



UNIVERSITI
TEKNOLOGI
MARA

INDUSTRIAL TRAINING REPORT



Royale Chulan



AT
ROYALE CHULAN SEREMBAN

PREPARED FOR: MISS AMIZATUL HAWARIAH BINTI AWANG

PREPARED BY:

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EXECUTIVE SUMMARY

During my stay at the Royale Chulan Seremban, I acquired valuable knowledge and experience over the course of six months. Training at the Royale Chulan Seremban is an invaluable experience that can never be forgotten. My 24 weeks of industrial training gave me plenty of opportunities to learn and gain insight into the working world. I am so thankful to have completed it successfully. It has been an honour to undertake industrial training at Royale Chulan Seremban, a valuable experience which will be of great benefit to me in the future. Gaining work experience related to professional development through industrial training is the best way to prepare for graduation. My industrial training provided me with a wide range of exposure to the role and duties involved in hotel operations and services, as well as the opportunity to learn and understand the role of the hotel's finances throughout my training. The program helped me develop better self-skills as well as gain additional skills such as communication skills and self-confidence. As a result, I have been able to add value to my life.

Furthermore, the report covers aspects of strengths, weaknesses, opportunities, and threats as part of the SWOT analysis. For this analysis, there have been a number of suggestions made. These suggest that the company should focus on capitalizing on its strengths while minimizing its weaknesses. Additionally, the company should identify and take advantage of any opportunities that arise and be aware of any potential threats. Also, an analysis has been conducted, and recommendations are made regarding the SWOT analysis for Royale Chulan Seremban.

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Praise to Allah SWT, the All-Mighty due to his bestow I was able to finish this industrial training report at my best performance. First and foremost, I would like to honor my gratitude to Miss Amizatul Hawariah Binti Awang as my faculty advisor of Internship subject for the valuable time, guidance, and advice he has given for the completion of this report. Thousands of thanks would have to deliver for his patience, enthusiasm, motivation and during industrial training presentation. I am grateful to have this report done under his valuable time and guidance. Next, I would like to express my gratitude to the host organization, Royale Chulan Seremban, for providing me with the opportunity to complete a 24-week internship in the Finance Department and Purchasing Department beginning on March 1st and ending on August 15, 2023. I would also sincerely thank Puan Nooraini binti Khosim and Miss Nurul Aini Binti Mohd Fuzi as my supervisor during my internship at Royale Chulan Seremban for their guidance and generosity to share their tremendous knowledge for giving continuous and unlimited motivation from the start of the internship until the end.

In addition, I would like to express my sincere gratitude to all of the Finance Department staff, particularly Purchasing and Receiving staff, Mrs Safuraa' Amira, Mr. Shahrul Hazwan, Mrs. Shima as well as Mr. Al-Arash for consistently guiding me through all of the tasks that have been assigned to me. Also, thanks to all the kitchen staff that helps to ease my duties since I started my internship in Royale Chulan Seremban. I do value the advice I've received from each and every one of them. That will enable me to successfully complete my internship. In addition, I sincerely appreciate the unwavering love, compassion, and moral support that my family and friends have given me as I worked to complete the internship. As a conclusion, my internship experience would not have been successful without the help, support, and direction of numerous individuals. I would like to use this opportunity to express my sincere gratitude to everyone who has supported, encouraged, helped, and guided me throughout the entire process.

1.0 STUDENT'S PROFILE

	ANNURSYAHIRAH BINTI NOR SHAHID Universiti Teknologi Mara (UiTM) Bandaraya Melaka, Melaka
OBJECTIVE Looking for the placement that will allow me to learn a lot of new skills and knowledge, as well as gain my first work experience.	WORK EXPERIENCE HALAL COORDINATOR: ROYALE CHULAN SEREMBAN - <i>INTERNSHIP</i> PURCHASING OFFICER: ROYALE CHULAN SEREMBAN - <i>INTERNSHIP</i>
LANGUAGE Malay - Native speaker English - Highly proficient	EDUCATION UNIVERSITI TEKNOLOGI MARA (UITM) BANDARAYA MELAKA 2020 - Current Bachelor Degree in Business Administration (Hons) Finance SEKOLAH MENENGAH TUNKU AMPUAN DURAH SEREMBAN 2018 - 2019 Sijil Tinggi Pelajaran Malaysia (STPM) 2017 Sijil Pelajaran Malaysia (SPM)
COMPUTER SKILLS <ul style="list-style-type: none">Well versed in Microsoft Office PackagesBeginner in Adobe PhotoshopBeginner in Adobe Flash	AWARDS / PARTICIPATION 2023 <ul style="list-style-type: none">FSA Poster Competition: Number Analysts<ul style="list-style-type: none">Participating as an organizer and participant in a jury-led event attended by less than 80 people.Awarded 5th place in a poster competition.
SOFT SKILLS <ul style="list-style-type: none">Excellent in AdministrationFast LearnerAbility to work in a team	2022 <ul style="list-style-type: none">Leveraging Entrepreneurial Finance & Innovation Towards Brighter Future<ul style="list-style-type: none">Participate in the event planning and layout as it will take place at UiTM Bandaraya Melaka.Bronze award in an Innovation competition.Virtual Video Competition Investment ACE (VVCIA) 2022<ul style="list-style-type: none">Organize and participate in online events through Zoom.FLY HIGH: CAREERS IN FINANCIAL SECURITIES<ul style="list-style-type: none">Participate in online events conducted by Bachelor Degree in Business Administration in Human Resources.
CONTACT ME   	2021 <ul style="list-style-type: none">INVEST: Start From Now!<ul style="list-style-type: none">Organize and participate in online events through Zoom.
REFERENCE DR. NOR SHAHRINA BINTI MOHD RAFIEN	

