



THE JERAI
HOTEL ALOR SETAR
KEDAH . MALAYSIA



جامعة تكنولوجى مارا
UNIVERSITI
TEKNOLOGI
MARA



INDUSTRIAL TRAINING REPORT

THE JERAI HOTEL ALOR SETAR

1ST MARCH 2023 - 15TH AUGUST 2023

ADVISOR :

DATIN ELIY NAZIRA BINTI
MAT NAZIR

**NURDIANA BINTI
ZAINAL ABIDIN**

2020476946

PART 1: PRELIMINARY PAGES

1.2 EXECUTIVE SUMMARY

According to the course calendar, the internship is the last course for all undergraduate programs in the Faculty of Business Management. All students must complete an internship or on-the-job training in fields related to their academic degree and field of concentration.

This internship course serves as a practical learning environment for students to acquire real-world expertise, workplace competencies, and a sense of responsibility in managing duties assigned by the business. It would enhance task-related knowledge, skills, and attitudes.

I am required to complete a 24-week internship as a final semester degree student at Universiti Teknologi Mara. As a result, I've enrolled at the Jerai Hotel Alor Setar, which will run from March 2023 to August 2023. The objectives of the internship reflection journal, which calls for us to find out more about the business and sector where we obtained our industrial training.

The SWOT analysis of The Jerai Hotel is a vital aspect in this internship report. The SWOT analysis is a powerful scenario analysis approach used in marketing, business planning, and any other discipline involving organizational tactics. To analyse the influence of these components on TJHAS, the four SWOT components, strengths, weaknesses, opportunities, and threats, are used. The SWOT analysis requires both an internal assessment of strengths and weaknesses and an outward assessment of threats and opportunities. The advice was also presented as an action item advised for TJHAS based on the SWOT analysis.

This report is divided into six chapters. The first chapter contains the report's introduction. The second portion of this reflection report focuses on the student profile. The third section of the study delves into several theoretical notions related to The Jerai Hotel Alor Setar Profile in order to comprehend the organisation under consideration. The fourth chapter then delves into the conceptual framework, training reflection, and activities at The Jerai Hotel Alor Setar. The fifth chapter examines various methods of research and discovery to investigate the organization's Strength, Weakness, Opportunity, and Threat (SWOT) analysis framework components that pertain to The Jerai Hotel Alor Setar.

TABLE OF CONTENTS

PART 1: PRELIMINARY PAGES	1
1.2 EXECUTIVE SUMMARY	1
1.4 ACKNOWLEDGEMENT	4
PART 2: STUDENT'S PROFILE	5
2.1 UPDATED RESUME.....	5
PART 3: COMPANY'S PROFILE.....	8
3.3 ORGANIZATIONAL STRUCTURE.....	9
3.4 PRODUCT AND SERVICES	10
3.4.1 Restaurant	10
3.4.2 Hall	11
3.4.3 Room	12
PART 4: TRAINING'S REFLECTION.....	13
4.1 DURATION: SPECIFIC DATE, WORKING DAY AND TIME.....	13
4.2 DETAILS: DEPARTMENT, ROLES, RESPONSIBILITIES, ASSIGNMENTS, TASKS....	13
4.3 GAINS: INTRINSIC & EXTRINSIC BENEFITS SUCH AS ALLOWANCE, COMPENSATION, EXPERIENCES, KNOWLEDGE, SKILLS	14
PART 5: SWOT ANALYSIS	16
6.1 STRENGTH	17
6.1.1 Good Working environment.....	17
6.1.2 Competitive Prices	18
6.1.3 Hotel's Location.....	18
6.2 WEAKNESSES	19
6.2.1 Lack of Certain Facilities	19
6.2.2 Shortage worker.....	20
6.3 OPPORTUNITY	21
6.3.1 Diversification.....	21
6.3.2 Sustainability.....	21
6.4 THREAT	22
6.4.1 Economic Changes	22
6.4.2 High Competition.....	23
6.4.3 Consumer Demands	23
6.5 SWOT MATRIX.....	24
6.5.1 SO.....	25
6.5.2 ST	26

6.5.3 WO.....	27
6.5.4 WT	27
PART 7: CONCLUSION	28
PART 8: REFERENCES.....	29
PART 9: APPENDICES.....	30

PART 3: COMPANY'S PROFILE



FIGURE 1: LOGO

3.1 NAME, LOCATION, BACKGROUND

Known as The Jerai Hotel Alor Setar, it has three locations—the main one is in Alor Setar, while the other two are in Sungai Petani and Gunung Jerai. But I've been allocated to Alor Setar, where I'm currently doing practical. It is situated in the middle of Alor Setar at Lot 134, 141, Jalan Sultan Badlishah, Bandar Alor Setar, 05000 Alor Setar, Kedah.

PKNK Hotels Sdn. Bhd. is a wholly owned company of Perbadanan Kemajuan Negeri Kedah (PKNK) that owns The Jerai Hotel Alor Setar (TJHAS) and also rents and manages The Jerai Hotel Sungai Petani (TJHSP) and The Jerai Hill Resort (TJHR). All these hotels are three star. PKNK Hotels Sdn. Bhd. (PHSB) took over the management of TJHR on 1 January 2018 from the company Sari Budi Sdn Bhd, while the management of TJHSP was taken over from Kedah Resort Sdn Bhd starting on 1 April 2018. TJHAS has 96 accommodation rooms and a total of 56 employees and also provides a seminar room and an Open Kitchen concept restaurant. Meanwhile, TJHSP has 106 accommodation rooms and a total of 52 employees. TJHSP also provides a ballroom, seminar room, swimming pool and extreme activities such as paintball and water sports. Finally, TJHR has 74 accommodation rooms and has a total of 68 employees, a seminar room, ballroom, swimming pool, jungle trekking, paintball, flying fox and team building.

3.2 VISION, MISSION

Vision of the Jerai Hotel Alor Setar

"Want to be a professional hospitality service provider with knowledge and calibres"

Mission of the Jerai Hotel Alor setar

To carry out the duties and responsibilities of providing the best food and service in the state in a systematic manner according to standards.

