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**FACULTY OF BUSINESS AND MANAGEMENT**

**BACHELOR IN BUSINESS ADMINISTRATION (HONS) HUMAN RESOURCES  
MANAGEMENT**

**HRM 666: INDUSTRIAL TRAINING REPORT**

**SWOT AND PESTEL ANALYSIS OF PERDANA KOTA BHARU SDN BHD**

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## **EXECUTIVE SUMMARY**

Industrial report is one the compulsory subjects that need to be taken for every student of Bachelor in Business Administration (Hons) Human Resource Management. I have given opportunity to do my industrial training at Perdana Kota Bharu. The duration is from 1 March – 15 August 2023. I have assigned under Human Resource Department, as a Human Resource Trainee, aligning with my Bachelor of Business Administration (Hons) in Human Resource Management.

This report aims to provide an overview of my internship experience and offer recommendations for organizational improvements to ensure its sustainability in the industry. The report is structured into several sections, including my resume, the company's background, reflections on the training during the internship, a SWOT analysis, SWOT Matrix, PESTEL Analysis and conclusion. Throughout my six-month internship, I had the opportunity to share my experiences and observations.

Overall, with the support of everyone involved, I had a rewarding internship experience. It allowed me to apply the knowledge I acquired during my studies and successfully complete my degree within the designated timeframe.

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## 2.0 COMPANY PROFILE

### 2.1 Company Background



*Figure 2: The building of Perdana Kota Bharu*

Perdana Kota Bharu Sdn Bhd is a private limited company and was founded in 1980. The company is currently specializing in the hospitality industry. Perdana Kota Bharu is formerly known as Hotel Perdana, however it was changed into Perdana Kota Bharu due to the rebranding process. As a result, prior to the current rebranding process, the Kelantan State Government held Hotel Perdana. However, in 2008, the government decided to sell Hotel Perdana because the hotel industry was no longer the primary focus of the Kelantan State Economic Development Corporation (PKINK). As a result, Permodalan Nasional Berhad (PNB) purchased Hotel Perdana in 2008 for RM34 million and started planning renovations for new construction before launching the full operation in 2013 and continuing to this day. The hotel's building features distinctive carvings where wealthy Malays from the past would continue to reside.

Perdana Kota Bharu is recognized and given a four-star rating by the Ministry Malaysia Tourism and it is also the Shariah-compliant hotel in Kelantan. Perdana Kota Bharu is a sizable business with strong management. There are ten departments, which are the Executive Office, Human Resources, Finance, Sales and Marketing, Maintenance, Front Office, Security, Kitchen, and Food and beverage. The General Manager of Perdana Kota Bharu, Mr. Iqmal Muslim, is responsible for overseeing each of these divisions. Until July 2023, there are 174 employees under this organization that are collaborating as a team to accomplish the company's goal. The Perdana Kota Bharu is a modern landmark and well-liked lodging hotel in Kota Bharu.

## 2.2 Company Logo



*Figure 3: Logo of Perdana Kota Bharu*

## 2.3 Company Location



*Figure 4: The location of Perdana Kota Bharu*

Perdana Kota Bharu is located at Jalan Mahmood, 15200 Kota Bharu, Kelantan, Malaysia. It is strategically situated near businesses, government buildings, malls, medical facilities, and tourist attractions. The distance to the hotel from Sultan Ismail Petra Kota Bharu Airport is about 15 minutes.

## 2.4 Vision and Mission of Perdana Kota Bahru

### i) Vision

To be recognized as a premier Malaysians Hospitality Group that delivers unique crafted experience that exceeds guests expectations, which ultimately helps the Group generates reasonable shareholders wealth.

### ii) Mission

To deliver the best hospitality experience to our guests by managing profitable and operationally efficient hospitality assests as well as maintaining consistent high-level service.

