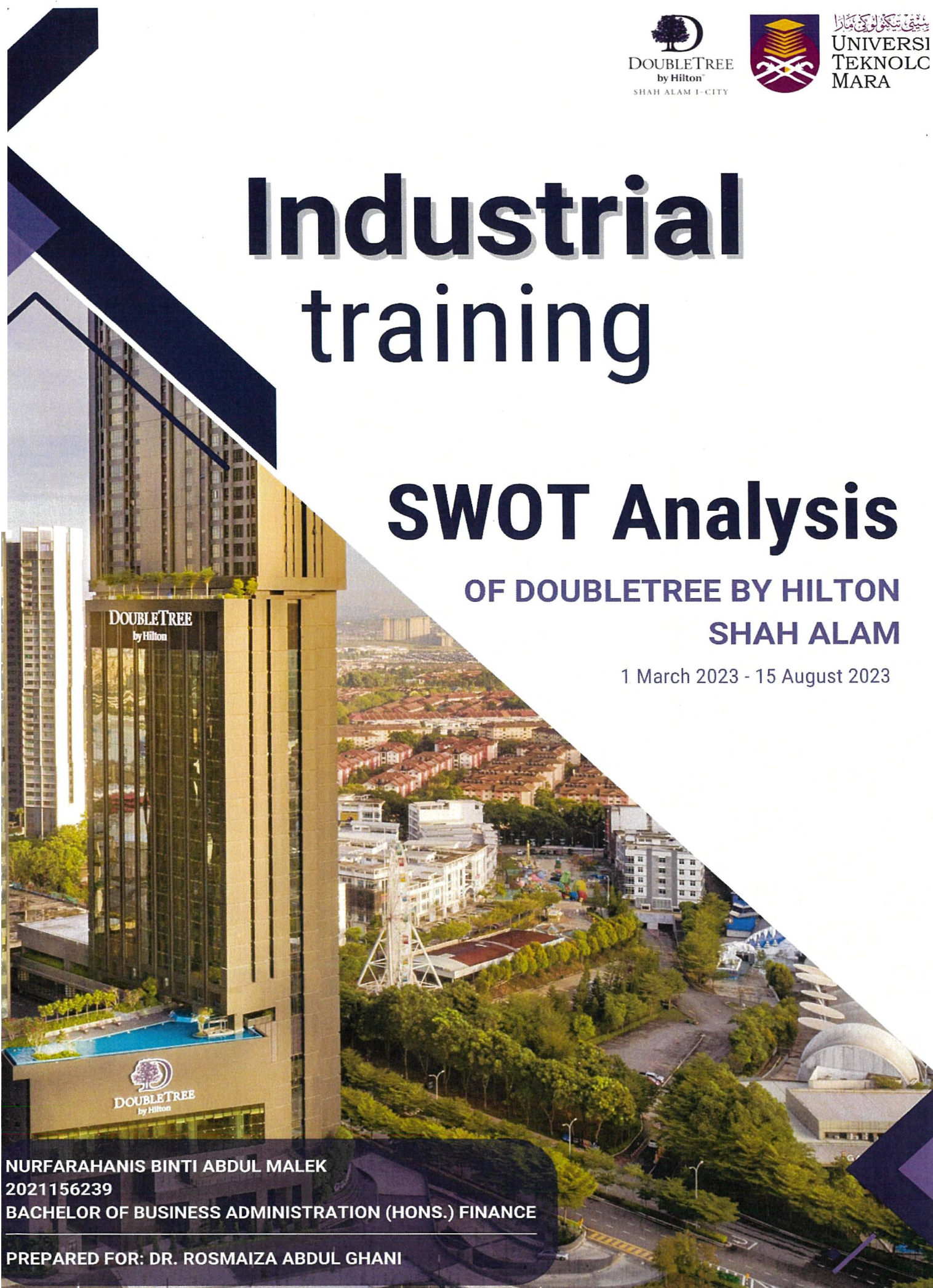


Industrial training

SWOT Analysis

OF DOUBLETREE BY HILTON
SHAH ALAM

1 March 2023 - 15 August 2023



NURFARAHANIS BINTI ABDUL MALEK
2021156239
BACHELOR OF BUSINESS ADMINISTRATION (HONS.) FINANCE
PREPARED FOR: DR. ROSMAIZA ABDUL GHANI

