns Resort's founder*



*Figure 4: Three main resort enclaves*

Fifty4Ferns Resort in Janda Baik, Pahang, Malaysia, is a hidden gem for a holiday because this resort promises relaxation to guests who come to stay and the resort landscape is very famous for its natural beauty. The resort is only an hour away from Kuala Lumpur and offers a peaceful vacation experience with luxurious holiday sets surrounded by natural nature. The altitude at Fifty4Ferns Resort is 700 meters above sea level. This resort is surrounded by stunning forest reserves with thick tropical rainforest trees, shrubs, undergrowth, and greenery surrounding the slopes of the Titiwangsa range. It is situated in a valley that borders the Ulu Tampit streams. Thus, Fifty4Ferns Resort is endowed with a variety of amiable birds, animals, and fish, as well as cool and pure mountain air, a diverse array of wildlife, and ice-cold stream water.

The area of this resort is estimated to be approximately 7 acres of land and started operating on 1 January 2016 so it has been in the market for almost 8 years. The founder of Fifty4Ferns Resort is Tan Sri Dato' Sri Haji Mohd Khamil bin Jamil, he was the former chairman of DRB-Hicom from 2016 to 2018 but recently, he was appointed as the Chairman of Universiti Teknologi MARA (UiTM) for a three-year term, which will begin on November 4, 2024, and end on November 3, 2027. This resort was originally his family's vacation retreat, but because of its advantageous position, it turned into Fifty4Ferns Resort. He was sure that the resort would succeed and provide an acceptable return on investment, so he made the decision to enter the business hospitality industry. There were just 12 room units at the Fifty4Ferns resort when it first opened, but now there are 23.

Fifty4Ferns Resort consists of three main enclaves within the ambience of a fair undulating hill slopes and the valleys. Fifty4Ferns Resort consists of three main enclaves

within the ambience of a fair undulating hill slopes and the valleys. First is the Ferns Hamlet, consist of 13 chalets wooden houses with modern facilities along the banks of Sungai Ulu Tampit, and a large fish pond surrounded by naturally landscaped greens. The Ferns Orchard is the second. offers five elegantly constructed A-cabins encircled by fruit trees such as pulasan, rambutan, durian, and mangosteen, which give you a sense of "camping" and adventure while guaranteeing your comfort and protection. The final one, Ferns Estate, offers you six fantastic hillside vacation homes, each uniquely created along the foothills, giving you a panoramic and captivating view of the main range and the hills.



*Figure 5: Views for Each Enclave*



## 2.3 LOGO

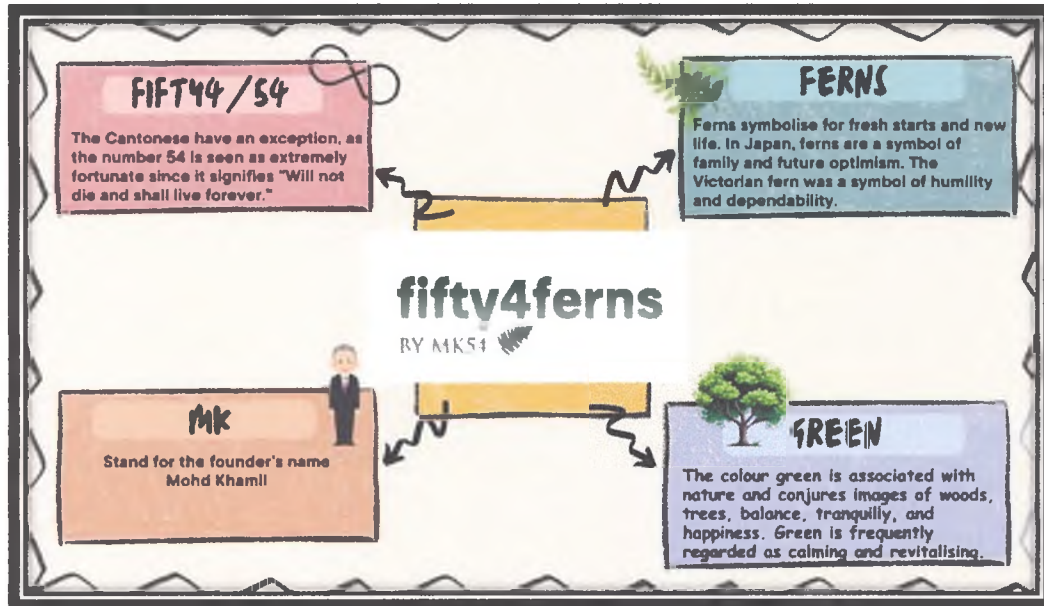


Figure 6: Logo explanation

## 2.4 ORGANIZATIONAL STRUCTURE



Figure 7: Company's Organization Chart

## 2.5 PRODUCT/SERVICES OFFERED

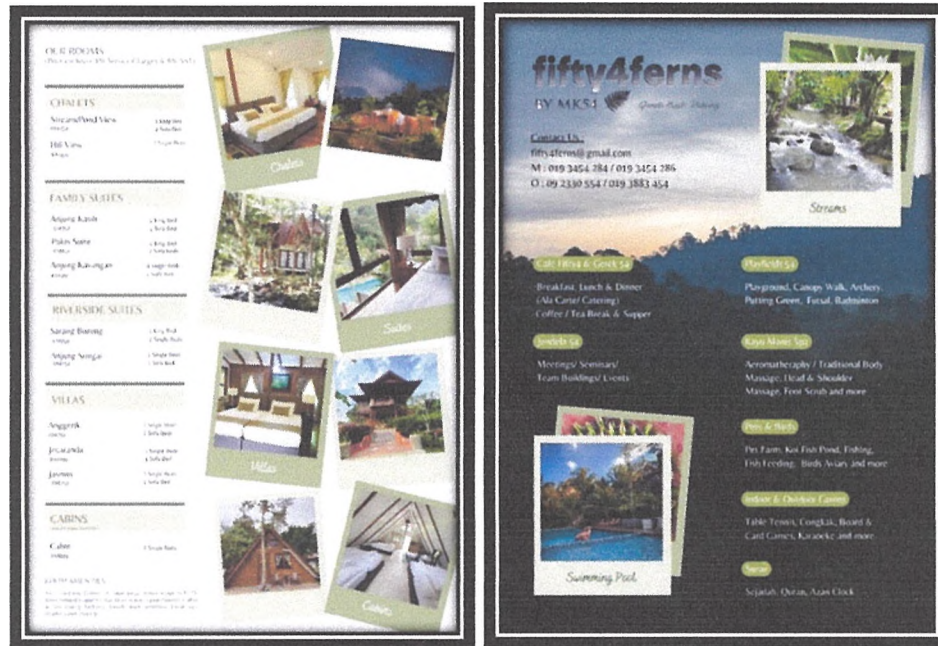


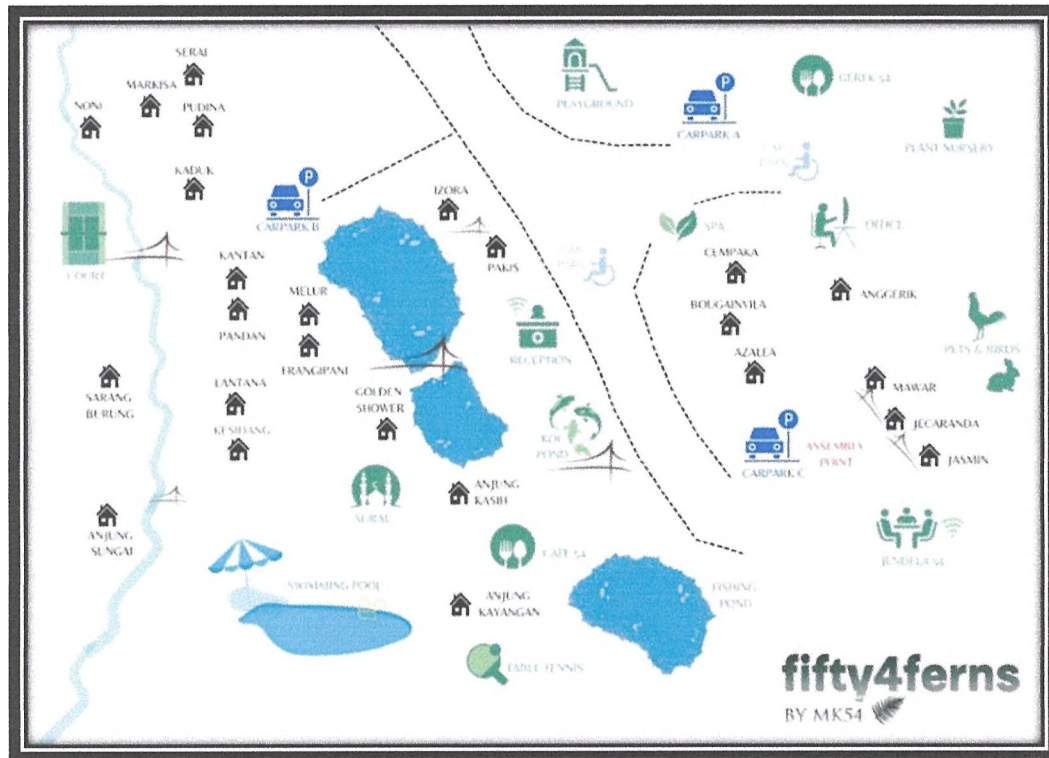
Figure 8: Rooms Rate at Fifty4Ferns Resort

Fifty4Ferns Resort has 5 types of rooms. **Chalet rooms**, which are ideal for small families, range in price from RM 417.6 to RM 522.00 and can accommodate three people or two adults and two children. The second is a **family suite** that can sleep four or six people and costs between RM 696.00 and RM 1136.80. It is ideal for large families. The next option is a **riverside suite**, which is ideal for people who enjoy the river and can sleep four people. It costs between RM 696.00 and RM 986.00. Following that is a **villa** that can house three to six people and ranges in price from RM 696 to RM 1136.80. It is ideal for people who enjoy the view of the hills. Last but not least, the **cabin**, which costs between RM 742.40 and RM 928.00 and can sleep 6 to 7 people, is ideal for people who like a camping experience. Only rooms in unit cabins have toilets outside the room and have to be shared. If the room is ready, guests may check in earlier than the 3:00 p.m. check-in time. When the guest checks out at 12:00 p.m., they will hand over their room key to the reception desk.