3.3 ORGANIZATIONAL STRUCTURE

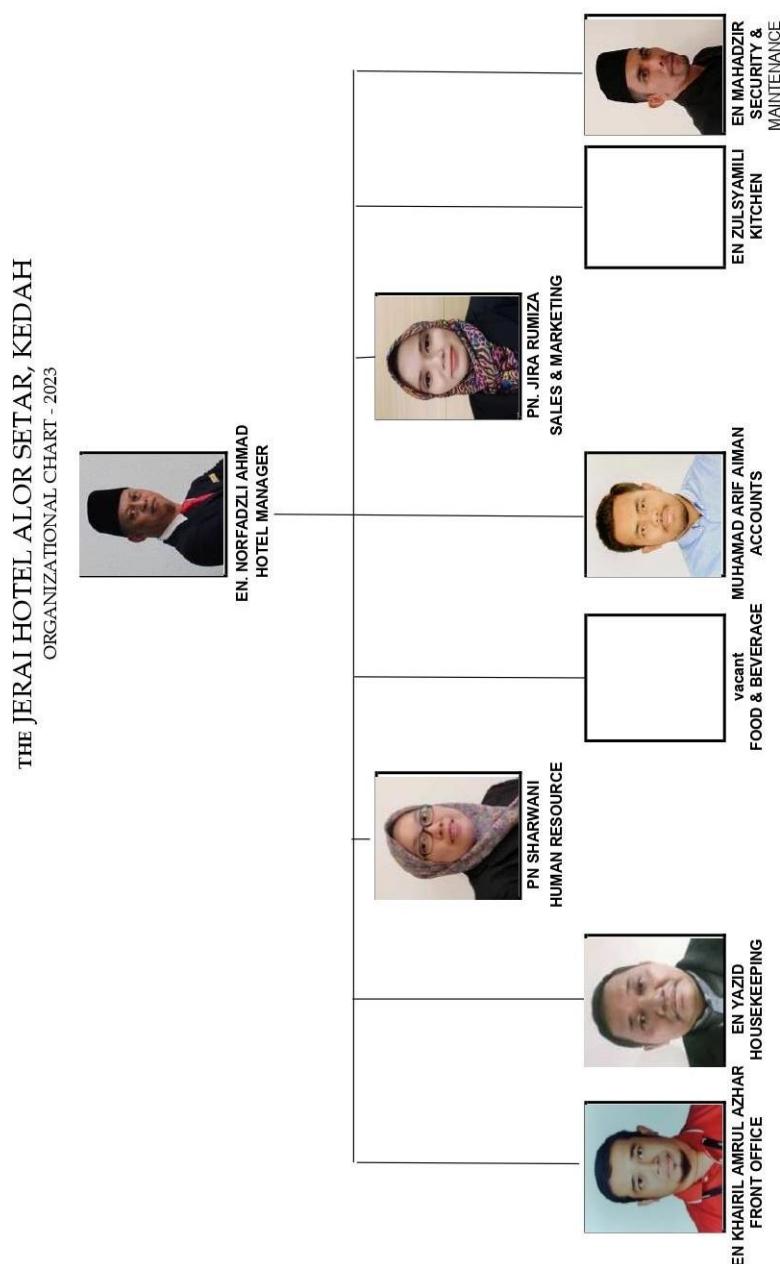


FIGURE 2 : ORGANIZATIONAL CHART

3.4 PRODUCT AND SERVICES

3.4.1 Restaurant



FIGURE 3 : RESTAURANT

They include eateries that serve simple, quick, and fast food that cooks and serves meals quickly while charging customers less money. These kinds of food and beverage service establishments use self-service. Most quick-service restaurants have a small staff. Fast food, cafeterias, buffets and takeaway are all included. The category would also include street sellers. After that, they also have full-service eatery which is, it offers seating for visitors, as well as clearance for serving food and drinks. They could be formal or informal. Fine dining establishments employ a large staff to provide luxurious amenities to customers and also charge expensive pricing. Customer can eat meals created by skilled chefs with extensive experience. The tour operators can reserve lodging with meal options or they can collaborate with nearby eateries that are willing to accommodate groups. If the tour is all-inclusive, breakfast, lunch, and supper are covered by the tour company. If not, the travelers will be responsible for paying out of pocket.

3.4.2 Hall



FIGURE 4: MALINJA HALL

TJHAS provides top services to ensure the success of your business meetings. Our conference rooms and banquet halls, which are equipped with a video conference system, wide screen projectors, and even simultaneous interpretation services, are ideal for any event, from international conventions to small gatherings. They have four halls that are all used for events at the customer's request. Among the available halls are Mayang Emas hall, Malinja hall, Tangkai Rotan hall and Secupak hall. TJHAS banquet team's personalised services will make your every occasion a success.

3.4.3 Room



FIGURE 5: DELUXE ROOM

There are five room categories Superior Single, Superior Twin, Deluxe, Junior Suite and Deluxe Suite are also available for your convenience. All visitors can take use of the hotel's generous free parking spaces and free Wi-Fi throughout the hotel.

PART 4: TRAINING'S REFLECTION

4.1 DURATION: SPECIFIC DATE, WORKING DAY AND TIME

I must complete my industrial training for the last semester 6, specialising in Business administration in Human Resource at Universiti Teknologi Mara arau Branch, in order to complete my studies and earn a degree from Uitm. Beginning on March 1st, 2023, and ending on August 15th, 2023, is the duration of this 6-month internship. You can see my offer letter in Appendix 1. As a practical trainee at TJHAS, I was required to work from Monday through Friday from 9 AM to 5 PM. The office is open from 9 AM to 1 PM on Saturday. During the holy month of Ramadhan, we operate from 8.00 am to 4.00 pm, which is an hour earlier to make way for the preparation of breaking time.

4.2 DETAILS: DEPARTMENT, ROLES, RESPONSIBILITIES, ASSIGNMENTS, TASKS

Since I have been allocated to the sales department and the human resources department at The Jerai Hotel Alor Setar, I must admit that I am quite glad to be able to complete my internship there. The Jerai Hotel in Alor Setar is divided into nine different types of departments which is the front office department, the food and beverage department, the housekeeping department, the kitchen department, the security department, and the maintenance department, sales and marketing and account department. My main area of accountability is in the human resources department. My main duty is to assist Mrs. Sharwani Binti Zakaria in resolving the personnel concerns. Discipline can be taken in response to issues of misconduct, such as tardiness, failure to follow SOP, subpar work, a poor attitude, and carelessness of duty. I was given the responsibility to update TJHAS staff attendance and produce a report based on the number of monthly staff attendance. I was also entrusted to prepare the minutes of the morning briefing every day, in those minutes I had to update the revenue and also the events that would be held that week I also need to record how many guests have stayed here and have checked out of the hotel.

Besides that, I have also helped the sales and marketing department where this department focuses on increasing the Jerai Hotel Alor Setar sales. This department prioritizes events that will be held by external companies such as meetings, seminars, wedding, training etc. This department also makes advertising such as advertisements for the packages offered and so on. In this department, I have participated in managing the filing and entering the information of the event into excel. Other than that, I also prepared a quotation for customer who want to make an event at TJHAS. I am often responsible for sorting the paper into event orders by month, and the event order file needs to be up to date. Apart from that, I was also given the opportunity to help manage large events such as weddings, as a monitor for needs and to observe employees.