2.0 COMPANY'S PROFILE

2.1 COMPANY'S BACKGROUND



Figure 1: Royale Chulan Seremban

The Royale Chulan Hotels and Resorts are managed by Boustead Hotels and Resorts Sdn Bhd, a group of companies based in Malaysia. Founded in 1828 by Edward Boustead, Boustead Holdings Berhad is one of Malaysia's oldest conglomerates. The company can trace its roots back to 1828 when Edward Boustead founded a modest trading company in Singapore. This was shortly after Sir Stamford Raffles established the British Settlement in 1819. The company's main business during those pioneering days was importing and exporting as well as shipping and insurance agents. In 1864, with the increase in trade between the two territories and the Straits of Malacca becoming the preferred primary waterway between Europe and the Far East, Edward opened his first branch in Penang to facilitate the flow of goods between Europe and Asia.

A century ago, in 1911, Boustead expanded its business interests and began trading rubber in order to diversify its business interests. Taking advantage of the

Company's capability to move up the value chain, the Company expanded into the management and ownership of rubber estates, as well as exporting sheet rubber and latex. With the rapid growth of the new nation, Malaya, Boustead expanded its business interests to include the import and distribution of a variety of products as the nation grew rapidly. As part of its consolidation strategy in 1961, Boustead consolidated its various businesses into a new public company known as Boustead & Co. Limited. After renaming the company Boustead Holdings Berhad in 1966, the group created an independent Malaysian entity in 1976 as well as becoming a wholly owned Malaysian corporation in 1976.

The Royale Chulan Seremban, which is on the banks of Lake Garden in the state capital of Negeri Sembilan Darul Khusus, was previously known as The Royale Bintang Resort and Spa Seremban. In order to be able to emphasize the importance of the rebranding, Royale Chulan & Bintang has undergone its first major change since it was founded in 2004 by Boustead Hotels & Resorts Sdn Bhd (included in the ownership), a subsidiary of the diversified conglomerate Boustead Holdings Berhad. Designed to reflect the exciting energy of the city, the hotel has become a hit and exceeded all expectations because of its fast-paced energy. Currently, the group owns a total of eight hotels - each with its own personality and offering its guests the best of Malaysian hospitality.

2.2 COMPANY'S VISION AND MISSION

2.2.1 VISION

The vision of the Royale Chulan Seremban is to place the interests of customers as the highest priority by providing the highest levels of service and hospitality by striving to give our guests the best experience that they deserve.

2.2.2 MISSION

A major mission of Royale Chulan Seremban is to embrace creativity and innovation in all the work it does, where the company aims to foster a collaborative working environment, where new ideas are welcomed and supported, to foster an environment that fosters creativity.

2.2.3 OBJECTIVES

Royale Chulan Seremban's main objective is to constantly develop organizational policies and corporate systems to meet the needs of dynamic business environments. This is done to ensure that the hotel is able to keep up with the changing customer demands and provide the best quality services to its guests. The hotel also works to ensure that its corporate systems are efficient and effective, enabling it to provide the highest level of customer satisfaction. The hotel also regularly reviews and updates its policies and procedures in order to remain competitive in the hospitality industry.

