



UNIVERSITI  
TEKNOLOGI  
MARA

Cawangan Melaka

**INDUSTRIAL TRAINING REPORT**  
**AT MEGA VIEW HOTEL KUANTAN**  
**1 MARCH - 15 AUGUST 2023**

**WAN NUR FATIHAH BINTI WAN BUANAN | 2020813698 | BA246**

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**DATE OF SUBMISSION: 31st JULY 2023**

## **EXECUTIVE SUMMARY**

For this report, I had the opportunity to engage in my training in the accounting department of Mega View Hotel. I have provided my resume, company background, training's reflection, SWOT analysis, and recommendations for the company. All this information is included in the report.

The first part of the report is the company background that shared information about Megaview Hotels as a company. The Mega View Hotel is a business class hotel that offers excellent facilities and services. Mega View Hotel has been located in the heart of Kuantan City for over 25 years. The hotel not only provides services at the hotel but has also opened its own cafe located not far from the hotel area in Star City Kuantan. I have also attached the organization chart of the Mega View Hotel as this is the department I worked for.

The training's reflection details the company's hours of operation and what I've been up to in the past six months since joining the company. Next, I discuss the SWOT analysis of Megaview Hotel, which is the highlight of this report. In the SWOT analysis, I identified and elaborated on two points for each part of the SWOT analysis and gave my opinion on how each part impacts your business.

Finally, I added my recommendations and conclusions about Mega View Hotel and explained how I progressed here during my internship. For each point, I make recommendations that will help the company achieve its long-term goals of improving the hotel's future performance, increasing marketing awareness, increasing availability in the geographic area, and improving hotel amenities. In addition to the points made, I elaborate on each point as it relates to the nature of the issue on which the judgment or opinion is at issue, and my views for future consideration.

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## ACKNOWLEDGEMENT

By the name of Allah, the Most Gracious and Most Merciful. There we worship and then aid what we seek. Show the straight way, the way of those who have bestowed grace, not those who are wrath and astray. I am grateful that the opportunity is given for me to conduct my industrial training to allow me experience in the working environment. A lot of effort has been done and surely there are various parties involved in contributing information to me. I would like to express my sincere gratitude to all of them because without them, I would not be able to complete this report. First of all, I would like to express my deepest appreciation to all those who provided me with the possibility to complete my industrial training report. This report will not get through without the effort and cooperation from my supervisor and co-workers. Their support, inspirations, comments, and suggestions contribute a valuable strength to completing this report.

Besides, a big thanks to my advisor, Madam Siti Nazirah Binti Omar who taught me how to make this report. I would also like to thank her for motivating me and groupmates to do our best shot as well as for her pieces of advice on how we should improve it throughout this industrial training. Additionally, I would like to thank Almighty God for guiding and giving me natural endowment, skills, healthy mind, and body, to whom the researchers are eternally grateful and dedicated, having the patience to make this report a better one. Also, my family gives me support to do well in this report. Thank you.

## 1.0 STUDENT'S PROFILE



# WAN NUR FATIHAH

## INTERNSHIP

### About Me

I am a final year student in program Bachelor of Business Administration (Hons.) International Business. Held the position of treasurer of various clubs for 10 years. Eager to use the skills learned in the workplace. Interest in business budgeting and want to learn more skills in the financial field.

### Relevant Experiences

#### International Business Unity Club (IBUC) | Treasurer

2020 – Present  
Key responsibilities:

- Record the process of money in and out
- Look at recent financial performance and identify trends
- Suggest budgets and improvements based on the above information

#### Youth & Diplomacy (Event Subject of Issues In International Business) | Bureau of Multimedia

2022 – 2023  
Key responsibilities:

- Conducting research on media techniques and design ideas
- Creating certificate design
- Testing and adjust final programs
- Produce finished design work and present final designs

#### Manner is A Beauty That Never Fades (Event Subject of Professional Etiquette of Hoteliers) | Bureau of Donation

2022 – 2023  
Key responsibilities:

- Prepare a letter requesting a donation
- Provide a list of companies to request donations

### Achievement

2022 Silver Award of Track Innovation: Bio-B, Virtual Melaka International Intellectual Exposition 2022, Melaka Malaysia.

