



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS AND MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION (HONS.) INTERNATIONAL BUSINESS
UNIVERSITI TEKNOLOGI MARA (UITM)
KAMPUS BANDARAYA MELAKA

SEMESTER 6 SESSION 2 2023
(MARCH 2023-AUGUST 2023)

INTERNSHIP
(MGT 666)

INDUSTRIAL TRAINING REPORT
(LACRISTA HOTEL MELAKA)



STUDENT'S NAME	STUDENT ID
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GROUP:
M1BA246 6C

PREPARED FOR:
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DATE OF SUBMISSION:
27 JULY 2023

EXECUTIVE SUMMARY

Industrial training is part of the course program under the Faculty of Business & Management, at UiTM City Campus Melaka. Prior to being granted permission by the university to acquire a Bachelor's degree, all final year students or trainees must undergo industrial training. Trainees will have to find and decide the location for their industrial training. During the final semester, each trainee will be assigned to an organization. Industrial training exposes students to the real workplace in the industry or topic studied. Trainees get the opportunity to enhance their knowledge and ability while putting into practice. For this industrial report, this trainee has chosen LaCrista Hotel Melaka as the location for his industrial training commencing from the 1st March 2023 to 15th August 2023.

The report provides a thorough description of the company's name, location, background, vision, mission, objectives, organizational structure, and products or services in the company profile. This report highlighted strengths, weaknesses, opportunities and threats in the SWOT analysis part in accordance with their findings from the industrial training. Each of the variables identified in the SWOT analysis is further discussed and suggestions were provided on how LaCrista Hotel Melaka may enhance its operation. Also, the trainee has written a reflective essay reflecting on his experience while undergoing his industrial training at LaCrista. Matters like attachment, duties and benefits of his industrial are discussed.

The entire last section of the report was likewise completed by the student. To support the report's structure, the trainee supplied a list of references, mostly from journals. A few pictures of the trainee's activities and assignments are also included in the appendices. Along with the reader, the provided knowledge should also satisfy the trainee and the company. Additionally, it may serve as a resource and guide for trainees as they handle problems at work.

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ACKNOWLEDGEMENT

First and foremost, praises and thanks to Allah SWT, the Almighty, for His showers of blessings throughout my industrial training to complete the report successfully. This industrial training report is under the subject Internship which is MGT 666 at Universiti Teknologi Mara (UiTM). Throughout the internship journey, I am given a difficult report paper to complete, and I have accepted the challenge to complete this report faultlessly and on-time.

PM Dr Ahmad Fadhly Arham, my internship advisor, has provided invaluable guidance throughout this industrial training. His energy, vision, sincerity, and drive have deeply inspired. He has instructed on how to prepare the report and present it in the clearest way possible. It was a great honour and privilege to work and study under his path. I am extremely appreciative of what he has provided. Additionally, I would like to thank him for his kindness and humour.

In addition, I am extremely grateful to Miss Noor Aisyah Mohd Arif, my internship supervisor, for her assistance in completing this industrial training report. I would like to express my gratitude for the guidance of everyone in LaCrista Hotel Melaka. The completion of this report would be impossible without their contribution and cooperation. Next, I would like to thank my Sales Department colleagues for their support and hospitality throughout my internship.

Finally, I want to express my gratitude to my family and friends for their encouragement during my internship experience. Without the assistance of everyone in my immediate vicinity, I would not have been able to successfully complete my internship. Thank you once again to everyone who assisted in completing my industrial training.

STUDENT'S PROFILE

MUHAMMAD AMIRUL SYAZRIN BIN JOHARI
Bachelor of Business Administration (Hons.) International Business



EDUCATION

Mar 2021 — **Bachelor of Business Administration (Hons.) International Business,**
Aug 2023 **University Technology MARA (UiTM) Malacca City Campus**
Current CGPA: 3.65/4.00 MUET: Band 4 Dean's List: all semesters
Related coursework: MGT657 (Strategic Management), HRM533 (Human Resource Management), OPM 530 (Operations Management), MKT558 (Digital Marketing), CSC413 (Interactive Media), International Business Negotiation, International Investment, Intercultural Management

Sep 2018 — **Diploma in Accountancy, University Technology MARA (UiTM)**
Feb 2021 **Alor Gajah Campus**
CGPA: 3.49/4.00