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EXECUTIVE SUMMARY

This internship report is based on my six-month experience working at DoubleTree by Hilton in Shah Alam, Selangor. The purpose of conducting this internship is to fulfil the objectives of industrial training (MGT666). The duration of my internship is six months, from March 1 through August 15, 2023. One of the coursework assessments that must be finished to complete the code Industrial training is this assignment (MGT666). The 24 weeks of internship training were used to help and support other team members throughout the six-month internship training curriculum. Nevertheless, every work I am given gives me the chance to try something new and gives me an incredibly useful experience I may use later. Additionally, this report will discuss how the Finance Department performs in terms of group division and task allocation to guarantee the smooth running of the business.

I will introduce the company I have selected as the site of my industrial training at the beginning of this report. In this section, I will go into more detail about the company's history, the organizational chart of the company, and its mission, vision, motto, and objectives. I will also go into detail regarding the assistance they offer to their customers to manage their business. Many individuals are conscious of this business, but few are knowledgeable of what they do to make a profit. In the middle of the report, the training's reflection will be explained throughout this report. It will begin with the tasks I will be assigned for my industrial training. As a student who is not exposed to the working world, it is valuable for me because I can learn new skills and gain more experience during my practical training. Since the purpose of an internship program is to obtain knowledge and experience in the workplace, all the skills and advantages that I acquired during my internship will also be listed in this report.

The company analysis is the report's main focus, and it is included in the final section. Here, students must identify the SWOT analysis and make recommendations to the organization on how to improve their operations. This consist of the strengths, weaknesses, threats, and opportunities of the company. The company's stable company and positive work environment are among its strengths. For the weaknesses, the reliance on external supplier and has high employee turnover. The opportunities of this company is they have a loyal customer and a business expansion. Lastly, the threats of this company is higher competitors and customer preferences.

ACKNOWLEDGEMENT

First and foremost, Alhamdulillah and I would like to thank Allah S.W.T for giving me the strength to complete the assignment which is the report that related to my Industrial Training in Doubletree by Hilton Shah Alam i-City. This report will never be completed and remain a miracle without His guidance. This assignment is one of the coursework assessments that need to be fulfilled to accomplish the code Internship (MGT666).

Special thanks to Madam Norshiba Norhisham, my Internship (MGT666) lecturer, for her advice and constant reminders of the course's essential information. Second, I would like to express my gratitude to my advisor, Dr. Rosmaiza Abdul Ghani, for her assistance with this assignment. Moreover, with her assistance, I am able to comprehend and produce a quality report. She was devoted to assisting others and providing wise advice. In addition, I am able to complete my task on time because she shared the relevant information required to complete this assignment. She has provided us with an abundance of valuable information and knowledge.

Next, I would like to extend my gratitude to all of my colleagues and friends who have assisted me in completing this report. In spite of their busy schedule, they are still available for help with my questions. I believe I would become disorganized without my friends' encouragement, support, and guidance. I would like to express my appreciation to everyone who contributed, directly or indirectly, to the completion of this assignment.

Last but not least, I would like to express my sincere gratitude to my family member who provides me with consistent encouragement and inspiration. They also offer their thoughts on my confusion whenever I ask for a second opinion on something. Even though I struggled during the Industrial Training, the inspirational words helped me to keep a positive attitude and complete all of my assignments.

1.0 STUDENT'S PROFILE

1.1 Resume

**NURFARAHANIS
BINTI ABDUL
MALEK**

PERSONAL PROFILE

My name is Nurfarahanis, and I am a student at the University of Technology Mara (UiTM) in Melaka, where I am looking for a position to utilize and build upon skills that are essential within the financial industry.