## 2.5 Organizational Chart

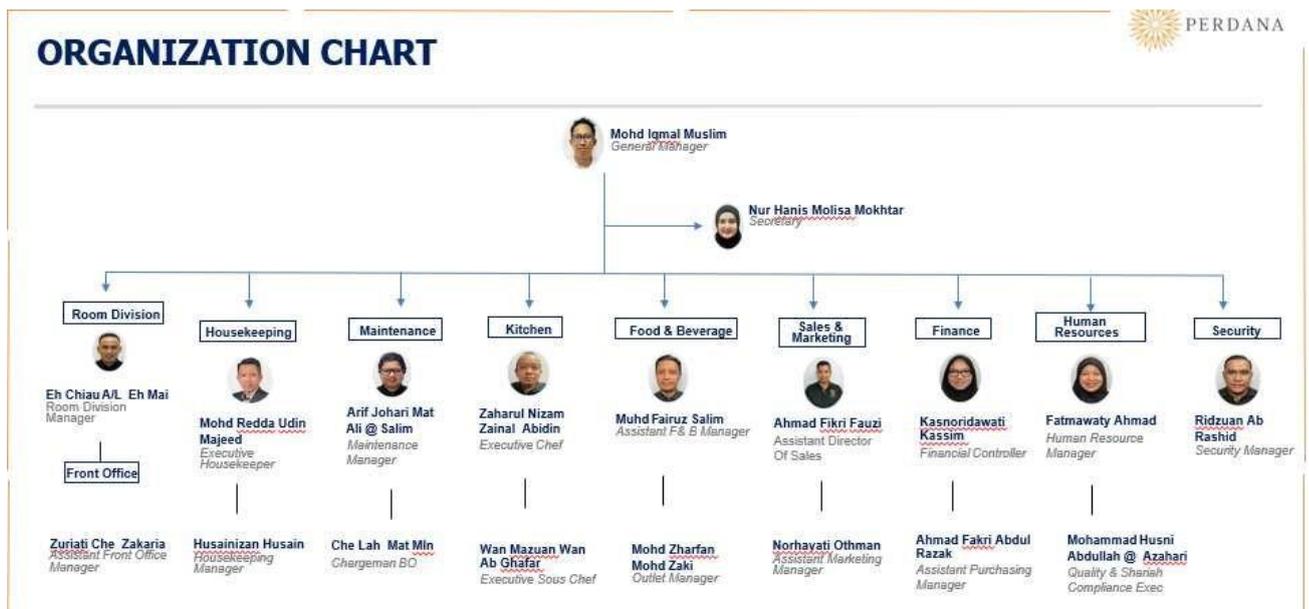


Figure 5: The organization chart of Perdana Kota Bahru

## **2.6 Company Services and Products**

Perdana Kota Bharu is an organisation that offers 4-star hotel services for a variety of facilities, including accommodations, meeting spaces, and dining services. Since opening in 2013, the majority visitors have praised and chosen Perdana Kota Bharu for its cuisine, cleanliness, and welcoming staff.

### **2.6.1 Accommodations**

Perdana Kota Bharu offers 272 guest rooms for customer to choose. The rooms are fully having bed and bedding, bathroom, food and beverages, internet and phones, ironing board, hair dryer, prayer set, and LED screen. The price of the room started from MYR 294.00 until 791.00. Perdana Kota Bharu offer six types of room for guest to choose based on their needs and wants. The rooms are Deluxe Classic, Premier Pool View, Deluxe Premier, Perdana Executive and Perdana Suite.



*Figure 6: The Deluxe Classic*



*Figure 7: The Premier Pool View Room*



*Figure 8: The Deluxe Premier Room*



*Figure 9 : The Perdana Executive Room*



*Figure 10: The Perdana Suite Room*

## 2.6.2 Meetings and Events

Perdana Kota Bharu offers a variety of spaces that are available for all type of corporate or social events. The guest can get together, mingle, and celebrate in a flexible space that can accommodate up to 450 people in a banquet setting. Perdana Kota Bharu capable crew is prepared to accommodate any request to satisfy the needs of the guest event. The biggest hall is named as Dewan Bunga Emas, it can locate into 800 guest at one time. It is frequently for event like dinner, townhall of company, meeting, conference and others. Then other hall that being used are Kijang 1-6, Sri Rampai, Sri Perak, Sri Melayu and Sri Kantan. On top of that, all these halls are captivating by using AV equipment, such as a sizable LED screen, sophisticated lighting, and an audio-visual system with high-speed Wi-Fi. Guest often felt satisfied with the hall and the facilities that being provided.



*Figure 1 : The Dewan Bunga Emas*



*Figure 12: The Kijang 3*



*Figure 13: The Sri Rampai*

### 2.6.3 Dining

Perdana Kota Bharu have two main restaurants which are Cerana Coffee House and Jade restaurants. Cerana is an all-day dining establishment that serves traditional western and cuisine. Cerana is excellent location for gatherings, family events, or catching up with friends. The customers can eat a hearty breakfast that includes well-known Kelantanese dishes like Nasi Kerabu, Akok, Lompat Tikam, Akok, Kuih Puteri Mandi and many other delicious menu that are really worth with the price.