From my experience, I can say that this organization has a really positive workplace culture, and employees from all departments get along well with one another. Additionally, the colleague is really helpful because they are always eager to assist anytime I have questions or concerns. I can therefore say that my working environment at this organisation is positive. They consistently provided me with fresh HR knowledge that would be very helpful when I begin my career. My quest to become a better HR professional involves learning something new every day. I am able to learn and have the opportunity to learn a lot, try something new, as well as get new skills and knowledge that add value to myself by working as an intern at this organisation.

4.3 GAINS: INTRINSIC & EXTRINSIC BENEFITS SUCH AS ALLOWANCE, COMPENSATION, EXPERIENCES, KNOWLEDGE, SKILLS

As a practical student, TJHAS has given me a monthly allowance of \$300. The security station will use card punches and fingerprints to record the attendance of practical students and TJHAS staff. If students request leave for any reason including illness or other reasons they will be paid up to RM300 for the entire month. If students request time off for any reason including illness or other reasons they will still be paid the same amount. Our office hours are 8am to 4pm. even in the month of fasting. Also, practical students here are not paid OT. The allowance payment will be credited to the practical student's bank account at the end of the month. Apart from that, TJHAS also provides accommodation for practical students who need accommodation. They prepared one room among the hotel rooms to be used as a lodging room for practical students. Here also provides lunch for employees, practical students are also given lunch prepared in the staffs' canteen.

I gained a lot of knowledge from my supervisor, Mrs Sharwani Binti Zakaria, who was born in Kedah and graduated from Universiti Utara Malaysia with a bachelor's degree in human resource management. I was able to deepen my learning, pick up practical experience, and determine whether I was working in the proper field. I can learn how to use the abilities I gained from my internship to my new position. My professional network grew as a result. This is so because I report to my boss, who is a senior-level employee. He gave me some good advice and made wise comments about my career. Additionally, I met new people within the company who had a range of professional ties and employment backgrounds.

I worked hard to manage my time so that I could finish the task and project on time. I made an effort to plan my day such that I could do assignments while working during the day. I must also be watchful and diligent about the deadlines by which each component of the

report must be presented in order to stay ahead of schedule and turn in the report on time. When responses call for access to Excel, I may use my excel skills to refine and solidify my understanding of a subject.

PART 5: SWOT ANALYSIS

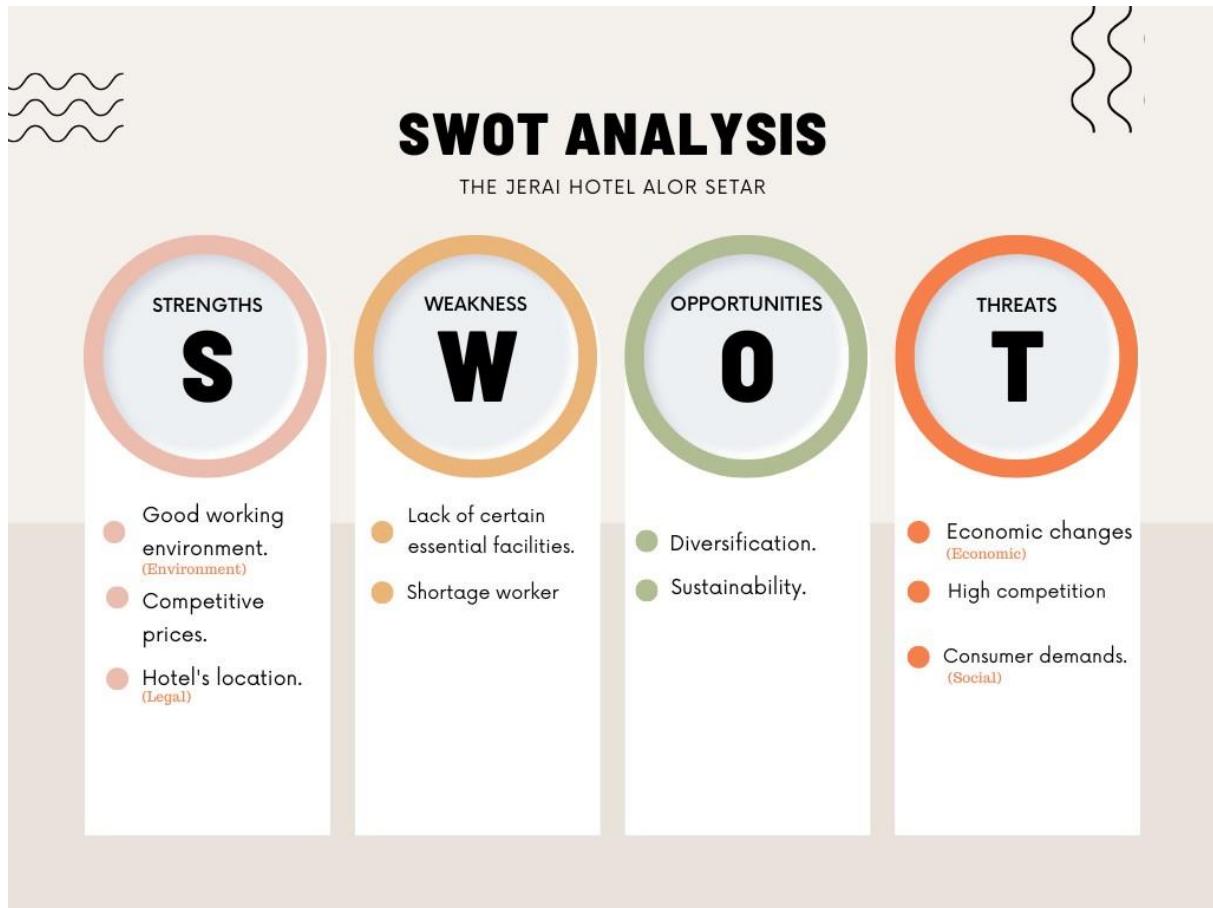


FIGURE 6: SWOT ANALYSIS

PART 6: DISCUSSION & RECOMMENDATION

6.1 STRENGTH

6.1.1 Good Working environment

A happy work environment is beneficial for the company. A good working environment is one that encourages productivity for both employers and employees, helps with concentration, and is positive. The environment at work is an important consideration when looking for a job, and most of the top businesses in the world make a determined effort to create an environment that is bursting with light and good energy to motivate employees to give every task their all. As more employers recognize the value of a healthy work environment, they use a number of strategies to change the workplace in addition to taking it into account when making hiring decisions.

