



UNIVERSITI
TEKNOLOGI
MARA

**INDUSTRIAL TRAINING REPORT AT GRAND SWISS-
BELHOTEL MELAKA (LACRISTA HOTEL MELAKA)**

1st MARCH 2023 – 15th AUGUST 2023



MUHAMMAD DANIEL BIN ROHAIZAT | 2021124249 | BA2426C

1.0 ACKNOWLEDGEMENT

Alhamdulillah, Praise to Allah S.W.T our Creator. I thank Him for his guidance and his love. I consider myself extremely fortunate that, with Allah's assistance, I was able to complete my internship effectively and without incident. I want to thank Him for my excellent health and the capacity to successfully complete my industrial training.

I want to thank my advisor, Sir Syahbudin, for guiding me through the industrial training process and providing me with a wealth of knowledge and constructive criticism that made the transition to my internship easier. I would want to extend my gratitude to LI Unit for providing me with the chance to complete this industrial training as a significant step before entering the workforce. Next, I want to thank my manager, Mr. Azman Hassan, the Director of Finance, for supporting me in the best manner possible during my internship session by teaching me a tonne of new things and providing me with constructive criticism that made the experience easier. For the possibility to complete my internship there and the ability to gain knowledge of the range of finance and accounts duty.

Aside from that, I want to thank my finance department colleagues who supported me a lot throughout my internship. Additionally, I would like to thank everyone for their hospitality, which made me feel welcome and comfortable during the training. I have been able to study and absorb a lot of fresh knowledge that will help me become a better version of myself. Finally, I want to thank my parents for always encouraging me in the choices I made throughout the training. I want to express my gratitude to my family and friends for their support and 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.

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3.0 EXECUTIVE SUMMARY

The academic program of the UiTM Campus Bandaraya Melaka heavily emphasizes industry training. Students must complete industrial training before receiving approval from the university to get a Bachelor's degree. The site of the industrial training will be chosen by the students and they will be placed in particular organizations for one semester. I have selected the Grand Swiss-belhotel Melaka for my industrial training. My industrial training will take place in Melaka between March 1st, 2023 to August 15th, 2023. Through training, students are exposed to the actual workplace in the field or subject they are studying. For students, the chance to improve their skills and knowledge while applying what they have learned in class into action.

These reports will provide the activities, descriptions of the company's, name, address, background, vision and mission, objectives, product and services in the company, organizations structures and SWOT analysis for Grand Swiss-belhotel Melaka. During the industrial training, students should keep in mind the duration of the industrial training, the department in which the trainee is placed, the tasks and duties allocated to the trainee, and the advantages gained from this industrial training. The objective of the report is to give readers a clear idea of the internship and the student's contributions towards the company.

In the last section of the report, students are required to support the report's structure and list of the references which mostly from the journals. The appendices also provide a few images of the trainee's tasks and activities. The information should satisfy not only the reader but also the trainee and the employer. It could also be used as a resource and direction for trainees dealing with issues at work.

4.0 STUDENT'S PROFILE

MUHAMMAD DANIEL BIN ROHAIZAT Bachelor of Business Administration (Hons) Finance		
EDUCATION		
Feb 2021 - Jan 2023	Bachelor of Business Administration (Hons) Finance, UiTM Kampus Bandaraya Melaka <u>Current CGPA:</u> 3.48 <u>MUET:</u> Band 3 <u>Dean's List:</u> Semester 4 & 5	
June 2017 - June 2020	Diploma in Investment Analysis, UiTM Kampus Segamat <u>CGPA:</u> 2.74	
Jan 2011 - Dec 2015	Sekolah Menengah Kebangsaan Panchor (Seremban) <u>SPM:</u> 3A	
AWARDS		
2022 & 2023	Dean's award, Bachelor of Business Administration (Hons) Finance Awarded for achieving above 3.5 GPA	
WORKING EXPERIENCES		
Current June 2023	Industrial Training (Finance Department) Grand Swiss-Belhotel Melaka (formerly known as LaCrista Hotel) <ul style="list-style-type: none"> ● Duration – 1st March 2023 – Current (expected to finish in 15th August 2023) ● Job Description <ul style="list-style-type: none"> ● Assisting account payable executive for payment to supplier. ● Learn how to key in information such as invoice, payment voucher and cash book payment into the accounting system (IDB accounting). ● Learn how to key in payment for part time external and part time internal casual labor using Maybank2E. ● Learn how to use accounting software such as IDB accounting and IDB PMS. ● Assisting account executive in preparing bank reconciliation before audit. ● Assisting account executive update debtor aging report. ● Learn how to allocate debtor account travel agent to credit card account (Master and Visa). 	
January 2017	Part time store crew 7-Eleven <ul style="list-style-type: none"> ● Duration – January 2017 – August 2017 ● Job Description <ul style="list-style-type: none"> ● Provide services for customers. ● Managing stocks (FIFO and LIFO). ● Learn how to use POS system. 	