CONTACT

ACHIEVEMENTS

Exellent student award
Principle of Accounting
4 February 2018

Virtual video competition investment ACE 2022
3rd place
29 May 2022

Fly High! Careers in financial securities program
Secretary
4 June 2022

Hotel professional etiquette program
Multimedia and publicity bureau
7 June 2022

EDUCATION

University Technology MARA (UiTM)
Bachelor of Business Administration (Hons) Finance
March 2021 to August 2023 (anticipated)
CGPA: 3.72

University Technology MARA (UiTM)
Diploma in Business Studies
July 2018 to February 2021
CGPA: 3.55

SMK Sultan Salahuddin Abdul Aziz Shah
Sijil Pelajaran Malaysia (SPM)
January 2013 to December 2017
2A's 3B's 3C's

WORK EXPERIENCE

Tadika PKPS
Kindergarten teacher
Jan 2018 to June 2018

Balloonagogo
Event decoration & styling crew
March 2022 to July 2022

SKILLS

- A familiarity with Microsoft Office.
- Organizational and multitasking abilities.
- Strong work ethics and dependability are essential qualities.
- Capability of performing numerical analysis on data and coming up with solutions.
- Time management skills

Figure 1: My resume

2.0 COMPANY'S PROFILE

2.1 Background of the company

DoubleTree by Hilton Shah Alam i-City is a well-known hotel located in the heart of the Golden Triangle, in close proximity to the i-City theme parks, Central I shopping mall, and Shah Alam business hubs. As a subsidiary of Hilton, a globally recognized hospitality company, the hotel upholds the reputation and standards associated with the Hilton name. With 300 guestrooms and suites offering modern amenities and stunning views of i-City, state-of-the-art facilities including versatile meeting spaces with divisible ballrooms, and four distinctive food and beverage outlets showcasing Malaysian and Italian cuisines, DoubleTree by Hilton Shah Alam i-City aims to provide a warm and welcoming atmosphere for both business and leisure travelers. The hotel also offers leisure facilities such as a games room, outdoor pool, Eforea Spa, and a fitness centre. Its strategic location, well-appointed rooms, varied dining options, and flexible meeting spaces make it an ideal destination for guests seeking convenience, comfort, and memorable experiences. Affiliated with Hilton Honors, the hotel rewards guests with points and benefits for their stays, further enhancing their overall experience and encouraging loyalty. DoubleTree by Hilton Shah Alam i-City embodies the values and standards of the Hilton brand, providing guests with exceptional services and a memorable stay in the vibrant Golden Triangle area.

2.2 Location

The DoubleTree by Hilton Shah Alam i-City is located in the heart of the Golden Triangle, in close proximity to the i-city theme parks, Central I-City shopping mall and Shah Alam business hubs.

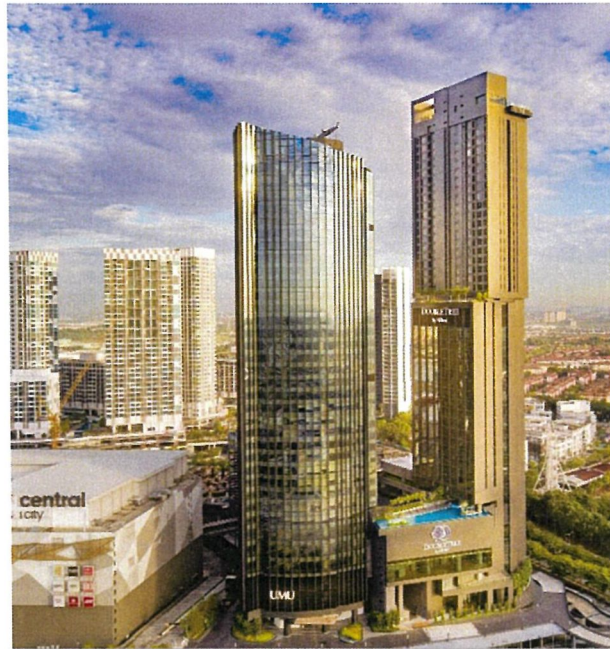


Figure 2: The location of hotel



Figure 3: taktahuuu

Address: Finance Avenue, I-City, 40000 Shah Alam, Selangor, Malaysia

2.3 Mission, vision

Mission: To deliver exceptional services and create memorable experiences for all guests.

Vision: To be the preferred hotel destination for business travelers and leisure guests.

2.4 Services Offered

The hotel offers a range of services to cater to the needs of business and leisure travelers. These services include:

2.4.1 Hotel accommodation

DoubleTree by Hilton Shah Alam i-City offers 300 well-appointed guest rooms and suites that provide stunning views of i-City. These rooms are designed to provide a comfortable and convenient stay for guests. They are equipped with modern amenities, including motion sensor blinds, a dedicated workspace, mini-fridge, high-definition TV, and high-speed internet access. The hotel takes pride in providing a luxurious and relaxing environment for guests to enjoy during their stay. There are many types of room, which are king guestroom, deluxe suite and premium suite.