*Figure 14: Cerana Coffee House*

Secondly, Perdana Kota Bharu also have Jade Restaurants, which is well-known for its Chinese and Thai cuisines. Jade restaurant offer three unique private dining rooms make this the ideal location for business partners, family gatherings, or extravagant partying. The main attractions of Jade is Kong Pao, Tom Yam, and other authentic Thai and Hokkien dishes. Other than that, Jade restaurants also offer outside catering service (OCS) which they will accept catering orders to be supplied outside the hotel.



*Figure 15: Jade Restaurants*

## **3.0 TRAINING REFLECTION**

### **3.1 Duration and Department**

I successfully completed my 24-week industrial training programme at Perdana Kota Bharu, where I was assigned as a Human Resource Trainee under Human Resources Department. The programme ran 1 March 2023 until 17 August 2023. My working day at Perdana Kota Bharu are from Saturday until Wednesday and the working hour are started from 8.30 am until 5.30 pm. Except for Thursday, my working hour are started from 8.30 until 12:30 pm which is half day. Additionally, even though this hotel is open 24/7, because I was assigned to the administrative department, the operational and administrative departments have distinct hours of operation.

### **3.2 My roles and responsibilities**

#### **1) Managing part timer weekly claim**

Perdana Kota Bharu has many part timers which can reach into 120 part timers every month. Therefore, Perdana Kota Bharu has set up that the part timers will get payment every week. Due to that, I am responsible to handle this part time claim. First thing first, every week on Saturday and Sunday, I will send message in WhatsApp Group of ICO Coordinators by giving reminders to all the coordinators in the seven departments to submit the part claim form to Human Resources. The departments that involve are Sales and Marketing, Kitchen, Food and Beverages, Maintenance, Front Office, Security and Housekeeping.

After they have submitted the claim, I will check and print the attendance of the part timers by using AHR systems. I will check the attendance and the working hour that they claim. If they are coming late, I will make correction and get verified by the Head of Department. After complete all of this, I will pass to Miss Fatmawaty as Human Resources Manager to verified and sign, then, I will then send to the finance department for payment.

In addition, I am also responsible to register account for SOCSO and EPF for part timers who did not have account yet. I will check correctly their name and number of IC by looking at the copy of the IC. Then, I will submit the application of the registration. The SOCSO and EPF will send email to me once the application has been verified. Not only that, if there are mistake, they also will contact me and I will immediately correct the mistakes so that the payment process can be do smoothly.

## **2) Processing employee medical claim**

All employees of Perdana Kota Bharu are eligible for medical claims that include consultation and treatment from government doctors or appointed panel clinics. On the other hand, employees who wish to file a medical claim must deliver the claim form and the medical receipt to the human resources department. After receiving the claim form, I will check the type of clinic whether it eligible or not, then I will key in the data in the excel by entering the employee information, whether the claim is for their dependents like spouses and children, as well as the total number of claims made. After that, the claim form going to be sign by Mr Fatmawaty and being proceed to finance department.

## **3) Assisting the interview and hiring process for a new employee**

I also being responsible in interview and hiring process. My task is before and during the day of the interview. This means before the interview, I will prepare the form that need to being fill by the candidates, which is employee details form and essay form. Then, during the day of the interview, I will responsible to check the document of the candidates by check ing the IC, license and other certificates of the candidates. In addition, I also have set up the interview location with the proper setup. Following the conduct of the position interview, there will typically be three panels participating, including a rep resentative from Human Resources and a representative from the department; for example, if the position is Housekeeping Coordinator, the panel will include the Head of Department of Housekeeping.

## **4) Responding to internship application from students**

Perdana Kota Bharu receive many applications from students to undergo their industrial training at our company. As a Human Resource Trainee, I assist the phone call and email from students if they have questions on the industrial training program at Perdana Kota Bharu. I will explain the details like allowance and will ask the students to email their resume, cover letter and letter from universities if they are interested to do industrial training at our company. Not only that, I also responsible to call the suitable candidates to inform that their applications is being approved. If they are agree, I will fill the acceptance form of the institution and inform them to report duty as the date that stated in the letter.

## **5) Managing the report duty for part-timers and trainees**

The new part timers and trainees will go to Human Resources to do report duty. Due to that, I will give the report duty form, health declaration for them to fill. I also will requesting their

copy of IC and also copy of Covid-Vaccine certificate for Human Resources records. After completing handling the form, I will get in touch with the IT Assistant to register for an ID. The Human Resources will then give the part-time employee and trainee an ID number to use at work. I will also prepare nametag for them which is by using by using an electronic name sticker as it our rules and obligations to wear nametag at the workplace. In addition, if the trainees are complete their industrial training. They will come to the office to clearance. As a result, I will prepare a clearance form for them to complete and present them a Perdana Kota Bharu appreciation certificate for their time spent doing industrial training here.