LEADERSHIPS AND ACTIVITIES						
May 2022	FLY HIGH! Careers in Financial Securities <ul style="list-style-type: none"> ● Technical Bureau. ● Conducted a day webinar about financial securities for finance students of UiTM Bandaraya Melaka. ● Responsible for any technical issues during the event. 					
May 2022	Bring to Light, The Investment Portfolio <ul style="list-style-type: none"> ● Participant. ● Participate in a video competition for educational purposes about investment portfolio. 					
May 2022	Virtual Video Competition Investment Ace (VVCIA) <ul style="list-style-type: none"> ● Participant. ● Produce educational videos for educational purposes and compete against several groups from different classes. 					
May 2022	Webinar of Navigating the Future <ul style="list-style-type: none"> ● Participant. ● An event focusing on job interviews and a balance between work and mental health. 					
June 2022	Webinar of Professional Hotel Etiquette <ul style="list-style-type: none"> ● Technical Bureau. ● Conducted a day webinar about hotel etiquette for finance students of UiTM Bandaraya Melaka. ● Responsible for any technical issues during the event. 					
March 2018— June 2020	Exco of College Representative Committee, UiTM Segamat <ul style="list-style-type: none"> ● Responsible for handling college residents. ● Organize activities for college residents. 					
SKILLS	Microsoft Office	Experienced	Adobe Photoshop	Beginner	Adobe Illustrator	Beginner
	Canva	Experienced	Tableau	Beginner	Accounting System (iDB)	Beginner
LANGUAGES	Malay	Native speaker	English	Highly proficient		
REFERENCES	Miss Nurhaslinda binti Hashim Finance Program Coordinator Faculty of Business and Administration UiTM Bandaraya Melaka 110 off Jalan Hang Tuah 75350 Melaka			Mr. Fakhri Akmal Bin Mohamad Othman Admin Officer Grand Swiss-Belhotel Melaka (LaCrista Hotel) 146, Jalan Hang Tuah, 75300 Melaka		

5.0 COMPANY PROFILE

5.1 COMPANY'S NAME AND LOGO



Figure 1: Grand Swiss-belhotel Melaka (LaCrista Hotel Melaka)

The name of the company is Grand Swiss-belhotel Melaka or formerly known as LaCrista Hotel Melaka.

5.2 COMPANY'S LOCATION

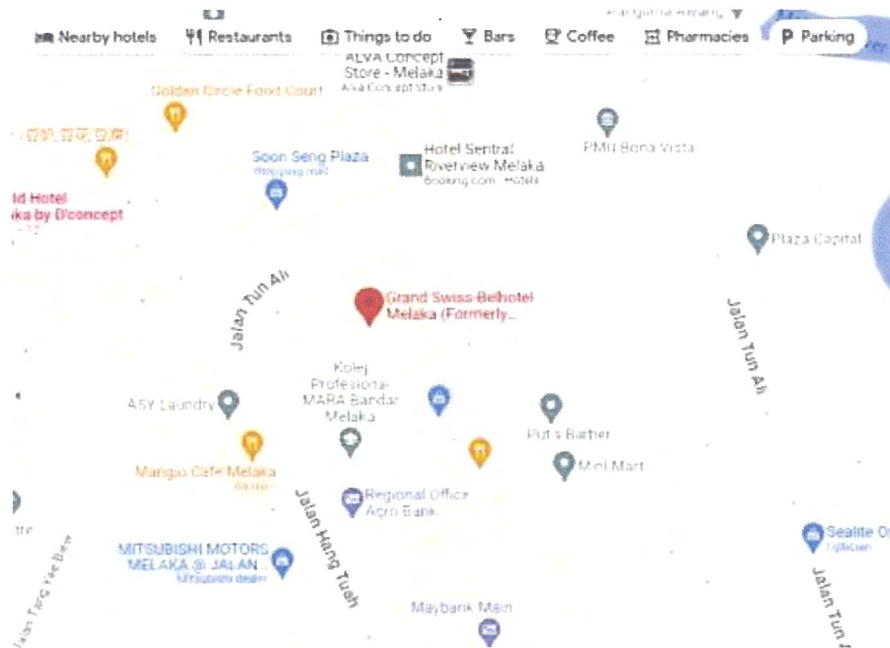


Figure 2: Location of Grand Swiss-belhotel Melaka

Grand Swiss-belhotel Melaka located at Bandaraya Melaka.