2.4.2 Leisure facilities

The hotel boasts a range of leisure facilities that cater to the needs and preferences of its guests. The Games Room, located on Level 5, offers recreational activities such as pool tables, foosball tables, board games, and game consoles for guests to enjoy and unwind. The outdoor pool, also located on Level 5, provides a refreshing escape with its freshwater infinity pool, complete with a kids pool, swim-up bar, and Jacuzzi. Additionally, the Eforea Spa on Level 5M offers a serene and rejuvenating experience with three single massage rooms and one couples massage room, providing a variety of wellness packages for guests to indulge in. For fitness enthusiasts, the hotel's fitness centre on Level 5M features state-of-the-art Precor fitness equipment, including cardio and weights areas, allowing guests to maintain their fitness routines while travelling.

2.4.3 Food and beverage

DoubleTree by Hilton Shah Alam i-City offers four distinctive food and beverage outlets that cater to a range of tastes and preferences. Makan Kitchen, the hotel's eclectic all-day dining restaurant, presents a true showcase of Malaysian dining. Guests can savor famous local specialties such as Nasi Lemak, Asam Laksa, Clay Pot Chicken Rice, and more, featuring live and interactive kitchens for breakfast, lunch, and dinner. Tosca Trattoria Italiana, the Italian trattoria and bar, offers rustic Italian food with a contemporary flair. Guests can enjoy wood-fired specialties like pizzas, classic Italian pastas, and warm focaccia served with olive oil, balsamic, salt, and signature basil pesto. Axis Lounge and Bar, conveniently located at the lobby level, provides a cozy ambiance for guests to unwind and enjoy an exquisite high tea set for two or informal

meetings. Finally, The Koffee is a great place to relax, serving specially brewed coffee, tea, and fresh juices. Guests can also indulge in a selection of light bites, including made-to-order sandwiches, pastries, cakes, and gourmet takeaway service.

2.4.4 Meetings and events

DoubleTree by Hilton Shah Alam i-City offers exceptional facilities for meetings and events. With 12 modern and versatile spaces, including three divisible ballrooms with built-in LED screens, the hotel provides a conducive environment for various types of gatherings. The events floor, located on Level 2, is easily accessible from the all-day dining restaurant and the multi-function rooms via escalators, ensuring convenience for event participants. The meeting rooms and ballroom offer flexibility in organizing events, and the direct access to the meeting rooms from the car park allows for seamless logistics. The hotel also provides connectivity zones and bespoke coffee stations, ensuring that attendees have access to essential amenities and services during their meetings and events.

3.0 TRAINING'S REFLECTION

3.1 Duration

The duration of the internship is different based on the course that has been taken by the student. As a finance students, we need to complete our internship in six months. My internship began on March 1, 2023, and will end on August 15, 2023, equivalent to 24 weeks as required by the University to complete and graduate with my degree. The working days of my company are five days a week, from Monday through Friday, just like other businesses. Meanwhile, working hours are 9:00 a.m. to 6:00 p.m.

3.2 Department

The department I was given in this company is the finance department, which is related to the course I studied. This department is divided into three groups which are account payable team, account receivable team, and lastly is general ledger team. As an intern, I have to assist in the account payable team as my supervisor in this team so I need assist his in doing his job. As an Account Payable intern, I had the opportunity to work closely with the team and gain hands-on experience in the day-to-day operations of the department.

Furthermore, I had the opportunity to help the receivable department, which is related to account payable, in the middle of my internship. Given that I have done it before, the work is comparable to one from the finance department, making it easy for me to complete the task.

Working alongside experienced finance professionals provided me with valuable insights into the role of finance in the hospitality industry. I had the opportunity to observe and learn from their expertise, witnessing how they manage financial transactions, maintain accurate records, and ensure compliance with internal policies and external regulations.

The Finance Department played a crucial role in supporting the overall financial management of the hotel. I had the chance to witness the coordination between different departments and how the finance team collaborated with other departments to ensure smooth operations. This experience gave me a holistic understanding of the interdependencies between various functions within a hotel and the importance of effective communication and teamwork.