To ensure the comfort of every guest, the resort provides a range of lodging options, such as family suites, premium villas, and regular rooms. The selection of food dishes is fairly varied, especially during breakfast. There is a section of local cuisine (nasi lemak, kuih, fried noodles, lontong, and mihoon soup) and western cuisine (cereals, toast bread, fried chicken, and baked beans) because breakfast is served buffet style, so it is best to eat it in a café. Breakfast is included in the accommodation rate and is served from 7.30 to 10 a.m. Lunch is served from 12.00 p.m. to 2.00 p.m. and dinner is served from 6.00 p.m. to 9.30



p.m. These two mealtime moments are ala carte, meaning the cost is distinct from the accommodation rate. Guests can place direct orders for food at the café or via the room intercom. Guests are not allowed to bring alcoholic beverages into the resort, and the resort will take necessary action if any guests are found to be in violation of this rule.



*Figure 9: Fifty4Ferns Resort's Map*

Guests can enjoy a range of recreational facilities, such as swimming pools, table tennis, futsal, archery, badminton, netball, carrom, congkak, card games, playground, canopy walk and fish feeding. There is also a spa, but guests need to inform the booking in advance because the staff want to check slot availability with the therapist. For adventure enthusiasts, the resort provides activities like ATV rides, and guided nature walks. The resort is also equipped to host weddings, corporate retreats, and other events. Fishing is the only paid activity offered. Two fishing rods and one fish bait are included in this set, which costs RM 30. However only fishing and canopy walk have limited time slots available, which are 9 a.m.-11 a.m. and 3. p.m. -5 p.m. guests must inform staff first to participate in these two activities so staff can prepare things like fish bait and harness. With all these facilities no wonder Fifty4Ferns Resort is the best destination for relaxation, adventure, and celebration. For more information and bookings, visitors can check the resort's official social media or contact directly via phone or email.

TYPE OF ROOM	NAME OF ROOM
Chalet	Golden shower, Frangipani, Melur, Kantan, Pandan, Lantana, Kesidang, Izora, Bougainvila, Azalea
Family suite	Pakis, Anjung Kasih, Anjung Kayangan
Riverside suite	Sarang Burung, Anjung Sungai
Villa	Anggerik, Jasmin, Jacaranda
Cabin	Kaduk, Pudina, Serai, Markisa, Noni

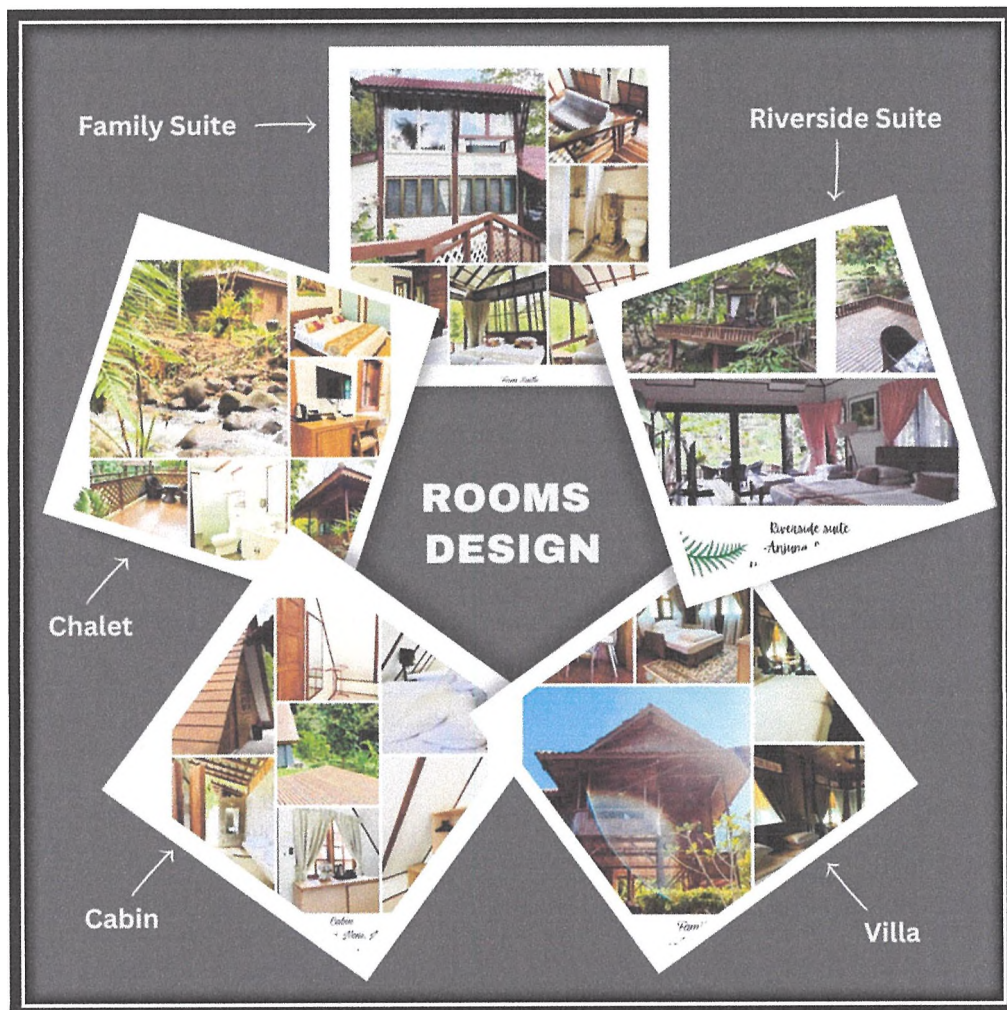


Figure 10: Fifty4Ferns Resort's Room Design

### 3.0 TRAINING'S REFLECTION



DURATION	12/08/2024 - 24/01/2025
TIME	9 a.m - 5 p.m
WORKING DAYS	MONDAY - SATURDAY
ALLOWANCE	RM 800.00

*Figure 11: Internship Information*

My internship at Fifty4Ferns Resort, as an assistant operations manager which was went on from **12<sup>th</sup> August 2024 to 24<sup>th</sup> January 2025**, has been a profoundly fulfilling and beneficial event. For six months, this position gave me the chance to learn about and experience personally how a hospitality office runs on a daily basis. There are various difficult and easy situations that I have to face during the six months of internship but mostly what I learned at university can be applied in the tasks given by my supervisor so the understanding of the work is much clearer. Every challenge I encounter will be approached with an open mind and heart, with the goal of learning from that mistake.

During this time, I had the good fortune to work with committed and seasoned professionals who offered me ongoing support and mentoring. Their assistance not only made the move into my position easier, but it also gave me the confidence I needed to take on difficult tasks. The employees at Fifty4Ferns Resort created a warm, upbeat atmosphere where education was valued and every task, no matter how minor, was viewed as an important part of the resort's overall success. With regular working hours of **9 a.m. to 5 p.m.**, I was able to fully immerse myself in a professional work setting and gain a greater comprehension of the complexities of office administration and resort management, where punctuality is crucial. It is also helped me adapt to the professional schedule, improving my discipline and work ethic.

My work days throughout my internship were **Monday – Saturday**, with Saturday being a flexible day. Depending on the duties and obligations allocated at Fifty4Ferns Resort, I was only expected to work on Saturdays when absolutely necessary. Sometimes, I will work seven days a week, including Sundays but I will be allowed to take time off on weekdays.

This situation only happens if the room at the resort is fully booked, especially on holidays. Basically, on weekends or on days with many guests, I will work at the resort instead of the office. This arrangement made it possible for me to efficiently manage my workload and meet the needs of the company.

The **RM 800.00** allowance given during the internship served as a major incentive and showed the resort's dedication to helping interns. The financial assistance not only made my personal expenses easier, but it also showed how much the resort appreciates the trainees' contributions. Without external stress, it allowed me to concentrate entirely on learning and completing my work as effectively as possible. In my opinion, the allowance is quite worthwhile and appropriate for the amount of work given. During the internship, I worked on a range of projects that helped me develop my skill set.

ADMINISTRATION	
Filing	<ul style="list-style-type: none"> <li>• Sorting receipts by categories of expenditure, such as housekeeping, operations, and café and putting them in the monthly budget file for operations costs, the petty cash café file for café costs, and the petty cash housekeeping file for housekeeping costs.</li> <li>• Every week I have to print out all of the transactions for the whole week and put them in a transaction history file.</li> <li>• Filing can help me become more organised.</li> </ul>
Data entry & Record keeping	<ul style="list-style-type: none"> <li>• Keeping complete records of all operational or financial transactions. For example, determine if there is a proof attached for that amount of particular transaction, like an invoice, and make a payment voucher.</li> <li>• I will be entering and updating resort data and visitor information in the sales record.</li> <li>• Data entry &amp; record keeping taught me to pay more attention on details.</li> </ul>
Customer support (Reception)	<ul style="list-style-type: none"> <li>• I will be answering questions from guests and giving them correct information about the resort by sending proposals for them to review the price rate and the types of room via email or Whatsapp.</li> <li>• Assisting with special requests, check-ins and check-outs for guests. Before check-in guest need to complete the remaining room</li> </ul>



	<p>payment, after that I will explain the resort's facilities and activities, give the room key, stating the café time, tell some resort rules and responding to intercom calls.</p> <ul style="list-style-type: none"> <li>• Customer support teach me how to cope with guests more patiently.</li> </ul>
<b>SALES AND MARKETING</b>	
Client interaction	<ul style="list-style-type: none"> <li>• Promoting the resort's amenities, activities, and packages by interacting with guests. Answer all enquiries from guests and resolve issues they may have faced while at the resort.</li> <li>• My critical thinking abilities can be improved through client interactions.</li> </ul>
Follow-ups & Bookings	<ul style="list-style-type: none"> <li>• Carrying out follow-ups and completing reservations for stays. After the guest confirms the reservation, I will send them a reservation form with the room name, check-in and check-out dates, number of nights, and payment amount. Use <a href="https://bed-booking.com/">https://bed-booking.com/</a> to reserve the room.</li> <li>• If the guest fails to pay 50% of the total cost within the allotted time, remind them and request confirmation once more to reserve the room.</li> </ul>
Event promotion	<ul style="list-style-type: none"> <li>• Support the planning and promotion of themed events and corporate events. I have participated in two events during my internship where I had to set up a booth to advertise Fifty4Ferns Resort. The Tourism and Halal Food Expo, held at the Bank Rakyat twin towers and Janda Baik OK (JBOK) Festival.</li> <li>• These events have made me braver and more confident.</li> </ul>
Quotation (Price list)	<ul style="list-style-type: none"> <li>• Provide the guest with an estimate of costs based on the itinerary and the number of participants. Typically, quotations are needed for team-building activities and family days.</li> </ul>
<b>HUMAN RESOURCE</b>	
Recruitment & Staffing	<ul style="list-style-type: none"> <li>• Interview Coordination, in which I have to schedule interviews and prepare interview forms. I will get in contact with the interviewee to let them know the day, time, and place of the interview.</li> </ul>
SOCSSO	<ul style="list-style-type: none"> <li>• Making sure that employee contributions are paid each month and fixing any incorrect amounts or issues related to social security.</li> </ul>