5.3 WORKING HOURS

DAY	TIME
MONDAY	9.00 AM – 5.30 PM
TUESDAY	9.00 AM – 5.30 PM
WEDNESDAY	9.00 AM – 5.30 PM
THURSDAY	9.00 AM – 5.30 PM
FRIDAY	9.00 AM – 5.30 PM
SATURDAY	9.00 AM – 1.00 PM
SUNDAY	OFF

Table 1: Working hours

5.4 VISION AND MISSION

5.4.1 Vision

The vision of the company is to become into one of the most personalized lifestyle hotels that prioritizes people and keeps things simple while utilizing technology.

5.4.2 Mission

- To become one of the top-ranking hotels in Melaka.
- To provide the best accommodation and services for guests.
- To increase brand loyalty among customers and employees.
- To respect and appreciate the range of lifestyles that every guest and member of staff lead.

5.5 OBJECTIVES

Below are objectives of the LaCrista Hotel Melaka:

- 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.

5.6 GOALS

Grand Swiss-belhotel Melaka goals are to provide genuine, engaging service as well as a personalized hotel experience that makes guests feel respected and relaxed. Each guest should be treated as an individual. Be brand ambassadors for our hotel, community, and coworkers. Our primary goal is to find ways to make your life easier.

5.7 BACKGROUND OF ESTABLISHMENT

Grand Swiss-belhotel Melaka or known as LaCrista Hotel Melaka was first established in 1998. It is located in the heart of a well-known UNESCO World Heritage Site and offers 230 rooms with modern amenities in Melaka. This hotel's spectacular interiors feature a stunning glass dome in the lobby and traditional Roman pillars. Besides, the Hotel Residence La Rotonda in Madrid served as the inspiration for the design of the hotel's foyer.

Moreover, the magnificent 18th-century Anglican Christ Church in Malacca is 25 minutes away on foot from the Grand Swiss-belhotel Melaka. This hotel is near to the Portuguese Settlement and has 230 rooms with city views. From the Porta de Santiago, it takes around 20 minutes to walk to this accommodation. The distance to the city center is around 2 kilometers. Non-smoking rooms with ironing boards, TVs, and free wireless internet are available at the Grand Swiss-belhotel Melaka. Wooden furniture is one of the decorations and every morning a breakfast buffet is provided by a restaurant. A wide range of Asian dishes are available at the Coffee House restaurant, which will appeal to a wide range of palates. Visitors may have coffee and tea in the lounge bar. Furthermore, Central is around 550 meters from the closest bus stop. Grand Swiss-belhotel Melaka offers free use of their spa and fitness center. The structure has a sun patio, a bar, and satellite TV. The hotel also provides fitness facilities on the property.

Due to its closeness to Kuala Lumpur and Singapore, Grand Swiss-belhotel Melaka is the ideal choice for urban residents seeking a business or pleasure holiday in Melaka. Grand Swiss-belhotel Melaka is establishing a market position in order to compete with other hotels and capture the hearts of travelers. Dato' Rosthman Bin Ibrahim served as the hotel's managing director. Thus, the new management, led by Dato' Rosthman Bin Ibrahim, took over this hotel at the beginning of 2020. This place was formerly known as the Avillion Hotel, but under new management it is now known as the LaCrista Hotel Melaka. The LaCrista Hotel Melaka was then managed by the new Chairman Dato' Rosthman Bin Ibrahim and the other board members, starting in a new era in the hotel's history. LaCrista Hotel Melaka has a dedicated and competent crew for product

development and research. However, in early July 2023, the hotel was rebranding to Grand Swiss-belhotel Melaka but under the same management.