3.3 Roles and Responsibilities

During my internship at DoubleTree by Hilton Shah Alam i-City, I was assigned to the Department of Finance, which consisted of a team of 9 people. As an Account Payable intern, my role and responsibilities were primarily focused on handling invoices and financial transactions.

One of my daily tasks involved updating the invoices received the previous day. I would extract the total amount from the CheckSCM system and then upload the data to the Doc Matrix, which served as a document management system. Subsequently, I would enter the data into the Sun system, the financial software used by the hotel for recording and processing transactions. This process ensured accurate and timely payment processing for the suppliers.

Additionally, I was responsible for arranging the invoices by department. After obtaining the necessary signatures from each department to confirm receipt of the items, I would sort the documents by supplier and file them in the appropriate drawer. This meticulous organization helped to maintain an efficient and well-documented accounts payable system.

During the month-end closing process, I would update the accrual invoices in an Excel spreadsheet. This involved recording and reconciling outstanding invoices and ensuring accurate financial reporting. It was essential to maintain accuracy and attention to detail in this process to ensure the financial records were up to date and aligned with the hotel's financial statements.

Furthermore, I assisted with the supplier payment process by comparing the statements of account provided by the suppliers with the aging report. This reconciliation process helped identify any discrepancies or outstanding payments. I would organize the invoices for the month and update the Excel to track the invoices that were not yet paid due to certain issues or delays.

Another aspect of my role involved supporting the Receiving Department due to a shortage of staff. This included attaching invoices to purchase orders when the items were received and ensuring proper documentation. I also learned how to handle the received of food items, working closely with the kitchen team. It was important to pay attention to detail and ensure the quality of the received food items, as the chef would reject any items that were overly ripe, unripe, or in poor condition.

In summary, my internship at DoubleTree by Hilton Shah Alam i-City provided me with valuable hands-on experience in the Account Payable department of the Finance team. Through my assigned tasks, I gained practical knowledge in handling invoices, reconciling accounts, and maintaining accurate financial records.

4.0 SWOT ANALYSIS



Figure 4: SWOT analysis

4.1 Strengths

4.1.1 Good relationship between employer and employee

One of the strengths observed during the internship at DoubleTree by Hilton Shah Alam i-City is the establishment of a strong and positive relationship between employees and the employer. The company prioritizes creating a work environment that fosters teamwork and collaboration among its staff members. This is achieved through various initiatives and practices. Firstly, the company promotes a culture of teamwork and collaboration, encouraging employees to work together towards common goals. This cultivates a sense of camaraderie and cooperation among the team members.

Additionally, DoubleTree by Hilton Shah Alam i-City organizes regular team-building activities such as outings, team lunches, and other events. These activities provide opportunities for employees to bond, forge stronger relationships, and enhance their teamwork skills. Furthermore, the employer maintains an open-door policy, enabling employees to approach management with

their concerns or suggestions. This creates a supportive atmosphere where employees feel valued, heard, and supported, ultimately fostering a sense of loyalty and commitment. Moreover, the company values and recognizes the efforts and contributions of its employees. Through regular feedback, performance evaluations, and reward systems, employees are acknowledged and rewarded for their hard work, which boosts morale and motivation.

Lastly, the overall friendliness and positive attitude exhibited by the staff members contribute to a welcoming and enjoyable work environment, fostering unity and creating a pleasant atmosphere for both employees and guests. This focus on developing and maintaining a good relationship between employees and the employer enhances communication, strengthens teamwork, and cultivates a positive company culture. Ultimately, this dedication to a positive employee-employer relationship contributes to higher employee satisfaction and engagement, which in turn benefits the overall performance and success of DoubleTree by Hilton Shah Alam i-City.

4.1.2 Strong brand name

DoubleTree by Hilton Shah Alam i-City benefits significantly from its association with the strong brand name of Hilton. As a subsidiary of Hilton, the hotel enjoys the advantages of credibility, reputation, and a competitive edge in the market. The parent brand, Hilton, is widely recognized and respected globally, renowned for its high standards of service and quality. This established presence gives DoubleTree by Hilton Shah Alam i-City instant credibility and attracts customers who value consistency and excellence in their hotel experience. Hilton maintains consistent brand standards across its properties, ensuring that guests have a similar level of service and experience at all locations. This brand consistency builds trust and loyalty among customers who are familiar with the Hilton brand, making them more likely to choose DoubleTree by Hilton Shah Alam i-City for their accommodation needs.