### References

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### My Contact

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in

### Hard Skill

- Microsoft words
- Microsoft excel
- Adobe photoshop
- Adobe animate

### Soft Skill

- Observation
- Teamwork
- Proficient in speaking, reading and writing in Malay
- Satisfy in speaking, reading and writing in English

### Education Background

- **UiTM CAWANGAN MELAKA, KAMPUS BANDARAYA MELAKA**  
Bachelor of Business Administration (Hons.) International Business  
Complete in 2023
- **SMK PADANG GARUDA, KUANTAN**  
Malaysian Higher School Certificate (STPM)  
Completed in 2020
- **SMK PAYA BESAR, KUANTAN**  
Malaysian Certificate of Education (SPM)  
Completed in 2017

Figure 1: Student's Resume

## 2.0 COMPANY'S PROFILE

Hotel Mega View is a business-class hotel that offers all-round facilities and services. Since 6 August 1998, Mega View Hotel has been nestled in the heart of Kuantan City. Mega View Hotel is an ideal spot from which to discover Kuantan. The hotel boasts 95 guest rooms, from standard rooms to family rooms. The network of various recreational facilities and restaurants apparently further enhances the idea of friendly hospitality practiced. Operation hours for this hotel are 24 hours. From here, guests can enjoy easy access to all that the lively city has to offer. For those who want to venture out, Mahkota Square, Kuantan Parade, Kuantan Medical Centre are just some of the attractions available to visitors. At Mega View Hotel, every effort is made to make guests feel comfortable.

To do so, the hotel provides the best services and amenities. Top features of the hotel include restaurant, meeting facilities, Wi-Fi in public areas, elevator and car park. Hotel accommodations have been carefully appointed to the highest degree of comfort and convenience, with internet access - LAN, shower, Internet access- wireless and daily newspaper in each room. The complete list of recreational facilities is available at the hotel, including massage. Mega View Hotel is the perfect venue for an exhilarating and exciting break away.



*Figure 2: Mega View Hotel*

**2.1 VISION, MISSION, GOAL AND OBJECTIVE OF MEGA VIEW HOTEL**

**2.1.1 Vision**

To be excellent towards guest satisfaction.

**2.1.2 Mission**

To provide outstanding lodging facilities and services to guests.

**2.1.3 Goal**

*"With passion, we deliver happiness"*

**2.1.4 Objective**

Maintaining hotel standards and developing our human resources's training through customer feedback as a source of improvement.

**2.2 ORGANIZATIONAL STRUCTURE**

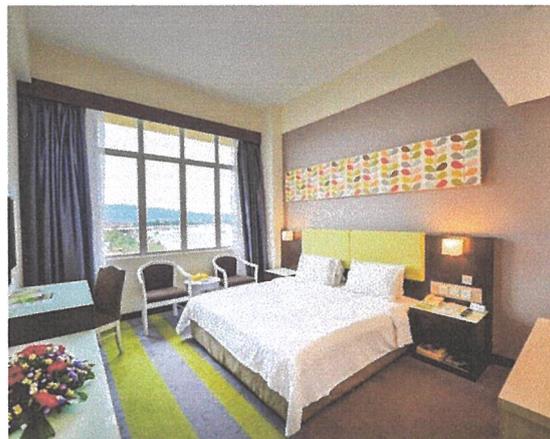


*Figure 3: Mega View Hotel's Organizational Chart*

Figure 3 above shows the organizational chart of the Mega View Hotel that I was placed in during my internship. First, I need to learn the compulsory steps in the account field, which is how to check the guests payment invoice. After a few days, I was told to go and learn to work at their new cafe, Micabowl Cafe at Star City Hotel. This is when I needed to work as a cashier and waitress. After that, I was assigned to go to Micabowl Cafe every Thursday to help the workers there. This is because the cafe had just opened in February 2023 and they had a shortage of workers at that time. I also help the admin department in recording the stocks of goods and check receipts or invoices from Micabowl Cafe's suppliers every month. From there I was able to learn on handling the jobs from working as an account intern at the office to working as a waitress at the cafe.

### **2.3 PRODUCTS OR SERVICES**

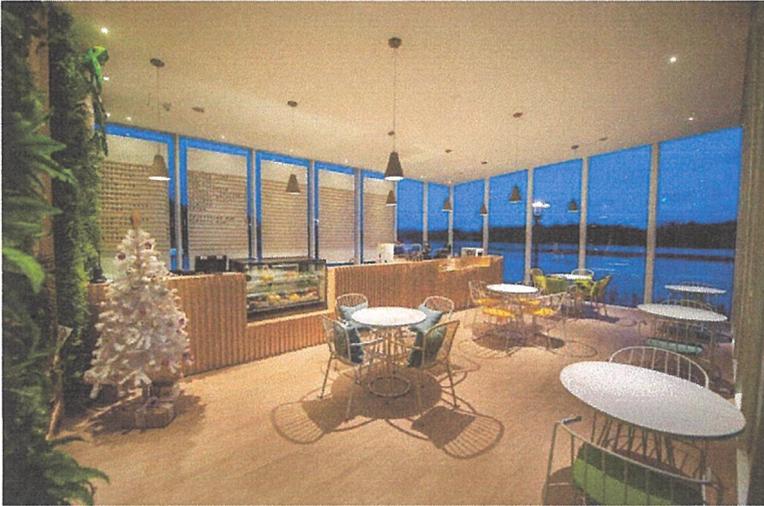
Mega View Hotel provides services such as accommodation, housekeeping, dry cleaning, dining, event planning, parking and food beverages for the guests. For your information, this hotel has 95 guest rooms that start from standard rooms to family rooms.