	<ul style="list-style-type: none"> <li>• I can learn new knowledge about how to handle SOCSO <a href="https://assist.perkeso.gov.my/employer/login">https://assist.perkeso.gov.my/employer/login</a>.</li> </ul>
Employee records management	<ul style="list-style-type: none"> <li>• Document Organisation: Keeping track of and updating personnel documents, including contracts and private information, so that all the information is always valid and useful when needed.</li> <li>• Assurance of confidentiality is crucial for making sure that private employee data is handled discreetly and kept safe. I must photocopy the employee's passport, identity card, and permit and place them in the employment file. Additionally, I have to create an Excel spreadsheet with the data.</li> <li>• These tasks help me to be more responsible.</li> </ul>
<b>FINANCE</b>	
Cashflow management	<ul style="list-style-type: none"> <li>• Petty Cash Handling: Keeping track of and documenting petty cash transactions. I will use the weekly bills to estimate the expense of housekeeping and cafes, and update the values in the petty cash book and Excel.</li> <li>• Bank in money from sales resort.</li> <li>• Managing cash flow can help me become a smarter shopper.</li> </ul>
Payroll processing	<ul style="list-style-type: none"> <li>• Salary Administration I will help with the preparation and processing of employee pay, benefits, and deductions at the end of each month. I will make a pay slip and distribute to the general staff their salaries based on their net pay.</li> <li>• This task seeks to assess our integrity.</li> </ul>
Financial record management	<ul style="list-style-type: none"> <li>• Arranging and keeping track of financial records, including bank statements, invoices, and receipts.</li> </ul>
Accounts payable & receivable	<ul style="list-style-type: none"> <li>• I help with creating and sending invoices to consumers or business clients as part of my customer billing duties. For example, I have to use PETRONAS's payment mechanism to obtain payment <a href="https://www.gep.com/gep2-login">https://www.gep.com/gep2-login</a>.</li> </ul>

# CHAPTER: 4

## 4.0 SWOT ANALYSIS



Figure 12: Company's SWOT Analysis4



## DISCUSSION AND RECOMMENDATIONS

### 4.1 STRENGTH

#### 4.1.1 STRENGTH 1: WELL-KNOWN AMONG MNCs FOR TEAM BUILDING



Figure 13: Fifty4Ferns's clients

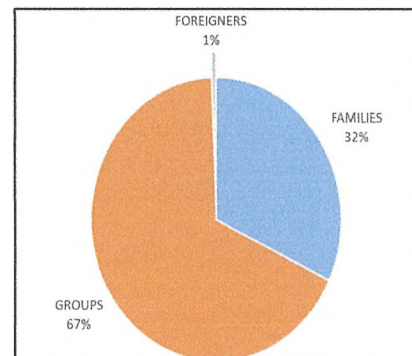


Figure 14: Percentage guests by category 2023

The first strength of Fifty4Ferns Resort is **well-known among Multi-National Corporations (MNCs) for team building**. The Pie chart showing the percentage guest based on category details at Fifty4Ferns Resort 2023. It reveals that the largest segment, accounting for 67% of all bookings, came from group bookings. This shows that the resort is especially popular for large gatherings, such as corporate retreats, team building activities, weddings, family reunions or other celebrations. The second largest group is families, accounting for 32% of bookings. This shows that the resort is still a great destination for family vacations. It has facilities and activities for all age groups. Interestingly, foreigners account for a very small percentage of the guest base at just 1%. This may suggest that the resort primarily attracts domestic and regional customers. and may limit international access or appeal. Overall, the data highlights the resort's strong focus on group family-friendly experiences. Focusing on attracting relatively few foreign tourists.

According to Hanie Izzaty, Resort Operations Executive of Fifty4Ferns Resort said, the peaceful setting and diverse services of Fifty4Ferns Resort, which combine business requirements with natural appeal, are among its most notable features and make it a **popular choice for team-building events among Multi-National Corporations (MNCs)** such as Petronas, Tenaga Nasional Berhad (TNB), Mercedes, TM and more. Gallup's 2023 "State of the Global Workplace" report finds employee stress is at an all-time high. and quiet resignation is a major problem that companies face. So many companies do the corporate retreat to revive culture, strengthen employee engagement and drive employee retention. Nature-based retreats are becoming more and more well-liked since they blend outdoor experiences with well-liked team-building sessions. Although going outside for a corporate

retreat might seem like a lot of fun, studies have shown that it can actually improve teamwork, communication, leadership, and problem-solving abilities (Vitasek, 2024).

Companies always engage in two different kind of team-building events at Fifty4Ferns Resort. The first mode is more serious and is used for meetings. The corporation will hold its meetings in the meeting room (Jendela 54), and their standard agenda often to increase productivity while also promote mental calmness. It provides time away from the everyday grind to concentrate on the business. Staring at screens for extended periods of time indoors is not a healthy one and requires a break. Employees require a healthy dose of natural light and fresh air (Manley, 2021). The second mode is playful and exciting, with the corporate theme being a family day. Employees come at the resort free to engage in activities and often rent an all-terrain vehicle (ATV) for leisure. One effective way to combat the type of persistent stress that is becoming more prevalent in the workplace is to provide opportunities for individuals and groups to meet in natural settings (Campbell et al., 2022).

Additionally, the resort also offers modern amenities such as well-equipped meeting spaces. Comfortable accommodation and top-notch dining options to ensure teams can seamlessly switch between work and play. The combination of nature, luxury and purposeful activities makes Fifty4Ferns Resort a unique and impressive choice for A corporate team building program where participants leave behind lasting memories and strong professional relationships.

## RECOMMENDATIONS:

- **Wellness and Mindfulness Programs**

Stress and burnout are common challenges for teams in organizations. **Health and mindfulness programs** are a key offering for multinational companies. These kinds of activities can take place in peaceful outdoor settings, like by a river or pond, or beneath a pavilion encircled by greenery. Fifty4Ferns Resort stands out by offering a variety of services and activities that support team members' mental, emotional, and physical health. Additionally, it promotes closer interpersonal ties. Even though Fifty4Ferns has a spa which is Kayu Manis Spa, it is quite hard to find a slot because the therapist is from Kuala Lumpur and the maximum number of people who can get a massage in a single session is two and cannot recruit a large number of participants. Therefore, I recommend doing yoga or meditation sessions since they can involve a large number of participants and the instructors must be from the Janda Baik area, so it is quick to arrive in case of a request. Additionally, a small gym could be constructed at Fifty4Ferns Resort as an additional attraction. According to a McKinsey & Company survey, 50% of all customers rank wellbeing as crucial to their daily life. Whether they are travelling for business, pleasure, or bleisure (business and leisure), individuals want to keep their mental, emotional, and physical health when they are on a trip (Casey, 2024).

- **Unique Cultural Experience**

This would be so because Fifty4Ferns can add value to the experience of team building through culturally immersive events, which afford MNCs an opportunity to appreciate the local culture while encouraging collaboration and innovation. Other than raising the value of team-building retreats, such events leave attendees with lifetime memories, further raising the significance and impact of the retreat. Batik-making events, kuih-muih culinary training, and zapin traditional dancing workshops create an opportunity for learning and performing local traditional dances together. This activity develops coordination and teamwork. It's an active and fun way of bonding. Teams may collaborate on handicrafts, like making a kite, or learn to prepare regional cuisine; for instance, this would fire up creativity and teamwork and provides a fun and active way to bond. Teams might work together to make handicrafts (kite) or learn how to prepare regional cuisine, for example, which would encourage creativity and teamwork. It would be even more enriching to have cultural performances or storytelling sessions in the evenings, leaving participants with enduring impressions. These days, culture

is a primary lure for tourists, and the majority of tourism attractions and destinations around the world are focused on cultural heritage elements (Rasoolimanesh et al., 2021).

#### 4.1.2 STRENGTH 2: EMPLOYEES THAT ARE MULTITASK



*Figure 15: Fix the water pipes      Figure 16: Build a new pole      Figure 17: Landscape*

The next strength is **employees that are multitask**. The foundation of Fifty4Ferns Resort's operations are its staff, who excel in multitasking in a variety of demanding positions. This adaptability demonstrates not only their abilities but also their steadfast commitment to upholding the resort's standing as a top travel destination. There are 19 employees at Fifty4Ferns Resort, with the following breakdown: Cafe: 4 employees, Housekeeping: 4 employees, Maintenance and Garden: 6 employees, and Operations: 5 employees. Five local workers handle operations and management, while fourteen foreign workers contribute to the general workforce.

According to Muhammad Nuqman, Resort Operations Executive of Fifty4Ferns Resort said approximately 58% of the employees are multitaskers, which is equivalent to 11 out of 19 employees. These multitasking workers work in operations, gardening, and maintenance. For example, employees in the garden and maintenance work represent 31.6% need to be capable of doing a variety of tasks, including plumbing, landscape maintenance, construction, electrical and river water pipeline repairs. Carrying out structural repairs and deftly handling a risky situation to guarantee the resort's infrastructure stays in top shape. Technical proficiency is necessary for these kinds of jobs, but so are physical dexterity and meticulousness. By accepting this duty, the worker guarantees that the resort's amenities are secure, useful, and visually beautiful for guests. If the cafe and housekeeping employees are busy, they will also be told to help in that area. One tactic that has become very popular is multitasking, which involves requiring staff members to manage several jobs or duties. This

can result in immediate cost savings, increased flexibility in responding to changes in the market, and a more efficient staff (Majka, 2024).

In contrast, the operations department staff represent 26.4% need to multitask in terms of management, with the five local employees required to be proficient in reception duties and guest check-in and check-out processes. For example, as the operations manager, Mrs. Noreen is in charge of overseeing operations, finance, human resources, and administration. In addition to improving the resort's operational effectiveness, this flexibility guarantees that every detail, no matter how minor, is handled with care and accuracy. The staff's versatility allows them to be extremely resourceful and dependable, enabling them to react to any circumstance quickly and efficiently. People who multitask see themselves taking on challenges, learning new things, and growing personally, and they see this as a great motivator for their professional path. The hospitality sector in particular views multitasking as a critical ability that calls for soft interpersonal skills in order to provide high-quality service and move between tasks efficiently (Munkhuu et al., 2024).