Additionally, Hilton operates multiple hotel brands that cater to different market segments and customer preferences. DoubleTree by Hilton, with its focus on providing a comfortable and upscale experience along with the famous warm chocolate chip cookie welcome, appeals to customers seeking a specific level of service and amenities. Furthermore, Hilton's wide global reach, with a vast network of hotels and resorts, provides customers with options and convenience when choosing accommodations. This global presence allows DoubleTree by Hilton Shah Alam i-City to tap into a large customer base and benefit from cross-promotion and loyalty programs.

Lastly, Hilton's commitment to delivering consistent quality and exceptional service sets high standards for its properties. This commitment to quality assurance reflects positively on DoubleTree by Hilton Shah Alam i-City, assuring guests that they will receive a premium experience during their stay. By leveraging the strong brand name of Hilton, DoubleTree by Hilton Shah Alam i-City gains a competitive edge in the market, attracting customers who associate the brand with reliability, trustworthiness, and superior service. The established brand presence enhances the hotel's reputation, increases customer confidence, and contributes to its overall success in the hospitality industry.

4.2 Weakness

4.2.1 High employee turnover

One of the weaknesses identified during the internship at DoubleTree by Hilton Shah Alam i-City is the high turnover of employees within the company. This refers to the rate at which employees leave the organization and new employees are hired to replace them. The high turnover rate poses several challenges for the organization. Firstly, it results in a constant need to recruit and train new employees, which can be time-consuming and costly. The process of finding suitable candidates, conducting interviews, and providing training requires valuable resources and effort, which can potentially impact overall productivity.

Secondly, the frequent departure of employees and the time taken to hire replacements can lead to understaffing in certain departments. Understaffing places a burden on existing employees, leading to increased workloads, potential burnout, and decreased job satisfaction. It may also impact the quality and efficiency of service delivery. Thirdly, high employee turnover can disrupt the continuity of operations and the execution of tasks. Each time an employee leaves, there is a transition period during which responsibilities and knowledge associated with the role need to be transferred to a new employee. This can lead to temporary disruptions, potential errors, and delays in work processes. Lastly, with a high turnover, there is a need for frequent training and onboarding of new employees. The constant influx of new staff members may make it challenging to provide comprehensive training and development opportunities, potentially impacting the quality of work and customer service.

To address the issue of high employee turnover, the organization needs to focus on employee engagement, satisfaction, and retention strategies. Implementing measures to improve job satisfaction, career development opportunities, and work-life balance can contribute to reducing turnover rates. Additionally, conducting exit interviews to understand the reasons for employee

departures can help identify underlying issues and take steps to address them. Reducing employee turnover and ensuring a stable workforce can enhance operational efficiency, customer satisfaction, and overall organizational performance. It also helps in maintaining a knowledgeable and experienced team that can contribute to the company's long-term success.

4.2.2 Reliance on external suppliers and vendors

One weakness observed during the internship at DoubleTree by Hilton Shah Alam i-City is the heavy reliance on external suppliers and vendors. This dependency on external entities can present challenges for the organization. Firstly, the hotel's operations are directly impacted by the performance, reliability, and availability of these suppliers and vendors. Any issues or disruptions they face can have a direct impact on the hotel's operations and guest satisfaction. Secondly, relying on external entities limits the organization's control over critical aspects of the supply chain, making it challenging to ensure consistency in quality and timely delivery. It also hinders the organization's ability to quickly respond to changing demands or specific requirements. Additionally, the organization is exposed to the risk of price fluctuations in the market, as it may have limited negotiating power. Furthermore, supply chain disruptions faced by external suppliers can impact the hotel's ability to obtain necessary goods or services in a timely manner, leading to operational inefficiencies and customer dissatisfaction.