2.3 ORGANIZATIONAL STRUCTURE

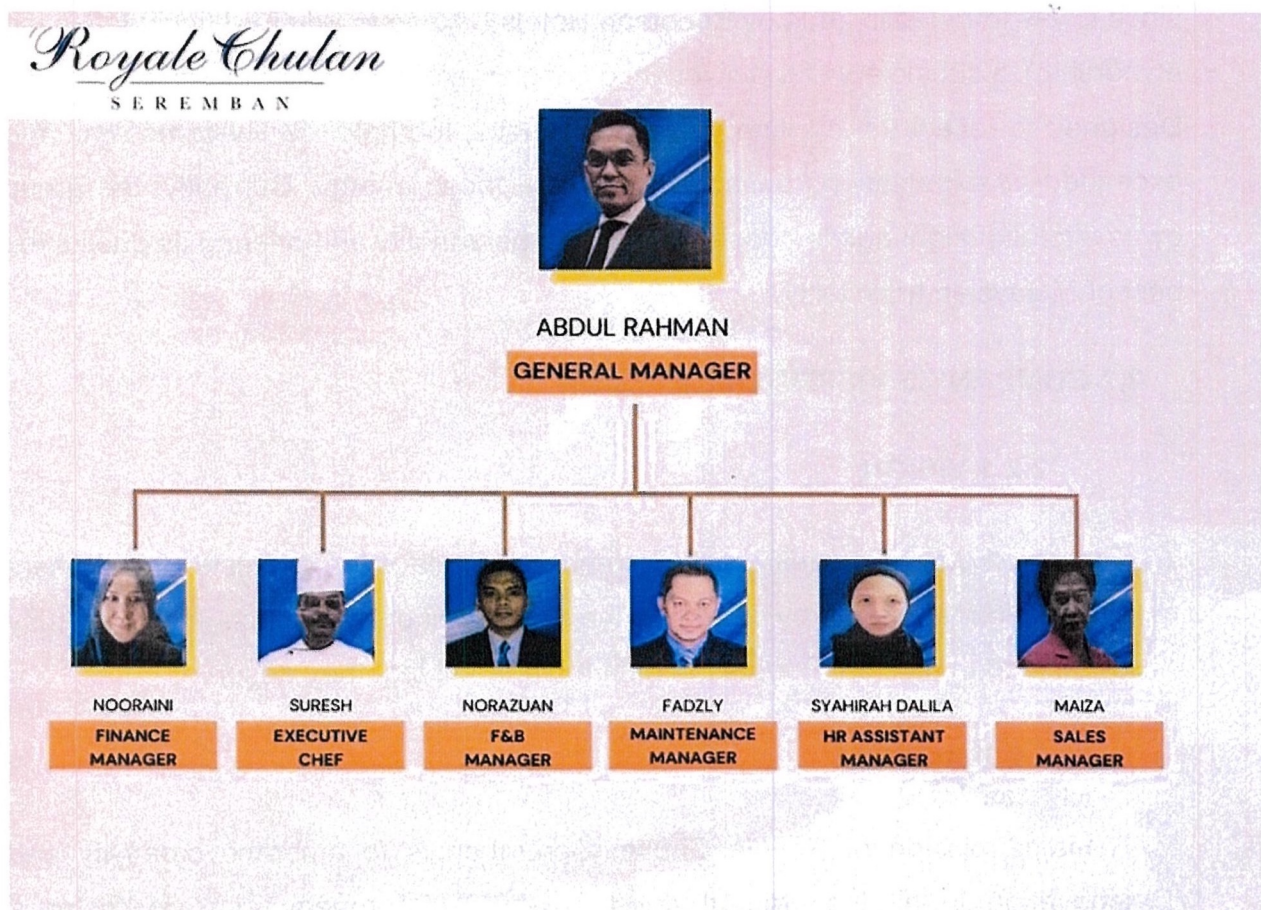


Figure 2: Royale Chulan Seremban's Organizational Structure

Position	Responsibilities
En. Abdul Rahman (General Manager)	Oversees and supervises the daily businesses to ensure that the company accomplish its goals.
Pn. Nooraini (Finance Manager)	Manages the financial planning, investing, and budgeting to ensure that the financial health of the company can be
Chef Suresh (Finance Manager)	Monitors all staffs in the kitchen and ensures the quality of foods served.

Mr. NorAzuan (F&B Manager)	Manages the operations of F&B within budget and to the utmost quality.
Mr. Fadzly (Maintenance Manager)	Manages all maintenance activities and analyzing equipment needed by all departments.
Mrs. Syahirah (HR Assistant Manager)	Handles the daily administrative and monitors departmental performance
Mrs. Maiza (Sales Manager)	Ensures quality standard and supervise all sales performance including sales staff performing.

Table 1: Position and Responsibilities

The Royale Chulan Seremban is being managed by Encik Abdul Rahman as General Manager together with 6 Head of Departments. As referred to in the above figure, Puan Nooraini as the Finance Manager, Chef Suresh as the Executive Chef, Encik Norazuan as the Food and Beverage Manager, Encik Fadzly as the Maintenance Manager, Puan Syahirah Dalilah as the Human Resources Assistant Manager and Puan Maization as the Sales Manager. For every organization, there is always an organization structure that defines the organization members' roles and responsibilities as well as it provides the hierarchical role of position when it comes to the decision-making and process of task distribution. As for Royale Chulan Seremban, the type of organization structure is a

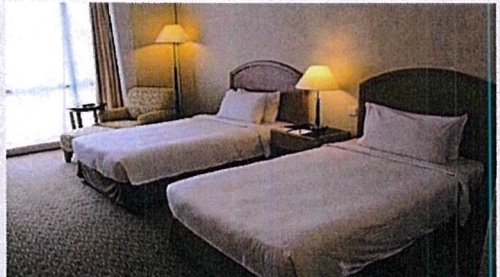
functional organizational structure which consists of a General Manager on the highest level or top of organization structure, then it follows by the Head of Department of each department.

The six functional departments are led by General Manager and each of the Head of Department has their own responsibilities and updates to the general regarding the performance of each department. Each of the heads of the department is responsible to monitor and lead their staff to ensure that the quality of their work is above par level. Each department is critical to ensuring that the firm or Royale Chulan Seremban Hotel always runs smoothly and delivers the greatest service to visitors that stay at the hotel.

2.4 PRODUCT AND SERVICES

As seen from the name, Royale Chulan Seremban is a hotel area that includes various sectors intended to accommodate, feed, transport, and entertain hotel guests. The various sectors cover a wide range of fields, providing a unique variety of products and services to individual clients. By offering something for every taste and need, visitors can find something that fits their situation, providing them with an experience that is truly unique. In addition to its extensive array of services, Royale Chulan Seremban also contributes to the creation of a vibrant atmosphere. This is one of the reasons the hotel is so popular with tourists and locals alike.

A. Accommodation

<p>1. 345 rooms over 10 floors</p> <ul style="list-style-type: none">• 35 sqm• Twin or Hollywood Twin Bed• Separate bath and shower unit	
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2.	258 deluxe rooms <ul style="list-style-type: none"> • 35 sqm • King Bed or Twin Bed or Hollywood 	
3.	60 executive rooms <ul style="list-style-type: none"> • 35 sqm • King Bed or Hollywood Twin 	
4.	27 suites <ul style="list-style-type: none"> • 51.8 sqm • Separate bedroom & living room • King Bed 	

Figure 4: Accommodation

B. Dining

1.	Asiatique Restaurant <ul style="list-style-type: none"> • Asiatique's scrumptious breakfast buffet, lunch buffet, theme buffet dinner feature local Asian, Western and Mediterranean 	
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2.	Han Pi Yuen Chinese Restaurant <ul style="list-style-type: none"> • Serve Cantonese dishes from steaming dim sum to fresh fish fare. 	
3.	Sweet Seremban <ul style="list-style-type: none"> • Freshly baked bread, a delicious range of cakes and various pastries. 	

Figure 5: Dining

C. Recreation

1.	Swimming Pool <ul style="list-style-type: none"> • Features waterfalls and slides. 	
2.	Children's Pool and Playground <ul style="list-style-type: none"> • Kids can have fun at the children's pool and stay active at the playground. 	