*Figure 4: Mega View Hotel's room*

They also have several cafes for customers to enjoy their meal time. Based on figure 5, 6 and 7, they can choose between Ramin Coffee House which provides Malay and Chinese food, Micasa

Cafe which provides western food or Micabowl Cafe which operates outside the Hotel area that provides nutritious food. Mega View Hotel also provides a ballroom and meeting room for customers who want to hold their events here.



*Figure 5: Micasa Cafe*



*Figure 6: Ramin Coffee House*



*Figure 7: Micabowl Cafe*

Based on figure 8, clients can use the Grand Seraya Ballroom for wedding ceremonies, dinners, birthday parties and graduation ceremonies.



*Figure 8: Grand Seraya Ballroom*

While the use of the Meranti Meeting Room based on figure 9 is for clients who want to hold meetings between associations or companies, seminars, workshops or talks. Besides that, the hotel

provides a catering service called Abby Catering for those who want to include the food and beverages in their event.



*Figure 9: Meranti Meeting Room*

### **3.0 TRAINING'S REFLECTION**

#### **3.1 DURATION AND DETAILS**

Just like other hotels, Mega View Hotel operates 24 hours from Monday to Sunday but for office hours, my working day starts from Monday to Friday at 8:30 a.m. to 5:00 p.m. I started my internship on the 1st of March 2023 and has been assigned to be an Account Intern under the Account Department. Everyday, I was exposed to new tasks that needed to be done before entering the next month.

It starts with account work. My first task is folio. In folio, there are transaction list documents that include amount of cash payment, advance deposit, miscellaneous fee, cheque payment, total sales from cafes, payment from Mastercard, VisaCard & American Express, sustainability tax and tourism tax. They also have guests' invoices that include the bills after they did the payment and guest departures document which show the guests name list, check out date and debtors. From here, I start by double checking the guests invoices document if the amount and the payment card that has shown in the transaction list are correct or not. If there is an amount for the event in advance deposit receipt that is not included in the transaction list document, I need to confirm the

account executive first if they have an official receipt (OR) that proof the clients make their payment for the events.

Then, my second task is helping my co-worker check Ramin Coffee House (RCH) and Micasa's cashier worksheet and bills. This task on the first day of ramadhan month because Mega View Hotel did Ramadhan buffet promotion. So my job is to double check the amount on the cashier worksheet and bills. At the same time, the name list of guests from booking day to the day they attend it.

In addition, I was also instructed to help the employees at Micabowl Cafe by being a cashier and serving the food to the customers. This job is only on Thursdays after I finish my work at the office. I work at the cafe from 2 p.m. until 5 p.m. At the same time, I also help to record the price of raw materials and check the amount on suppliers' invoices at the end of each month. The rest is filing, arranging all relevant documents on the shelf, arranging some account documents in a box to be sent to the auditor, making a photocopy of guests' passport picture for tourism tax and cutting petty cash paper for Micabowl Cafe.

### **3.2 INTRINSIC AND EXTRINSIC**

Mega View Hotel has provided an allowance for me, RM1,000 per month but will be paid after I have done my internship and it is according to the amount of days that I worked in the months. I also get the benefits of free meals and car fuel payment everytime i go to Micabowl Cafe. All of the co-workers and supervisors are so helpful and kind with me throughout the internship periods. It allows me to learn more about the company and the ways that the company seeks its employees.

With the knowledge that I gained during my studies, it has easily helped me to do my internship tasks more efficiently. In the account department, it allowed me to learn how to handle all types of account documents such as invoices, bills, receipts, event order, transaction list, trial balance and cashier worksheet.

Other than that, throughout my internship, I had the opportunity to experience and actively engage with all the situations from the office to the cafe. My boss, supervisor and coworkers still create a positive environment despite being tired with their jobs. It means I did not feel much trouble and stress from it. That makes me fall in love and thankful for giving me a chance to do

my industrial training there. Also, it increases my skills on problem solving, communication and social life during those periods.