In light of my training experience at TJHAS, I would state that this workplace has a positive work atmosphere since employee's support one another in finding solutions to issues that arise at work. Employees who experience difficulties at work may find this lessens their workload. When there are issues that employees cannot resolve, it will have an impact on their work. For example, they may have to delay completing their tasks until after the deadline has passed, which will increase the number of workers at the party. Additionally, managers always show their understanding of their staff by encouraging them to keep up their work and never putting them under any pressure. For instance, if a wedding ceremony is place in the TJHAS hall, all staff members collaborate to ensure its success, and the general manager of TJHAS even comes down to assist. Because other people are also working hard to prepare for the event, doing this can lessen the burden on the staff. Last but not least, based on my observations while I was employed here, I discovered that the Company consistently considers employee welfare in terms of their comfort at work. This is because they frequently bring up issues like a lack of tools for the job, etc. Additionally, managers distribute it to workers so they may file a claim if they receive any care.

In a variety of situations, including businesses, homes, public areas, and notably in the context of furniture design, ergonomics and comfortable seating are crucial considerations. For the purpose of encouraging excellent posture, reducing fatigue, preventing musculoskeletal problems, and boosting general wellbeing, it is crucial to make sure that sitting alternatives are ergonomic and comfortable.

6.1.2 Competitive Prices

Competitive pricing refers to the practices and methods employed by firms to set appealing and comparable prices for their goods and services compared to those of their rivals. Businesses must set competitive rates if they want to remain relevant in the marketplace and draw in clients. To effectively meet customer requests, it entails striking a balance between profitability and affordability.

One of the strategies used by TJHAS is customer attraction. In a highly competitive market, consumers are often price sensitive, so TJHAS offering competitive prices can help businesses attract more customers and increase market share. When customers feel that they are getting a good deal compared to other options, they are more likely to choose a company's product or service.

To maintain the competitive prices, TJHAS gives consumers predictability by guaranteeing they can count on constant room and hall rental expenses by maintaining rates below the price ceiling. Customers who control their costs and want to avoid unpleasant surprises or sudden price spikes may find this steadiness to be quite beneficial. TJHAS gives consumers predictability by guaranteeing they can count on constant room and hall rental expenses by maintaining rates below the price ceiling. Customers who control their costs and want to avoid unpleasant surprises or sudden price spikes may find this steadiness to be quite beneficial.

6.1.3 Hotel's Location

A key element that can have a big impact on a hotel's performance is how well it is located. A superior location can provide various benefits that boost a hotel's competitiveness and appeal to visitors. Customers' decisions are significantly impacted by the hotel's location. The guests frequently select prices based on safety. Hotels should avoid areas with high crime rates since visitors will avoid them.

Travelers can find convenience at TJHAS because of its convenient placement near a transportation centre like a railway station or a highway. Hotels that are simple to get to are more frequently selected by visitors, cutting down on travel time and stress. Other than that, TJHAS is also close to commercial areas and tourism destinations. Hotels with a competitive advantage are those near well-known monuments, tourist attractions, or commercial areas. The hotel is even more appealing to both leisure and business travelers thanks to this close proximity, which enables guests to see the city's top attractions or attend meetings without having to make a long commute.

For improvement, TJHAS can also provide a van to pick up customers from the airport located in Anak Bukit. Where, if a customer has business that needs to use airplane services, they will choose a hotel that is close to the airport and then use it as a place to rest. This can also give an opportunity to TJHAS's great competitor which is Hotel Raia.

6.2 WEAKNESSES

6.2.1 Lack of Certain Facilities

The standard of living for hotel guests as well as the hotel's reputation can both suffer from a lack of amenities. Hotel amenities are essential for drawing visitors, making their stay more enjoyable, and guaranteeing their pleasure. One result is a decrease in client satisfaction since a lack of necessary amenities might make guests unhappy. Guests' overall experience may be significantly impacted if they are unable to access the fundamental amenities they anticipate throughout their stay, which could lead to decreased guest satisfaction and potential unfavorable reviews.

Apart from that, visitors' interest in the attraction is lesser. The lack of amenities may discourage guests from staying at TJHAS. Some guests will inquire first in search of lodging that provides a relaxing and delightful experience. Lack of amenities like a gym, pool, or spa, according to TJHAS practices, may tempt prospective customers to explore for other lodgings that better suit their demands.

In order to improve the overall visitor experience and increase the hotel's competitiveness, it is crucial to repair any facility deficiencies. The recommendation calls for TJHAS to add significant facilities. Think about including key services that visitors would often anticipate from a hotel, including a fitness centre, business centre, swimming pool, or spa. Give top priority to amenities that can entice diverse types of visitors and accommodate different tastes. For TJHAS, having a pool area is challenging because of the densely populated neighborhood surrounding the hotel. TJHAS can thus partner with nearby companies. Examine forming agreements with local businesses to provide access to amenities if introducing particular amenities is not practical. Organize offers by partnering with a swimming facility close to the hotel grounds, for instance, or collaborate with a nearby gym to provide guests with fitness alternatives.

6.2.2 Shortage worker

The capacity of a corporation to engage its workforce determines its success. It helps to enhance employee satisfaction, retention, enjoyment, and experience. Additionally, it improves productivity, reduces turnover, and overall organizational success. However, a lack of workers results in inefficiency for the business. It is because it will give the company a lot of troubles. Despite the fact that all economic indicators for the country are rising and showing a positive trend, there is still a shortage of workers in a number of industries, according to the Malaysian Employers Federation in TheStar. (Lai, 2022).

The lack of employees at TJHAS is one of the business's weaknesses. If there is a labour shortage, the company might not be able to expand as quickly as it would like to, or it might have to postpone development plans. This could have an adverse effect on the company's growth trajectory and marketability. It's because there is a shortage of workers in this company, especially on busy days, despite the fact that there is a lot of work to be done. Lack of workers also results in employees not having enough time to complete the assignment in the allotted amount of time. Overworked employees may struggle to meet deadlines, make mistakes, and lose crucial information, all of which degrade the calibre of their work. Because of this, the company's reputation may suffer, which could result in a decline in clientele, sales, and earnings. Additionally, TJHAS advertises for jobs less frequently, which is one of the reasons the organization struggles to fill positions. One of the well-known sites for finding employment and hiring people is called Job Street. Companies do not, however, use this platform to hire people to work for them.

6.3 OPPORTUNITY

6.3.1 Diversification

Expanding the selection of goods and services a hotel or hotel chain offers is referred to as diversification in the hotel industry. By using a strategic approach, hotels can lower the dangers of relying entirely on one source of income while also creating new growth prospects.

Like TJHAS, which is capable of taking part in mixed developments that include hotel assets together with other commercial components like retail space, residential spaces, office space, or entertainment venues. This could generate more revenue streams and draw in a wider range of clients. TJHAS collaborates with regional theme park owners to create specific theme park packages in order to improve the visitor experience and draw in more visitors. They offer possibilities for water-based activities, family day activities, and adventurous activities. The hotel's sales staff at the front desk assists visitors in making reservations for these activities and receives commission for each reservation made through them.