#### **6) Involved in observing the training of the employee**

Perdana Kota Bharu are really prioritize about training and development for their staff. There will always have training for every month which is aims to improve the work quality As human resource trainee I have been given the responsibility of contacting with each department coordinator to compile a list of all the names of the employees who must participate in the training. Additionally, I will create an attendance sheet, a training evaluation form for the staff to complete, and a training effectiveness form for the department head to complete three months after the training has taken place. After the training has been complete, I will key in training hour using excel to make sure that the staff are able to complete the training hour that been required.

### **3.3 Benefits Gained**

#### **1) Improve communication skills**

During my industrial training at Perdana Kota Bharu, I witnessed a significant improvement in my ability to communicate effectively. This progress was particularly crucial as it is essential for a professional Human Resource Trainee to possess strong communication skills, both verbal and non-verbal, along with active listening. These skills play a vital role in enabling clear and effective understanding of information by others and myself. On the contrary, inadequate communication skills often result in misunderstandings and dissatisfaction. Consequently, as a Human Resource Trainee, I had the opportunity to engage in communication with department representatives, specifically to convey Human Resource-related information. Furthermore, I was responsible for handling phone calls and responding to emails. These tasks involved addressing queries regarding internship placements, vacancies, and other Human Resource-related inquiries. Consequently, it is essential for me to maintain positive and courageous communication. As a result, possessing effective communication skills enables me to boost my self-confidence when engaging with others.

#### **2) Ability to multi-tasking**

Perdana Kota Bharu, a consistently busy hotel, often assigns trainees to assist different departments such as Food & Beverages. During my time at Perdana Kota Bharu, I successfully embraced multitasking, taking on the role of assisting Food & Beverages primarily during breakfast at the coffee house. This involved tasks like welcoming guests and clearing tables. Additionally, I provided support to the Front Office as an usher for events such as Ramadhan Preview and Majlis Santapan Aidilfitri Kerabat Diraja Kelantan . Once I completed my duties in those departments, I returned to the office to carry out my regular work. This experience allowed me to enhance my time management skills, as I needed to effectively allocate time for each assigned task. Consequently, becoming adept at multitasking enabled me to broaden my knowledge and skills by gaining exposure to various departments, even ones I had no prior experience in.

#### **3) Learn new software**

The Human Resource department at Perdana Kota Bharu utilizes a specialized system called AHR Server. This system is designed specifically for managing information related to payroll, leave, and personal details of all properties belonging to Attana Hotels & Resort, such as

Perdana Kota Bharu, Perdana KLCC, Villea Rompin, and others. To access the Perdana Kota Bharu system, I am required to request a passcode, username ID, and password from either the Human Resource Executive or the Assistant Human Resource Manager, both of whom have access to the system.

Consequently, I must quickly learn and familiarize myself with this system, as I have been entrusted with the responsibility of managing personal details and monthly salaries for part-time staff, as well as handling leave requests within this server. This system is utilized by both staff and part-time employees at Perdana Kota Bharu. Initially, I faced some difficulty in using this system, but as I made an effort to comprehend it, the challenge ceased to be a problem. In this regard, it can be said that I am an adaptable individual who readily embraces and effectively utilizes new tools or technologies.

#### **4) Improve problem solving skills**

Possessing problem-solving skills enables us to address issues swiftly and effectively, while individuals with these skills tend to be self-sufficient. Hence, I realized the significance of having problem-solving abilities, particularly when working in the Human Resource department, even during my industrial training. As the HR office is the designated place for employees to voice their complaints and seek solutions, it becomes crucial to possess problem-solving skills.

During my training, I encountered the challenge of resolving issues raised by part-time employees who were dissatisfied with the delay in receiving their weekly claim payments. Upon learning about this problem, I promptly reported the complaint regarding the late part-time claim payments to the Assistant Human Resource Manager. Consequently, I received assistance in notifying the coordinator about the urgency of submitting the part-time claims every Saturday without any delay. This measure was implemented to facilitate the HR team in expediting the process of checking, verifying, and subsequently submitting the claims to the Finance department.

#### 4.0 PESTEL Analysis

An analytical framework known as a PESTEL analysis is frequently used to assess the business environment in which a firm operates. Political, Economic, Social, and Technological (PEST) analysis was the term used in the past to describe the framework.

