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UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Pengurusan
dan Perniagaan



INDUSTRIAL TRAINING REPORT AT MITC HOTEL MELAKA

1 March - 15 August 2023

SITI NURSYAHMIMI BINTI BAKAR / 2020853012 / BA246

EXECUTIVE SUMMARY

Mitic Hotel Melaka is an excellent company for completing my 6-month industrial training programme. Siti Hajar binti Sanusi was my supervisor during my industrial training where I started my journey on 1st of March 2023 and ended on 15th August 2023. I am a final year student in Business Administration (Hons). International Business at Universiti Teknologi Mara (UiTM) Kampus Bandaraya Melaka. Therefore, this internship report details my internship period that I had finished in Mitic Hotel. Due to the numerous work prospects in the company, Mitic Hotel is also encouraging recent graduates, young generation and job seekers to pursue their work experience here. Therefore, I have been assigned to work in the Human Resources department. During the course of my internship, I acquired knowledge in a variety of areas, including updating company databases with new employee information, gathering payroll information like leaves, working hours, and bank accounts, scheduling and confirming candidate interviews, and many others. Furthermore, I had already assisted in planning business events and careers days that had taken place during my internship.

Meanwhile, for my training reflection, I explain about the duration of my internship and my working days and hours in this company. Not only that, I also include the benefits that I gained from this company during my journey of my internship. The organization chart of this company was also included in this report as I was assigned to do for their presentation. Next part of this report, I also explained about SWOT analysis of this company. In that part, I have already discussed with my supervisor the analysis and I have elaborated 3 points for each part of the SWOT analysis. Not to forget, I already give the recommendations that can help the company grow better in the future.

In conclusion, after completing my industrial training, I want to learn more about other sectors so that I can gain more knowledge and experience in the future. By doing that, it can help me to get to know more about the working environment. Not only that, this internship has made me learn to be responsible for my job and be accountable to my working hours. Therefore, it also has built my confidence level and my self assurance.

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1.0 ACKNOWLEDGEMENT

Alhamdulillah, all praise and blessings to Allah for the completion of my industrial training report. I am really grateful to God for the possibilities, difficulties and strength that He has placed upon me in order for me to accomplish my internship journey for 6 months. Therefore, I will not be able to complete my internship report without the guidance and help from various people surrounding me.

I also would like to express my gratitude to my advisor, Puan Siti Nazirah Binti Omar and Puan Siti Hajar binti Sanusi for their guidance, patience, and most significantly, warm spirit and positive encouragement that assisted me in completing my industrial training report. Not to forget for the entire staff from every department in this company that always help and give me support and encouragement to learn and finish my internship journey here. Due to them, I am finally able to complete this report and my 6 months industrial training at this company.

Last but not least, I am very grateful for my parents' and the rest of my family's moral support, as well as their enthusiastic encouragement. Without their help and support, I won't ever be able to give my full commitment to finish my report as well as my internship. Thank you to everyone who helped me prepare the training report industry, whether directly or indirectly.

2.0 STUDENT'S PROFILE



SITI NURSYAHMIMI BAKAR

Bachelor of Business Administration (Hons)
International Business

CONTACT ME



MICROSOFT SKILLS



PERSONAL SKILLS

TEAMWORK

COMMUNICATION

PROBLEM SOLVING

LANGUAGE

ENGLISH

MALAY

REFERENCE

PUAN KHALILAH BINTI IBRAHIM

International Business Lecturer
UITM Cawangan Melaka Kampus
Bandaraya Melaka

OBJECTIVE

INTERNSHIP PERIOD (MAR 2023 – AUG 2023)

A final year of International Business student seeking internship for 6 months from March - August 2023. I have an excellent communication and teamwork skills to form a strong bond with workers besides helping the company to achieve its goals. Seeking for a new challenging job and able to learn for new things in order to improve my knowledge and skills.

EDUCATION HISTORY

UNIVERSITI TEKNOLOGY MARA(UITM), CAMPUS BANDARAYA MELAKA

Sept 2020 - Present

- Bachelor of Business Administration (HONS) International Business

SMK MUNSHI ABDULLAH

May 2018 - Aug 2019

- STPM of Economic course

SMK TINGGI PEREMPUAN

Jan 2013 - Dec 2017

- Sijil Pelajaran Malaysia (SPM)

EXPERIENCE

DEGREE

INTERNATIONAL BUSINESS UNIT CLUB (IBUC)

- HEAD OF EXCO LOGISTICS
Dec 2021 - Jan 2023

WATSON COMPANY

- SENIOR CUSTOMER ASSISTANT
Oct 2019 - Dec 2019

NANDO'S

- PART TIME CREW
Feb 2021 - Feb 2022

3.0 COMPANY'S PROFILE



Mitc Hotel Melaka is a private hotel owned by Ahmad Sazali Bin Sabri, a 60 years old man, who has been working in the Hotel industry for almost 23 years since 2000. Mitc Hotel was established in 2016 after Ahmad Sazali took over the building which was once owned by Hotel Permaisuri Angkasa. Mitc Hotel is also owned by PKNM thru Mcorp Sdn Bhd, managed by RiverOaks Resorts Sdn Bhd. In addition, the name of Mitc Hotel was taken due to the location itself in Ayer Keroh located at Jalan Konvesyen, Ayer Keroh, 75450 Melaka. The location of the hotel is really strategic as the Night Zoo Melaka is around 1.6 miles away from the hotel and also nearby with the Taman Botanikal. Not only that, the hotel also is located nearby with Taman Mini Malaysia which is also known as an attraction to the outside people.