5.8 ORGANIZATIONAL STRUCTURE



ORG CHART – MD’S OFFICE

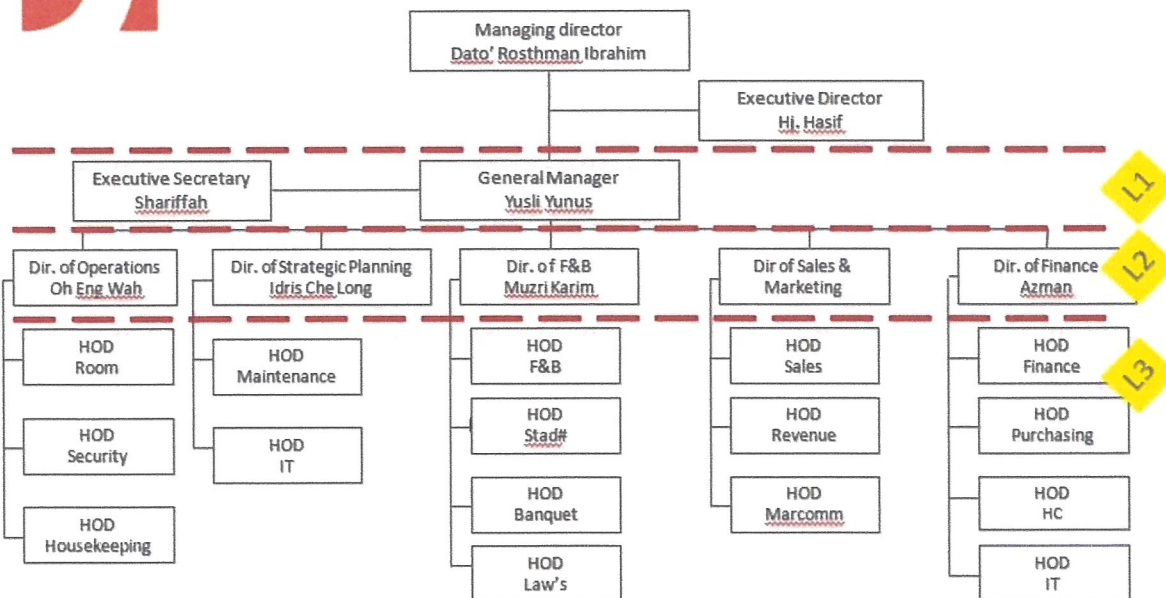


Figure 3: Grand Swiss-belhotel Melaka Organization Chart

5.9 PRODUCTS AND SERVICES

Grand Swiss-belhotel Melaka provide few goods and services which includes 230 rooms with city views. The hotel offers LaCrista Deluxe, Studio, LaCrista Premier, Junior Suite and Executive Studio for all of the guests. Each room is equipped with a phone, a minibar, and a coffee or tea maker. Beside that's, other features include full carpeted floors, a flat- screen TV, smoke detectors and a closet. The hotel will ensure that the guests that are staying will be satisfied with the services provided by the hotel and be happy during the stay.

Furthermore, Grand Swiss-belhotel Melaka have two main restaurants and a café that provides fancy cuisine. First is Coffee House or Stad# which provide and sells foods such as fried rice, chicken wings, buffet, and many more. The second restaurant that available at the hotel is Law's which served Chinese cuisine such as kueh teow, dim sum and Ci Cong Fan. The only café in the hotel is Havlava which served hot or cold coffee and tea, biscuits, and dessert.

In addition, Grand Swiss-belhotel Melaka also includes fitness center and spa services for guests. This feature can be found on level 6 of the hotel and also there is a pool on that level. The hotel also offers services for those who wish to organize occasions or gatherings such as weddings, business meetings, and others. The hotel will provide ballroom for events or a peninsular room for those who are interested.



Figure 4: Coffee House (Stad#)



Figure 5: Ballroom



Figure 6: Grand Swiss-belhotel pool

6.0 TRAINING'S REFLECTION

The duration of my industrial training at Grand Swiss-belhotel Melaka or formerly known as LaCrista Hotel Melaka is 24 weeks starting from 1st March 2023 until 15th August 2023. During the internship, I am a trainee under finance department. As a trainee at the company, my working hours will be from 9.00 am to 5.30 pm from Monday to Friday. However, once in a month on Saturday I will be working from 9.00 am to 1.00 pm.

The Grand Swiss-belhotel Melaka complies to the same rules and regulations that are established for every industry in order to maintain efficient operations. The facility provides a choice of working shifts and is open 24 hours a day, seven days a week including holiday. Operations division employees, who work in the kitchen, food and beverage, housekeeping, security, maintenance, and front office are required to perform shifts that are rotated by the management. However, other departments such as IT, sales, finance, and administration don't need to work shifts.

During my internship, I was assigned as an intern in finance department and my role in the department is to assist account executive. For example, my responsibilities are uploading payment for part time workers, key in payment voucher, key in invoice, key in cash book payment and receipt, upload credit card settlement and others. Thus, I need to learn new things such as how to use the accounting system provided by the company. Beside that's, I also got a chance to learn how to entertain the guest during iftar on Ramadhan.

Furthermore, the managing director of Grand Swiss-belhotel Melaka, Dato' Rosthman Ibrahim is incredibly modest and friendly to both his staff and the students that do internship there especially UiTM students. He hopes that the students will have a nice and wonderful experience during their internship at the company.

In a nutshell, even though it is very challenging during my internship, I enjoyed it as I gained lot of experience and have improved my abilities. I believed that I can applied what I have learned during my internship especially when I want to someday join working life. The entire process has enhanced my understanding of how to act and behave naturally in a business environment. I had the opportunity to work after the internship and will probably continue to do so until I discover something more suited to my abilities and interests.