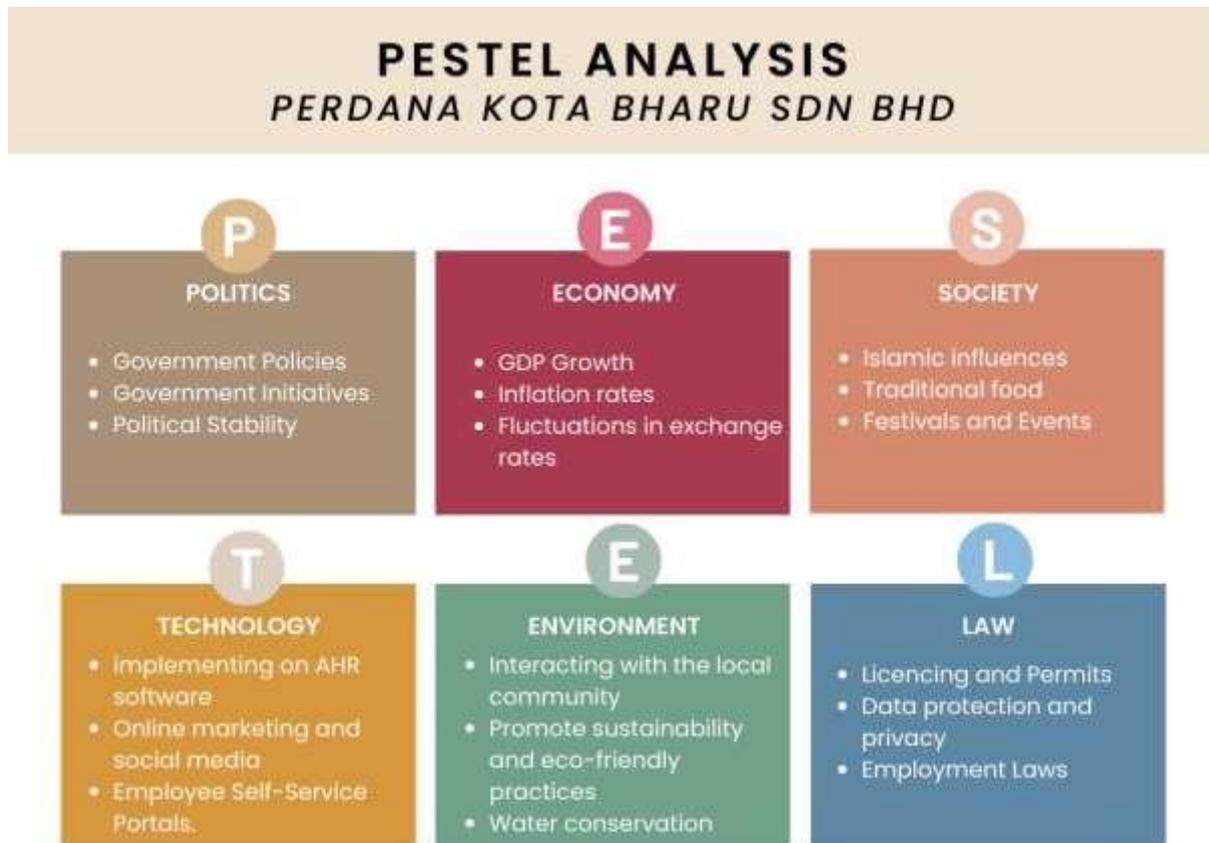


Figure 16: The PESTEL analysis of Perdana Kota Bharu Sdn Bhd

#### 4.1 Political Factors

The political circumstances of Kota Bharu, Malaysia, where Perdana Kota Bharu operates, may have an effect on how it does business. These significant political variables could have an impact on the hotel. First, **government policies**. The hotel sector may be impacted by changes in government policies. The rules governing tourism, taxes, labour laws, licence requirements, and health and safety standards are included in this. To maintain efficient operations, Perdana Kota Bharu must keep abreast of any changes in policy and ensure compliance with legal requirements.

Secondly is **initiatives for the development of tourism**. Perdana Kota Bharu may be directly impacted by the government's initiatives and efforts to promote tourism in the area. The

creation of infrastructure, marketing campaigns, and assistance with events and attractions are a few examples of these endeavours. In order to draw in more visitors and profit from the marketing campaigns, Perdana Kota Bharu might match its tactics with these initiatives.