Jan 2013 — **SMK Seremban Jaya 2, Seremban**
Dec 2017 SPM: 6A, 2B

EXTRACURRICULAR ACTIVITIES

Jan 2023 **Academic Seminar "Skill Up: Heroes in Training, Manner is A Beauty That Never Fades" SK Tengker 2, Malacca**

Nov 2022 **Academic Trip & Corporate Social Responsibility (CSR) program, Sabah**

Jun 2022 **MASMED Young Entrepreneur (MyENT)**

Nov 2021 **Go Digital ASEAN program for Job Seekers**

Dec 2019 **Youth Volunteerism Carnival program, UiTM Alor Gajah Campus**

May 2019 **Mahabbah Baina Muslim, Melaka Chinese Muslim community bachelor program, Malacca Chinese Mosque**

WORKING EXPERIENCES

Apr 2022 — **Dropship Agent, KRUKKRAPMY**

Jul 2022

Mar 2018 — **Part-time Sales Assistant, 7-ELEVEN**


Jun 2018

SKILLS	Microsoft Word	Expert	Canva	Expert	Adobe Photoshop	Beginner
	Microsoft Excel	Expert	iMovie	Expert	Filmora	Beginner

LANGUAGES	Malay	Native speaker	English	Highly proficient	Mandarin	Moderate
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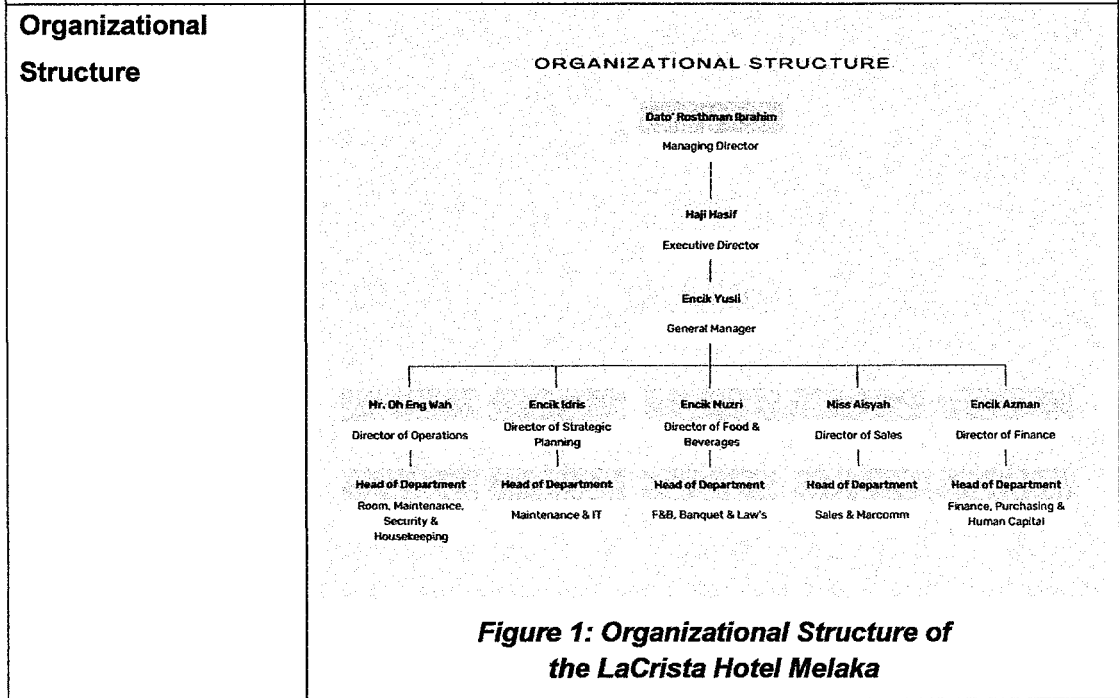
REFERENCES	Mohd Isham Bin Abidin Advisor Faculty of Business and Management UiTM Malacca City Campus 75300 Melaka Tengah, Melaka	Norshiba Norhisham Coordinator Faculty of Business and Management UiTM Malacca City Campus 75300 Melaka Tengah, Melaka
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COMPANY'S PROFILE