6.1 BENEFITS RECEIVED AND GAINED DURING INTERNSHIP

1. Allowance

- Each trainee is eligible to receive an amount of RM 500 from the company every month. Allowance will be debited to trainee bank accounts through online transfer.

2. Accommodation

- Grand Swiss-belhotel Melaka provide a room for the trainee with no fees to whom in need.

3. New knowledge and experience

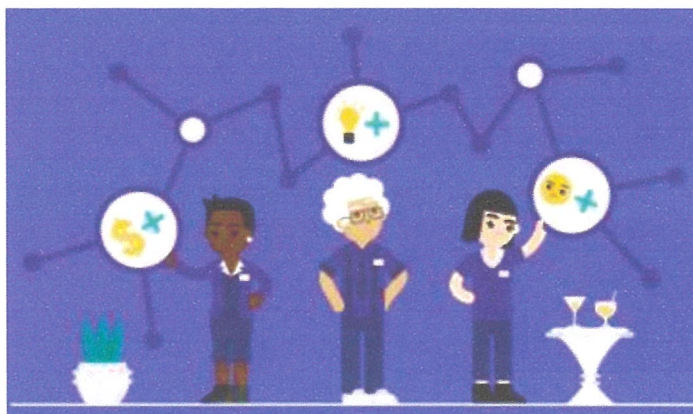
- All of the trainees have succeeded in gaining new knowledge during their industrial training in finance department such as learning how to use the accounting system, the use of photocopiers, filing task, preparing invoice and other related tasks.

4. Essentials

- During industrial training, the trainee received basic tools such as laptop and stationaries for ease of use. There is also a meeting rooms that can be use if necessary and need to be reserved in advance in order to prevent any issues with others.

5. Meals provided for staff

- Meals are provided for all staff and trainee during lunch hours for free.



7.0 SWOT ANALYSIS

SWOT analysis is a tool that may assist in identifying the current strength of a business and developing a winning plan. SWOT may also reveal business areas that are restricting business growth and can be used for strategic planning and management. According to Terrence Sanvictores (2022), SWOT analysis is known for making the development of organizational or individual strategies easier by analyzing both internal and external factors.

To run an effective company, the company should regularly analyze to ensure that the business operating as efficiently as possible. Checking if the present procedures and strategies remain the best path ahead might help the company keep up in ever-changing business market (Schooley, Skye 2023).

Strength, Threat, Opportunity, and Weakness are the four elements in a SWOT analysis. Figuring out how an organization evaluates its own strengths and weaknesses and concentrating on its controllable problems. As a result, the risks and opportunities are divided into categories as part of the firm's external analysis (Gürel, Emet. 2017). Organizations benefit from this study by learning more about their business and identifying problems that need to be fixed. Thus, based on trainee observations during the industrial training, the trainee will explain the SWOT analysis of Grand Swiss-belhotel Melaka in this section.



Figure 7: SWOT analysis for Grand Swiss-belhotel Melaka

8.0 DISCUSSION AND RECOMMENDATION

8.1 Strengths

8.1.1 Strategic location

The success and profitability of a hotel depend on the site that is selected. The target market, nearby attractions, level of rivalry, and accessibility are just a few of the variables that will determine the ideal location. Location has an impact on hotel revenue and demand, which has prompted numerous studies to use theoretical, empirical, and operational methods to study and choose the best location for hotels (Landman,2023). Grand Swiss-belhotel Melaka location is the most advantageous features for the hotel. Most of the tourist attraction such as Klebang Beach, Jonker Walk, Melaka River Cruise, and Kampung Morten are not too far from the hotel. For example, Kampung Morten and Melaka River Cruise will take 10 – 15 minutes walking distance.

Moreover, the hotel guarantees an eye-catching view during the night time since the hotel is located in the middle of the city. Thus, the location of Grand Swiss-belhotel Melaka is the most suitable accommodation for tourists. The location will surely be the first things for tourist to consider in order to ease them to move to other attraction places in Melaka. Beside that's, the location in the city center makes it easy access to find public transportation such as bus, taxi or Grab.

Grand Swiss-belhotel Melaka should use the strength of their location to attract more tourists. The appeal of a hotel can be made or ruined by its amenities. Hoteliers now have more alternatives than ever when it comes to offering or not offering transportation services (Tesse Fox, 2021). Thus, the hotel can provide transport service for guests during their stay. For example, a hotel concierge can pick up guests from the airport or bus station and drive them to the hotel. This surely will pleasant the guests and leave a positive review about the hotel.