Thirdly is **political stability**. The business climate of the Perdana Kota Bharu may be impacted by the general political stability of the area. Uncertainties may result from instability in politics, demonstrations, or changes in the composition of the government, which could impact travel and tourism. In order to foresee any potential interruptions and modify its strategy accordingly, Perdana Kota Bharu should keep an eye on the political environment.

#### **4.2 Economic Factors**

Its business climate may be impacted by a variety of economic issues. These significant economic factors could have an impact on the Perdana Kota Bharu. The first one is, **GDP Growth**. The hotel sector may be impacted by the region's overall economic growth as indicated by the Gross Domestic Product (GDP). A healthier economy, better consumer purchasing power, and stronger demand for hotel services are all signs of strong GDP growth. A developing economy with more business and leisure travel can be advantageous for Perdana Kota Bharu.

Next, the running costs of the hotel and the guest spending habits can be affected by **inflation rates**, which track the rise in the cost of products and services. Higher inflation rates may result in higher costs for labour, supplies, and utilities, which could have an impact on profitability. Perdana Kota Bharu must effectively manage costs and modify pricing strategies as necessary.

In addition, **fluctuations in exchange rates** can have an impact on travel and tourist trends. Exchange rate fluctuations may have an effect on visitors' purchasing power and travel decisions as Perdana Kota Bharu attract tourists from abroad. For the purpose of bringing in and keeping foreign visitors, Perdana Kota Bharu should take exchange rate dynamics into account and modify its pricing and marketing strategy.

#### **4.3 Social Factors**

There are several social factors that affects Perdana Kota Bharu business operations. First, **Islamic influences**. A large portion of the population in Kelantan is Muslim, and the region places a high value on Islamic customs and practises. When providing services to Muslim visitors, Perdana Kota Bharu have to be sensitive to Islamic cultural considerations. It may also

include provisions for religious observances on special occasions and access to halal-certified food and prayer facilities

Secondly, **traditional food**. Kelantanese food is recognised for its distinctive tastes and cuisines. Perdana Kota Bharu showcase traditional Kelantanese cuisine by providing a varied menu with regional delicacies like nasi dagang, nasi kerabu, or numerous traditional desserts (kuih). The guest experience can be improved while promoting the area's culinary heritage by putting a strong emphasis on using locally sourced ingredients and working with regional food vendors.

Thirdly, **festivals and events**. Kelantan celebrates a number of cultural festivals and events all year long, including the yearly Kelantan International Kite Festival Eid al-Fitr, Eid al-Adha. Perdana Kota Bharu can take advantage of these events by putting together themed activities or performances, giving unique packages, and creating a festive atmosphere for visitors to fully immerse themselves in the regional festivities.

#### **4.4 Technology Factors**

The effects of technology on a company and its industry are referred to as technological factors. For Perdana Kota Bharu, Hotel Perdana Kota Bharu is able to centralise and automate a variety of HR tasks by **implementing an AHR software**. Payroll processing and personnel data management are all included in this. An HRIS makes it possible to manage data effectively, lightens the administrative load, and enhance HR procedures.

Secondly, **Online marketing and social media**. Perdana Kota Bharu can reach a larger audience and interact with prospective guests by using digital marketing techniques and social media platforms. Brand recognition and reputation can be improved by running focused online campaigns, presenting hotel features and experiences through eye-catching content, and actively responding to reviews and questions from customers.

Thirdly, Perdana Kota Bharu also uses **Employee Self-Service Portals** which is Perdana-e leave systems. Employees be able to electronically submit e-leave requests using the site. Employees can enter the desired dates, the type of leave (such as yearly leave, sick leave, etc.), and any other details needed to approve the leave. By have this, Hotel Perdana Kota Bharu has improve efficiency and transparency while streamlining the leave management procedure. With convenient access to reliable leave data for reporting and analysis, the HR staff may concentrate on more important duties.

#### 4.5 Environmental Factors

Then, for environmental factors, Perdana Kota Bharu can **promoting environmental awareness while interacting with the local community**. For example, Perdana Kota Bharu can work with local environmental groups, support programmes for conservation, and engage visitors and staff in community projects like tree planting. The hotel shows its dedication to environmental sustainability by actively engaging with the community.

On top of that, Perdana Kota Bharu also can **promote sustainability and eco-friendly practises**. As environmental concerns and restrictions become more widespread, hotels are being encouraged to embrace eco-friendly practises, lessen their carbon footprints, and use energy-saving technologies. Accommodations that exhibit environmental stewardship may attract guests on purpose.