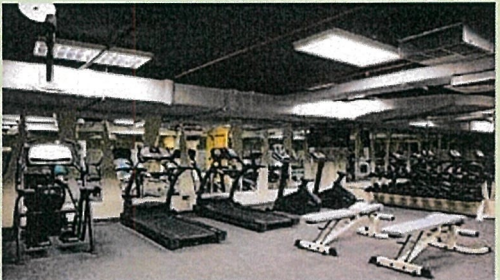
3.	The Royale Spa <ul style="list-style-type: none"> • Extensive treatment menu that ranges from traditional body massages to beauty therapies. 	
4.	Fitness Center <ul style="list-style-type: none"> • Guests can exercise in a gym by using a wide range of equipment. 	

Figure 6: Recreation

3.0 TRAINING'S REFLECTION

3.1 DURATION

The Royale Chulan Seremban provided me with industrial training experience during my sixth semester. My industrial training period starts on 1st March 2023 and ends on 15th August 2023. My normal working hours at Royale Chulan Seremban are Monday through Friday, starting at 9 am and ending at 6 pm. That means I work only 8 hours a day plus a 1-hour lunch break.

3.2 SPECIFIC DEPARTMENT ASSIGNED

As for my industrial training period, I was specifically assigned to work in the finance department which is under Purchasing department where are Miss Nurul Aini Binti Mohd Fuzi was my industry supervisor also as the purchasing executive. The role of the finance department is to keep tabs on operating expenses and ensure that revenues are profitable and as for purchasing involves every activity involved in obtaining the goods and services a company needs to support its daily operations, including sourcing, negotiating terms, purchasing

items, receiving and inspecting goods as necessary and keeping records of all the steps in the process.

Moreover, I have also been tasked with assisting employees in other sections including the market list, the Halal coordinator, and the receiving clerk and inventory assistant in order to help them with their duties. There is no doubt that every member of the finance department contributes significantly to the success of every mission that is undertaken by the department. I find it interesting that each of them is a member of a team in which they exhibit excellent cooperation to the best of my ability. Whenever we face difficulties in performing certain tasks, we demonstrate good communication and a willingness to support one another when we have difficulty doing so.

3.3 ROLES, RESPONSIBILITIES, TASK AND ASSIGNMENT

3.3.1 Role as a Halal Coordinator

As a Muslim, Muslims are under some obligation to follow Islamic rules in every aspect of their lives, which is a reflection of the fact that Islam means submitting to the will of God (Allah) and to His Law (Erfan et al. 2021). It is important to understand that when it comes to food products, there are several criteria in Islam in order to establish the food as Halal. In order for the food and drinks to be considered Islamic, the ingredients of the food and drinks must be sourced from animals and plants that do not violate Islamic prohibitions, and the process of making them must adhere to Islamic guidelines, without bribery or theft (Erfan et al. 2021). The responsibilities as Halal Coordinator include the preparation of all the documents needed for the Halal certificate application, and assisting the Halal Executive, Miss Nurul Aini, in monitoring the products delivered by the supplier. I am also responsible for ensuring that all the new brands that have not yet been registered in JAKIM's E-HALAL system are certified as Halal. In this capacity, I am also responsible for ensuring that all the new brands that have not been registered in JAKIM's system are certified as Halal.

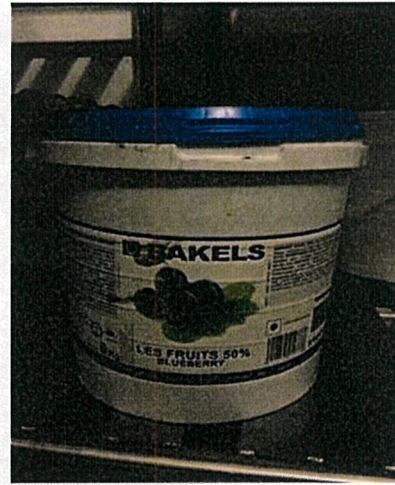


Figure 7: Example of International Products that Halal certified

In addition, I have been given permission to access the JAKIM My E-HALAL system in my capacity as the person who assists the Halal Executive in ensuring that all the Halal certificates for all the registered products are kept up-to-date and it will be easy to add new brands to the Halal certification. My duty if the Halal certificate's status of the product is expired, I need to follow up the supplier to get a latest of Halal certificate. After getting all the documentation, then I need to access in JAKIM system to update new expired date for its Halal certificate. In other case, if some of the item delivered by supplier are unregistered brand, then it is the same process which is I need to contact the supplier regarding a Halal certificate before I adding the unregistered brand as new brand in JAKIM system.

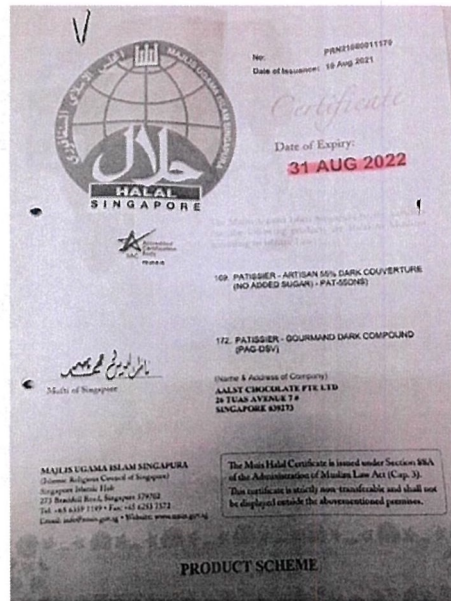


Figure 8: Example of Expired Halal Certificates Status

There are only products related to food and beverage that Royale Chulan Seremban uses. As a part of my role, I am also assisting Miss Aini and Chef Wan, who are responsible for overseeing the kitchen operation, to ensure that all staff in the kitchen follow Halal standards of practice when preparing all the food. As an example, it is important to ensure that kitchen staff wear the appropriate protective equipment, such as hand gloves, an apron, or a mask. In addition, all food must be cooked and served in a clean and hygienic environment.