#### 4.0 SWOT ANALYSIS FOR MEGA VIEW HOTEL

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> <li>● Strong diversity organization</li> <li>● Strategic location</li> </ul>	<ul style="list-style-type: none"> <li>● Slow pace during off season</li> <li>● Limited parking space</li> </ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>● Diversification sub-business</li> <li>● Collaboration with local business</li> </ul>	<ul style="list-style-type: none"> <li>● Intense competition</li> <li>● Bad debt</li> </ul>

*Table 1: SWOT Analysis for Mega View Hotel*

#### **4.1 Strengths**

##### **4.1.1 Strong diversity organization**

Malaysia's a multiracial country that could be one of the unique characteristics to make an organization successful. One of these organizations is the Mega View hotel in Kuantan, where employees from all backgrounds are involved. The creation of an inclusive and diverse workforce is a huge economic advantage for them. The inclusion of other skills, knowledge and ideas will be facilitated by diversity.

The acceptance and inclusion of all employees from different backgrounds is essential to diversity in the workplace. The diversity of work environments is a major asset as it acknowledges the individual talents and abilities of each employee. The key to a successful and thriving workplace, as well as a fair working culture, is that we all pay attention to the differences in each other.

Besides that, the business case for attracting and developing talented people with different skills and backgrounds, as well as to build a structure that nurtures both human beings and ideas is also presented in diversity and inclusion strategies while social and moral imperatives are clear.

From that, I've learned that it's possible to see things from a variety of angles, with greater clarity, because of different opinions, cultures, genders and ethnicities. This insight underpins the purpose, but without full acceptance of the diversity, it is not possible to truly drive trade and prosperity.

#### **4.1.2 Strategic location**

Next is a strategic location. The hotel's location is one of the first things that guests notice. The location of the hotel plays a significant role in attracting the public to the hotel. People want to live in a place that has good air quality, nice views and cleanliness.

To put it another way, the guests are looking for a hotel that gives them a perfect living experience. In terms of tourist awareness, the hotel location will be perfect. Some people also live in hotels to attend family functions or business occasions, so if the hotel location helps the customers reach their site, it'll also add value to the hotel. The fact that the hotel they chose has better location than other hotels will make many more people want to spend their nights there.

In addition, there's no way that anyone would want to stay out all night in a dirty place with an unpleasant smell or other things. So, in the hotel industry, location matters a lot. The Mega View Hotel, for example, has its strategic location in the heart of Kuantan City. That is to say, several tourist sites and facilities which are available in order to provide customers with free time when they visit the hotel.

### **4.2 Weaknesses**

#### **4.2.1 Slow pace during off season**

The hotel industry is influenced by tourist arrivals, holidays, and seasons. The peak season is of course the most advantageous for hoteliers, since they have a growing demand and an increasing number of guests. Moreover, in these circumstances it is not difficult to achieve a full occupancy of the hotel. But they're also aware this will change at some point in time, just like every year. The mid or shoulder season, and eventually the low or off season, will come after the peak or high season.

Chinese New Year, Deepavali, Ramadhan month, Hari Raya Aidilfitri and Christmas Day are a few examples. When this festival comes, our hotel will be a holiday destination for tourists. The hotel will get a lot of booking reservations and they will be very busy at that time. However, the pace starts to slow as the off season approaches. Hotels are starting to become difficult to get booking reservations from the guests.

#### **4.2.2 Limited parking space**

The global problem of parking is a common issue for cities and towns. Mega View Hotel is one of them. The hotel is very famous for doing many events. It doesn't matter whether the event involves an area outside the hotel or inside the hotel. The main problem is the limited parking space. Parking problems can be a headache for drivers and property owners as well as the finding of parking spaces in overcrowded cities to ensure that your car is safe.

This became an issue when clients come to the hotel with a car, they often have the problem of not having enough space to park their car. This problem will waste their time which instantly makes them late to attend their event, just to find another parking lot. This does not only happen to customers, but the employees also experienced the same problem.

### **4.3 Opportunities**

#### **4.3.1 Diversification sub-business**

Mega View Hotel features various sub-businesses, including Ramin Coffee House and Micasa Cafe, and Micabowl Cafe. All of these cafes serve a variety of cuisines and cater to the tastes of all ethnic communities, like Malay, Chinese, Indian or Western.

They can choose the type of food they want according to their mood at that time. Some who like nutritious but delicious food, they can go to Micabowl Cafe. There are different types of food and they can choose whether to choose their own types of vegetables, toppings and base through a D.I.Y bowl or ready-made food directly from the kitchen.

If they want to eat international food, which includes both Asian and western food, they can go to Micasa Cafe located in the hotel lobby. They can enjoy their food and also the view in Sungai Kuantan. However, if they want to enjoy local food and at the same time enjoy a hot cup

of coffee made by an experienced barista there, they can visit Ramin Coffee House which is on the 1st floor of Mega View Hotel. I believed that Mega View Hotel also increased their customers from these sub-business cafe.