In conclusion, the resort's staff's ability to multitask represents their crucial role in ensuring both guest happiness and resort operations continue to run smoothly. One of Fifty4Ferns' distinguishing characteristics is their ability to handle a variety of demanding duties with efficiency and passion, which supports the establishment's standing as a pleasant and environmentally conscious resort. These staff members are essential to the resort's success since they are not only workers but also problem solvers, environmental stewards, and producers of unforgettable experiences.

## RECOMMENDATIONS

- **Rational Roles**

Fifty4Ferns Resort may use a **role rotation** every several months to increase the proportion of multitasking employees. These two techniques are effective methods for keeping workers engaged and improving their abilities, particularly for those who multitask. Employees are kept flexible and responsive to the changing demands of the resort thanks to these strategies, which also assist to break up the monotony of repetitive duties and promote personal development. Role rotation is a policy implemented at the organisational level that allows individuals to get experience in different roles within the team (Puvvada, 2022). For example, a café employee could be temporarily transferred to housekeeping to gain a better understanding of the demands of guests and learn the resort's service procedures. Job rotation gradually improves employees' performance by increasing their skills and knowledge, enhancing job satisfaction, and lowering tiredness. By gaining a broad range of abilities and a thorough grasp of the business, employees may perform better and become beneficial and adaptive (Alaflaq et al., 2024).

- **Recognition and Incentive Programs**

Employees in multitasking professions frequently put in a lot of mental and physical work, thus regular recognition makes sure they feel appreciated for their efforts. It is essential to acknowledge and recognise multitasking workers in order to maintain their enthusiasm, create a feeling of belonging, and motivate them to keep doing top-notch work. **Employee Recognition Initiatives** for monthly or quarterly awards, for example awards like "Multitasker Extraordinaire" or "Employee of the Month" can highlight their accomplishments and motivate others. It also can be in financial incentive such as bonuses and pay raise. For example, offer performance-based bonuses to staff members who exhibit outstanding multitasking skills. Attach these bonuses to certain accomplishments, like finishing a challenging assignment. consist of paid bonuses and fixed salary, relative performance reviews (tournaments), and institutional structures that exploit peer comparison to encourage worker performance (Stefan et al., 2023).



## 4.2 WEAKNESSES

### 4.2.1 WEAKNESS 1: PRICEY PRICE RANGE



Figure 18: Customer review

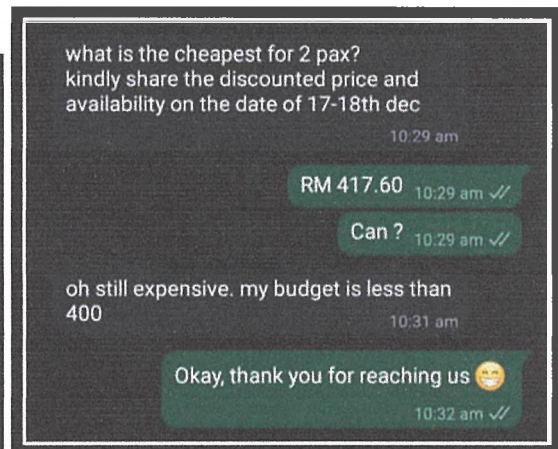


Figure 19: Customer critic

One potential weakness of Fifty4Ferns Resort would be its comparatively **pricey price range**, which could turn off tourists on a tight budget or looking for affordable lodging options. People may believe that the resort could restrict its attractiveness to a specific demographic, mostly consisting of wealthy guests or those prepared to spend money on a high-end vacation. Families, solo travellers, or big groups who must calculate the whole cost of their stay may be put off by this pricing method, particularly if they compare Fifty4Ferns with other resorts or accommodations that provide similar amenities at comparative prices. Furthermore, the high cost of the resort may detract from its appeal in a market that is becoming more competitive and where guests frequently prioritise discounts and promotions.

According to Noreen Md Sofian, Manager Operations of Fifty4Ferns Resort said the Fifty4Ferns Resort has fewer accommodation units (23 units) than comparable resorts, which contributes to the high cost. The price has to be raised to cover the comparatively high operating costs. Even the most basic chalet alternatives cost RM 417.60 per night during the week and RM 522.00 on the weekends, yet guests say they can find cheaper chalet rates. Some visitors feel that the price is inappropriate because they are in a forest and the intercom line coverage is also quite unstable at Fifty4Ferns Resort. Guests expect that there will be Wifi in every room, but unfortunately Wifi is only available at the reception. Additionally, there is an imbalance in the parking arrangement. For instance, accommodations in the hamlet and orchard sections are easiest to get to from parking B. However, parking space B has limited space, so some visitors must park their cars in parking C, which requires them to walk a bit farther from their rooms. In the minds of people, quality and price are positively

correlated. Saying that a product is more expensive will increase people's expectations for its quality and appeal (Kurz et al., 2023).

The resort's appeal to families and groups organising informal vacations may be limited by its expensive cost. This could result in a smaller customer base and have an effect on occupancy rates, especially during off-peak times. Companies frequently have tight budgets, so they must weigh the venue's worth and advantages against its costs. For corporate retreats with a total of 70–80 participants, Fifty4Ferns may consider offering a 30% discount, however, there is no discount for small company participants. When looking at consumer comments, this pricing issue becomes even more clear. For example, Fitrah Berhan's review notes that they reserved a chalet in Kesidang with a view of the river, and although the view was nice, the quality of the accommodation was just "okay." The critic voiced displeasure, stating that the experience was not worth the cost. This opinion draws attention to a perceived discrepancy between the price and value of the resort's amenities, raising the possibility that some visitors' expectations were not entirely satisfied. A single unfavourable review might affect prospective visitors' opinions in the era of internet reviews. A negative experience that fails below of expectations could be reflected in reviews. Online reviews are frequently a good method to describe an experience, but if a visit does not go as planned, certain guests may use reviews as influence (Lopez, 2023).



## SOLUTIONS

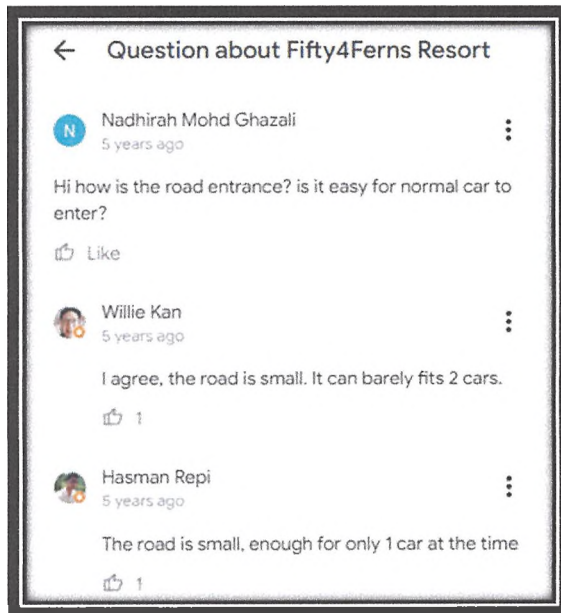
- **Target-Specific Promotions**

**Targeted promotions** can be a successful tactic. By offering customised deals to various market segments, these promotions enable the Fifty4Ferns Resort to appeal to a larger audience and make stays more affordable without sacrificing the property's luxury reputation. For example, **Last minutes deals for cabins**, why for cabin because if you want to arrange the rooms based on guests' preferences, with the five types Fifty4Ferns has, the cabin is the fifth and least popular type. This is because some guests find the price of weekdays (RM742.40) and weekends (RM928) for six people to be uncomfortable, as the lavatory is outside the room, and they need to share the lavatory with other guest cabins. Offering last-minute rates for unreserved rooms reduces the amount of money lost due to vacancy. This tactic works especially well for drawing in unplanned vacationers or guests on a tight budget. A flash sale with discounts of **10–15% for reservations made within 48 hours before arrival**. By using this strategy, the rooms will still make money even if they are not reserved far in advance, instead of to being empty. Offering discounts at the last minute is a fantastic method to boost your chances of getting a reservation in a short time (Elliot, 2021).

- **Loyalty programs**

One of the best ways to allay complaints about Fifty4Ferns Resort's premium pricing and promote client loyalty is to implement **loyalty programs**. **Milestone rewards** are made to commemorate significant accomplishments or behaviours by guests, like the quantity of visits, the total amount spent, or the years of loyalty. These incentives act as a token of appreciation and a driving force behind future interactions with the resort. Reward guests who stay for a predetermined number of nights. For instance, after their fifth visit, guests may be eligible for a free one-night stay or free use of upscale facilities like a spa or an ATV trip. Following their tenth visit, they can be eligible for a special gift package that includes priority booking rights, a fine-dining ticket, or a customised basket filled with local souvenirs. Given that 44% of customers think loyalty programs influence their choice of accommodation, businesses need to figure out which benefits and incentives work best to stay competitive in the current travel industry (Esmond, 2023).

#### 4.2.2 WEAKNESS 2: ACCESSIBILITY CHALLENGE TO THE RESORT



*Figure 20: Customer feedback*



*Figure 21: Small road*

The **difficulty in getting to Fifty4Ferns Resort** due to the property's confined roads is one of its obvious drawbacks. Although the resort's remote and natural position is one of its best qualities, visitors may encounter major challenges due to the narrow and convoluted roads leading there. According to visitor reviews, the small roads make it difficult for cars to drive in comfortably, particularly those unfamiliar with the area. Families, tour operators, and business groups with several passengers may find it challenging to travel these routes in larger vehicles like buses, tour vans, or Sports Utility Vehicles (SUVs). Another drawback is how challenging it is to handle two-way traffic on such tiny roadways. These roads can be scary for anyone who is not confident in driving, adding needless stress to what should be a restful vacation.

According to Ahmad Fadhil, Resort Operations Administrator of Fifty4Ferns Resort said the problem is exacerbated by these routes' unclear signage, which makes it simple for visitors to become lost. It could be difficult for first-time guests who are not familiar with the area to find the resort, especially at night or in bad weather. Also, narrow roads with few lamps may make it difficult to see, which could put off visitors who could find the trip dangerous or challenging. Some visitors expressed their fear of driving the tight and mountainous road to the resort since there aren't many street lights, so the route gets dark at night. If two vehicles are travelling in opposing directions and collide at the beginning or

quarter of a hilly route, the vehicle trying to go up must reverse to give way. In contrast, if cars meet in the middle of the road, the vehicle nearest the broader area must reverse in order for the two vehicles to pass, typically, the vehicle wishing to travel down the steep route will reverse. The route is already narrow and mountainous, and to make matters worse, there is a small gully on the side of the road where you could tumble if you take the wrong step. It is a significant element that provides tourists with driving enjoyment. It speaks to the accessibility of products, services, events, and locations. Travellers will look for another location if it is uncomfortable (Sustain, 2023).