To mitigate this weakness, DoubleTree by Hilton Shah Alam i-City can implement several strategies. Firstly, it can establish strong and transparent relationships with key suppliers, fostering open communication, and setting clear expectations regarding quality, delivery timelines, and pricing. This can help build trust and facilitate collaboration in addressing potential challenges. Other than that, the organization can consider diversifying its supplier base, establishing backup options, closely monitoring supplier performance, and exploring opportunities to bring certain functions in-house. By addressing these challenges, the organization can enhance operational resilience and ensure a consistent and reliable supply chain, ultimately improving guest satisfaction and overall business performance.

4.3 Opportunities

4.3.1 Business expansion and market growth

One of the opportunities for DoubleTree by Hilton Shah Alam i-City is the potential for business expansion and market growth. The hotel's prime location in the vibrant Golden Triangle area, with its close proximity to i-City theme parks, Central I shopping mall, and Shah Alam business hubs, positions it well to attract a diverse range of guests, including business travellers, tourists, and event attendees. By capitalizing on its strong brand name and reputation as a subsidiary of Hilton, DoubleTree by Hilton Shah Alam i-City has the opportunity to expand its customer base and attract loyal customers. Through effective marketing strategies, targeted promotions, and personalized services, the hotel can cultivate a strong customer following and enhance guest loyalty.

Furthermore, the hotel can explore partnerships and collaborations with local businesses, event organizers, and travel agencies to tap into new market segments and attract a larger number of visitors. By offering attractive packages, incentives, and tailored services for corporate events, weddings, and other special occasions, DoubleTree by Hilton Shah Alam i-City can position itself as a preferred choice for hosting various events and gatherings. In addition, the hotel can leverage the growing trend of eco-tourism and sustainability by implementing environmentally friendly practices and initiatives. By adopting energy-efficient technologies, reducing waste, and promoting sustainable practices, DoubleTree by Hilton Shah Alam i-City can appeal to environmentally conscious travelers and align itself with the increasing demand for sustainable tourism options.

Overall, by capitalizing on its prime location, strong brand reputation, and implementing targeted marketing strategies, DoubleTree by Hilton Shah Alam i-City has the opportunity to expand its customer base, attract loyal customers, and explore new market segments. By embracing emerging trends and implementing sustainable practices, the hotel can position itself as a leading choice in the competitive hospitality industry and seize opportunities for business growth and market expansion.

4.3.2 Loyal customer

One significant opportunity for DoubleTree by Hilton Shah Alam i-City is the potential to leverage and expand its loyal customer base through programs such as Hilton Honors. Hilton Honors is a robust loyalty program that offers a range of benefits and rewards to its members. By actively promoting the benefits and features of the Hilton Honors program to guests, the hotel can encourage more customers to enroll and participate, leading to increased customer loyalty, repeat business, and positive word-of-mouth referrals.

The Hilton Honors program provides a variety of incentives for guests to join, such as earning points for stays at participating hotels, exclusive member rates, and access to member-only promotions. By highlighting these benefits during the check-in process, on the hotel's website, and through targeted marketing campaigns, DoubleTree by Hilton Shah Alam i-City can attract new customers to enroll in the program. Once enrolled, loyal customers can enjoy personalized experiences and tailored offerings through the Hilton Honors program. This includes the ability to redeem points for free nights, room upgrades, and other valuable perks. By providing these enhanced benefits to loyal customers, the hotel can strengthen the bond with its guests, creating a sense of exclusivity and recognition.

By leveraging the Hilton Honors program and actively engaging with loyal customers, DoubleTree by Hilton Shah Alam i-City can drive customer loyalty, increase customer lifetime value, and position itself as a preferred choice for personalized experiences and rewards. Through targeted marketing efforts, tailored offerings, and strategic partnerships, the hotel can attract new customers to enroll in the program and cultivate long-lasting relationships that benefit both the guests and the hotel.

4.4 Threats

4.4.1 Customer preferences and demands

Another significant threat that DoubleTree by Hilton Shah Alam i-City faces is the evolving preferences and demands of customers. Consumer preferences in the hospitality industry can change rapidly, influenced by factors such as emerging trends, shifting demographics, and technological advancements. Customers today have increasingly diverse and specific preferences when it comes to hotel accommodations, services, and experiences. They seek personalized and unique experiences that cater to their individual needs and preferences. This can include preferences for eco-friendly practices, sustainable initiatives, wellness offerings, and immersive local experiences.