3.3.2 Role as a Purchasing Officer

It is important to note that, even though this department performs a back-of-the-house function, it also plays a significant managerial role in this department. In order to be profitable, hotel operations must be able to manage and manage their purchasing departments in a manner that is both efficient and expert.

The 6 months that I spent in this department gave me the opportunity to learn how to compile a market list. Generally, the market list refers to the purchases of foods daily, such as fruits, vegetables, and other products like

flour, drinks, etc., that are mainly used to purchase items from the market on a daily basis. Based on the market list, I can conclude that it was primarily devoted to the kitchen outlet. The second task is to be documenting the entire market list and to use it as evidence for the activities purchased. Not only that, the purchase order made by other department such as Finance department, Human Resources or Food and Beverage also need to be documenting by split by four parts and the purchase order that attached with invoice need to pass at the receiving officer for payment and matching purpose.

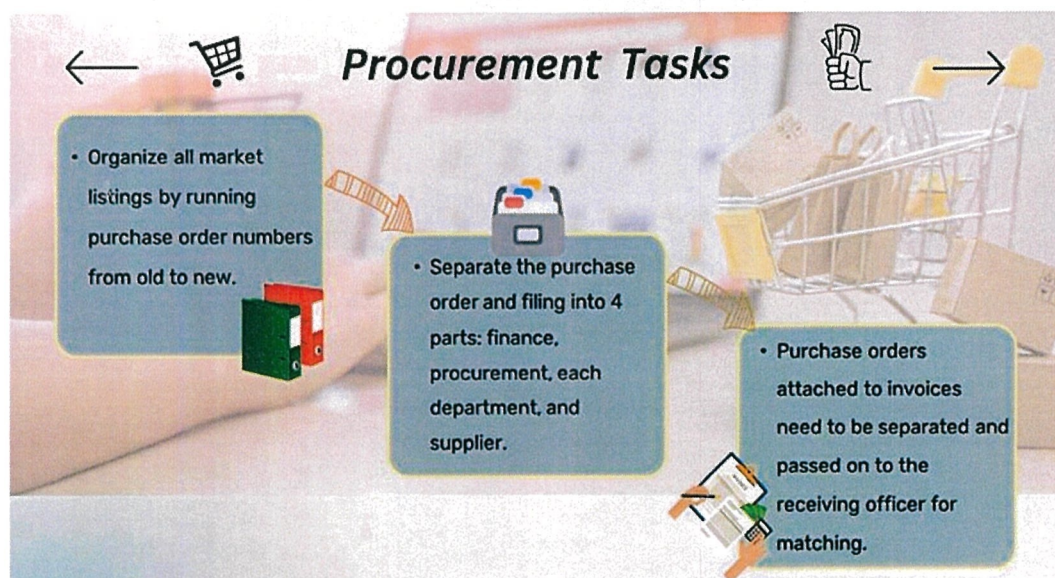


Figure 8: Purchasing Tasks

3.3.3 Role as a Receiving Assistant and Store Assistant

In general, I will be in charge of receiving goods delivered by the supplier. To do this, I need to obtain copies of purchase orders from the purchasing assistant, deal with suppliers, and make sure that all delivered goods or items are physically received, inspected, and weighed as required. To verify the quality, specifications, and material of technical items or equipment, I should contact relevant departmental representatives, such as the engineering department. In addition, I am responsible for assisting the delivery person in finding the goods according to the allocation, transferring items after inspection to the department concerned, acknowledging the supplier's invoice by stamping Royale Chulan Seremban's

receipt, updating pending deliveries, and performing matching tasks on the Micros System used by Royale Chulan Seremban. I am also responsible for ensuring that the documents are properly filed, and for helping the accounts payable department when needed. Finally, I must assist with the preparation of reports detailing the inventory and delivery status of goods.

