



UNIVERSITI
TEKNOLOGI
MARA



HOTEL SERI MALAYSIA
KEPALA BATAS



INTERNSHIP REPORT

HOTEL SERI MALAYSIA KEPALA BATAS

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EXAMINER:

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EXECUTIVE SUMMARY

Hotel Seri Malaysia Kepala Batas is one of the Hotel Seri Malaysia chain. It serves mostly services compared to products to the customer which is called guest. They provide variety of room packages which are standard room, family room and two types of suite. In order to make sure achieve customer satisfaction, they give a services like take guest luggage directly to their room, greeting every guest when they come in into the hotel and more. The hotel also offers amenities such as a s restaurant, and meeting facilities for guests to enjoy during their stay. Additionally, Hotel Seri Malaysia Kepala Batas prides itself on its friendly and attentive staff who are always ready to assist guests with any requests or inquiries they may have.

To complete my Bachelor's degree, I am grateful to carry out my internship at Hotel Seri Malaysia Kepala Batas. I gained important hands-on experience and knowledge of the hotel industry. Throughout this time, I was involved in a variety of projects, primarily in the Front Office and Sales Department, where I applied theoretical knowledge to actual settings, developing my technical and analytical skills. Collaborating with a team of experienced experts taught me the value of efficient communication, teamwork, and problem resolution. My supervisors' encouragement and assistance helped me improve professionally, allowing me to successfully navigate and contribute to challenging projects. This internship not only reinforced my awareness of business procedures, but it also highlighted my professional goals, providing me with the confidence and abilities I need for future opportunities.

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2.0 COMPANY'S BACKGROUND



2.1 Name, Location and Background

Hotel Seri Malaysia Kepala Batas was built in 2009 located in the middle of Kepala Batas town. This hotel is surrounded with shopping complex, shops, food restaurant and others building. Hotel Seri Malaysia is one of the hotels that has been operation for 15 years with 47 staffs including trainee staffs and all locals' employees.

The Hotel Seri Malaysia Kepala Batas has 100 rooms. There are six types of accommodations in these 100 rooms which are 58 standard twin rooms, 10 standard queen rooms, 26 family rooms, four junior suite rooms, and two Penang suite rooms. The hotel features two enormous halls such as the Zamrud Ballroom and the Nilam Hall. There are additional small space rooms called the Business Lounge and VIP Lounge, which can only accommodate a few people.

The rates provided for guests who come to stay at Hotel Seri Malaysia Kepala Batas include breakfast in the hotel's restaurant, Delima Restaurant. Guests can also walk in for breakfast, which costs RM18.00 per adult and RM13.00 each child between the ages of 5 and 12. Breakfast will be provided free of charge to children under the age of five.

2.2 Vision, Mission and Objectives

Vision

To become the leading medium size hotel chain that continuously provide excellent products and services.

Mission

Our guests are our priority and we will delight them with warmth and genuine hospitality.

We strive to be excellent managers and undertake our business in a transparent manner with fair returns to our stakeholders.

We recognize the importance of our employees by creating attractive working environment that encourages them to embrace our values.

Objectives

- The service provided is to all regardless of who, when and where, for customer satisfaction, experience and comfort.
- We are constantly striving and committed to improve productivity, quality of work and fostering a harmonious work environment and carrying out our work with passion and integrity.
- The hotel also provides services and products to customers and adheres to the standards set by Hotel Seri Malaysia.
- We also adhere to a quality management system and constantly strive to improve our standard.