Furthermore, the tiny roads cannot always be in good shape, and problems like potholes, uneven surfaces, or improper markings make things more difficult. In addition to making the trip uncomfortable, these elements raise the risk of accidents or damage to the car, especially for drivers who are not accustomed to driving in rural or off-road environments. Some travellers may be completely put off by this problem, particularly those who place a high value on accessibility when selecting a destination.

## SOLUTIONS

- **Undertake Road Widening Projects**

The implementation of **road widening projects** is one of the best long-term options to address the accessibility issues brought on by the narrow roads going to Fifty4Ferns Resort. A road widening project would improve the resort's overall accessibility perception, which has a big influence on ratings and customer happiness, in addition to improving the comfort and safety of visitors. In order to address obstacles, a thorough road widening project might entail enlarging the most important access road segments. This does not necessarily indicate that the entire route will be widened, as this may not be practicable due to budgetary, topographical, or environmental constraints. The resort may instead concentrate on intentionally enlarging particular regions, like sharp turns or sections with poor visibility. Making passing bays along the small roads is another workable idea. Small, expanded portions of the road are known as passing bays, and these are where cars can safely stop to let oncoming traffic pass. Roads are constructed to facilitate movement of people and things. Road widening can increase capacity and safety and is one practical way to address persistent traffic issues (Babu, 2021).

- **Improve Road Signage and Lighting**

Improving road lighting and signage is one of the easiest yet most effective solutions to address accessibility issues associated with narrow roads. The trip to Fifty4Ferns Resort is made safer, more confident by **clear signage and sufficient lighting**. Guests, particularly those who are not familiar with the area or are anxious about driving on small roads, can be greatly assisted by well-placed signage. Information like speed restrictions, cautions about tight areas, sharp curves ahead, or steep inclines should all be included on the signs in a clear and useful manner. For example, Signs such as "Caution: Narrow Road Ahead" or "Slow Down: Sharp Bend in 100m". Road markings and road signs represent basic means of communication between road users and road authorities, and as such have several main functions (Babic et al., 2022). Lighting is yet another important factor that can greatly increase accessibility and road safety. Numerous guests might arrive at the resort late at night or in the evening, and it might be frightening and dangerous to navigate a small, darkly illuminated route. Solar-powered LED lights are an economical and environmentally friendly way to light important portions of the road without causing damage to the environment or significant operating expenses. Bright architectural lighting conveys a sense of safety, welcome, and superior quality to your resort's guests (Rajczyk, 2024).

## 4.3 OPPORTUNITIES

### 4.3.1 OPPORTUNITY 1: PARTNERSHIP WITH LOCAL BUSINESS- RADIANT

The screenshot displays the website for Fifty4Ferns Resort, a boutique hillside resort. The page features a purple background with white text and images of the resort's facilities. The main heading is "Fifty4Ferns Resort", followed by a description: "Boutique hillside resort (equivalent to 4\*)". Key details include: "36 pax if twin-sharing, 60 pax if multi-sharing, 90 pax if including cabins", "Open hall for 90 pax banquet", "Closed hall for 90 pax meeting", and "Buses cannot reach resort, require transfer from main road". A note states: "Please note that pictures are for illustration purposes only and may not be the actual rooms or function room for your event." The "2D1N Package" is listed with three options: "RM1,100 / pax, 20-39 pax", "RM930 / pax, 40-59 pax", and "RM860 / pax, 60+ pax". The "Package price includes" section lists: "Twin-sharing room for up to 36 pax. Multi-sharing for groups of up to 55. Another 30 is possible in cabins with shared bathrooms. (Single occupancy surcharge applies, add RM225 per pax per night)", "Hall rental throughout stay including evenings", "Hotel meals (7 for 2D1N, 12 for 3D2N)", "Programmes in Recommended Itinerary, run by the Radiant team", "Prize hampers for all teams", "Full event management by the Radiant team", and "All taxes including sustainability tax". The "Excludes" section lists: "Transport and insurance (can be arranged)" and "Tourism Tax for foreigners". A "Note" section states: "Prices are best estimates. Hotel may apply dynamic pricing during busy times and hall rental surcharge for small groups", "Meals may be served dome style and not buffet style for small groups", "We can quote for less than 20 pax", "3% surcharge on hotel package if Radiant is required to pay for hotel in advance", and "10% surcharge for HRDC programmes, on training portion".

Source: <https://radiantgroup.my/team-building-janda-baik-2/>

Figure 22: Catalogue of Fifty4Ferns Resort in Radiant's website

Fifty4Ferns Resort has a great chance to improve its offerings, draw in a varied clientele, and solidify its position as a top destination by **working with local businesses, especially Radiant**, a Malaysian special events company organizer. Fifty4Ferns can become a popular location for a variety of events and support the local economy at the same time by utilising Radiant's event management experience. This collaboration could spur growth on both sides and have a long-term effect on both businesses. Boosting the resort brand visibility and recognition. Radiant's current client base increases the resort's visibility even further. By promoting Fifty4Ferns as one of its favoured venues, Radiant gives the resort access to a larger audience that might not have otherwise learnt about it.

According to Noreen Md Sofian, Manager Operations of Fifty4Ferns Resort said the Fifty4Ferns Resort give Radiant a 10% commission each time they bring a guest to stay at Fifty4Ferns Resort and this joint business relationship has lasted for six years. Fifty4Ferns is the perfect place to host events that will be remembered because of its serene atmosphere and breath-taking scenery. Radiant's skill at managing event planning and logistics blends in perfectly with the resort's capacity to provide outstanding hospitality. Due to the resort's dual purpose of offering a cosy meeting space (Jendela 54) and the serene beauty of the outdoors, the majority of the visitors Radiant brings in are companies wishing to plan a corporate retreat. In addition to making visitors happy, these experiences establish the resort as a top

location for special events. This encourages eco-friendly travel strategies and boosts the local economy. Fifty4Ferns shows its dedication to helping and boosting local businesses by incorporating the community in the design and implementation of events. For example, Janda Baik resident catering service can be hired to provide food for group corporate retreats. The resort's reputation as a socially conscious enterprise is strengthened by these initiatives, which appeals to both stakeholders and guests. Collaboration with local businesses can also result in future partnerships, increasing the resort's effect and influence. The hospitality sector, which includes resorts, plays a significant role in the local economies of many places across the world. By providing employment and supporting community growth (Arshad, 2024).

For Fifty4Ferns Resort, the chance to collaborate with Radiant Event Organiser is a game-changer. Radiant's event management experience combined with the resort's breathtaking natural setting may create a collaboration that can draw a wide range of customers, create win-win scenarios, and bring in significant amounts of money. The partnership has the potential to improve the resort's standing as a top travel destination while promoting sustainability and growth for all parties.

## RECOMMENDATIONS

- **Establish a Dedicated Partnership Framework**

In order to optimise the potential of their partnership with Radiant, Fifty4Ferns Resort can Creating a **unique framework for cooperation** between Fifty4Ferns Resort and Radiant organizers is an important first step in building a strong, sustainable and mutually beneficial relationship. This framework serves as an operational structure and guiding document that outlines each party's duties, responsibilities, expectations, and objectives. For example, it may make clear whether Radiant would manage all aspects of the event's logistics, such as client coordination and decorations, whereas Fifty4Ferns concentrates on offering the facility, accommodation, and catering. By outlining these responsibilities precisely, both sides can prevent misunderstandings, overlaps, and poor event management. Digital solutions like communication platforms or shared project management software can also be used by Fifty4Ferns to make the cooperation more effective and dynamic. Task assignments, feedback exchange, and real-time updates between the two teams can be facilitated using tools like Trello, Asana, or Slack. Clear goals must serve as the alliance's compass to ensure that everyone is on the same page (Kenton, 2024)

- **Organize Showcase Events**

Radiant and Fifty4Ferns might **host showcase events** that highlight the resort's abilities as a top event location to show off potential of their collaboration. Open-house days, where potential customers may visit the facilities, see sample setups, and speak with event coordinators. It is a great tool for marketing and client engagement since showcase events provide prospective clients a first-hand look at what the partnership can offer. A good showcase event aims to establish enduring relationships with clients in addition to securing deals right away. Radiant and Fifty4Ferns can build a loyal customer base that will not only come back for more events but also refer their services to others. Taking part in an exhibition will undoubtedly help your business. Exhibits are the ideal venue for meeting clients who are actively seeking a deal (Manuel, 2019).



#### 4.3.2 OPPORTUNITY 2: DIGITAL MARKETING EXPANSION- INFLUENCER (ABE WEE)



Source: <https://www.tiktok.com/@weechuanchin/video/7227395823510818049>

*Figure 23: Abe Wee's TikTok posting*

Fifty4Ferns Resort has a special chance to use influencer partnerships as part of its digital marketing growth to increase brand awareness and draw in more customers. Due to the increasing impact of social media sites like YouTube, Instagram, and TikTok on customer choices, collaborating with influencers is a very successful tactic. Fifty4Ferns may produce interesting content, connect with potential clients personally, and strengthen its online presence by collaborating with influencers who share the resort's interests and brand identity. Influencers can use top-notch images and videos to highlight the resort's scenic surroundings, opulent lodgings, and tranquil setting. For instance, an influencer could highlight aspects of their stay, such as the comfortable chalets, the outdoor activities, or the stunning views of the greenery. Fans react well to this kind of genuine content since they believe the influencer's opinion.

According to Muhammad Nuqman, Resort Operations Executive of Fifty4Ferns Resort said the Fifty4ferns Resort has **collaborated with a famous influencer, Abe Wee** on TikTok for promotional purposes. He initially arrived with his family for a holiday, and the Fifty4Ferns Resort did not even send him an official request to come and advertise it. However, he offered to work with them, and they accepted the payment rate in exchange for



giving free one Riverside Suite. He returned to Fifty4Ferns for a second vacation at the same rate, in which the resort provided a complimentary villa. TikTok has become one of the most successful platforms for reaching a global audience thanks to its enormous and quickly expanding user base for connecting with younger, tech-savvy travellers who value original and aesthetically pleasing material when selecting travel locations. The resort's marketing plan can be significantly and quantifiably increased by utilising Abe Wee's influence on the platform. After Abe Wee uploaded a video promoting Fifty4Ferns on TikTok, there was an estimated 20% increase in the number of people visiting the resort. Abe Wee's parents also recently stayed at Fifty4Ferns, but since it was not for promotional purposes, they had to pay for this stay. Influencer marketing is a great alternative to direct destination support by Destination Marketing Organisations (DMOs) in this industry and has proven to be more than effective (Femenia-Serra et al., 2020).