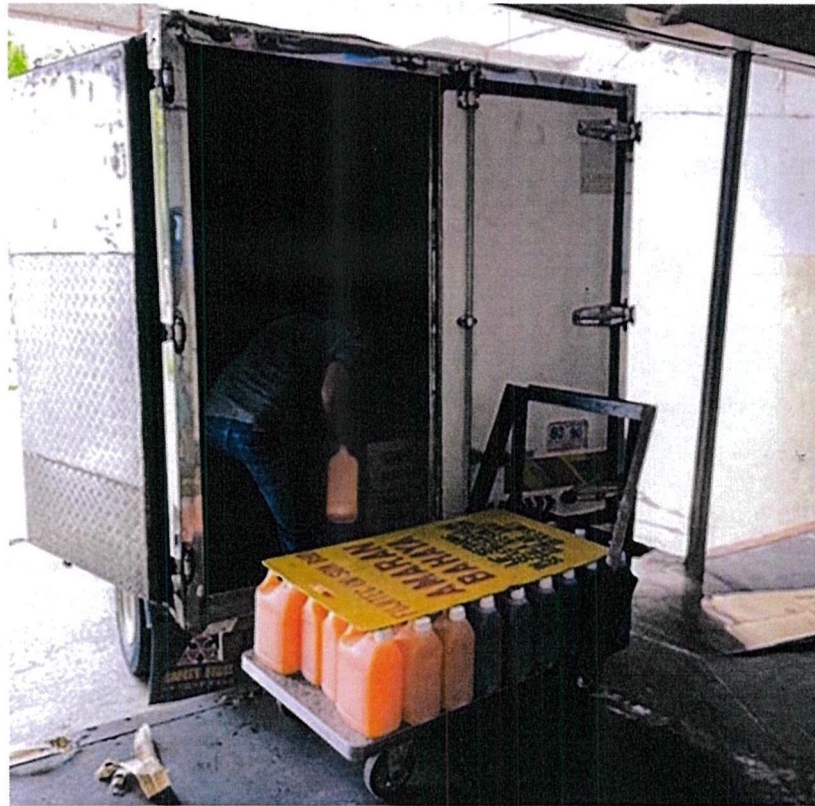


Figure 9: Unloading the Goods



Figure 10: Checking the Quantity & Quality of the Goods

3.4 BENEFITS GAINED

This industrial training has taught me to be disciplined and punctual. To give an instance, the working time which has been set by this company is from 9 a.m. to 6 p.m. For all staff, regular attendance and punctuality are vital attributes. It is crucial for staff to routinely attend work and to arrive at work on time because failure to do so negatively affects employee morale and productivity. Due to that, I need to educate myself to be disciplined and punctual in doing anything related to the work because I realize that my attitude is the most important indicator which describes my personality and performance. One of the best thing that I have experienced working in this hotel industry is that I was able to venture into other departments such as the Food and Beverage Department, Kitchen, Human Resource Department, Housekeeping Department, Engineering Department, and so on. Even though I was assigned to Finance Department, I really enjoy taking part in gaining new experiences and knowledge from various departments. For instance, I have helped the food and beverage manager (F&B) set up an event by setting out the plates, cups, spoons, and forks, as well as folding the napkins in accordance with hotel standards. I was able to learn a little bit about hotel etiquette as a result, which was fun and interesting for me. During my internship period, I have learned a lot about how to better communicate with people and how to think critically, which have proved to be very useful since I need to deal with a lot of people in this hotel as I have to deal with a lot of things physically and mentally

4.0 SWOT ANALYSIS

SWOT ANALYSIS OF ROYALE CHULAN SEREMBAN

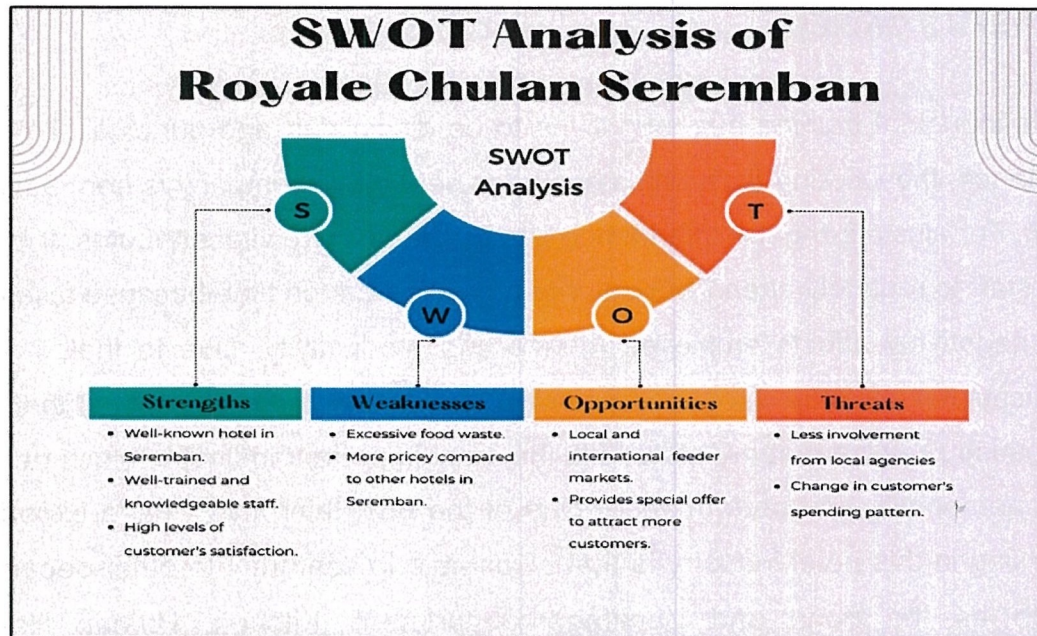


Figure 11: SWOT Analysis of Royale Chulan Seremban

5.0 DISCUSSION AND RECOMMENDATION

5.1 STRENGTHS

5.1.1 Well-known hotel in Seremban

Being a well-known hotel in Seremban can easily improve the hotel's overall value, attract top talent, and create unity among employees. Moreover, a strong brand can also help the hotel stand out from the competition and create customer loyalty with a positive reputation and this will attract more guests. Finally, a strong brand can also help the hotel to enhance its pricing power and generate more profits.