The operation of the hotel is 24 hours meanwhile for the management staff working from 9a.m until 5p.m. The facility has a front desk open around-the-clock with their friendly staff. Therefore, visitors arriving by automobile can take use of the free on-site public parking. To be surprised, Mitc Hotel Melaka has about 189 rooms, of which every floor has 27 rooms and has 7 floors. Mitc Hotel provides elegant yet cosy rooms for the customer to relax and enjoy their stay in the hotel. Each of the rooms have a tiled floor and blackout drapes. Not to mention that every one of their rooms is furnished with soft lighting and inviting tones, allowing guests to feel comfy but fashionable. Moreover, Mitc Hotel is also known for their famous cafe named Asahan Cafe. They have 2 branches of Asahan cafe while the second cafe is located at Jeti Taman Rempah Melaka. Their famous main dish is Asam Pedas Kepala Ikan which is known as Melaka's favourite dish.

3.1 VISION, MISSION, OBJECTIVES & GOALS

Vision

- to deliver superior service across various market segments.
- to give the hotel owner the best possible return
- to give employees possibilities for happiness and ongoing development
- to emphasize personal development while maintaining reliable products and welcoming customer service.

Mission

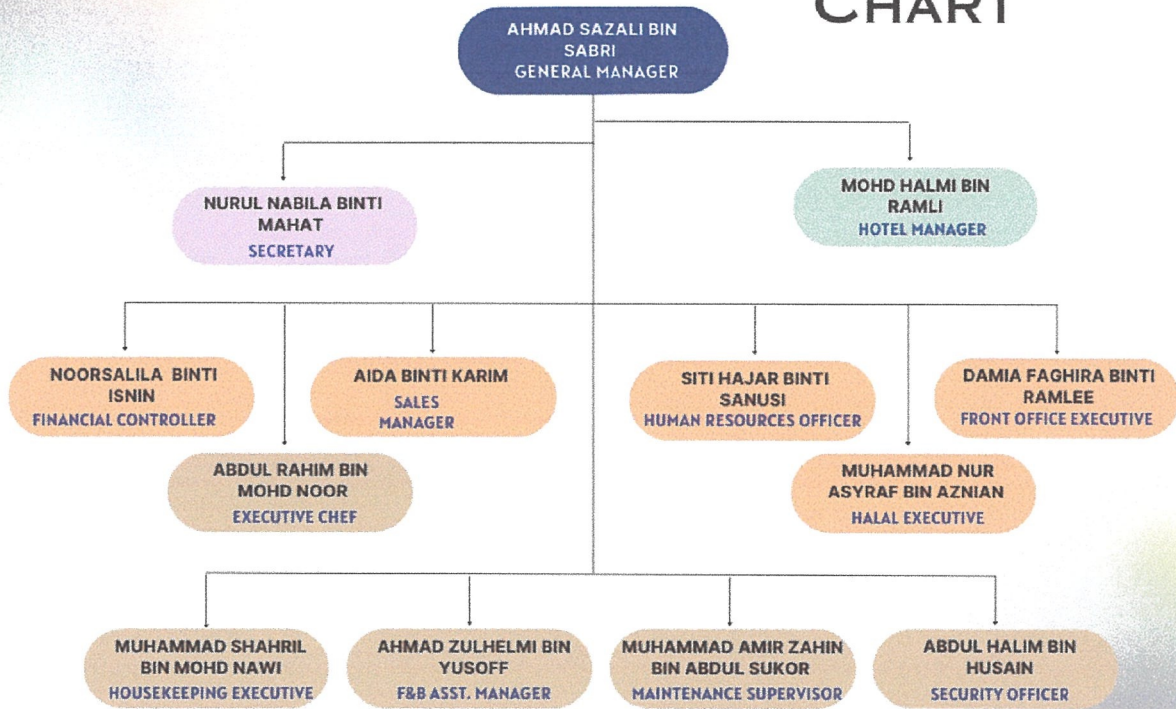
The mission of the company is to maintain its position as a high-class hotel that offers quality products and efficient customer service in the hotel industry.

3.2 PRODUCT/SERVICES OFFERED

The company's main activities are concentrated in the field of hotel services. However, Mitc Hotel also provides other services such as outside catering, seminar, family day or any important events at Melaka. Recently, Mitc Hotel has been doing outside catering which has been held for an Open House at Mitc convention hall during Hari Raya celebration. In addition, Mitc Hotel has successfully completed numerous projects which includes a caterer for the Melaka Chief Minister's open House with 750 pax on 22 april 2023. There are many projects that Mitc Hotel has successfully achieved previously. Not only that, Mitc Hotel also has a variety of seasonal promotions. For instance, Durian Runtuh price due to durian season, Honeymoon price for valentine season, and also for student price for student season. Their prices always change every month which they have every single season. This is because they want to attract more guests when expanding their brand awareness about the hotel.