#### **4.3.2 Collaborations with local business**

A powerful tool to attract customers that many hotels overlook is partnership marketing. Partnership marketing, which includes working with local enterprises in order to attract and retain customers, is a strategy approach. The owners of hotels may benefit from access to shared expertise and knowledge, while also taking advantage of each partner's client base as well as building awareness by working together with other businesses in the community.

Mega View Hotel can engage with neighborhood businesses in several ways to enhance their marketing efforts, such as working together with neighborhood restaurants, travel companies and activity providers; organizing exhibitions on local musicians, artists or craftsmen; entering into partnerships with area stores for offering package deals where guests are staying. This not only improves the experience for visitors but also assists the hotel in establishing a strong presence in the local community.

### **4.4 Threats**

#### **4.4.1 Intense Competition**

The competitive intensity is defined as the amount of pressure that companies in a given sector exert on each other. A certain level of competition is healthy, because it inspires innovation in organizations. Competition is the motivation for teams and individuals to give their best, no matter where they are in an industry or elsewhere. Indeed, it's this rivalry that is keeping most firms awake and giving them a competitive edge over their competitors.

Competition between firms is characterized by two aspects, namely the intensity and the dimension, according to the Porter framework. The profitability potential for a company is determined by the intensity of competition. Thus, a company will be able to make greater contributions to its customers in an intensely competitive environment.

Same goes to Mega View Hotel, which faces intense competition in this sector. With the existence of many hotels, it may be difficult for this hotel to highlight their name. By decreasing their prices so that more customers will come, this competition can lead to a price war.

#### **4.4.2 Bad Debt**

If a borrower defaults on the loans, bad debt is an amount of money that creditors have to write off. If a creditor has a bad debt on the books, it becomes uncollectable and is recorded as a chargeoff. Bad debt is a contingency that must be taken into account by all businesses extending loans to their customers, as payments are always at risk of not being paid.

The hotel is under threat from guest booking companies because of debt issues. The hotel has difficulty dealing with parties who take time to pay their debts. It had taken thirty days, sixty days, ninety days or almost one year on some occasions. Although this company is known, and they are not very helpful in the process of making payments. This has led to a lot of delays in payments.

### **5.0 RECOMMENDATIONS**

As a result of what I've learned from working as an intern at Mega View Hotel, there are a few recommendations I'd want to offer to help the business operate more effectively, get greater public recognition, and inform rival businesses of Mega View Hotel's impending rapid expansion.

The first recommendation after knowing more about the company, trust on each other's potential will enhance or maintain a strong diversity organization. It will automatically put faith in the organization's ability to carry out its stated goals between the managers, leaders in charge, and other employees. It is possible for the organisations to build trust through openness, responsibility, genuineness and respect of any positive environment culture at work. These could offer the company a livelier condition, more energetic aspect.

In addition, I believe Mega View Hotel may help to strengthen the economy of our area. This hotel can also serve as a tool to boost the revenue of another business. For example, the sale of food and goods close to the place where the guests are staying will attract them. So, when the guests chose Mega View Hotel Kuantan as their place to stay, they can visit Menara Kuantan 118, Bank, Masjid Sultan Haji Ahmad Shah Pahang, Hospital Tengku Ampuan Afzan, Laman

Teruntum, fast food restaurants and other street food.

By providing information on promotional deals, the Mega View Hotel should be arousing guests' curiosity. They would be able to take advantage of it, giving their existing customers something extra for staying with them during the course of the season. For example, before the start of the off season, prepare weekly social media posts, targeted email marketing, and early booking discounts.

In addition, I advise that they increase the amount of parking spaces. This could help to reduce the congestion, save time and maintain parking between customers and staff if a hotel's parking space is expanded.

Other than that, to maintain this diversified sub-business, Mega View Hotel needs to further expand the world of F&B. For example, held a workshop day involving the kitchen team, to generate more ideas or find ways to improve the menus. The organization could benefit from this programme to promote the business more effectively. In addition to that, they can develop their cuisine skills and the name of this hotel could be broadened all over the country.

The Mega View hotel should work with a local spa in order to increase its cooperation with local companies and offer their clients customized packages of massages. The possibility of drawing more customers and increasing the revenue for both sides could be achieved through such mutual cooperation.

In addition, Mega View Hotel must take action to monitor its competition's rates and promotions so as to react accordingly when it is needed. In this way, Mega View hotel should set a low price rate if its competitors have decided to raise their prices. Even if this slows down the hotel's chances of achieving an increase in revenue, it will be able to retain its customers. To offer better services and rewards to attract more customers in advance of events or special periods of the year, they would also need to carry out research on their competition's promotional techniques or marketing strategies.