In Conclusion, influencer partnerships offer Fifty4Ferns Resort a huge potential to enter the digital marketing sector. By utilising influencers' creativity, reach, and credibility, the resort may improve its internet visibility, draw in more visitors, and position itself as a top vacation destination. Social media functions as a medium for communication that can sway people's choices regarding travel places. Sharing travel-related stories, images, videos, and other relevant content on social media platforms is one way to have this impact. One of the most important aspects of the decision-making process is the sharing of information and suggestions between people, including friends and family (Nur et al., 2023).

## RECOMMENDATIONS

- **Identify the Right Influencers**

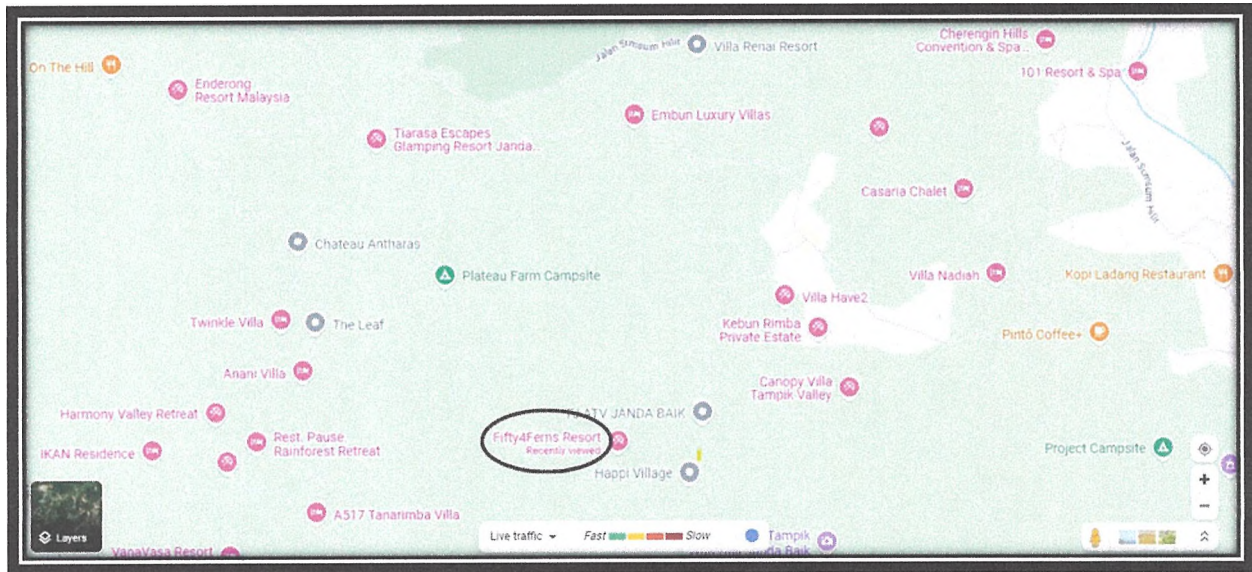
The choice of influencers is crucial since they act as a link between the resort and its potential customers. Fifty4Ferns Resort can optimise its reach, engagement, and conversion rates by carefully selecting influencers whose audiences align with its needed customer. The effectiveness of influencers varies depending on a number of factors, including audience quality, engagement, and exposure. I suggest to use **micro-Influencers**, they able to establish a more intimate relationship with their followers because they have smaller but quite active followings (**10,000–50,000**). They are particularly useful for creating genuine content and reaching specialised audience. According to recent research, micro-influencers can increase engagement by up to 60% when compared to macro-influencers. They have a very specific following that is devoted to them and genuinely likes their content, and advertisers are taking advantage of this (Milan, 2024).

- **Encourage User-Generated Content**

For Fifty4Ferns Resort, **promoting user-generated content (UGC)** is an effective way to raise brand awareness, create genuine relationships with prospective visitors, and cultivate a following of devoted customers. UGC includes any content produced by visitors or customers that showcases their trips and interactions with the resort. Fifty4Ferns Resort's marketing approach can be effectively enhanced by incorporating geotags and hashtags. By developing an interactive platform, Fifty4Ferns can help the resort increase its brand visibility on social media. As digital signposts, hashtags organise material into searchable categories so that users may find postings about particular subjects or locations more easily. In order to have a recognisable online presence, Fifty4Ferns must develop branded and niche-specific hashtags. For example, by connecting guest postings to the resort, distinctive hashtags like #Fifty4FernsEscape or #EcoLuxuryAtFifty4Ferns can create a virtual portfolio of shared experiences. It is simpler to look for relevant content when you use the hashtag feature and has the ability to display user-generated material in Instagram's search function, which will direct viewers to user-generated content automatically (Purwitasari et al., 2024).

## 4.4 THREATS

### 4.4.1 THREAT 1: COMPETITION FROM OTHER RESORT



*Figure 24: Fifty4Ferns's competitors*

The **growing rivalry from neighbouring resorts** and the larger hospitality sector is a serious threat to Fifty4Ferns Resort. Fifty4Ferns is a luxury eco-resort that competes in a specialised market, but its market share, client acquisition, and long-term profitability are all at risk due to the existence of similar rivals with identical offerings. Many resorts in the area might have frequent sales or reduced rates to draw in guests on a tight budget, while others launch cutting-edge experiences like adventure sports, glamping, or health retreats that target certain markets. Furthermore, resorts that are easier to get to or near well-known attractions sometimes end up being the go-to option for tourists looking for convenience, which increases competition.

According to Hanie Izzaty, Resort Operations Executive of Fifty4Ferns Resort said due to the large number of resorts in the area, customers are likely to have several options, hence Fifty4Ferns must clearly set itself different. Rivals might target diverse clientele, such as glamping fans, luxury seekers, or travellers on a tight budget. For example, Resorts that emphasise luxury glamping, such as Tiarasa Escapes, may draw eco-aware tourists seeking a comfortable yet natural setting. Cherengin Hills and other bigger resorts, on the other hand, could target a certain market group by hosting family holidays or business gatherings. Resorts with a bigger budget and a global appeal can draw in the high-spending customers that Fifty4Ferns is looking for, particularly if they provide distinctive value propositions like exotic locations, esteemed partnerships, or comprehensive loyalty reward schemes. There are

significant challenges from competition in the tourism and travel industry. Competition crises can occur for a number of reasons, such as pricing battles between two or more businesses, the appearance of a new rival that threatens an organization's profitability, or the fast-second tactics used by some rivals (Eldeen, 2023).

The map illustrates the competitive landscape of Fifty4Ferns Resort, with the pink labels designating a number of neighbouring resorts. The rivals are Cherengin Hills Convention & Spa, Enderong Resort Malaysia, and Tiarasa Escapes Glamping Resort, pose a serious threat because of their close proximity and variety of experiences. As more and more guests look for individualised and unique experiences, rivals who can respond to these demands faster—by implementing wellness initiatives, carefully chosen local activities, or cutting-edge services—may emerge ahead. Fifty4Ferns may be at a disadvantage if it does not keep up with resorts that incorporate cutting-edge technology, such as virtual tours or concierge services powered by artificial intelligence.

## SOLUTIONS

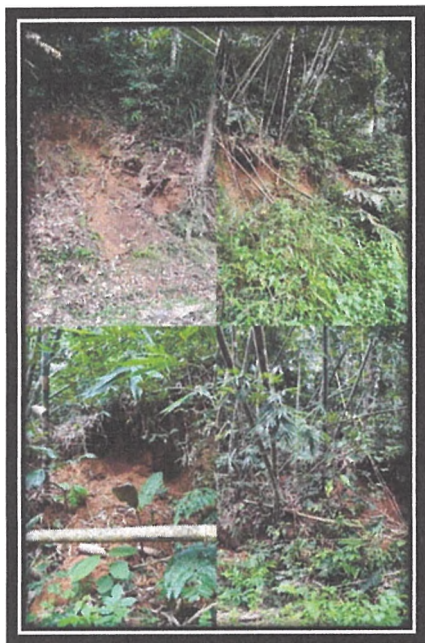
- **Strengthen Online Presence – Website**

A **responsive website** is essential for any hospitality company, like Fifty4Ferns, to succeed in the digital age. No matter the screen size or platform, a responsive website ensures the best possible browsing experience by fluidly adjusting to PCs, tablets, and smartphones. Most travellers now use their smartphones to look for lodging and make reservations. Fifty4Ferns could lose potential customers to rivals with more accessible platforms if its website is not responsive. For example, conversion rates are increased since visitors can quickly browse the website, check deals, and book reservations while on the go. Potential visitors will find Fifty4Ferns online more easily because search engines like Google give preference to mobile-friendly websites in their results. An important factor in attracting visitors to a resort is its aesthetic appeal. Fifty4Ferns needs to use eye-catching, superior photos and videos to highlight its products. With the advent of digitalisation brought about by new technology, consumers' purchasing habits have shifted away from traditional channels, which has also had an impact on online platforms (Ghazali et al., 2021).

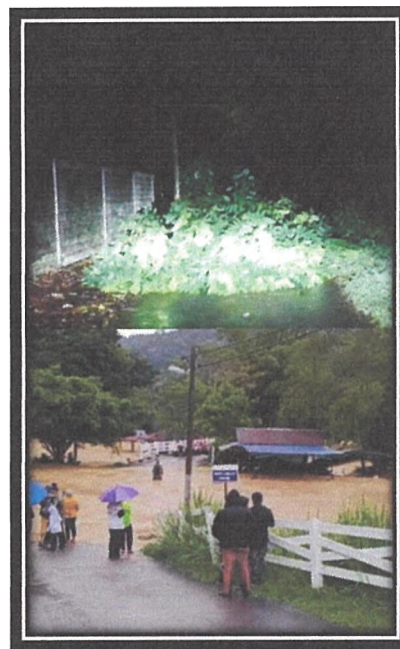
- **Invest in Exceptional Customer Service**

The provision of an outstanding guest experience that distinguishes Fifty4Ferns Resort from rivals depends heavily on **proactive involvement and staff training**. Positive evaluations and word-of-mouth recommendations are encouraged, a warm and memorable atmosphere is created, and visitor loyalty is fostered by well-trained staff who anticipate and attend to the requirements of guests. Encourage employees to have polite discussions with guests by asking about their plans or stay as an example of active communication. These conversations create a friendly environment while also offering insightful information about how the resort may improve their stay. Teach employees how to resolve issues or complaints quickly, transforming potentially unpleasant situations into favourable ones that demonstrate the resort's dedication to visitor happiness. As a hotelier, your top priority is usually to make sure your guests have a great time. Because satisfied guests return and recommend the place to their friends, it's also a terrific strategy to draw in new clients (Michalis, 2023).