4.0 ORGANIZATIONAL STRUCTURE

ORGANIZATIONAL CHART



5.0 TRAINING REFLECTION

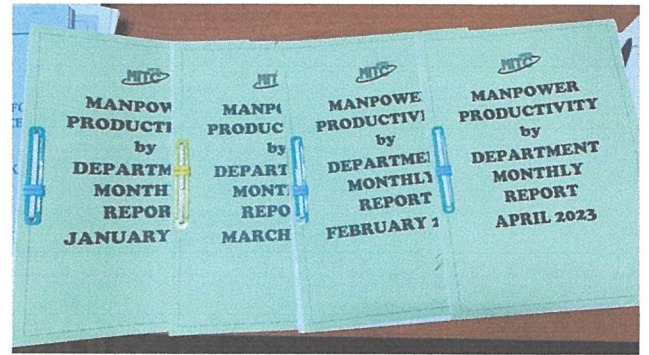
5.1 DURATION & SPECIFIC DEPARTMENT

I started my internship journey in Mitc Hotel on 01st March and ended on 15th August 2023 after so many interviews i had attended. My working hours and days are from Monday to Friday which is from 9.00 a.m until 5p.m and I only work half day on Saturday which is from 9a.m to 1p.m. Besides, trainees are eligible for every public holiday in Melaka throughout the year. In Mitc Hotel, I was assigned to the Human Resources Department where my supervisor was Puan Siti Hajar Binti Sanusi, known as an HR officer in this company. This department is in charge of overseeing all aspects of the hiring process, including orientation and training new employees. It also assists as well in payroll administration, ensuring that employees receive their wages on schedule. Not only that, this department also plays a big role in the company as this position bridge connects workforce needs with employer requirements and also acts as mediators between employees and their management.

5.2 ROLES, RESPONSIBILITY & TASK

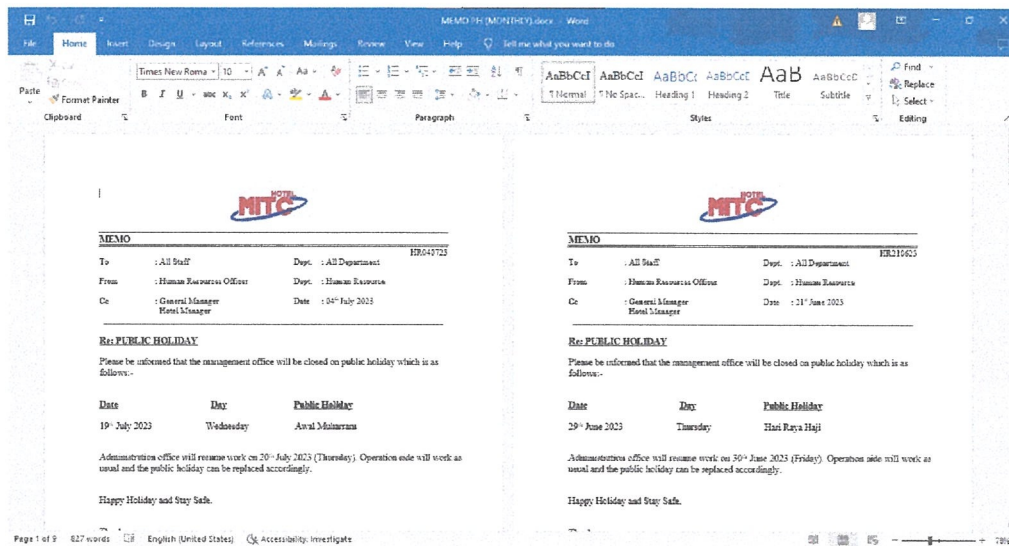
First and foremost, this department is made up entirely of Human Resources Officers only, and as a result, I am allocated a number of jobs and responsibilities by my supervisor throughout my internship. In this department, my job tasks are updating data of the new staff to the system, preparing and scheduling interviews of candidates with the hotel manager, updating and key in staff leaves and medical leaves, in charge towards staff salary and trainee allowance every month and handling phone calls. Besides that, I am also handling part time claims during Ramadan month as the company uses the part time catering for the buffet. The part time claims must be done and submitted to the finance everyday. I also had the task to handle the supplier for drinking water and the medical claim of the staff.

In addition, I also have to do a monthly tardiness report for each department in order to control their lateness and recheck their attendance. In this tardiness report, it shows how much that staff has been applying for annual leaves and public holidays. Not only that, from this report I am also able to identify which staff are always coming late to work or problematic. After this report has been done, I need to send it to the hotel manager.



5.2.1 Monthly Tardiness Report

Besides, I am also responsible for updating memos of every public holiday that the company entitled in every month throughout the whole year. The memo that I created must get a signature from the Human Resources Officer and approval by the General Manager of the hotel. After the memo is completed I need to distribute the copy of the memos to each department so that they are able to notice the public holiday that the company is entitled to.