Last but not least, I think that Mega View Hotel should consider making an agreement with them to collect the payment due in installments instead of lump sum. This ensures that even in these circumstances the hotel can continue its operation for a long time. At the same time, in order

to avoid getting any more debt from these firms, the hotel should stop receiving reservations from companies that have not fulfilled their obligations.

## **6.0 CONCLUSION**

In conclusion, during my six-month internship at the Mega View Hotel, I gained valuable experience in communication abilities, professional and ethics knowledge, technological skills, and improvement in an enterprise team. I expressed my views on improving account management problems, which were considered by the team leader to increase productivity.

I also faced various difficulties and problems, which required me to seek assistance from other team members. I had mentorships that allowed me to catch up on their teachings and think creatively. I gained an overview of working life at the Mega View Hotel, learning to work according to working days and hours, being flexible in tasks, and the importance of teamwork.

In addition, I learned about the procedure of checking and recording all documents related to the job at the Mega View Hotel, and the importance of paying attention to small details when handling third-party information. I realized how I had grown in the last six months, from a different outlook and expectations to a more mature and ready-to-face the real working world.

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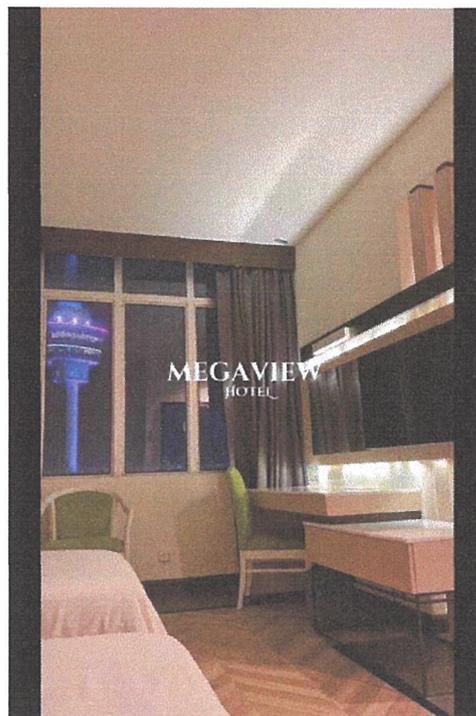
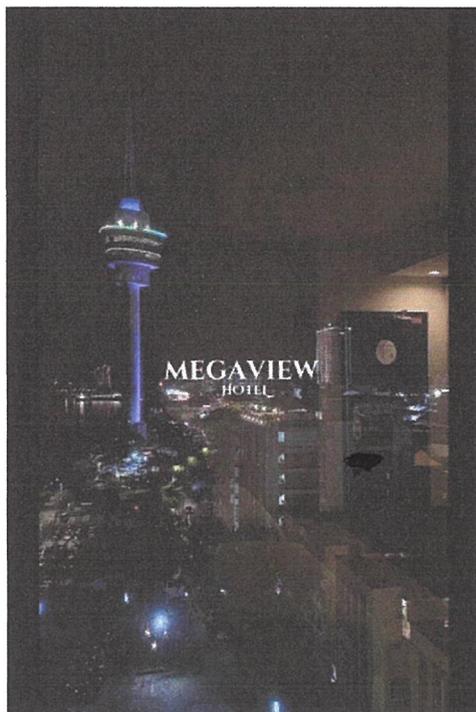
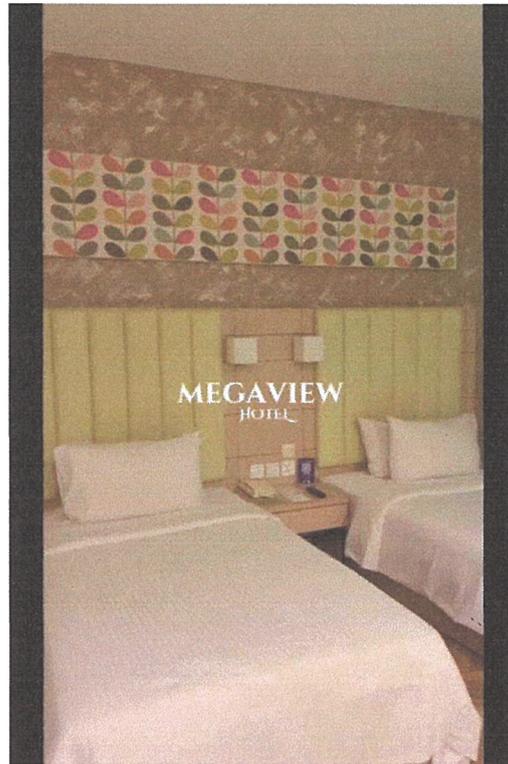
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Beehive. <https://beehivepr.biz/strong-organizational-cultures/>