To accommodate various visitor preferences and needs, a hotel should provide a wide variety of options and experiences. TJHAS can draw in a wider audience and improve overall guest satisfaction by offering a variety of options. Such as, by including a variety of eateries and cuisines inside the hotel, you can offer a wide range of dining experiences. This can include high-end eating, informal restaurants, specialty eateries (including Italian, Asian, and seafood restaurants), and vegetarian- and vegan-friendly establishments.

6.3.2 Sustainability

The tremendous environmental and social impacts of sustainability have made it a major area of concern for the hotel business. Adopting sustainable practices not only aids hotels in lowering their carbon footprint but also improves their reputation, draws eco-aware tourists, and may ultimately result in cost savings. TJHAS may significantly contribute to minimizing environmental effects and fostering a more sustainable future by incorporating sustainable practices into their operations.

For all businesses to have a positive environmental impact, sustainability must be implemented. The utilization of resources including electricity, water, and materials is significant in the hotel industry. Hotels can lessen their influence on the environment, including greenhouse gas emissions, water use, and trash generation, by using sustainable practices. This lessens the impact of climate change while protecting ecosystems, natural resources, and natural resources.

TJHAS can employ energy-efficient technology and procedures to lessen their energy consumption and so attain sustainability. This entails switching to energy-efficient HVAC and appliance systems, installing motion sensors to manage lighting and climate, and employing LED lights. Another option is to implement renewable energy sources like solar panels. Other than that, The amount of water used by a hotel can be greatly decreased by promoting water saving practices. Effective techniques include installing dual-flush toilets, low-flow faucets and showers, and rainwater collection for non-potable purposes. Additionally, it is crucial to instruct personnel on water-saving techniques.

6.4 THREAT

6.4.1 Economic Changes

Since the Spanish Flu in 1918, the Covid-19 pandemic has been Malaysia's greatest outbreak of an infectious disease. The intensity of the Covid-19's effects on business is exceptional. Poor economic and financial results, decreased demand, disruptions in the supply chain, and employment-related effects of unstable industries are causing problems in most economies, including Malaysia's. During the Covid-19 pandemic, 32% of all major and listed firms reported disruptions in their regular business operations, compared to 31% of SMEs that experienced delays in completing tasks and projects. (Impact on Malaysian business, COVID-19, 2020)

Due to the Covid-19 epidemic, three hotels in Melaka have been vacant structures ever since. The one three-star hotel and the two five-star hotels don't appear to be returning anytime soon. Due to a scarcity of accommodations following the Covid-19 pandemic, this occurred. (Utusan Malaysia, Three Hotels in Melaka have been abandoned since the Covid-19 pandemic, 2023). To safeguard the security of both employees and visitors, the hotel business has to adjust to new health and safety regulations. Additional expenditures were needed for equipment, training, and sanitation protocols in order to implement these measures.

In my opinion, to safeguard the security of both employees and visitors, the hotel business has to adjust to new health and safety regulations. Additional expenditures were needed for equipment, training, and sanitation protocols in order to implement these measures.

6.4.2 High Competition

Competition is a conflict between two or more parties where one party's gain is the other party's loss. Entities such as organisms, people, economic and social organization, etc., can compete with one another. Rivalry can arise from the pursuit of any exclusive objective, even recognition. Similar circumstances apply to TJHAS, which faces numerous rivals such Grand Alora Hotel, Starcity Hotel, Raia Hotel, etc.

As staff, should be made aware as soon as possible if one of primary rivals is getting ready to innovate, offering new services, altering their marketing approach, or appointing a new manager. In this manner, you may stay current with market trends and maintain the "top of the game" status of your hotel.

For recommendation, there are many tools available that enable TJHAS need to recognize the rivals based on their primary topics and keywords. They may even examine their efforts using these tools, which is a terrific starting point for developing your own plan as well. Ahrefs and Semrush are two examples, however there are numerous additional solutions that might be less expensive or even free.

6.4.3 Consumer Demands

Economic conditions, travel patterns, and technological developments are just a few of the variables that have an impact on consumer demand for the hotel sector. The demand from travelers for hotels frequently reflects the state of the economy as a whole. People typically have more money available for travel during times of economic expansion and low unemployment, which increases demand for hotel rooms. On the other hand, as people cut back on spending during economic downturns or recessions, demand for travel may decline.

Similar to TJHAS, whenever a customer calls to book a reservation, they frequently request a deal at a lower price than what has been offered; nevertheless, the hotel has denied the request, choosing to grant the guest flexibility to check in later. Other than that, business clients have various needs. Compared to other types of tourists, business professionals are far more likely to have negative thoughts about a hotel stay. For instance, business professionals were twice as likely to cite issues with their stay when it came to sleep and comfort. With 39% of remarks classified as unfavorable, this trend is also present in conversations about customer service. Business professionals can be especially concerned about these arrangements due to the high demands of business travel. Hotels could gain from providing additional options for business travelers to unwind after a long day.

With the correct technology, TJHAS services can be offered without contact. A self-service guest portal that enables rapid check-in and check-out procedures, shares the property's location, and even enables guests to order pick-up and drop-off services might be implemented. Keep abreast on the most recent trends in the hotel sector. By doing that, they'll be able to better match the evolving customer expectations.

6.5 SWOT MATRIX



FIGURE 7: SWOT MATRIX

6.5.1 SO

Use social media like Facebook to promote new product or services

Social media marketing is a type of digital marketing that makes use of the strength of well-known social media platforms to meet your branding and marketing objectives. However, it goes beyond simply setting up company accounts and posting whenever you feel like it. Social media marketing involves uploading images, films, tales, and live videos that represent your business and draw in the right audience. It also calls for a changing strategy with quantifiable goals.

Social media is one of the most efficient free platforms for marketing your brand nowadays due to its extensive usage and adaptability. There are many benefits that we can get by using social media to promote our product and services such as establish connections. Through these platforms, you may network, get feedback, have discussions, and establish direct contact with people while also opening up both direct and indirect lines of communication with your following. Other than that, boost brand recognition, which is the visual nature of social media platforms gives you the opportunity to develop your visual identity among huge audiences and boost brand recognition. Additionally, increased brand recognition will improve the outcomes of all your other initiatives.

For recommendation, Decide who your audience is. The collection of information on current clients is advantageous for businesses. This data reveals who is making purchases and how they are interacting with a company online. Marketers should conduct research on the channels that consumers are most likely to utilize after defining the target demographic. Instagram is a good way for a business in the fashion sector to connect with their target market. LinkedIn will be a target for a SaaS start up whose customers are more business-oriented. Businesses should spend time where their target audience hangs out on social media because each social platform draws a different kind of user.