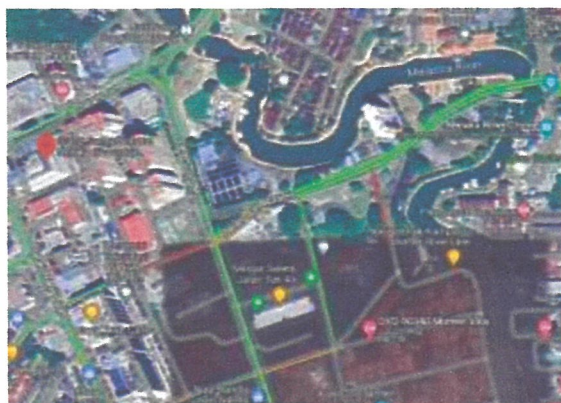


Figure 8: Location of the hotel

8.1.2 Unique infrastructure design

Hotels' physical amenities and facilities are referred to the hotel's infrastructure. This includes the building's conception, construction, upkeep, and amenities, as well as the range of offerings made to visitors throughout their stay (Revfine, 2023). According to the hotel owner, Dato' Rosthman Ibrahim, Grand Swiss-belhotel Melaka provide guests an unexpected experience the moment they stepped in the hotel. This hotel has an advantage due to the distinctive dome in its foyer. According to reports, the hotel's lobby was modeled after the Hotel Residence La Rotonda in Madrid.

The magnificent interiors of this hotel include a stunning glass dome in the lobby and classic Roman pillars. Those infrastructure was influenced by an architecture from the city colonial past. This unique infrastructure can attract more tourist to stay at Grand Swiss-belhotel Melaka since there is no other hotel nearby that have the same infrastructure design. This hotel offers a breakfast buffet and 230 themed rooms, among other amenities. An attractive design, the ability to serve as a "getaway," and a lawn that has been carefully decorated and maintained are other essential qualities for the hotel.

Beside that's, the hotel includes air conditioning, jacuzzi tubs, queen or king beds, rollaway beds, telephones, and TVs. Grand Swiss-belhotel Melaka distinguishes out from the competitors when it comes to planning weddings and other events because of its pool view. Thus, the hotel should take advantage of the unique design to attract tourists' attention to stay. For example, nowadays there are many social media platforms that can be use. Hotel's staff can make a video to promote the accommodations and the uniqueness of Grand Swiss-belhotel Melaka.

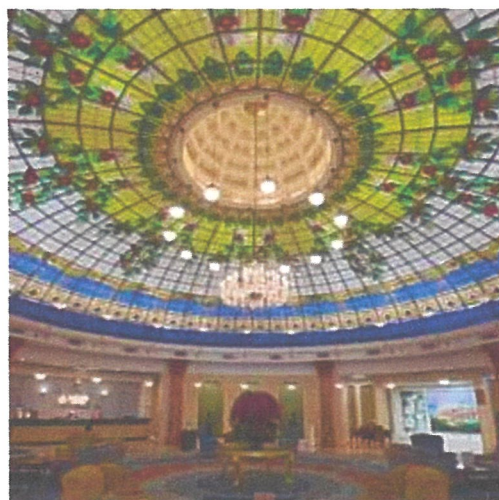


Figure 9: Lobby of Grand Swiss-belhotel Melaka

8.2 Weaknesses

8.2.1 Insufficient staff

Since employee performance is crucial to the overall profitability of the firm, business owners require staff who can get the job done. To create consistent and fair ways for evaluating employees, business executives must comprehend the main advantages of employee performance (Leonard, 2019). The number of staff at Grand Swiss-belhotel Melaka is insufficient to carry out all the tasks required. To help them with their burden, they are constantly hiring part-timers.

A shortage of employees limits the company's ability to expand its operations and serve current guests. Insufficient staff will have a negative long-term effect and end up costing the organization more money than it saves, despite the management team's belief that it makes sense. For example, a shortage of staff will lead to lower job quality and a higher turnover rate. At least one person expressed desire in leaving every month throughout my internship there. A staffing shortage will immediately have a negative impact on the company, making employees anxious, reducing the quality of their work, and bringing in more dissatisfied guests.

Thus, in order to keep the organizations operates perfectly, the hotel should increase the number of employees at certain department. For examples, the front office and restaurant are the department that need sufficient staff to keep operations smoothly. To sustain productivity and worker morale, make sure your business has enough staff to handle daily responsibilities. Understaffing, also known as being short-staffed, can result in more work being completed by each employee and could have an impact on your company (Amber, 2023).