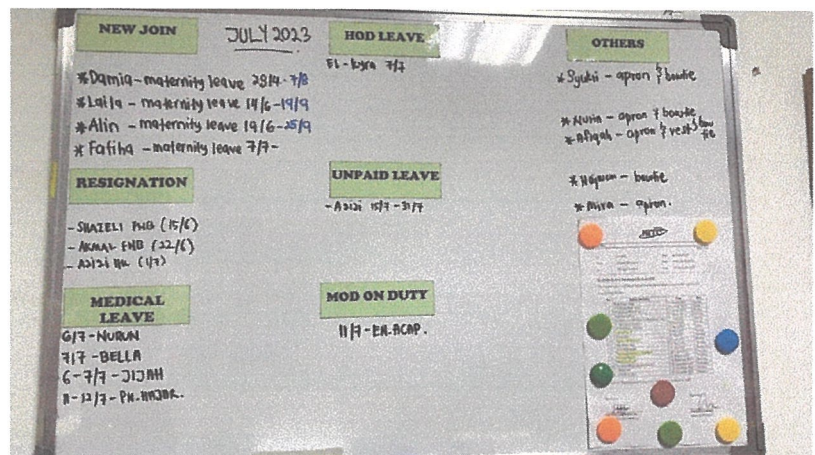
5.2.2 Updating memos



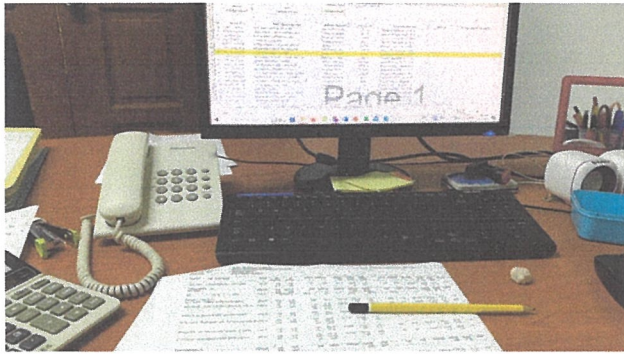
Therefore, I was also able to experience and participate in a few outside events that required HR to attend those events such as MyMid Career40, which solely focuses on the hotel business and only involves 5 hotels. This event was organised by PERKESO Melaka because it allows individuals to locate a job and apply directly to the hotel of their choice. This event began about 9 a.m. and ended around 1 p.m. This event is quite valuable since it advertises hotel job opportunities, allowing many people to understand which hotels still have job openings. We got six applications from prospects on that day. Throughout this event, I am able to connect and socialize with HR from different hotels. Not only that, I also have opened my eyes about the real working world of this industry.

5.2.3 Outside Event

Not only that, I also had to update the board everyday. It makes me oversee the staff who will be on the leaves for a long period. The whiteboard also has important notes of staff borrowing the inventory uniform from the Human Resources department. While updating this board, it helps me to be more alert about what has happened during the whole month.



5.2.4 Update whiteboard



5.2.5 Key in salary staff

At the end of the month, I was required to key in the salary of staff. I need to key in the data to excel and proceed to the bank after the financial controller approves. This needs to double check the amount as often to avoid mistakes or mispaid.



5.2.6 Calculate Allowance

Not only salary, but I am also handling the allowance for trainee students and permanent part time salary. Both of these tasks have taught me how to calculate the actual salary and I am also able to learn about payroll and any task related to the company.

Last but not least, I also joined the Open House for the Chief Minister at Mitc Trade Center due to the Hari Raya celebration. There are plenty of hotels that have joined this event and you can see our hotel's theme is Old theme. The girls are required to wear Kebaya Nyonya and for the boys they need to wear their baju Melayu with sampin and songkok. This event has taught me to socialize with other people and help me to face my introverted person.



5.2.7 Open House in Mitc

5.3 KNOWLEDGE AND SKILLS

Throughout my internship journey in this Hotel, I gained a lot of knowledge and experience while working in this industry. For technical skills that I have learned, I was able to learn how to use their punch card machine, able to learn and adapt to the system that they used and I already know how to key in payroll for staff salary every month. Meanwhile, with knowledge for personal development, I learn how to multitask my job. For example, I was required to do a monthly report but at the same time I needed to handle suppliers for drinking water. Therefore, I am also able to communicate and socialize with other people of different ages and genders, for instance in the finance department and other employees in this hotel. Not only that, I also learned to be punctual to the office and know the importance of grooming because of this hotel industry. Not to forget, I gained more knowledge about how this company works and was able to know more about the responsibility of this department.

5.4 BENEFITS

Last but not least, the advantages I received during my internship were excellent, since they included a monthly allowance and staff meals everyday. The staff meal that the hotel provides really helps me in saving my allowance and also my break time. It is because I do not have to buy food outside of the company which might delay my break time due to the jam. Furthermore, the working atmosphere is positive and healthy, as they have assisted me in overcoming difficulties in learning new things in this profession. They are really helpful when I am unsure or do not know certain things. Meanwhile, I believe this will be extremely beneficial to my learning of the working environment in the hotel business. I never imagined myself working in the hotel sector, but this internship has given me valuable experience.