6.5.2 ST

Maintain quality employees, product and service to face the competitor.

Product quality refers to how well a good service, or a combination of them, addresses a need or an issue. A product needs to be of some quality, ideally of a high level, in order to have any genuine worth. In other words, it must really answer a need or resolve an issue for the customer. By doing so, our product can serve as a valuable resource. Simply being unique or novel does not constitute a product. It doesn't affect a product's quality, thus we must truly concentrate on finding a solution or filling a demand if we want our product to be valuable and of a high calibre. While, customer loyalty and satisfaction are strongly correlated with service quality. The whole standard of service offered to consumers, including the excellence of the good or service, the dependability and responsiveness of the staff, and the general satisfaction of the client, is referred to as service quality. And for the employees, Organizational excellence is correlated with a high calibre workforce. As a result, the majority of businesses work hard to keep a skilled personnel in order to meet their intended productivity targets.

Using empowerment to Motivate Workers. Only a crew that is consistently willing and prepared to work will allow your business to remain productive. Making sure that each individual is driven to advance is crucial. Empowerment is a frequent strategy used by organizations to maintain employee motivation the empowerment of employees fosters a future-focused mind set in the workforce. Employees who feel in control of their work environments are more committed to it. As a result, everyone at the organisation feels confident in it and is committed to its mission. A more effective workforce and improved brand integrity are the results.

6.5.3 WO

Make sure they are consistently environmentally friendly this can increase their chances of being sustainable compared to their competition.

Surprisingly many individuals, organisations, and communities want to do more to protect and preserve our natural resources, but they are unsure of how to start living more sustainably. Simply put, leading an environmentally friendly lifestyle means not doing anything to harm the environment. Contrary to popular belief, living an environmentally friendly life does not require doing the big things to maintain the safety and security of the environment.

Plastic is widely used in hotel rooms for things like shampoo and conditioner bottles, body wash packets, coffee cups, and all the extras. A startling 8 million pieces of plastic enter our lovely oceans every day, harming the waterways and the aquatic life that depends on them for survival. Reducing plastic use and trash is one method to lessen the detrimental effects your hotel has on the environment. Consider utilising environmentally friendly packaging that is recyclable and biodegradable, and try to use additional things that may be shared among guests to cut down on waste.

6.5.4 WT

Beat their competitors in the industry by addressing their consumer demands and meeting requirements.

It's not easy running a hotel business. There is a tremendous amount of risk involved. Hotel owners must therefore be aware of every obstacle in their path. Many hotels around the world choose to ignore the majority of the difficulties.

One of the largest challenges facing the hotel industry is the evolution of visitor expectations. You've seen that modern travellers want a lot more from hotels. Whether it's free WiFi, an entertainment system, a special lodging experience, or quick check-in and check-out procedures. In recent times, customers have also begun to anticipate contactless hotel services to guarantee a secure stay and end their need on hotel workers. Due to limited resources or capital bandwidth, it will undoubtedly be difficult to comply with these demands, but it is necessary to do so.

PART 7: CONCLUSION

One of the fields of knowledge that enables me to put all I've learned in the classroom to use is industrial training. It can be seen from a variety of angles, for instance, by adding new knowledge and abilities to a field of job while subtly enhancing my current talents. In the industry that I will discuss later, experience and expertise are essential for advancement. Thanks to my industrial training, I can experience and comprehend work in its real-world setting. Several new skills that can be picked up for usage in the future. Sustainable and effective communication skills can be established during the industrial training period. Two-way communication that takes place with my supervisor, clients, suppliers, and other parties in addition to my co-workers. As a result, I must always be ready to handle a variety of situations and speak clearly and effectively so that the information provided is comprehended. Since I seem to have completed my industrial training at TJHAS, there is a lot of information and new skills that I learned and exercised there. The organisation that offers hospitality services is TJHAS. I can narrow down a SWOT analysis based on the management of TJHAS. For example, TJHAS's strengths include a pleasant working atmosphere, affordable rates, and the hotel's convenient location. However, the company lacks several amenities and has a worker shortage. TJHAS's shortcomings include a personnel shortage and a lack of some crucial infrastructure. Opportunities for TJHAS include sustainability and diversification. The challenge posed by TJHAS, which includes economic developments, fierce competition, and consumer demands, is last but certainly not least. As a result, I have been learning a great deal about TJHAS. I sincerely hope that these insights prove to be helpful in the future. In the following five years, I envision myself having achieved my objectives and continuing to work on how to improve the structure of my work and my area of competence. I will try my utmost to rank among the best whether at work or elsewhere in Shaa Allah.

PART 8: REFERENCES

- Wikipedia Contributors. (2019, March 11). *Competition*. Wikipedia; Wikimedia Foundation. <https://en.wikipedia.org/wiki/Competition>
- WordStream. (2023). *Social Media Marketing for Businesses* | WordStream. Wordstream.com; Wordstream. <https://www.wordstream.com/social-media-marketing>
- MULUP, A. (2023, May 9). *Tiga hotel di Melaka terbiar sejak pandemik Covid-19*. Utusan Malaysia. <https://www.utusan.com.my/nasional/2023/05/tiga-hotel-di-melaka-terbiar-sejak-pandemik-covid-19/>
- COVID-19: Sektor pelancongan, hotel terus suram. (2021, January 29). Berita Harian. <https://www.bharian.com.my/bisnes/lain-lain/2021/01/781138/covid-19-sektor-pelancongan-hotel-terus-suram>
- Zainuddin, M. zaky. (2022). *Peluang Pekerjaan di Malaysia Semakin Bertambah* [Review of *Peluang Pekerjaan di Malaysia Semakin Bertambah*]. <https://www.bharian.com.my/bisnes/lain-lain/2022/05/954120/peluang-pekerjaan-di-malaysia-semakin-bertambah>
- Bansal, S. P., Prashant, K., Gautam, & Kumar, S. (n.d.). *Tourism & Hospitality Front Office Operations & Management Hospitality Products and Services Principal Investigator Co-Principal Investigator Content Writer Content Reviewer*. http://epgp.inflibnet.ac.in/epgpdata/uploads/epgp_content/S001827/P001829/M029339/ET/15242203007_32_Q1.pdf
- Team, M. S. (2021, February 27). *Hilton PESTLE Analysis | PESTEL Analysis of Hilton*. MBA Skool-Study.Learn.Share. <https://www.mba-skool.com/pestle-analysis/companies/18162-hilton.html>
- Lai, A. (2022, November 24). 'Shortage of workers still exists'. Retrieved from The Star: <https://www.thestar.com.my/news/nation/2022/11/24/shortage-of-workers-still-exists>

PART 9: APPENDICES

BORANG JAWAPAN LATIHAN INDUSTRI

Rujukan Kami :

Rujukan Tuan : 100-UiTMPs (HEA/FPP/BA243/LP-11/01)

Tarikh : 20/3/23

Dr. Nursyamilah Annuar
Penyelaras Latihan Praktik (BA243)
Universiti Teknologi MARA
Cawangan Perlis, Kampus Arau
02600 Arau, Perlis

Tuan/Puan,

LATIHAN INDUSTRI – IJAZAH SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEP.) PENGURUSAN SUMBER MANUSIA (BA243)

Perkara di atas adalah dirujuk.