Besides, it can help the hotel, Royale Chulan Seremban to become a desired destination for travelers. It can also help the hotel to build relationships with people who may have a positive influence on the hotel's revenue, such as travel agencies, tour operators, and local authorities. For example, it can clearly show a lot of feedbacks from Royale Chulan Seremban's customer compared another hotel in Seremban. (*Google review*) Additionally, with a strong brand can help the hotel to create a positive image in the public's

mind and create an emotional connection with customers. This can lead to increased customer loyalty and higher customer retention rates, which will lead to higher profits. (Yang, 2017)

As for recommendation, Hospitality is about serving guests to provide a feel-good effect. The guest is treated with the utmost warmth and respect and is provided with the best services. The hotel industry is primarily dependent on metropolitan cities as 75% to 80% of revenue comes from metropolitan cities. Average room rate (ARR) and occupancy percentage (OP) are the two most critical factors of profitability. ARR is based on location, brand image, star rating, and quality of facilities and services offered. (Akshay, 2018) The occupancy percentage depends on seasonal factors. Today, the hotel industry is one of the fastest-growing industries worldwide. Sustainability is rapidly climbing the agenda of every organization, driven by people 's growing interest and concern for the environment. The United Nations World Tourism Organization (UNWTO) is deeply committed to sustainable tourism. Royale Chulan Seremban need to understand that corporate responsibility programmes can help to win customers' trust (Boustead, 2020)

5.1.2 Well trained and knowledgeable staff

Having a thorough understanding of the promoted goods and services allows the sales team to properly communicate to the prospective customers. They will also convey the best features that impress customers and share how the product will benefit them. Besides that, staff with an in-depth knowledge of their task will be able to provide detailed answers to any question from the clients in a timely and professional manner. When the tourism industry expands, the number of customers using service firms continues to increase. All organizations rely heavily on employee productivity and performance, which leads to higher profits and growth. For example, when a hotel chain expands into a new area, its employees may need to be trained on new customer service techniques to better serve the increased number of guests. (C Yoopetch · 2021)

One of the most effective ways that Royale Chulan Seremban can do is to invest in employee training and development. This helps ensure that employees are equipped with the necessary skills and knowledge to perform their jobs efficiently. Additionally, investing in employee well-being and providing a positive work environment can also have a positive impact on employee performance. Offering incentives or bonuses for meeting performance goals is another way to motivate employees to work hard and achieve their best. Finally, regular feedback and recognition for a job well done can also help to boost morale and encourage employees to do their best.

5.1.3 High levels of customer's satisfaction

All over the world businesses try to find new and innovative ways to gain more customers and become more financially successful. One of the most vital components of a business to become successful is to have content customers. 96% of consumers all over the globe consider service quality to be an important aspect of their choosing to be loyal to a brand. 70% of customers claim that they are loyal to brands because of their great customer service. 52% of consumers state that they have bought additional products from a company simply because they previously have experienced great service quality from that company (Willot, 2020)

By providing responsive, efficient, and quality customer service in this hotel industry has become a necessity for properties. Indeed, an excellent customer service will improve the relationship between the guests and hotel's establishment. Also, satisfied guests are more likely to come back and be loyal to the hotel, as it will generate profit.

5.2 WEAKNESSES

5.2.1 Excessive food waste

This is a growing problem in this hotel which it contributes to environmental degradation and pollution. As for now, the amount of food waste occurred in this hotel are countless and it also leads to a waste of resources and money. Food waste is identified as the leading waste in waste management. It is also a grave issue frequently discussed not only in Malaysia but on a global basis. Therefore, it is essential to construct proper food waste management strategies to prevent harmful effects on the economy. On the other hand, some people believe that food waste is not as big of an issue as it is made out to be. They argue that food waste is a natural process that has been happening for centuries and that it is not as harmful to the environment as other types of waste.

Hotels serve excellent food, however, Juvan, Grün, and Dolnicar (2018) mentioned that the increasing demand for food has contributed to food waste in the hotel industry. Through this sector, almost 12% of food has been wasted for the past few years, which mostly ends up in landfills (Tostivint et al., 2016). As a result of food waste caused by hotel buffets, it is evident that hotel food costs are too high and cause unnecessary burdens. Even though buffet-style meals provide direct benefits to hotels through visitor spending, as well as indirect benefits such as guest satisfaction and reduced costs for service workers, they can result in increased food costs.

Hotels, including Royale Chulan Seremban must find ways to handle food waste and implement countermeasures. Donating unconsumed food to those in need is another food waste management approach, as supported by Jelski (2019). (Arma, 2023) Overproduced food can be allocated as charity to feed those who cannot afford to buy meals, such as the homeless; thus, the food needs to be in an edible state. Other than that, with the excess

food, this option can also provide the chance to feed animals, such as stray cats and dogs.

5.2.2 Pricey compared to another hotel

The high price of the hotel may discourage many potential customers, as they may be looking for a more affordable option. It will be resulting in reduced revenue for the hotel. The consequences of the high price are further compounded by the fact that customers may not be willing to pay for, or may not be able to afford, the services and amenities offered by the hotel. This could lead to a decrease in customer satisfaction, as well as a decrease in the hotel's overall revenue. *(RN Khwatenge, 2022)* Based on the Royale Chulan Seremban official website, it shows that the room's price is starting from RM242 while in Palm Mall Hotel and Seri Malaysia Hotel starting from RM217 and RM150, respectively.

For the recommendation, Royale Chulan Seremban may want to consider lowering its prices to attract more customers and increase revenue or should also consider offering promotions or discounts to make its services more accessible and attractive to potential customers. This could be done by offering low-cost packages and services, as well as reducing the cost of existing services. By doing this, the hotel can make its services more affordable and attract more customers.

5.3 OPPORTUNITIES

5.3.1 Local and international feeder markets

These feeders provide a platform for hotels to reach a wider audience and increase their bookings. They can also help hotels gain insights into customer behaviour and preferences to help them adjust their services accordingly. This can help hotels to maximize their profits and be more competitive in the market. For instance, through TripAdvisor, Booking.com as well as Trivago, hotels can get valuable insights into customer reviews of

their services and what improvements they can make to better serve their guests.

Additionally, as for recommendation, Royale Chulan Seremban can use feedback from customers to identify areas in which they can reduce costs and increase efficiency. Furthermore, these feeders which is Bookings.com and other can help hotels to track their competitors and stay ahead of the game. By leveraging customer data, hotels can also customize their services to better serve their guests and differentiate themselves from their competitors. Additionally, they can use the data to develop targeted marketing campaigns to attract more customers.