APPENDIX



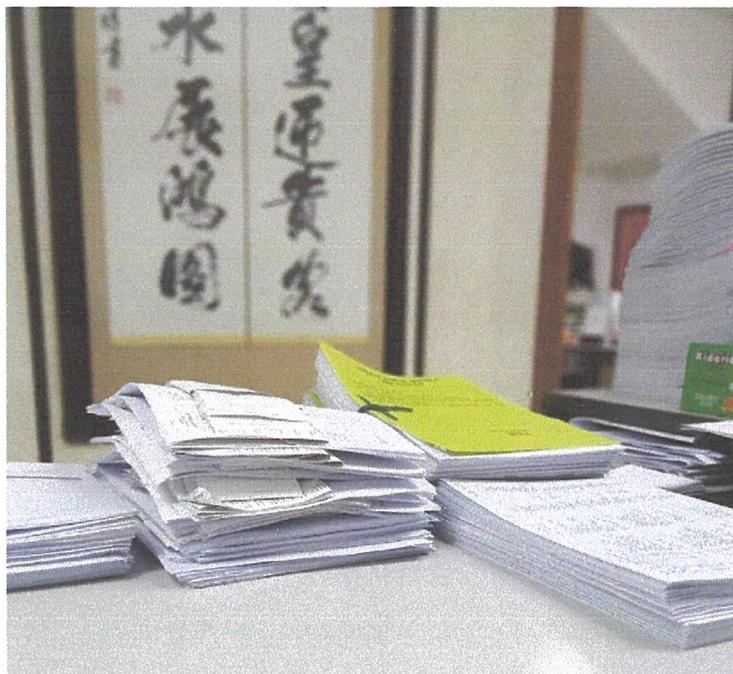
Mega View Hotel view



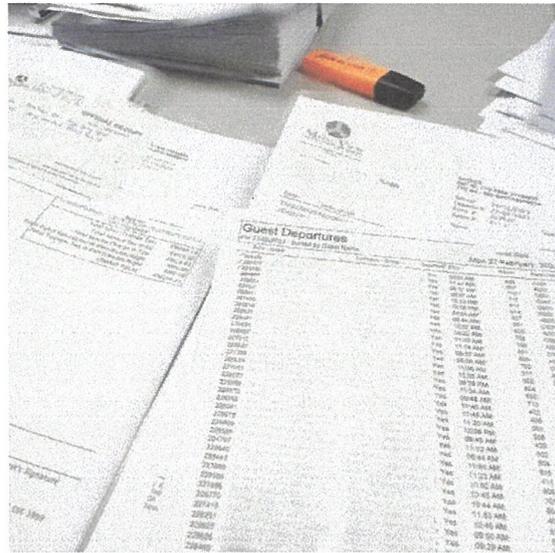
Menara Kuantan 118 views from Mega View Hotel's room



Mega View Hotel's Facebook Page



My jobs in office



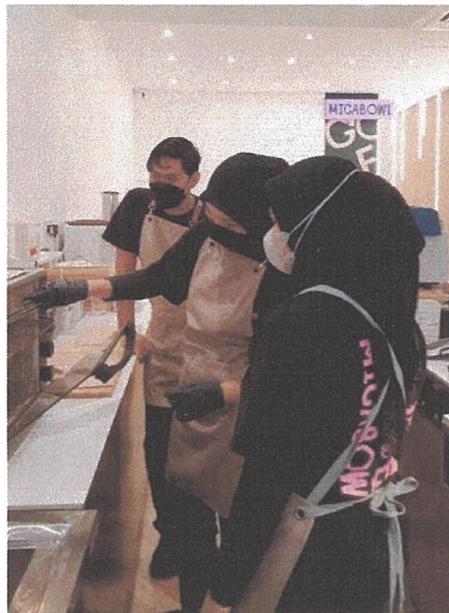
Folio task that I need to check everyday