Next, **water conservation**. Kelantan is not exempt from the worldwide issue of water scarcity. To encourage responsible water use, Perdana Kota Bharu can put in place water-saving measures including low-flow fixtures, water-efficient landscaping, and guest awareness campaigns.

#### 4.6 Legal factors

The rules and regulations that may have an impact on the activities of Perdana Kota Bharu, Kelantan, are referred to as legal considerations. The first one is **Licencing and Permits**. In order to operate a hospitality establishment, Perdana Kota Bharu must adhere to all applicable state and municipal rules and ordinances. This could involve permissions for running a hotel, serving food and drinks, fire safety permits, and health and safety certificates.

Next is **data protection and privacy**. In order to ensure the safe processing of guest data, Perdana Kota Bharu must adhere to data protection and privacy legislation. This can entail getting permission before collecting data, putting security safeguards in place, and abiding with rules for data storage and retention.

Third is **employment laws**. Hotels must abide by labour laws that specify requirements for things like the minimum salary, working hours, contracts of employment, rights for staff, health and safety rules, and rules for recruiting and terminate employees.

## 5.0 SWOT ANALYSIS

### 5.1 Strengths

Strengths are the characteristics that help us carry out the mission of the organisation. These serve as the cornerstone on which future success can be built and maintained. Strengths can be observable or intangible.



Figure 17: Swot Analysis for Perdana Kota Bharu Sdn Bhd

#### 1) Strong Employee Engagement

An effective and thriving organisation must have high levels of employee engagement. It entails creating a supportive workplace where staff members feel inspired, appreciated, and a part of the bigger picture. Perdana Kota Bharu have a great employee engagement. For instance, if we run into each other every morning, we'll say "assalamualaikum" and "good morning." Additionally, the permanent staff there are friendly and always being knowledgeable personnel constantly mentors and helps the trainees by giving direction to complete the specified work assignments, besides, we always eat lunch together at the hotel's cafe as well. This has facilitated our closer co-worker relationships and increased familiarity. On top of that, there are also many programs organized by the hotel to further strengthen the relationship between staff, for example we together prepare ingredients and cook and pack porridge for the CSR program. Apart from that, there is also program that is held during Eid al-Adha, where we work together to slaughter cows, cook side dishes and eat together. From this programme, our relationship between staff have become close like a one family.

## **2) Set training and development as a priority.**

Perdana Kota Bharu believe that their workers are a company's most precious asset and that investing in their training and development is crucial to sustaining corporate growth and success while enhancing morale and job satisfaction. Everyone is aware that training is very expensive, but Perdana Kota Bharu is willing to invest in training programmes because they care so much about their employees' growth. All of the company's employees are registered with the Human Resource Development Fund (HRDF). The human resources team will handle the applications and registration with the training provider. The human resources team has established three categories of training that must be completed by each employee, including internal and external training. The first one is departmental training that focuses on training provided by their own department. For example, for staff in human resources, the staff must attend named "Leadership and Management Training" that was held at Seri Pacific Hotel , Kuala Lumpur. Then next categories for training are focuses more on Islamic and Shariah activities. For example, the training is named "Kelas Mengaji" that has been organized three times a week during lunch hour, this was conducted by Ustaz Mohammad Husni as Quality and Syariah Executive of Perdana Kota Bharu. Then the last categories for training is All Department training that involves all departments in a particular training. For example, is Fire and Security Awareness, Mental Health and Stress Management Talk, Basic Chemical handling Awareness and other. Due to the hotel's 24-hour operation, the human resource team is aware that training is essential for employees to fulfil their daily obligations. As a result, when staff members are properly trained, they have the abilities and expertise to carry out their duties without making as many mistakes.

## **3) Strategic Location**

Being in the heart of Kota Bahru city and close to popular tourist destinations gives Perdana Kota Bharu a strategic location. In contrast to its rival hotels, this has made this one the preferred option for travellers, clients hosting events and VIP groups. The hotel is close to the airport which is only 15 minutes from Sultan Ismail Petra Airport, numerous travellers want to stay at the hotel because of its close proximity to the airport. On top of that, The Kelantan Museum, Siti Khadijah Market, a number of supermarkets, Beach, and other tourist attractions are also nearby. Additionally, Perdana Kota Bahru's location also a a popular destination for businesses, colleges, and institutions to reserve the hotel's hall for events like dinner parties, goodbye celebrations, meetings, conferences, and other exciting occasions. The hotel is particularly convenient because it has a sizable parking area that can hold a variety of vehicles,

including cars, motorbikes, tourist buses, and other vehicles. Being the four-star hotel in Kota Bharu's city centre makes Perdana Kota Bharu a superior option to its rivals.