#### 4.4.2 THREAT 2: ENVIRONMENTAL FACTORS DURING BAD WEATHER



*Figure 25: Landslide*



*Figure 26: Fallen trees and floods*

Fifty4Ferns' natural, eco-centric location makes **environmental factors** a serious concern, especially **during bad weather** such as heavy rain, storms, or strong winds. Despite being among its best features, the resort's abundance of greenery and closeness to nature also make it susceptible to unfavourable weather. These difficulties have the potential to negatively impact operations, lower visitor satisfaction, and harm the resort's reputation as overall. There are several difficulties brought on by bad weather. Because weather-related damage must be continuously addressed, maintenance and repair expenses rise dramatically. One of the resort's most well-liked outdoor activities is its eco-tours, forest treks, and nature paths. But in the event of severe weather or a storm, these activities are unavailable, giving visitors fewer ways to enjoy their time there. Safety issues make matters worse because slick walkways, falling trees, or localised flooding can endanger both visitors and employees.

According to Noreen Md Sofian, Manager Operations of Fifty4Ferns Resort said a landslip occurred at Fifty4Ferns in 2017 as a result of heavy rainfall. She was present when the incident took place. She and every member of the resort staff were unable to sleep the night of the incident and remained up all night to make sure that there were no more issues and that every visitor was safe. Visitors and employees were stranded within the resort and unable to escape after a landslip happened near the entrance. The guests were in a state of fright as the river water rose to the point where it overflowed the barrier during the somewhat chaotic incident. For protection, the staff relocated the visitor from the room along the river



to a higher room. They were confined for a day without suffering any serious injuries. The resort's food supply was fortunately enough, and the workers and rescue team worked swiftly to clear the landslip. Due to the need to construct a new earthen embankment, the estimated losses from this accident came to RM 200,000. Natural resource extraction puts the region at risk for disasters, including prospective tourist destinations. Disasters that pose a risk to tourist destinations can include landslides (Risang et al., 2021).

In conclusion, the operations, security, and visitor experience of Fifty4Ferns Resort are seriously threatened by environmental elements during inclement weather, such as by the possible hazards like landslides shown in the picture. Bad weather may make it more difficult to navigate the resort's location and the narrow access roads that lead to it, which could result in delays or cancellations of transportation. By taking a proactive and sustainable approach to tackling these environmental issues, Fifty4Ferns can continue to be a top ecotourism destination, guaranteeing long-term prosperity and security while providing an unmatched haven amidst the splendour of nature. Through exhibiting readiness and consideration for environmental issues, Fifty4Ferns can strengthen its bonds with customers, encouraging loyalty, trust, and a repeat engagement.

## SOLUTIONS

- **Reforestation and Sustainable Landscaping**

Stabilising the land can be greatly aided by **reforestation** activities particularly during bad weather, at Fifty4Ferns. To anchor the soil and stop erosion, plant deep-rooted plants like bamboo, ferns, and native trees. Additionally, establishing densely vegetated buffer zones around slopes and regions that are prone to erosion will serve as organic barriers. The resilience of the environment will be further increased by sustainable landscaping techniques like preventing deforestation and using mulch to preserve the topsoil. These strategies support the local ecology while also enhancing the resort's natural attractiveness. The direct effect of heavy rainfall on the ground is lessened by the canopy that trees create. Trees' double roles in enhancing water management and supplying structural stability. Not only do forests offer vital ecosystem services and habitat for numerous species, but its root structure also stabilises slopes and holds soil in place, lowering geological risks and preventing landslides (Li et al., 2021).

- **Insurance and Contingency Plans**

Creating strong **insurance** and backup plans is a vital tactic for reducing the operational and financial risks brought on by environmental factors during inclement weather. These precautions are crucial for Fifty4Ferns in order to safeguard the resort's assets, maintain service continuity, and guarantee guest happiness. Fifty4Ferns protects its financial stability while enhancing its standing as a resort that is secure, dependable, and customer-focused. In spite of environmental challenges, these actions show a proactive approach to risk management, building guest trust and guaranteeing the resort's long-term prosperity. In the event of a financial crisis, resorts must have a contingency plan. It serves as a road map that leads you through difficult seas, ensuring that your resort not only endures but flourishes in the face of hardship (Subhiksha hotels and resort, 2023).



# CHAPTER: 5

## 5.0 CONCLUSION

This was a very enriching internship in which to connect academic learning with practical, real-world application at Fifty4Ferns Resort. Exposure to the many facets of operation within the administration, sales, marketing, and human resources fields developed great insight into the many intricacies within hospitality management. Being allowed to work alongside such a dedicated professional team really took me through deep insights of the industrial practices while enhancing critical skills of multitasking, customer interaction, and problem-solving.

This experience highlighted professionalism, teamwork, and flexibility in a fast-paced workplace. The internship demonstrated efficiency, attention to detail, and a dedication to providing service by managing a variety of tasks, from answering visitor enquiries to maintaining financial records. Throughout the tenure, challenges such as hectic weekends and adjusting to new procedures were tackled with fortitude and aided in the development of both the individual and the organisation.

The internship saw the three leading concepts guiding Fifty4Ferns Resort articulate the notions of excellence, hospitality, and sustainability in detail. This was a benchmark as far as ethical and customer-focused company performance was concerned. The emphasis on achieving a balance between luxury and environmental concerns at this resort sensitized the student to environmentalist business practices that will be applied in their future work.

Through these proactive steps for each of the above SWOT analyses, Fifty4Ferns will be better placed for continued success well into the future and setting new standards for environmental sustainability, operational effectiveness, and visitor satisfaction. In short, the internship was a life-changing experience that enhanced the skills and factual knowledge of the intern and gave him a more lucid idea of professional goals.

In conclusion, the internship was thus a life-changing journey to him that prepared the internee with practical knowledge, enriched his skill, and gave a better vision for career aspiration. The lessons learned and the relationships built during this time will provide a sound foundation in professional life.

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## APPENDICIES

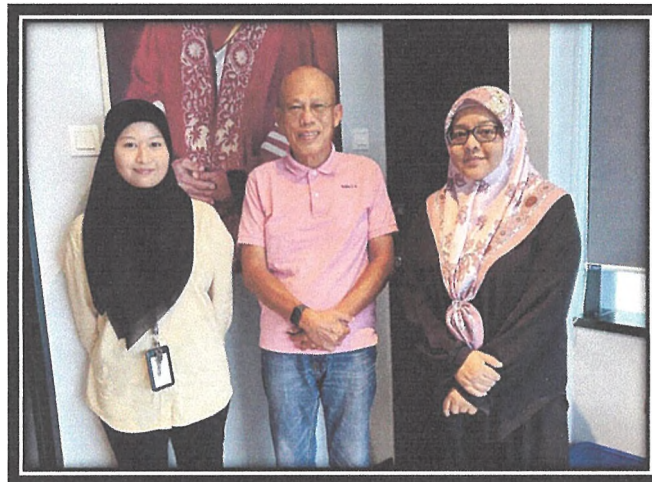


Figure 27: Founder and supervisor of Fifty4Ferns

FIFTY4FERNS RESORT

PRICE LIST

17/3/2024



BY AIRS4

ACCOMMODATION

CATEGORY	SITE	ROOM	NET PRICE (RM)		BREAKFAST	
			WEEKDAYS	WEEKEND		
Chalet	Ferns Hamlet	Lantana	417.60	522.00	2	
		Kusumbang	417.60	522.00	2	
		Kantan	417.60	522.00	2	
		Pandan	417.60	522.00	2	
		Levon	417.60	522.00	2	
		Melur	417.60	522.00	2	
		Pungguranti	417.60	522.00	2	
		Golden Shower	417.60	522.00	2	
	Ferns Estate	Azalea	417.60	522.00	2	
		Bougainvillea	417.60	522.00	2	
Cabin	Ferns Orchard	Tempaka	417.60	522.00	2	
		Kaluh	742.40	928.00	6	
		Padina	742.40	928.00	6	
		Serni	742.40	928.00	6	
		Markisa	742.40	928.00	6	
		Noni	742.40	928.00	6	
Family Suite	Ferns Hamlet	Pakis	788.80	986.00	4	
		Anjung Kasih	696.00	870.00	2	
Riverside Suite	Ferns Hamlet	Anjung Kasangan	909.44	1136.80	4	
		Anjung Sungai	696.00	870.00	2	
Villa	Ferns Estate	Sarang Burung	788.80	986.00	4	
		Anggerik	696.00	870.00	4	
		Jasmin	696.00	870.00	2	
		Jacaranda	909.44	1136.80	4	
Extra Pax (Sofa Bed)			100	100		
Extra Pax (Bed)			120	120		

\* ADD ON BREAKFAST

Adult: RM 20

Kid: (8-10 years old): RM 10

Toddler Kid: (below 7 years old): 10%

Figure 28: Room details



**JANDA BAIK PERMS REPORT SDN BHD ((1162007-W))**  
 B-8-B, Corporate Suite Gateway Klamamas, Mont Kiara  
 50450 Kuala Lumpur  
 Tel: 63-211 9791

---

**PAYMENT VOUCHER**

Pay To: TNB

Voucher No: \_\_\_\_\_

Date: 10/01/2024

Description	RM	Cents
Payment for electric bill (RESORT 59)	72.63	02

Requested by: [Signature]

Checked by: [Signature]

Approved by: \_\_\_\_\_

Received by: \_\_\_\_\_

Untuk maklumat terperinci, sila rujuk di muka surat setelah

**Caj Elektrik Anda Bagi Tempoh 6 Bulan**

**Caj Butanan (RM)**

JUN-24	(85) RM5,062.55
JUL-24	(85) RM5,200.35
AUG-24	(85) RM5,249.25
SEP-24	(85) RM5,880.00
OCT-24	(85) RM5,450.00
NOV-24	(85) RM5,066.95

(85 - Bulatan Seleksi)

**Purata Caj Bulanan & Penggunaan Anda bagi Tempoh 6 bulan**

RM5,491.52

7,658kWh

TIP KECEKAPAN TENAGA

Tetapkan penyaman udara pada suhu optimum antara 24°C - 26°C

Kekal sejuk sambil jimat tenaga semasa cuaca panas dengan menetapkan penyaman udara pada suhu optimum. Yuhup semasa musim dan tingkap bagi membolehkan udara sentiasa kekal segar.