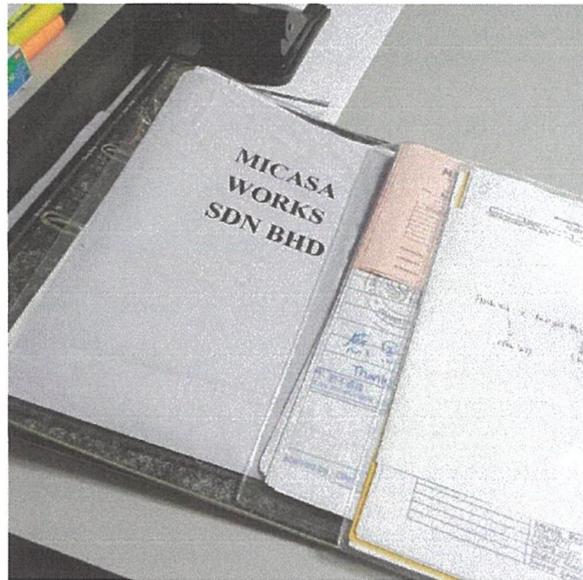
One of the folio that I have done it



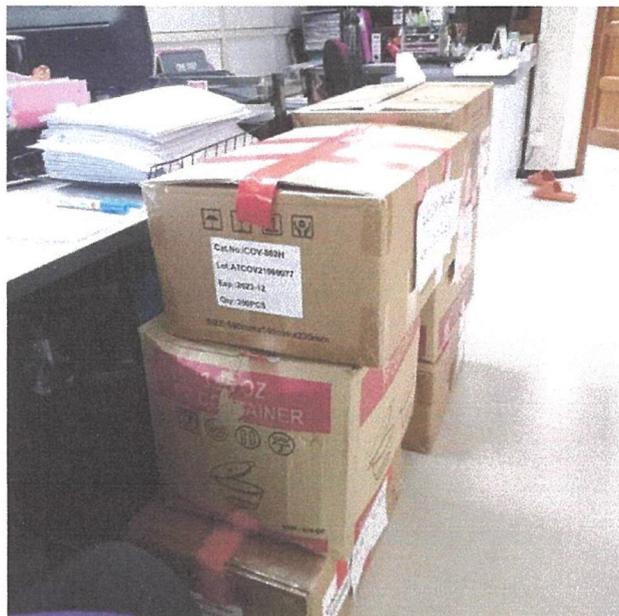
Working at Micabowl Cafe



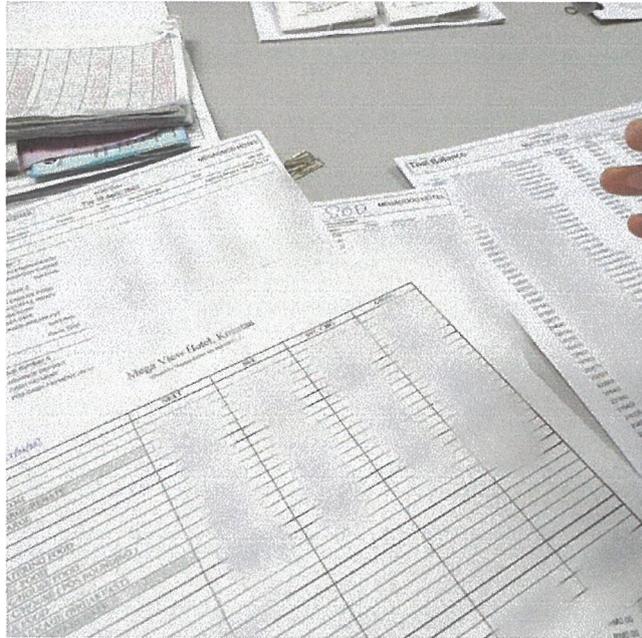
Learn the works at Micabowl Cafe



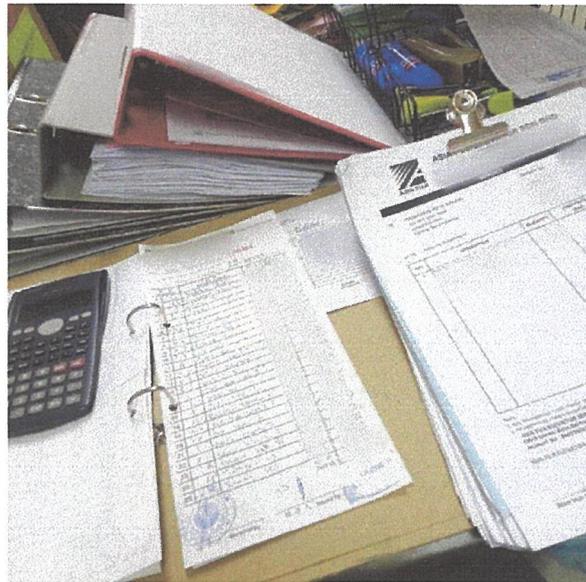
Checking and recording the stocks of their cafe



Organize all the documents that need to send to auditor



Checking the calculation for trial balance



Checking the hotel's suppliers invoice