6.0 SWOT ANALYSIS



6.1 Diagram of SWOT analysis Mitc Hotel

7.0 DISCUSSION AND RECOMMENDATION

7.1 STRENGTHS

- **Regular training session**

Training can be defined as the process of increasing the knowledge and skills of the employees to enable them to perform their jobs effectively. Therefore, training is one of numerous effective methods for increased performance of the employees. In addition, training, development, and skill-oriented activities enable organisations to adapt, perform well, compete, develop new ideas, enhance the services, and achieve their objectives.

The very first strength that I observe ever since I started my internship is that the hotels have regular training sessions. Every month, the company will send certain employees to go outside training in order to improve their skills and gain more knowledge about the hotel industry or any knowledge which is more relevant nowadays. However, it really depends on the quantity of the employees that HR chooses to send. Most of the time, HR will send new staff and do rotation of the employees every single training. Besides that, all of the training sessions are under LHDN, and it is much easier as LHDN time is flexibel now compared to before which HR needed to wait for 1 week. Therefore, training benefits the employees as it helps employees learn specific knowledge or skills to improve their performance in their current roles.

My recommendation for this strength is that the company should take care of these elements and the employee should be updated with current knowledge of the job. Therefore, the employee will be more productive if the company always provides them training as per the requirement of the job. In addition, the company should take note that employees are the backbone of the organization. Besides that, organisations should develop an effective organisational training and development strategy that incorporates a selection of public, open-enrollment programmes of choice for workers' individual learning requirements and unique in-house training for team training and development needs.

- **Flexibility of working hours**

Working hours flexibility may be characterised as employees can start work sooner or later than the initially scheduled time. According to past researchers, work flexibility includes not only changes in time and location, but also job sharing, career pauses such as maternity or paternity leaves and part-time.

Mitc Hotel allows the employees to organize or negotiate with other workers their specific schedule in order to meet the company operating hours. This means that the employees are able to reselect their schedule depending on their times table every week. Therefore, the employees also have the opportunity to change their off days with their coworker if they want after they get approval by their Head of department. Not only that, services workers such as kitchen, food & beverage, maintenance and security are also able to claim their public holiday whenever they can, based on their planning. Therefore, the company also allows their employees to work overtime when there is an event that happens during those months. The employees can work overtime after their working hours finish. For example, shift mornings start at 7a.m until 3p.m, so their starting overtime hours start after 3p.m. However, those service workers need to fill up the form which is called overtime request 3 days before starting their overtime. It is because to alert human resources and hotel managers that the company will need to pay their overtime payment during that month.

Besides that, workers are also more likely to stay in a position that provides for more flexibility since the flexibility of working hours allows for a better work-life balance. For the recommendation, the company can create a flexible working hours policy. This means that the company needs to establish a clear process for how flexible working will work and the company should share the policy through HR to the employees so that everyone knows and acknowledges what the options are. Therefore, it will increase productivity of the company and at the same time help the employees to achieve their life of balance. Based on (Will Kilton, 2022) flexible time may also play a role in reducing healthcare costs, stress, and burnout. A flexible working hour arrangement is a win-win situational tool for both people and organisations; both are interested in employing them to balance their various responsibilities. (Lucía Pich-Aguilera Ribas, 2020)

- **Variety of seasonal promotion**

Seasonal promotion is any type of promotional activity that the company does to attract more customers and attention to the company. The promotion is also inspired by holidays, celebrations or any occasion that happens. According to an article, seasonal marketing helps firms connect with their customers. adjustments in business cycles are brought about by calendar cycles, which impose seasonal adjustments.

Therefore, the strength that this company has is that the hotel offers a variety of holidays and seasonal promotions throughout the whole year. For instance, we are having a Ramadhan room promotion with the price as low as RM145.00 per room night. This promotion is only valid in Ramadan month only and open for everyone included for non muslim people. In addition, the Mitc Hotel also offered a Set Kari Ikan Premium lunch in connection with Mother's Day celebrations for just RM60 per person. For the purpose of honouring a woman known as Mother, they also include free cake and flowers with the dinner. Besides that, this company also offered a room with breakfast kari kepala ikan and dinner for only RM180++ per person. This promotion comes with a 10% discount for the durian fest due to durian season. This seasonal campaign is extremely useful for the company since it allows customers to enjoy every occasion and is able to enhance chances to convert one-time customers into loyal customers. Not only that, this type of promotion is able to increase sales by improving client exposure toward the company.

As for my recommendation to expand this strength for this hotel is that the company can make partnerships with other brands or industries. The company can create coupon or discount promotional campaigns on related products and cross-promote other things. For instance, the hotel can partner with Zus Coffee by creating a contest where the winner who has spent more than RM100 in Zus is able to redeem free coffee along with a discounted price room to stay at the Mitc Hotel. Not only that, the company can also bundle the promotion with flights for tourist attraction, local entertainment or transportation. By using this method, it will definitely increase the company booking rates and also build partnerships and co-promote each other company. (Livia Benita, 2020)

7.2 WEAKNESS

- **High staff turnover**

Employees are an essential asset to any company however employee turnover is an important aspect that every company has to really pay attention to. On the other hand, employee turnover may increase the chances of losing good employees.