Company's Name	LaCrista Hotel Melaka
Company's Logo	
Company's Slogan	Your Personalised Lifestyle Hotel
Company's Location	146, Jalan Hang Tuah, 75300 Melaka, Malaysia
Company's Contact	P: +606 281 6868 M: +6011 1100 0001
Email	enquiry@lacrista.com.my
Website	www.lacrista.com.my
Social Platform	@lacristahotel
Operation Hour	Check-in (3 PM – 11.59 PM) Check-out (12 PM) Business Hour: Monday to Friday (9 AM – 5.30 PM) Saturday (9 AM – 1 PM)
Vision	To become a desirable lifestyle hotel that focus on people and simplicity on the established way of doing things backed by technology.
Mission	<ul style="list-style-type: none"> • To provide a unique stay experience for our guest. • Empowering the staff; distributed leadership. • To acquire brand loyalty from guest and staff. • To respect and cherish the diversified lifestyles of each guest and every staff. • To be ranked in Top 5 Hotel in Melaka.
Objective	<ul style="list-style-type: none"> • Guest: To increase the loyalty of customers. • Crew: To increase the loyalty of our crew. • Sustainability: To be a sustainable company. • Investor: To level-up our profitability. • Process: To maximize efficiency in our hotel services.
Goal	To provide genuine, engaging service as well as a personalized hotel experience that makes guest feel respected and relaxed. Each visitor should be treated as an individual. Be brand ambassadors for our hotel, community and co-workers. Our primary goal is to find ways to make your life easier.

Company's Background

- The LaCrista Hotel Melaka, is a city hotel located in the city of Melaka. It was established in 1998. This hotel's spectacular interiors feature a stunning glass dome in the lobby and traditional Roman pillars. Its architecture is influenced by the city's colonial past. Additionally, the Hotel Residence La Rotonda in Madrid served as the basis for the design of the hotel's foyer.
- The hotel's managing director, Dato' Rosthman bin Ibrahim took over this hotel in early 2020. Under new ownership, it is currently called as LaCrista Hotel Melaka despite the original name of establishment, Avilion Hotel. Following that, the new Chairman Dato' Rosthman bin Ibrahim and the other board members took over management of the hotel, starting a new chapter in the hotel's history.
- The LaCrista Hotel Melaka is the best option for urban citizens searching for a business or leisure vacation in Melaka due to its close proximity to Kuala Lumpur and Singapore. In order to compete with other hotels and win the hearts of visitors, this hotel is assuming a market position. A committed and knowledgeable staff for product development and research works for the hotel.



Products/Services	<ul style="list-style-type: none">• The LaCrista Hotel Melaka has 237 rooms with city view offers numerous goods and services. Every room features a phone, a mini-bar, a coffee or tea maker, a refrigerator, a flat-screen TV, ironing equipment, a wardrobe, carpeted flooring, smoke detectors, and other amenities.• The hotel has its own brands such as Havlava (fruit pastries and cocoa chocolates), Law's Kitchen (Chinese food, dim sum, and tapas), and Coffee House (Asian food, pastries, and coffee). This hotel provides a fitness centre, Novoid Arena E-Sports Hub, and a pool. It also offers a ballroom for events like wedding and conferences as well as a peninsular room and straits meeting rooms.
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TRAINING'S REFLECTION

This trainee, Muhammad Amirul Syazrin Bin Johari is currently doing his industrial training in administration of the LaCrista Hotel Melaka. In this company, he has been assigned as a trainee in the Sales department. The administration operates on Monday to Friday, from 9 AM to 5.30 PM and every department will be working for alternate weeks on Saturday except for public holiday. The duration of internship for the trainee is starting from 1st March 2023 until 15th August 2023.

There are two organizational division in the company which consist of operations and administration. Employees in the operations are required to work in shifts, meanwhile administrative employees are exempt from the requirement to work shifts. As working in the Sales department, the employee might be on duty overtime especially during ongoing events. The trainee has understood the job responsibilities expected and aspects of the position in the company to perform reasonable duties.

The scope of job for the Sales department are managing sales activities and events in line with the annual sales and marketing plan, and to achieve/exceed budget and sales strategy for the LaCrista Hotel Melaka. Under the general guidance and supervision of the Director of Sales, the trainee is expected to plan and conduct familiarization tours and site inspections, interface with operations on a timely basis, and implement direction from General Manager. Additionally, the trainee is provided direction on market analysis to assess sales and marketing data.

Allowance is being given by the company to trainees of RM500 per month through online banking. Office essentials like a laptop and telephone are provided for the trainee during industrial training for simplicity of use. Meeting rooms can be used if required that reservation must be made in advance. As a Muslim friendly company, there are praying rooms for all staffs despite the Halal brand is highly emphasized in the company. Meals are also provided for each staff during working hours, as well as free accommodation of workers' hostel for the trainee.