Aras 3, Tower D, TMF Petaling Jaya, 3, Ar Bn Puncak, Damansara, 58100 Kuala Lumpur

Nombor Pendaftaran ST 4916169-5102372

Tenaga Nasional Berhad 1996100204 (200805-09)

ms. 3/1

Figure 29: Payment voucher

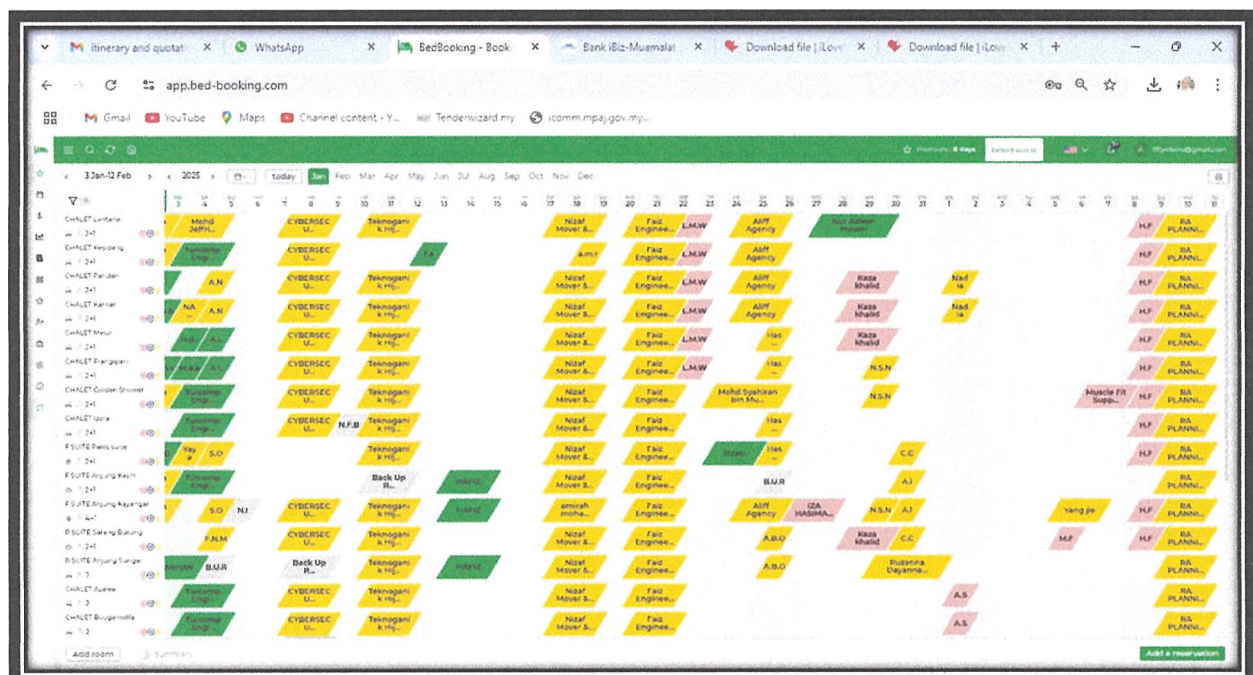


Figure 30: Bed booking system

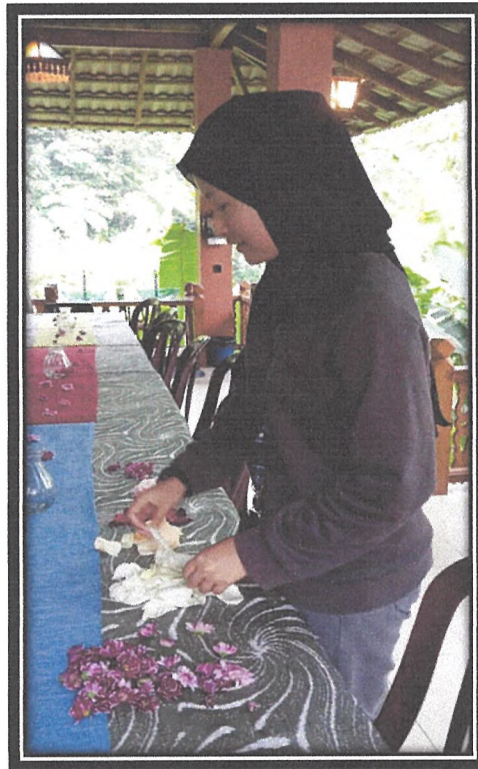




*Figure 31: JBOK Festival*



*Figure 32: Tourism and Halal Food Expo*



*Figure 33: Café's decoration*



*Figure 34: Check-in & Check-out at reception*



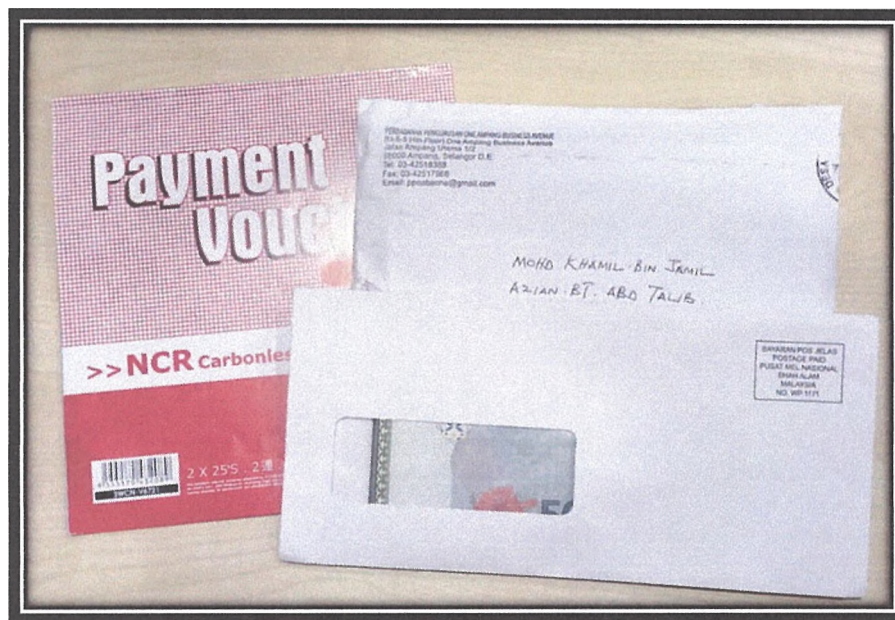


Figure 35: Salary distribution

FIFTY4FERNS RESORT

PRICE LIST

3/1/2025

ATTENTION Mr. Innact Dass  
 EMAIL [innact.dass@fifty4ferns.com](mailto:innact.dass@fifty4ferns.com)  
 CONTACT 0192147059  
 COMPANY RIDA Group

CHECK IN 03/1/2024  
 CHECK OUT 17/1/24  
 NO OF NIGHTS 3

ADULTS 9  
 KIDS (5-10 YRS) 0  
 KIDS (1-4) (OW 5yrs) 0  
 TOTAL PAX 9  
 (Infants 4 (5yrs))

**fifty4ferns**

EST. 2014

1. ACCOMMODATION 12,150.00 (RM) 8 (TOTAL ROOMS)

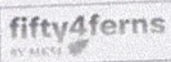
\*There is a separate table for Service Charges and Taxation (Federal Tax)

CATEGORY	LOCATION	GUESTS	ROOM NAME	QNG. BED	V. NGT. BED	SOF. A. BED	ADULTS	KIDS	PRICE	QUANTITY	NO OF NIGHTS	TOTAL	BREAKFAST FOC
CHALETTS	FERNS HAMLET	1	1st Floor	1		1			450.00				
		1	2nd Floor	1		1	1		450.00	1	1	1,350.00	1
		1	Kantian	1		1	1		450.00	1	1	1,350.00	1
		1	Pandan	1		1	1		450.00	1	1	1,350.00	1
		1	2nd		2				450.00	1	1	1,350.00	2
		1	3rd		1	1	1		500.00	1	1	1,500.00	2
		1	4th		1	1	1		500.00	1	1	1,500.00	2
		1	5th		1	1	1		500.00	1	1	1,500.00	2
	FERNS ESTATE		6th						450.00				
			7th		2				450.00				
FAMILY SUITES	FERNS HAMLET	1	8th	1		1			850.00				
		1	9th	1		1	1		750.00	1	1	2,250.00	2
RIVERSIDE SUITES	FERNS HAMLET		10th		4	1			980.00				
			11th		2				750.00				
VILLAS	FERNS ESTATE		12th	1	2	1			880.00				
			13th		2	1			750.00				
			14th		4	1			990.00				
			15th		2	1			750.00				
CABINS	FERNS ORCHARD		16th		4				850.00				
			17th		6				800.00				
			18th		6				800.00				
			19th		6				800.00				
			20th		6				800.00				
			21st		6				800.00				
TOTAL				10	54	14	9		15,440	8	1	12,150	14

2. FOOD & BEVERAGES 1,125.00 (RM) 14 TOTAL MEALS

\*There is a separate table for Service Charges and Taxation (Federal Tax)

Figure 36: Budget group according to pax



DATE: 7-Oct-24

**QUOTATION**

GUEST COMPANY	Mr. Innaci Dass RIDA Group	CONTACT EMAIL: 0192147059 innaci.dass@ridagroup.com
QUOTATION FOR: NO OF PAX	4 Days 3 Nights Package 9	CHECK IN: Monday, 9 December, 2024 CHECK OUT: Thursday, 12 December, 2024

NO	DETAILS	AMOUNT (RM)
1	ACCOMMODATION 8 Rooms	12,150.00
2	FOOD & BEVERAGES Breakfast x 3 Coffee break x 2 Lunch x 3 Tea Break x 2 Dinner x 3 Snapper x 2	3,125.00
3	MEETING & EVENTS Usage of meeting room x 2 days	3,600.00
4	TEAM BUILDING	-
5	OTHERS	-
SUB-TOTAL		18,875.00
8% Service Charges (Accommodation only)		972.00
8% SST (Accommodation only)		972.00
TOTAL NETT		20,819.00

Breakdown (RM) 2,313.22 nett per person

By proceeding with the reservation, you accept and agree with Fifty4Ferns, that the reservation (details of which are set out above), if accepted by us, shall be on the terms and conditions as stated in the Confirmation Statement (see attachment).

As a matter of policy, Fifty4Ferns Resort requires 50% deposit payment (non-refundable) upon booking confirmation, or with a letter of undertaking.

We agreed on the stipulated terms & quotation. This is a confirmation order.  NAME :  DESIGNATION :	(Co. Chop &
--	-------------

Janda Baik Ferns Resort Sdn. Bhd. (1182887-W)  
 B-6-1, Melawati Corporate Centre, Jalan Bendera Melawati  
 Taman Melawati, 53200 Kuala Lumpur

M: +619 388 3454  
 Resort: +619 2330 554  
 E: fifty4ferns@gmail.com

Figure 37: Group's quotation