In this case, Mitc Hotel has high staff turnover. Based on what I have observed, there are few staff that will send their resignation letter to the company every month. This can be seen where the total of resignations that we have received from April to June are 7 staff. To be specific, 3 staff resigned in April, 1 staff in May and 3 staff in June. This has become the biggest weakness for Mitc Hotel as the company needs to fill the position as soon as possible, or else the existing employee would feel overworked, which could increase employee stress levels. Therefore, employee turnover might be a result of burnout caused by stress, resulting in excessive working hours as the remaining employee is required to fill the vacant position. As a result, it might affect the productivity of the company and also impact the budgeting that the company has set up for the whole year. Besides, this weakness is also able to impact the company as it will increase more time spent in recruiting and training new workers. Not only that, it can also ruin a company's reputation and give bad thoughts to other hotels.

In order to reduce employee turnover and retain talent, the company should focus on implementing numerous healthy workplace practices. This means that the company should include the employees in decision-making and give enough possibilities for growth and development. This may make employees feel vital to the organisation since they are involved in all decisions. Besides that, the corporation should also guarantee that the employee receives enough pay, as well promotions, bonus and other advantages. The company should do increment for their old staff so that the employees will feel motivated to do their work and therefore, improve the productivity of the hotel. According to Al-Suraihi, W. A., Samikon, S. A., Al-Suraihi, A.-H. A., and Ibrahim, I. (2021), several studies have revealed that a high personnel

turnover rate can have a detrimental influence on an organization's profitability if not adequately handled.

- **Lack of parking space**

Parking space is one of the amenities that hotels provide to the customer and parking is an essential guest service that can play a significant role in assuring the profitability of a hotel. According to an article, parking is usually the first and last impression made on a hotel guest. Therefore, the biggest issue that happens in every hotel is that the hotel parking capacities are limited.

Moreover, the second weakness from my perspective, the Mitc Hotel's lack of a parking place. It is because the hotel's area is too limited to accommodate customer parking vehicles. Another factor is that the number of parking spaces available at hotels is usually not convenient and rapidly filled. Despite the fact that parking spaces are frequently designated with a "reserved" cone, non-guests will still park in hotel parking lots, especially if the hotel is near tourist attractions. This issue occurs due to the absence of physical barriers or gates to safeguard the private parking area. Therefore, the security guard was way too busy handling the guests that arrived in front of the hotel. Due to that, customers might feel unsatisfied with the amenities that the company had and can lead to the low satisfaction of the customers towards the hotel. According to an article, the state of customer satisfaction occurs when customers are happy, whether with the quality of the product or with their whole interaction with the business. (Gerdt, Wagner, and Schewe, 2019)

In order to increase the satisfaction of the customer and maintain the image of the hotel, the company can try to rent extra space which is beside the hotel. It is because the area is near to the hotel and the security guards are able to monitor the vehicles of the guests. Therefore, the area was secured compared to the parking lot in front of the hotel. Therefore, the area is very convenient for the guests as it was near to the back door. Therefore, the company also can add on a parking gate barrier to those spaces which allows hotel guests to park using a room card only. As a result, these new amenities might be able to increase the satisfaction of the customers

towards the hotel. Based on past research, Rita et al. (2019), and Fida et al. (2020) outlined a couple of features that influence customer contentment. These include physical facilities such as amenities of the hotel.

- **High cost for maintenance repair**

The meaning of maintenance expense refers to any cost made by an individual or corporation to keep their assets in good operating order. (James Chen, 2020)

The last weakness in Mitc Hotel is that the hotel has high maintenance costs. This can be seen every month there are always certain problems with the amenities of the hotels which require maintenance to repair and double check. Amenities that usually come with problems are toilet, room aircond, washing machine, punchard and pool. Due to that, this has affected the budget of the company as the hotel needs to cut off other expenses in order to invest more money in maintenance costing. Therefore, it is really hard for the company to predict the future budgeting as the issues come unexpected. Due to that, the cost of maintenance repair has risen and it has affected the company business and images.

For my recommendation, the company should minimize the cost of their maintenance repair by tracking the cost of maintenance repair every month. This method allows the company to acknowledge how much the property needs to be repaired and what the reasons for it. In addition, maintenance expenses in this hotel not only includes amenities that the company provides but it also includes the staff amenities such as aircond office, staff computer, van company, punch card machine and many more. Therefore, Tracking maintenance expenditures is an important component of a company's financial health as it enables the organisation to determine how much it costs to maintain corporate assets operational, which may assist the company in making better decisions about what needs to be fixed or replaced. (Isis Darios,2020) In addition, based on (Bryan Christiansen, 2023), tracking maintenance costs is one of the ways they use to evaluate the effectiveness of their respective maintenance departments.