Furthermore, the trainee succeeds to impart new knowledge during the industrial training in the Sales department, including the use of photocopies, the filing process, making and receiving calls, and formal email communication. Other related tasks such as conducting room and hall inspection, managing events, and distributing event order has been exposed to the trainee which contributed to the acquisition of knowledge. As a result, the trainee will be able to gain experience and understanding of workplace real world to use what they had learnt in the workplace.

In terms of knowledge and skills related to personal development, the trainee has learnt demonstrated ability to interact with customers, associates and third parties that reflects highly on the hotel, the brand and the company. The trainee also possesses work ethics that exude the ability to meet deadlines and commitments. Other key competencies include problem solving and organizational abilities, as well as good writing and people's skills. Besides, this industrial training offers persuasion and excellent communication skills that leads high performance standards and pursues aggressive goals.

In collaboration with the UiTM Melaka Branch and the Melaka E-Sports Association (MEA), Novoid Arena E-Sports Hub sponsored the Campus Attack Esports Carnival and introduced Roombox, a place designed by students at UiTM Alor Gajah. The LaCrista Hotel Melaka has participated in the event as one of the sponsors since Novoid Arena is owned by the hotel. Therefore, it was an honour for the hotel to promote its products and services whereby the trainee has been in charge of booth during the event from 9 AM until 5 PM to conduct promotion. The opportunity to host a booth at this event allows audiences to ask follow-up questions or get clarification.



Figure 2: In charge of booth at UiTM Alor Gajah

Also, the LaCrista Hotel Melaka took part for three days to make the Starvendors Foodstival Melaka 2023 a success at the Melaka International Trade Center (MITC), Ayer Keroh. With the support of Tourism Melaka, the event has gathered entrepreneurs from various sectors including fashion, beauty and health. The main objective is to make Melaka as a tourism destination in addition to increasing cooperation with all organizations involved. The trainee has been assigned for the booth from 10 AM until 6 PM. It gives the opportunity for this trainee to interact with vendors, manufacturers, prospects, and customers in real time. Hosting a booth at this event is both affordable and lucrative in terms of the return on investment that it generates.



Figure 3: In charge of booth at MITC Ayer Keroh

SWOT ANALYSIS

The SWOT analysis is used as a management technique to assess internal opportunities (strengths and weaknesses), as well as external opportunities and threats to the company. It is beneficial to anticipate possibilities and prepare an aggressive strategy to facilitate a decision-making process that is more precise and take advantage of advantageous business possibilities. This tool may detect threats and weaknesses to strengthen and stabilize the LaCrista Hotel Melaka to operate more effectively.

This analysis overall helps in devising a proper plan for the company to stay ahead of the competition in the hotel industry or the hospitality industry. The LaCrista Hotel Melaka should periodically assess the company's procedures in order to manage a profitable business by evaluating if the current strategies and goals still represent the best course of action. Consistent business analysis and strategic planning is the best way to keep track of growth, strengths and weaknesses. Therefore, in this part, the trainee will explain on the strenghts, weaknesses, opportunities, and threats of the LaCrista Hotel Melaka based on his observation during the industrial training.



Figure 4: SWOT Analysis of the LaCrista Hotel Melaka

DISCUSSION

1.0 Strengths

1.1 Brand positioning

Brand positioning describes the distinctive value that a brand offers to its target market. It is a marketing technique that companies use to communicate their value proposition while establishing their brand identity. Additionally, associations are made between the brand and its value proposition via brand positioning (Amazon Ads, 2023).

The LaCrista Hotel Melaka has a solid brand positioning strategy. It has been demonstrated that brands that are constantly promoted receive an average 10% to 20% rise in sales (Patel, 2022). "Your Personalised Lifestyle Hotel" describes a differentiation positioning strategy of its uniqueness or innovative qualities of the company. Consumers that value innovation will be drawn to the company's brand. Successful branding results in advantages including boosted consumer loyalty, a better reputation, and a relatable identity that distinguishes the business from competitors.

Dato' Rosthman bin Ibrahim has said, when he first started buying over the hotel, the LaCrista Hotel Melaka was positioned in the rank of 126 out of 235 hotels in Malacca. However, the hotel is currently positioned in the rank of 15 as per Tripadvisor. Thus, there is a solid brand positioning by the hotel to establish the image or identity of its brand. It can be seen that positioning in marketing is an essential element of brand strategy due to its ability to influence brand perception and consumer behaviour. As a result, the hotel will come out on top by focussing on the potential customer and create strong marketing strategies that can effectively position the business in the market.