Pihak kami *bersetuju / tidak bersetuju untuk menerima pelajar: **NURDIANA BINTI ZAINAL ABIDIN (990421088596)** untuk menjalani Latihan Industri di organisasi kami mulai 1 March 2023 hingga 15 Ogos 2023 (25 minggu).

Nama Syarikat: The Jerai Hotel Alor Setar
Alamat: Lot Bx-1y1, Jalan Sultan Ahmad Shah
05200 Alor Setar, Kedah
Telefon: 04-733 5917 No. Faks: 04-7335761
Nama Penyelia (Organisasi): Sarawani Sakaria
Kemudahan**: Tempat Tinggal Elaun
RM 300.00

Sekian.

Yang benar.

Náma JABATAN SUMBER MANUSIA

Cop/Jawatan: Pen. Pengurusan Sumber Manusia

*Potong mana yang tidak berkenaan.

**Tanda (/) jika disediakan/ada

Nota: Sila emailkan borang jawapan ini kepada penyelaras latihan praktik BA243 di alamat email nsyamilah@uitm.edu.my



FIGURE 8: OFFER LETTER

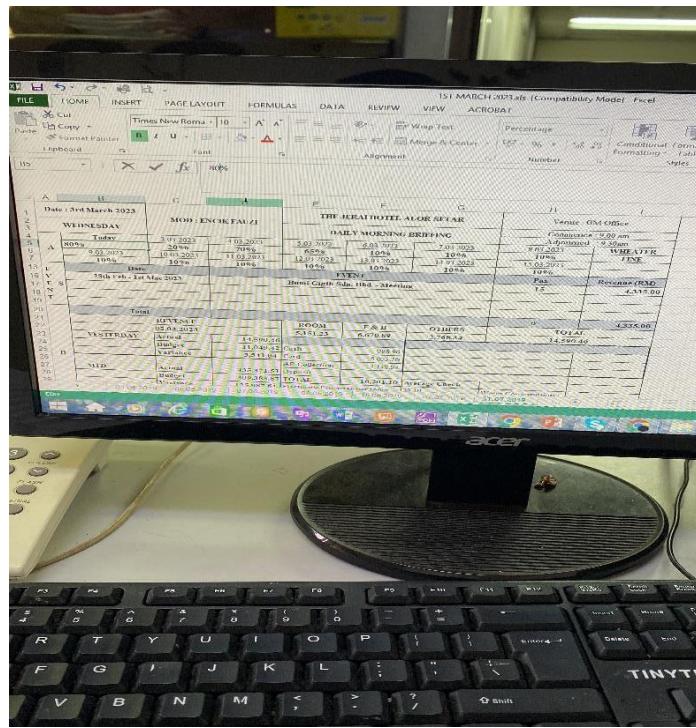


FIGURE 9: MINUTE BRIEFING



FIGURE 10: STAFF PARTY



FIGURE 11: VOUCHER FOR RAMADHAN BUFFET



FIGURE 12: WALKIN INTERVIEW AT PERKESO CARNIVAL



FIGURE 13: TAGGING



FIGURE 14: DECORATION FOR HARI RAYA



FIGURE 15: PREPARATION FOR BUFFET RAMADHAN AT SERIBU GANTANG RESTAURANT



FIGURE 16: PREPARATION FOR “BUBUR LAMBUK”