7.3 OPPORTUNITIES

- **Expand social media presence**

Nowadays, social media is an important element and it has become a very significant source of information used by consumers. According (GreenLaw, 2022) for hotels and hospitality organisations, social media is a great tool for reaching their target audiences, building connections with consumers, increasing brand recognition, and driving more direct reservations. In addition, social media can be defined as online tools and platforms that allow internet users to collaborate on content, share insights and experiences and also connect for business or pleasure.

Mitc Hotel has invested a significant amount to create their own website and social media such as Facebook, Instagram and Tiktok. As I have seen, Mitc Hotel has used their social media such as Tiktok by creating updated trending scenarios videos to promote and advertise the hotel. Not only that, their social media is also up-to-date as there is an everyday post with the current promotion that the company has in order to boost up their sales. Therefore, the use of music and quality of the video also plays a big role in advertising the content. This is an important aspect that the company should take care of as the social media benefits the company very well in increasing brand awareness and the lead to reach a wider audience.

As for my recommendation, the company should always update their social media based on unique and beneficial information. According to Carl Heaton, being active on these social media sites can create a following and put themselves in a good position to be found by new potential customers. However, the company should not forget the importance of “word to mouth” factor for a hotel’s reputation and business, and in this modern world, social media is steadily becoming the main channel we use to communicate. Therefore, the company may use influencers or ambassadors in their marketing. Therefore, this has aided in the development of our brand because those who visit our page see us as a hotel with real people visiting and following us, rather than just professionally-produced photos. However, the company should be careful of using the influencers as the content they produce, their values and key messages resonate with the company’s audience. (Hart, 2022)

- **Utilise advance technology**

Advanced technology can be described as a new or developing IT innovation that has relatively few consumers but promises to bring considerable value in the future. Technology has provided several benefits to people by making labour more comfortable and simple. Therefore, modern technology has become an essential component of corporate offices, and it is practically hard to think of a firm without mentioning technology.

Mitc Hotel already uses the traditional method for their attendance system ever since they opened this hotel. This company is currently using the punch card machine for employee attendance. During years of using that system, the HR department always faces issues involving the punch card. For instance, the employee helping their coworker to punch their punch card even though the person has not arrived yet. This issue became a serious problem because the employees broke the rules of the company. Therefore, it has led to the staff issue and this has become a popular issue because the punch card machine cannot detect the owner of the punchcard

My recommendation for the last opportunities analysis is that the company should update the system attendance by utilising advanced technology. This means that the company should change their punch card system to a biometric attendance system such as a fingerprint system for their employee attendance. It is because biometric attendance systems allow the company to quickly and accurately identify when someone takes too long of a break, arrives late or leaves early, and does not even arrive at all. Therefore, the advantage of this aspect is that the employees will try to arrive on time and be accountable for taking any extended, frequent, or unscheduled break and would avoid misusing the time to increase productivity. According to (M. Olagunju, A. E. Adeniyi & T. O. Oladele,2018) staff attendance monitoring system is a simple approach to keep track of attendance data in any organisation. It also functions admirably as a member database and allows HR to eye the problematic employees.

- **Expand ancillary revenues**

Ancillary revenue is money earned by items or services that differ from or complement a company's primary services or product lines. (Will Kenton, 2022) Therefore, this revenue is actually the money that the company gained which that's not from a company's core products and services.

Basically, most of the hotels did not have many opportunities to generate revenue streams outside of selling accommodation and items on the add-on-list. For the hotel industry, the rooms are the core product, that means ancillary revenue comes from F&B, add-on services, special offers, packages and many more. Therefore, cross-selling has become the most effective method for hotels to boost up their sales and enhance guest experiences. According to an article, cross-selling is a method of encouraging the guests to buy an additional yet related service to what they have already bought. For example, offering a spa package or a romantic dinner. However, the cross-selling offer has to be related to or complement the room or services that are already booked. (Arielle Gibson, 2021) In addition, in order to let the cross-selling to be effective, the hotels need to identify their guest needs and preferences first. The organisation may utilise analytical data to detect patterns and trends in visitor behaviour and then tailor cross-selling offers to those patterns and trends.

In my opinion, the company should take this opportunity to expand revenues of the hotel by implementing cross-selling. As I have mentioned earlier, cross-selling is focused on getting customers to spend more on ancillaries after they've booked a room. So, the company can offer room services to the guests. For instance, hotels can offer to the customers to add breakfast by sending breakfast directly to their room or or make a reservation for dinner at Bemban Restaurant. It is because the range of guests that usually check in this hotel are for business purposes. Since the visitors are always on the move, these room services are extremely handy, and faster breakfast in the room is likely to become popular. (Arielle Gibson, 2021) Meanwhile for kids, the company can offer free kids for breakfast meals starting from age 2 to 6 years old. As a result, these opportunities are able to increase the satisfaction of the customer which can lead to the customer loyalty and increase the revenue of the company.

7.4 THREATS

- **Uncontrollable feedback and comments**

Threats are defined as anything that has the potential to bring harm to certain firms or organisations. Threats are also bad, and it is something that some companies or organisations cannot modify or correct. Therefore, it is important for every company to always identify their threats so that they can always be alert with their competitors.