Besides, the company incorporate social media into its marketing strategy to engage the consumers with exciting content and encourage them to share their positive experiences. The use of social media is highly intense to increase the company's visibility amongst audiences on the internet. Utilizing social platforms such as Facebook, Instagram and TikTok in addition to emphasize on online marketing strategies like email marketing and website optimisation to reach target audience. To include influencers in the marketing strategy has been effectively shown by high engagement rate.

1.2 Favourable location

The location of the business is important to its overall performance, both from the perspective of an employee and a potential customer. A well-informed business placement plan will enable business doors to open. A location strategy for a company requires necessary research to carefully consider all of the possibilities (Lauckner, 2023).

The LaCrista Hotel Melaka is situated in the centre of Malacca, 5 minutes' ride away from the Christ Anglican Church and the Jonker Street Night Open-Air Market is less than 12 minutes on foot from the hotel. Batu Berendam airport can be reached by car within 10 minutes, despite shopping, restaurants and bars nearby. The hotel is a perfect starting point for numerous sightseeing and tourist choices, whereby the Malacca River Side are accessible on foot. The LaCrista Hotel Melaka is the ideal place to stay for a business or leisure trip to Melaka given its proximity to Kuala Lumpur and Singapore. The hotel is close to restaurants and attractions that are appropriate for events and vacations.

In addition, the occupancy rate for this hotel is high during public holidays. During his industrial training period, the LaCrista Hotel Melaka has experienced two times of full occupancy rate. In the past month, the hotel has launched "Tuah" promo voucher that offer a standard room with the lowest price possible. Thus, the company records its highest occupancy rate for the second quarter of the year. On the other hand, the occupancy rate can depend on functions that are confirmed in the hotel. It can be subject to the number of pax that is provided in residential meeting package especially for conferences.

2.0 Weaknesses

2.1 Inadequate facilities

Management must be aware of the potential for using customer interaction management to improve facility conditions. One of the highest customer discontent is correlated with inadequate facilities provided by the company. Facilities that aren't run well put customers at risk for injury and increase maintenance costs (MeeramDrift Technologies, 2020).

Although inadequate facility management may not directly harm customers, it has a significant impact on their satisfaction and loyalty. This can involve making emergency preparations and attending to specific maintenance issues like loose or cracked tiles. Bad management of facilities like the chillers might be warmer than appropriate, thus this can seem unconnected with customer experience. Furthermore, the public swimming pools can be unhygienic that it should be minimal if the pool is well maintained. Customers' convenience cannot be fulfil if infrastructure such as lighting system, plumbing, or electrical equipment fail. However, poor facilities management has demonstrated the facility's attitude towards delayed maintenance and low priority for upkeep.

2.2 Instability of prospective sales

The instability of sales represents a significant cost for companies. Important decisions need to be made from time to time. The four essential factors to increase sales are budget, need, time, and trust (Rubino, 2020). Sales stability helps the company forecast future revenue and manage their operations more effectively (McGill, 2022).

Sales performance is affected by a variety of business elements, including the marketing plan, the product or service, the management, customer service, or the market. The company may not paying attention to the customer's needs whether they satisfied with its current products or services. There is a lack of getting feedback and doing a sales growth trend analysis to improve or change its marketing strategies. Every decision should be made in collaboration between sales and marketing to maximise profits. Sales are reliant on marketing initiatives and plans.

Besides, the company demonstrate that the business records more cancelled events than client functions that are confirmed. It is probably lacking of selling and marketing efforts by the sales and marketing teams to keep the business competitive in the marketplace. The crucial part is to keep track of competitors in order to take immediate action for the company (Writer, 2020). The LaCrista Hotel Melaka might not have been aware that their competitor had recently introduced a new product or service with excellent characteristics that outperformed all of its present competitors.

2.3 High employee turnover

Turnover is a crucial indicator of a company's overall profitability. The company must invest more time and money in recruiting and training new employees if there is a high rate of employee turnover. Since they are all competing for the same minimum wage positions, any business that provides interesting benefits may benefit from a higher retention rate.