5.3.2 Provides special offer to attract new customer

These offers may include discounts or vouchers. They also provide incentives for customers to purchase more or try out new products or services. For example, a hotel may offer a 10% discount on buffet to new customers or offer a coupon that can be used to save money on future purchases. Customers appreciate these offers as it encourages them to come back and make future purchases. Businesses also benefit from these offers as it helps to increase their sales and customer loyalty.

On the other hand, some businesses may argue that these offers are not sustainable in the long run and may only serve to increase expenses. For example, if a Royale Chulan Seremban offers a discount of 10% on the buffet to new customers, they may end up losing money if the customer only purchases the discounted item. In addition, businesses may find it difficult to track and measure the success of these offers, making it difficult to determine whether or not they are actually effective. *(Nair, G.K., 2019)* As a recommendation, businesses should carefully weigh the cost-benefit of any offers they are considering before committing to them. They should also consider how they can measure the success of their offers, to ensure that they are providing a real benefit to the hotel business.

5.4 THREATS

5.4.1 Less involvement from local agencies

It is well known that tour agencies handle all aspects of their customers' travel arrangements as well. The services include visa processing, hotel reservations, ground transportation to the hotels, as well as travel insurance in some cases. They also provide advice on the best places to visit and can provide invaluable information about the destination. As a result of the less involvement of local travel agencies in the tourism industry, hotels may experience a negative impact on revenue as they are no longer able to rely on them to bring customers to their establishments. Consequently, it will decrease the number of tourists to the destination leading to a decrease in revenues for hotels.

Therefore, it is recommended that the Hotels may need to consider partnering with local travel agencies to increase their visibility and reach. By partnering with local travel agencies, hotels can gain access to their existing customer base, which will increase their visibility and help them reach a wider audience. Additionally, local travel agencies can help hotels promote their services and special offers, which can help to increase their bookings. For instance, a hotel could partner with a local travel agency to promote a discounted rate for a special occasion, such as a honeymoon package, which could attract more customers and lead to increased bookings.

5.4.2 Changes in customer's spending pattern

Changes in customer spending patterns pose a threat to businesses, as they may not be able to keep up with the changing demands of their customers. Customers have become more conscious of their spending, increasingly opting for cheaper alternatives. This shift in spending has led businesses to adjust their pricing strategies and product offerings. If hotels are unable to adjust their pricing and product offerings accordingly, they may lose customers and ultimately suffer financial losses. Moreover, businesses must also consider the changing needs of their customers. For instance, customers may be looking for products and

services that offer them more value for their money, such as eco-friendly products or services that are more affordable. Companies that are unable to keep up with the changing needs of their customers may find themselves unable to compete in the market and may be forced to close their doors.

So, in order to adapt in this changing spending pattern, Royale Chuan Seremban need to become fastest in every side such as following whats trending in society. For example, Royale Chulan Seremban must be able to anticipate and adapt to changing consumer trends. They should constantly monitor customer preferences and adjust their services accordingly as well as monitoring customer feedback and attitude so that can help companies identify potential customer needs and opportunities. Companies can also use customer feedback to develop new products and services, as well as use consumer data to tailor their marketing strategies. This allows businesses to create a more personalised customer experience, which can be an effective way to build customer loyalty.

6.0 CONCLUSION

Ultimately, an organization's strengths, weaknesses, opportunities, and threats can be identified through SWOT analysis. This structure can help identify the organization's competitive position. This can be used to develop the hotel industry Royale Chulan Seremban's strategic planning to achieve organisational objectives. In SWOT Analysis, the organization's external and internal factors are considered. SWOT analysis, which includes strengths, weaknesses, opportunities, and threats for Royale Chulan Seremban. These are significant factors in achieving the organization's goals, vision, and mission. SWOT analysis can be fully utilized to improve organizational performance.

By studying the external environment and the internal environment, the organization can recognize its strengths and weaknesses. It can then use the opportunities to address the weaknesses and threats to further strengthen the organization. For instance, the organization may have identified that its staff lack the technical skills necessary to use the new software, and thus use the opportunity to use the company budget to fund training for the staff

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APPENDICES



Figure 12: Equipment Inventory Activities

INVENTORY COUNT SLIP	
KUMPULAN :	MACHINERY
Area :	B1
Dept :	HOUSEKEEPING
Location :	HOUSE HOUSE KEEPING (OFFICE)
Item Name :	IPOLIDER
Size :	
Brand :	MED KLING
Quantity :	1 UNIT
Counted By :	STANAD
Verified By :	ANNUR <i>ANNUR</i>

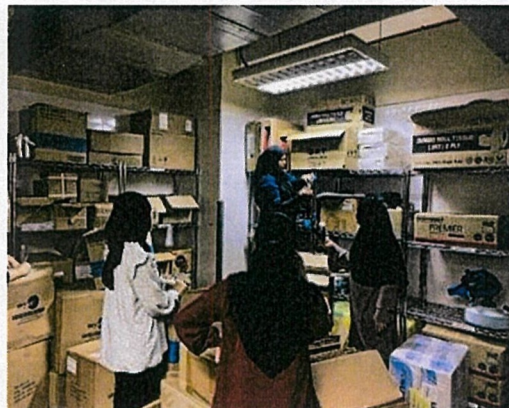


Figure 13: Housekeeping Equipment Inventory Activities



Figure 14: Inventory Activities at the Ballroom



Figure 15: Inventory Activities at the Kitchen Outlet



Figure 16: Assists chef in Preparation on Bubur Lambuk Program



Figure 17: Inventory Activities in Housekeeping Department



Figure 18: Last Day of Inventory Activities