8.2.2 Lacks of kid's facilities

Since the fact that kids make active decisions and are customers, just like their parents, children are significant players in the tourist and leisure industries. Children are crucial to the tourist and leisure industries. Thus, it is crucial that their requirements for play and kid-friendly activities are satisfied (Seraphin, 2019). As for Grand Swiss-belhotel Melaka, they didn't offer this kind of facilities which will be disadvantage for the hotel. Beside that's, most of the hotel in Malaysia provide kid zone for a family with children.

Lack of facilities for kids will surely give an impact for the hotel. Hotels with kid-friendly features and activities are frequently given preference by families traveling with kids. Families may decide to book a competitor hotel if there aren't such amenities available. Grand Swiss-belhotel Melaka primarily targeted businesses looking to host events or conferences. Thus, a family with kids will feel a little burden which they will need to find a hotel with kid-friendly facilities.

As a recommendation, Grand Swiss-belhotel Melaka might suggest or offer a daycare service to the family. For example, during the day of the event, the working parents can send their child to the daycare center provided by the hotel. As a result, children can be engaged and entertained by kid-friendly services, which frees up parents to relax and extend their stay.



Figure 10: Example of kid's zone

8.3 Opportunities

8.3.1 International market expand

Market expansion is the process of implementing changes that enables businesses to boost earnings, create new jobs, and generate a strong brand presence. Any business development strategy must include an expansion of the marketing strategy (Helbert, 2022). Starting from 1st July 2023, LaCrista Hotel Melaka was officially rebranding their names to Grand Swiss-belhotel Melaka after joint venture with Swiss-belhotel International. Thus, the hotel has the opportunity to expand their business to international level. Swiss-belhotel International is a well-known business on an international level.

In order to expand their market, Grand Swiss-belhotel Melaka should make more promotional video or use social media platforms to ensure that regular guest know that's the hotel was rebranding. Furthermore, the hotel can now concentrate on both local and international guests. The hotel benefits from this rebranding by attracting more visitors from abroad and broadening their target market.

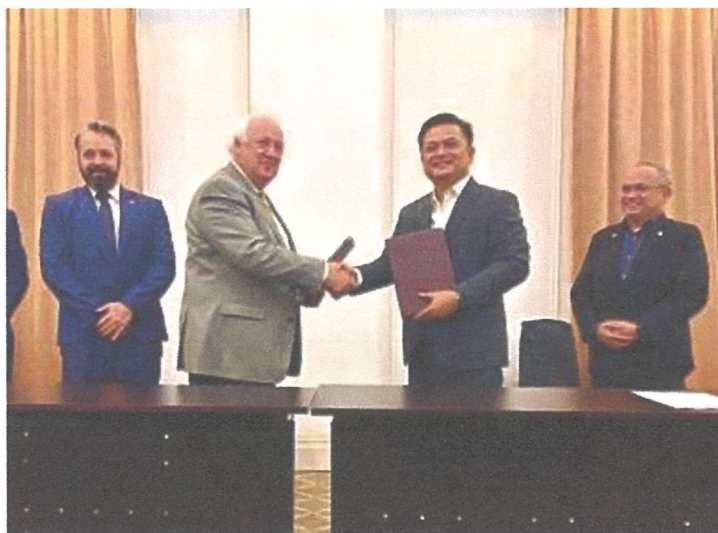


Figure 11: Signing ceremony with Swiss-belhotel International

8.3.2 Local market expend

Grand Swiss-belhotel Melaka or formerly known as LaCrista Hotel Melaka was first established in 2020 before the Covid-19 pandemic. Before the joint venture with the Swiss-belhotel International, LaCrista Hotel Melaka is a stand-alone company. Thus, the hotel is affected by the Covid-19 pandemic after the government announced Movement Control Order (MCO). However, the strategic location of the hotel helps the business to keep growing after the MCO is done.

According to Malaysian Association of hotel (MAH) chief executive officer Yap Lip Seng, as several states enter a new cycle of Movement Control Orders (MCO), the local tourism and hospitality sectors that have been severely impacted by the Covid-19 outbreak may experience significant cost-cutting measures. During the MCO LaCrista Hotel Melaka can't grab the opportunity to expand their business to the target market. However, as the pandemic was end, they were started promoting the hotel and be one of the popular hotels in Malacca but still not achieving their goal to be top 5 hotel in Malacca.

As for the recommendation, Grand Swiss-belhotel Melaka should focus more on targeting the local tourists. They should aggressively promote the hotel in order to be the top 5 hotel in Malacca. For example, the marketing department can make a video and post it on social media platforms so that the tourist outside Malacca could know the existing of Grand Swiss-belhotel Melaka.