It costs a lot of money to have a high turnover rate. The LaCrista Hotel Melaka must try to maintain employee engagement if they want to reduce employee turnover. A high rate of voluntary turnover is typically regarded as a negative KPI. It implies that they are losing skilled workers to rival companies at times. Causes include issues with the organization's culture, benefits, and compensation plan. On the other side, if turnover is minimal, businesses are not required to hire new workers on a constant basis. The company will gain by having long-term staff who are familiar with the business procedures and culture. As the company has a high turnover rate, it's time to re-evaluate the way they manage employees and pay them accordingly. Employees in the operations tend to leave their job because of low pay and they may not able to afford to stay. They are underpaid is a result of the company is not able to meet employees' salary expectations.

2.4 Work overload in the Sales department

Employees experience burnout when they are required to accomplish duties when they feel a lack of control, or when they routinely deal with more stress each day than they can handle. For instance, employees are doing excess work within a limited time. They can be taking on duties that are above their current capacity.

Taking extra tasks at work is unnecessary for employees if those jobs are beyond their current skillset. Most of the departments at the LaCrista Hotel Melaka is highly dependent upon the Sales department. As being the central department at the company in organizing the events, conducting sales, and dealing with clients, the employees within the Sales department seems to be overwork and overburden with the tasks and responsibilities. Employees will be given a variety of tasks to complete on each given workday, each with a distinct deadline and priority level. Employees occasionally receive more duties than they can manage during working hours. They are putting themselves at risk for job stress by taking on more than they can handle at any given time. Some consequences of having heavy workload are low quality work, frequent workplace conflicts, or even damaged company reputation. Overworked employees cannot perform to their usual standards during their workday due to stress and tiredness. Therefore, the company and its employees may suffer negative impacts from overwork.

3.0 Opportunities

3.1 Potential collaboration with giant hotels

Businesses that work together frequently have complementary skills and can specialize in several fields to compete in markets by combining the work and knowledge of several organizations. Key advantages of business cooperation include financial gains, human capital, physical capital, and intellectual capital (Hamel, 2014).

Communication and information sharing between partners are crucial components of collaborative work. Collaboration can take many different forms, and a company can create a network that enables businesses to complement one another without endangering their market share or intellectual property. The ability to innovate, expand, and become more competitive is improved across the board for all network partners. From local to international, the LaCrista Hotel Melaka will be officially known as Grand Swiss-Belhotel Melaka on 1st July 2023. Dato' Rosthman bin Ibrahim, the Chairman of Swiss-Belhotel International has made a move in purpose to upgrade hotel star rating from 4-Star to 5-Star hotel.

Companies establish collaborations with specific strategic goals in mind, and they are aware of how the goals of their partners will affect their ability to succeed. Each alliance is seen as a window into the diverse skills of the partners by successful businesses. They employ the alliance to develop expertise in fields not covered by the official contract and to gradually spread new information throughout their organizations (Hamel, 2014). The LaCrista Hotel Melaka is also a member of the Malaysian Associations of Hotels (MAH), an umbrella body for hotels in Malaysia to enhance the hotel and tourism industry by integrating member hotels throughout the country.

3.2 Potential collaboration with government agencies

Businesses can influence both sectors at once by operating at the public-private interface. On the one hand, the business can assist companies in enhancing their procedures to effectively promote sustainable development. On the other side, it also can assist legislators in creating stronger policies to make progress on significant sustainability concern (Moseley, 2019).

The majority of the confirmed functions at the LaCrista Hotel Melaka are provided by government agencies. The hotel has been the best option for those government organizations as they are applicable for government rate. The bills are quite good specified and controllable. The salesperson in-charge for sales will be going places such as Kuala Lumpur, Putrajaya, Negeri Sembilan, Melaka, and Johor to promote business. Working with individuals from various corporate divisions also creates new channels. Every organization needs to find new ways to communicate and share information, therefore whenever possible, collaboration should be used to create connections for upcoming events (Moseley, 2019). As the economies resume to normal operations, and more government functions and events are being held outside of office premises, this could provide a huge opportunity for the hotel. With the facilities and quality standard being provided, it should meet with the expectations of the potential customers.

4.0 Threats

4.1 Price competitiveness

Price competitiveness varies greatly from one business to another and depends on the competitive position they hope to achieve and whether or not that goal is being accomplished. The companies that succeed in terms of pricing have a thorough awareness of the strength of their own brand and understand how to decide the price (Huthwaite, 2022).