Therefore, one of the biggest threats to the company is inability to monitor customer feedback and comments. This hotel serves not only locals but also visitors from other countries. Mitc Hotel has invested in developing their own website so that customers may reserve their own room at a certain price based on a specific deal and date. Not only that, the hotel also has other booking methods by using apps such as Trip.com, Agoda, Booking.com, and many more. Due to that, the possibility of receiving negative feedback and comments might increase. It is because customers may be dissatisfied with the amenities or services that are provided by the company during their stay at the hotel. As a result of their displeasure, the customers may leave negative comments and evaluate the hotel poorly. As a consequence of these bad comments, it might ruin the image and reputation of the hotel because many people will read and see the negative comments and evaluation towards the hotel.

My recommendation for these challenges is that the company should acknowledge the problem and provide solutions towards the negative feedback. This means that the company should take these negative and criticism feedback seriously and improve the level of service that the company has provided. This might be accomplished by offering them a discount if they return in the future, or by providing them with something else of value to compensate for their disappointment. As a consequence, we are able to satisfy customers with our generous approaches to resolving this issue. Besides, offering special pricing is a way to build brand loyalty by creating positive moments of appreciation and value (Molly Gabris, 2022). As a result, the higher the quality of service, the happier the customers. This method also is able to protect the reputation of the hotel.

- **Pandemic restriction**

Pandemic restriction happens due to Coronavirus which happened in 2019. Due to that, it has an impact not only in the hospitality industry but also affected every sector around the world. So, in order to tackle this pandemic, the government has implemented a range of restrictions such as stay-at-home which is known as lockdowns, school and workplace closure, cancellation of events and public gatherings and restrictions on public transport.

Therefore, this has become one of the threats that the company might face towards their business. This is because the pandemic has impacted the hotel business as the hotel did not receive any guests. In addition, the disease led to the loss of revenue since most employees could no longer come to work due to the restrictions forced on the industry as the spread of the virus escalated in all nations (Kok Loang, 2022) In addition, past researchers also argue that the outbreak of COVID19 has hugely and adversely impacted Malaysian tourism revenue. Malaysia has experienced a devastating economic impact as Airlines and hotels paused all their operations and declared bankruptcy. This means that business continuity or the potential for existence and growth was affected within the tourism sector. Nonetheless, the impact of the pandemic on a few critical indicators is often ignored in the hotel industry.

The hotel should acknowledge this threat in the future if one day the government announces that we have to go through pandemic restriction again. Therefore, the company should manage and plan how to improve their business and increase their productivity of their company and strive back their revenues. By doing this, the company is able to counter back this threat in the future and manage to handle the revenues and any issues.

- **Aggressive price war**

According to an article (Anugraha G), price war can be described as a struggle among business competitors to decrease the price of their products and services in order to gain a price advantage over their competitors and win a larger market share. Therefore, this is an effective approach since it increases the company's revenue and market share.

Therefore, another threat the company faces is competitive pricing, which means that companies need to select an appropriate price to maximise the profit in a good or service-driven marketplace in order to differentiate themselves from competitors. It is because the location of the Mitc Hotel is really close with other hotels such as Ames Hotel, Kobemas Hotel, Muzaffar Hotel and many more. Besides, the rise of Airbnb also has become a new competitor as it has negatively affected the hotel industry. This is because nowadays customers mostly preferred to stay at Airbnb as it was way cheaper and convenient compared to the hotel. For example, customers may be able to get an Airbnb room with only RM149 per room and it comes with full amenities such as kitchen, private toilet and washing machine. Therefore, Airbnb also is known as a private property which allows the customer to rent out and stay in. As a result, the company is facing a price war between these modern places.

The recommendation for this challenge is that Mitc Hotel needs to identify their own value propositions. Value propositions is more defined as what value that the company can offer to the customers (Bigfoot hospitality, 2022) This means that the hotel needs to distinguish their services from the competitors by emphasising their unique value proposition. The company can also segment the customer based on taste, requirement and willingness to pay and the company can adjust it accordingly. For example, Mitc Hotel can allocate the prices of their rooms which are more comparable to their services and amenities based on market research and online reviews from the customers. Based on (Fida,2020) state that there are higher probabilities of customer satisfaction when service quality is top-notch. In addition, using this method can help the company to be more appealing and valuable thus being able to gain the profits and revenue (Bigfoot Hospitality, 2022)

8.0 CONCLUSION

To conclude, Mitc Hotel is a growing hotel that has a good opportunity and has become a great place to gain knowledge and experience. This is because this hotel allows the employees to learn more techniques by regularly sending the employees to do outside training. Besides that, this hotel also receives internship students from different Universities which also become great places for internship students. Therefore, it allows the students to gain a variety of experiences such as working in a hotel environment, handling guest issues, and being able to experience how to handle the tasks given. Due to that, it allows the students to cope with an actual working environment and helps them to use and practise it in the real working world. In addition, I also learn a lot of new things during my internship journey. Throughout my journey, I am able to become responsible and accountable with my job. This internship has also enabled me to enhance and increase my confidence in communicating and handling responsibilities with others. As a result, I may be able to put it to use in my future career.

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APPENDICES



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