FIGURE 17: FIRE EXTINGUISHER TRAINING



FIGURE 18: METHOD TO USE FIRE EXTINGUISHER



FIGURE 19: EID FEAST

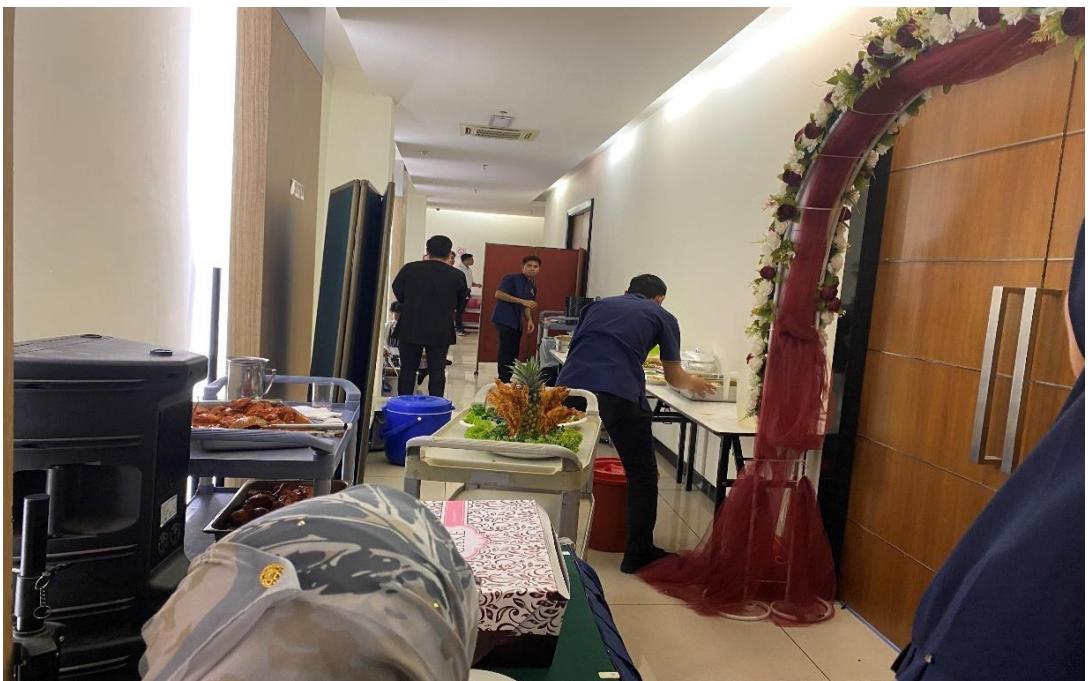


FIGURE 20: WEDDING EVENT



FIGURE 21: INSPECTION FOR HALAL CERTIFICATE AT MARKET

HANIS VERSION 1.1 - 12022018.4
RPT

THE JERAI HOTEL ALOR SETAR

Room Statistic	Today	Month To Date	Year To Date	Day	MONDAY
Room Revenue	8,320.86	130,934.60	907,600.85		
Day Use	0.00	368.99	5,887.22		
Total Room Revenue	8,320.86	131,303.59	913,488.07		
Rooms Available	96	1,824	16,320		
Occupied Rooms	81	1,071	7,544		
Occupancy %	84.38	58.72	46.23		
Ave. Room Rate (ARR)	102.73	122.60	121.09		
Number of Guests	131	2,562	15,591		
No Show		#VALUE!	#VALUE!		
Cancellation		0	0		
Actual Arrivals	77	701	5,110		
Actual Departures	28	741	5,539		
Stayover	9	368	2,300		
Walk-in / Fit Reservation		0	0		
House Use	0	6	87		
Complimentary Room	0	5	44		
OOO Rooms	1	116	1,680		
Vacant Rooms	14	640	7,158		
Total Room Available	96	1,838	16,513		
Today Forecast Occupancy % :-					
Rooms					
INDV FIT - Walk In				5	
INDV FIT - Website OTA'S	4	436.56	109.14	358	118.96
INDV FIT - Facebook		#DIV/0!	#DIV/0!	113.40	40,596.66
JNDV FIT - Promotion	6	698.27	116.38	275	129.51
COUNTER RATE		#DIV/0!	#DIV/0!	35,614.06	0.00
GOV FIT - State		#DIV/0!	#DIV/0!	2,988	400,185.89
GOV FIT - Federal	1	210.92	210.92	241	145.72
				345	35,119.42
				345	48,458.87
					140.46

FIGURE 22: MCS



**FIGURE 23: INSPECTION FOR HALAL CERTIFICATE AT BGS COMPANY,
BUTTERWORTH**

REPORT INTERN NURDIAN... ≡

5 of 10 pages contain suspicious findings

Findings



7 matching text

High similarity of content >



0 warnings

Unusual use of characters



0 differences in writing style

Ouriginal Metrics >

SHOW FINDINGS

Similarity

2%

Current submission

--%

Submitter Average



--%

Group average

FIGURE 24: OURIGINAL



**FACULTY OF BUSINESS AND MANAGEMENT
ASSIGNMENT/ PROJECT DECLARATION FORM**

Student's Name : NURDIANA BINTI ZAINAL

Student's ID : 202047694 Student's I/C No. : 990421-08-

Program Code : BA 243 Part : 6 Course Code : IHRM 666

Course Name : INTERNSHIP

Assignment/ Project No. : _____ Due Date : 21/7/21 Submission Date : 21/7/21

Assignment/ Project Title : _____

Lecturer's Name : DR. NURSYAMILAH BINTI

I hereby declare that the work in this assignment/ project was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This assignment/ project has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I acknowledge that I have been supplied with the Academic Rules and Regulations for Universiti Teknologi MARA's Diploma/ Bachelor Degree/ Master's Degree students, regulating the conduct of my study and exams.

I hereby declare that this assignment/ project is written by me and:

- i. is a result of my own work;
- ii. has not been used for another assessment at another department/ university/ university college in Malaysia or another country;
- iii. does not refer to/quote works of others or own previous writings without stating it both in the text and in the reference list;
- iv. mentions explicitly all sources of information in the reference list; and
- v. will go through similarity check (Turnitin).

I am aware that disciplinary action (which may include the deduction of marks in the assignment/ project) **will be taken against me if I am found to be an offender.**

21/07/2021

Date

Student's Signature



UNIVERSITI TEKNOLOGI MARA

ENDORSEMENT OF OURIGINAL REPORT

Coordinator

Unit Jaminan Kualiti Akademik (UJKA)
Universiti Teknologi MARA Cawangan Perlis
02600 Arau
Perlis

Sir

ENDORSEMENT OF OURIGINAL REPORT FOR PROPOSAL/DISSERTATION/THESIS/PROJECT PAPER/ASSIGNMENT

With reference to the work of the candidate below:

Nama : NURDIANA BINTI ZAINAL ABIDIN

Matric No. : 2020476946

Faculty : FACULTY OF BUSINESS AND MANAGEMENT

Programme : BUSINESS ADMINISTRATION (HONS.) HUMAN RESOURCE MANAGEMENT (BA243)

Title : INDUSTRIAL TRAINING REPORT

Percentage of Ouriginal Report : 2%

I am pleased that the proposal/thesis/dissertation/project paper/ assignment of the above candidate has fulfilled the Ouriginal percentage of the university's requirement.

Thank you

ELIY NAZIRA BINTI MAT NAZIR
Koordinator Unit Komunikasi Korporat
UITM Cawangan Perlis
HP : 016-4408014

26 JULY 2023

1st advisor's signature and stamp

Name : ELIY NAZIRA BINTI MAT NAZIR

Date

Document Information

Analyzed document REPORT INTERN NURDIANA BINTI ZAINAL ABIDIN.pdf (D172261492)

Submitted 7/21/2023 4:35:00 AM

Submitted by

Submitter email 2020476946@student.uitm.edu.my

Similarity 2%

Analysis address nsyamilah.UiT@analysis.ouriginal.com

Sources included in the report

UNIVERSITI TEKNOLOGI MARA (UiTM) / AIZATSAAD MGT666 REPORT.pdf

SA Document AIZATSAAD MGT666 REPORT.pdf (D142729092)  1
Submitted by: shahira@uitm.edu.my
Receiver: shahira.UiT@analysis.ouriginal.com

UNIVERSITI TEKNOLOGI MARA (UiTM) / HRM666 INTERNSHIP REPORT_NURUL IZZATI ZOLKEFLI_2020969051.pdf

SA Document HRM666 INTERNSHIP REPORT_NURUL IZZATI ZOLKEFLI_2020969051.pdf (D158299266)  1
Submitted by: izzatizolkefli@gmail.com
Receiver: n.izzati7328.UiT@analysis.ouriginal.com

W URL: <https://thejerai.com.my/>  1
Fetched: 7/20/2022 3:26:43 PM

W URL: <https://www.wordstream.com/social-media-marketing>  3
Fetched: 7/21/2023 4:35:00 AM

W URL: http://epgp.inflibnet.ac.in/epgpdata/uploads/epgp_content/S001827/P001829/M029339/ET/152422030...  1
Fetched: 7/21/2023 4:35:00 AM

Entire Document

0 INDUSTRIAL TRAINING REPORT (HRM666) THE JERAI HOTEL ALOR SETAR (TJHAS) (1 ST MARCH – 15 TH AUGUST 2023)
PREPARED BY NAME: NURDIANA BINTI ZAINAL ABIDIN MATRIC NO: 2020476946 CLASS: RBA2436A ADVISOR: DATIN ELIY NAZIRA MAT NAZIR