There are 235 hotels in Malacca. Amongst those hotels' establishment, about 30% to 40% are categorized as 4-Star to 5-Star hotel. This creates a high level of price competitiveness among the competitors. The company must properly identify its key competitors before being able to set a competitive pricing. For instance, the LaCrista Hotel Melaka should collect relevant pricing data of its competitors such as DoubleTree, The Pines, and Hatten Hotel. If a company competes simply on price, it may gain an advantage in the short term, but in order to succeed in the long run, it must also compete on quality and seek to add value to customers. The business runs the danger of losing money if it bases all of its pricing decisions only on those of its competitors (Prisync, 2023).

Customers will be less inclined to turn to its competitors if the company consistently ensures that its prices are in line with the market. Setting a price that is less advantageous due to competitors' prices. The business must deal with higher fixed costs than its

competitors'. Price will stay the same and remain competitive until profits are zero. This can result in a market that is static because all the competitors are adopting the same pricing, which can lead to missed opportunities. Competitive pricing strategy may therefore be ineffective and to have an impact on lower profitability. The company must compete on quality rather than pricing if it wants to demand a premium price.

4.2 Economic conditions

The COVID-19 pandemic clearly had a devastating impact on the tourism sector. However, the economy is still growing from a consumer and business perspective because of technological and medical advances to combat Covid-19 and ongoing macroprudential measures to support any economic uncertainties (Hospitality Investor, 2022).

Forecasts for economic growth were revised relatively downward from 2022 to 2023, which appears reasonable. The hospitality, leisure, and travel industries will be disproportionately affected by a negative economic impact by Covid-19 variations, therefore policymakers will be prepared to take all necessary action to prevent it (Hospitality Investor, 2022). According to Malaysian Association of Hotels (MAH), Budget 2023 offers limited allocations for the tourism sector and will not deliver aid to the struggling hotel industry. The MAH claimed that early this year, hotels across the nation had to deal with an increase in electricity rates, which had resulted in a major rise in operating expenses. The industry also had to adjust to rising minimum wages and shorter workweeks (Pfordten, 2023).

RECOMMENDATIONS

Strategy I: *Revival of management*

Revival of management can bring many benefits and help to meet the evolving commercial, financial and legal objectives of the company. This act can be beneficial to increase profits and reduce tax liabilities. A company's corporate structure might need to be reorganized in order to make room for the new business. It is beneficial that the company could open many more doors to external investment opportunities (Co & Keeley, 2023).

There is a procedure in which a business changes the strategy or direction of its organization. Incorporating new technology into the company might also be another common goal. New technology can considerably increase a business's productivity and help it grow, which will result in more cost savings. The introduction of new technology may result in improved operational efficiency. For instance, if the company uses a computerized file system, documents are more precise and simpler to obtain. Better communication will often arise from a good implementation plan that incorporates change management and appropriate communication planning (L'Estrange, 2022).

The ultimate goal is to foster synergy within the business, which will enable greater resource optimization and financial returns in the form of higher revenues or lower long-term operational costs. Furthermore, improving the company's competitive position in accordance with management's objectives in achieving a greater market share and economies of scale. The company can diversify its business operations thus protecting its revenue stream from shifting economic trends (Banerjee, 2023).

In collaboration with Swiss-Belhotel International, the LaCrista Hotel Melaka is expected to combining the resources and expertise of two companies. One of the most significant benefits of joint ventures is that they can accelerate the company's growth, boost productivity, and boost profits. The company can access to new markets and distribution networks, as well as new knowledge and expertise. The adaptability of a joint venture is another advantage. The commitment for both parties and the exposure of the firm may be restricted by the lifespan of the company. Additionally, it reduces the cost of capital, in which both companies improve operational effectiveness. This collaboration with 5-star hotel can reduce employee turnover been experienced by the hotel. The employees will feel more self-belongingness and more appreciated since they are working with 5-star hotel instead of 4-star hotel.

The LaCrista Hotel Melaka can occasionally build barriers for its competitors that make it harder for them to enter the market. This venture helps in improving products and services, and providing a win-win scenario with maximum profit and minimal investment for

the company. The business can successfully handle challenging competition if appropriate and effective solutions are employed. The company also may produce an entirely new service or good, or it may carry on with its current operation.



Figure 5: Swiss-Belhotel International Signing Ceremony

Strategy II: Strengthen business relationships

A strong network of business relationships can be the company's biggest asset. Building trust is a critical factor in fostering quality business relationships. When conducting business, people prefer dealing with people they can rely on to operate in their best interests. It can be challenging to save a relationship once that trust has been lost.