8.4 Threats

8.4.1 Revival from another hotel

Understanding how businesses fight for consumers' investment and loyalty is necessary for running a successful business. Business competition fosters innovation and pushes businesses to produce goods that consumers appreciate at costs they can afford (Sherman, 2023). Grand Swiss-belhotel Melaka is in direct competition with other hotels in the same area and category that provide comparable services and amenities. Furthermore, the hotel may face competition from nearby hotels, particularly those with extensive amenities and recreational opportunities.

The nearest competitors for Grand Swiss-belhotel Melaka are The Shore Hotel and Residences. The Shore Hotel offers lower cost of rooms for guests. Price satisfaction affects loyalty more than quality, suggesting that price satisfaction affects loyalty more than quality. Customers frequently weigh the value of the services they receive against the price. In basic terms, it is the price per hotel room that hotels charge in an effort to sell as many rooms as possible and maximize room revenue (Lacalle, 2021). Thus, The Shore Hotel always be the first choice for guests that are looking for the best price to stay.

As for the recommendation, Grand Swiss-belhotel Melaka should come with an idea to lessen the impact from their competitors. For example, the Grand Swiss-belhotel could offer a discount at the end of each month or pay day to persuade guests to book a room there. As a result, the hotel can gain high revenue at the end of each month.

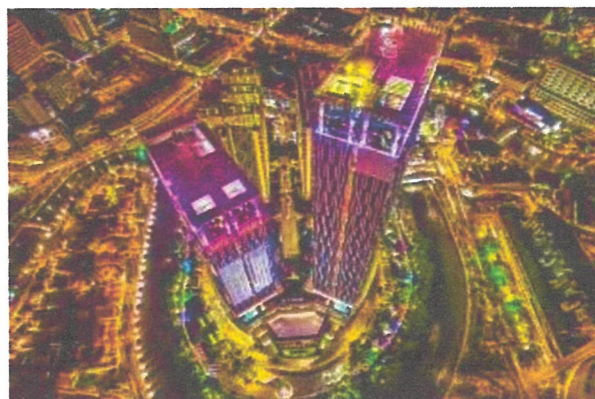


Figure 12: The Shore Hotel & Residence

8.4.2 Seasonal demand

Seasonality is regarded as an unavoidable reality for the tourism business that results in both underuse and overuse of facilities, which makes it difficult to raise finance for expansion and to find full-time employees (Kumar,2020). Grand Swiss-belhotel Melaka are one of the hotels that have an impact of seasonal demand. Most of the time, the hotel has high occupancy during the festive seasoned and low occupancy during normal days. Thus, the hotel can't generate high revenue during the normal days.

However, during normal days, Grand Swiss-belhotel Melaka focused on targeting a group such as company or government sector to do functions at the hotel in order to generate revenues. This hotel mostly generates revenues during Hari Raya Aidilfitri, Chinese New Year and other public holiday. Thus, the hotel should lessen the impact of seasonal demand. For example, the hotel can adjust hotel rates in response to demand trends and providing specials offer during off-peak periods. As a result, they can generate more revenue on weekdays and not only focus on targeting groups for functions or conferences.

The concentration of visitor arrivals over a short period of the year is the seasonality feature that causes the most concern. In some ways, seasonality can be seen as a physiological trait that is closely linked to the travel and tourism sector (Kumar, 2020).

9.0 CONCLUSION

In conclusion, the SWOT analysis helps identify the internal and external strengths of Grand Swiss-belhotel Melaka. To run an effective company, the hotel should regularly analyze to ensure that the business operating as efficiently as possible. The company uses it to deal with problem and alert to any threats and vulnerabilities identified. The SWOT analysis in this industrial training report suggests that the process of developing a strategy will be able to produce helpful and acceptable results. Beside that's, an organization's capacity to perceive and assess both internal and external factors is a prerequisite for effective and targeted decision-making.

My internship at Grand Swiss-belhotel Melaka not only strengthened my knowledge and expertise but also allowed me to understand about financial management and learn how to deal with guest and suppliers. The 24 weeks of working in this company has been wonderful and interesting. During my internship, I have been focusing on some of the courses I did for my degree, such as corporate communication, finance, and strategic management. Moreover, the environment at work is also very enjoyable. Workplace stress is decreased because the team is so supportive of one and another. No matter if you were a senior specialist or an intern, the company handled you with fairness and professionalism.

Lastly, as my focus is on the financial sector, I want to continue learning more about my careers here. I'll work to earn a professional certificate in finance so that I can understand and know further. In five years, I aim to be an authority in the field I work in and I want to pursue a job that will make upper management aware of the whole thing. I want a job where I can put my skills to use.

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11.0 APPENDICES