Meeting these evolving customer demands requires continuous innovation and adaptation. Failure to keep up with changing trends and preferences can result in a loss of customers to competitors who are better aligned with their desires. Additionally, negative reviews and feedback on platforms such as social media and online review sites can impact the hotel's reputation and future bookings. Moreover, technological advancements and the rise of digital platforms have reshaped the way customers interact with hotels. The increasing reliance on online travel agencies, review sites, and social media platforms for research, booking, and sharing experiences means that hotels must have a strong online presence and provide seamless digital experiences to stay competitive.

To address this threat, DoubleTree by Hilton Shah Alam i-City can invest in market research and customer insights to understand the changing preferences and demands of its target audience. This can help identify opportunities for innovation and the development of new services and experiences that align with customer expectations. Furthermore, fostering a culture of continuous improvement and staff training can ensure that employees are equipped with the skills and knowledge to deliver exceptional customer service and cater to changing preferences. This can include cross-training employees in various departments, providing ongoing professional development opportunities, and encouraging a customer-centric mindset throughout the organization.

4.4.2 Intense competition

Intense competition is a significant challenge that DoubleTree by Hilton Shah Alam i-City faces, primarily due to its location in close proximity to other hotels. Being situated in the heart of the Golden Triangle, a bustling area known for its commercial activities and tourist attractions, the hotel competes with a large number of accommodations, ranging from budget hotels to luxurious establishments. The presence of various hotels in the area creates a highly competitive environment, where each hotel strives to attract and retain guests to sustain its business.

The competitive landscape in the hospitality industry prompts hotels to continuously innovate and differentiate themselves from their rivals. Hotels in the area may offer similar services and facilities, such as comfortable rooms, meeting spaces, dining options, and leisure facilities. To stand out from the competition, DoubleTree by Hilton Shah Alam i-City must emphasize its unique selling points and value propositions to attract guests.

One aspect of differentiation is the branding and reputation of DoubleTree by Hilton as a globally recognized hospitality brand. Leveraging the trust and familiarity associated with the Hilton name, the hotel can position itself as a reliable and high-quality choice for travelers. Emphasizing the Hilton Honors™ loyalty program can also incentivize guests to choose the hotel for its rewards and benefits.

To stay ahead in the competitive landscape, the hotel can continuously monitor the offerings and services of nearby hotels and adapt its strategies accordingly. Conducting regular market research can help identify trends and customer preferences, allowing the hotel to tailor its services to meet the evolving needs of its target audience.

Strategic pricing is also important to remain competitive. While the hotel may not engage in price wars that compromise profitability, it can offer competitive rates and value-added packages to attract guests. Additionally, special promotions, exclusive deals, and bundled packages can entice guests to choose DoubleTree by Hilton Shah Alam i-City over other options.

The hotel can also focus on digital marketing and online presence to increase visibility and reach potential guests. Effective use of social media, online travel agencies, and direct booking channels can help the hotel reach its target audience and showcase its unique offerings.

5.0 CONCLUSION

During my internship at DoubleTree by Hilton Shah Alam as an Account Payable in the Finance Department from 1st of March to 15th of August, I had the opportunity to bridge the gap between theoretical learning and real-world applications in accounting and finance. This valuable experience allowed me to acquire new skills and knowledge, including updating invoices, working with financial systems, and organizing documents. The supportive and collaborative environment within the Finance Department facilitated effective teamwork and enhanced my understanding of the importance of communication. Additionally, I gained a comprehensive understanding of the hotel's services, such as accommodation, leisure facilities, food and beverage outlets, and meetings and events. Applying accounting and finance principles in a practical setting reinforced the significance of accurate financial records and attention to detail. Throughout the internship, I identified my strengths, including attention to detail and organizational skills, while recognizing areas for improvement, such as time management and communication. Overall, this internship provided a positive and enriching experience, allowing me to develop problem-solving skills and adaptability. I recommend enhancing the internship program by providing additional training opportunities, implementing mentoring programs, and conducting regular feedback sessions. In conclusion, my internship at DoubleTree by Hilton Shah Alam was a valuable journey that enabled me to apply theoretical knowledge, develop essential skills, and gain insights into the operations of a renowned hotel. I am sincerely grateful to the organization, mentors, and colleagues for their guidance and support throughout this transformative experience.