The ability to maintain and establish relationships with other companies can be a major plus for the business to reach new prospects and project credibility. The company should support and network with companies that complement each other's products or services (Hedreen, 2023). The LaCrista Hotel Melaka need to strengthen their business relationships with many more government agencies and initiate more Memorandum of Understanding (MOU) with many organizations. For instance, the company has established MOU to joining UMAT UiTM Melaka recently. This can be beneficial for the company as it will encourage more functions from UiTM nearby or even other public universities to held events like annual dinner or meeting at the LaCrista Hotel Melaka. As a result, it draws more opportunities for the business to attract educational institutions into the market.

Moreover, maintaining client satisfaction and managing business connections are related. To guarantee great customer experience, the company must ensure the product or service they provide meets the standard their clients expect. On the other hand, business relationships can help develop leadership abilities for better outcomes. If the company is to

improve, it may need insight, information, or input from others. Strong business relationships are about being mutually beneficial to one another by offering assistance, advice, and support to their connections. It is therefore offers chances for both sides to improve their connections.

As the company is to encourage more collaboration of having a Social Corporate Responsibility (CSR) program, the LaCrista Hotel Melaka may work with local organizations. Some organizations can offer a lot of assistance in putting CSR programmes into action since they have a thorough awareness of the requirements of the community. Despite working with RTM, the company can employ media giants such as Astro and Media Prima to promote marketing excellence and drive business growth. The LaCrista Hotel Melaka could also collaborate with partners and members to broaden the reach of their CSR initiatives and to strengthen their connections. In conclusion, CSR offers a great deal of benefits for both companies and society at large.



Figure 6: Collaborate with RTM through CSR

Strategy III: Introduce a new department

In order to prevent overworked employees, it is crucial for the LaCrista Hotel Melaka to form an event management team. This team will assist the Sales department in dealing with clients that conduct functions in the hotel. The duties of an event management include organizing events, making an event plan, overseeing the event crew, and sending out information.

The company could utilize the cost of recruiting new employees by hiring existing ones. They may use excessive numbers of employees in certain department. A few of them might seem to have the ability to comprehend clients and the progression of event flow based on their work experience in the hotel. However, employee training is critical for improving employee performance. It can be conducted by experienced employees within the company to fill in any skill gaps to prepare them for more responsibility through opportunities for training and development, whether they are moving into new positions or cross-training.

With the introduction of new department, they will supervise the rest of the employees and the full event process to ensure that everything runs well. They are in charge of planning and carrying out the online and offline communications plan for the event before, during, and after it. Therefore, event management expertise is essential if the LaCrista Hotel Melaka is to gain the necessary exposure and cultivate a favourable perception of itself. It requires the use of organizational skills to envision, design, and execute any such event in purpose to develop the best possible events expected by the clients. This can reduce overwork and overburden been experienced in the Sales department.

CONCLUSION

Based on the SWOT analysis in this industrial training report, it is thought that the strategy planning process will be able to reach useful and acceptable conclusion. An organization's capacity to understand internal condition and interpret external ones is a prerequisite for effective and targeted decision making. A greater grasp of an organization's internal state and the capacity to predict changes that take place outside of the company's control should arise from the application of SWOT analysis in an organization. This study also provides findings from a variety of angles on how to maximize strengths, minimize weaknesses, improve opportunities, and lower risks for the LaCrista Hotel Melaka.

After undergoing a 24 weeks of industrial training at LaCrista Hotel Melaka, there are a lot of new knowledge that can be learned, specifically in the Sales department. Exposure that have been given to trainees by the LaCrista Hotel Melaka colleagues about the working and technical aspect in order to prepare this trainee before stepping into the real work environment on the upcoming days. The colleagues gave this trainee exposure on the terms of reference and procedures related to the process of work to be done, including a picture of a real-life situation, the task, and the responsibility. All the knowledge applied and learned throughout the training to move to the future of nature.

The LaCrista Hotel Melaka should discover the opportunity to increase productivity and raise profitability for the company. The business is better able to recognize constructive changes inside the structure and is able to perform overall better. Improvements can cover a range of benefits, including increased efficiency, reduced spending, and higher customer satisfaction levels. By demonstrating a pathway for progression, effective employees will be more engaged in their work and less likely to leave the company. Hence, constantly identifying areas for improvement is an effective way for the company to grow and increase its stability.

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APPENDICES

Figure I: First task to greeting VVIP & VIPs



Figure II: Distribute flyers to the public



Figure III: Propose a promo voucher the name "Tuah"



Figure IV: Participation in the annual grand dinner



Figure V: IBUC dinner first event management