#### **4) Excellent facilities**

The outstanding facilities at Hotel Perdana Kota Bharu are one of the hotel's most salient features and a strong selling point. The hotel offers a wide range of cutting-edge amenities and services that are intended to provide visitors an absolutely unforgettable experience. The hotel takes every measure to guarantee client satisfaction, from a luxurious pool area where visitors may relax and revitalise to a well-equipped fitness centre catering to health-conscious customers. Additionally, Hotel Perdana Kota Bharu provides large, contemporary conference rooms that are perfect for holding events, seminars, and business meetings. These amenities help the hotel become a popular alternative for various corporate functions in addition to drawing business travellers. The hotel's attention to offering top-notch amenities displays its commitment to providing visitors with a relaxing and enjoyable stay. The Hotel Perdana Kota Bharu promotes itself as a standout resort in Kota Bharu's hospitality scene by consistently investing in and maintaining these first-rate amenities, meeting the different demands of its visitors and enriching their entire experience.

#### **5) Have high skill of employee**

Next, One of Perdana Kota Bharu's strength is that the human resources department hires workers with exceptional skills, particularly in the area of the operation. This is so they can maintain the high level of service offered by employing skilled personnel .The Human Resource team will prioritise hiring applicants with prior expertise in the hospitality industry when filling open positions. Additionally, the majority of the Perdana Kota Bharu workforce are former trainees who attended industrial training and hold diploma- and degree-level credentials. As a result, they are already familiar with the actual workplace culture at the hotel. In fact, Perdana Kota Bharu treats all trainees just like regular workers. Even though some employees only have a Malaysian Certificate of Education (SPM) level of education, they have a lot of work experience in the hospitality industry and are highly skilled. In light of that, it presents Perdana Kota Bharu with a fantastic opportunity to develop knowledgeable professionals for the company in order to boost their productivity and progress to the next level.

## **5.2 WEAKNESSES**

Weaknesses are flaws on the inside of your organisation that prevent or hinder it from reaching the ideal future state. These are areas where your company either must do better or does not perform as well as it could.

### **1) Lack of manpower in operations line**

As Perdana Kota Bharu are major in operating lines such as kitchen and food & beverage, The lack of workers in the food and beverage sector, has caused problems in daily operations. For example, this hotel lacks staff to handle breakfast because there are many events held at a time. This has caused the department to ask help from the trainees in the administration to help them if needed. They requested assistance from the administration's trainees to help clean the guests' tables. This has sometimes bothered us to complete tasks in the office because we are already busy chasing the deadline to complete work task, and we are also required to help assist breakfast. In addition, sometimes we must aid in serving lunch to VIP visitors. We are anxious about this since we lack sufficient training and worry that any mistakes we make would detract from the performance and reputation of the hotel. Consequently, the hotel should hire more personnel in the operations department to ensure that all tasks are completed competently by qualified personnel.

### **2) One way leadership style**

In addition, I have seen one leadership style used across a number of Perdana Kota Bharu departments. One type of leadership, commonly referred to as autocratic leadership, is characterised by a hierarchical approach in which the leader assumes authority without consulting or collaborating with followers. There are some department leaders at Perdana Kota, Bharu who are unwilling to take into account new suggestions and personnel feedback. They think that their vast job history and older age make them more capable of making their own decisions. Employees who are not involved in decision-making may feel disenfranchised, unappreciated. Not only that, the effect is it also has reduced creativity and innovation, this is because when employees are not empowered to contribute their ideas and insights, Perdana Kota Bharu miss out on valuable perspectives and innovative solutions to challenges.

### **3) Delay in the hiring process**

Next, the employment process's latency is one of its flaws. Business productivity has been impacted by this. This delay in hiring is the result of the human resources team's slow decision-making and poor post-interview communication, which causes it to take more than a month to create new hires. For instance, a position for a pastry chef and chef de partie. As a result, the current staff will have to handle more work and obligations. This could result in more stress, burnout, and decreased output. Prolonged understaffing over time can have a detrimental effect on team morale and overall organisational performance.

### **4) Lack of differentiation**

Lack of market distinction is one of Hotel Perdana Kota Bharu's flaws. The hotel strives to develop a distinctive character or provide distinguishing qualities that set it apart from competing accommodations in Kota Bharu. It is difficult to keep existing ones once they arrive because of this lack of difference. Without a distinct value proposition or standout experiences, Hotel Perdana risks being mistaken for another anonymous hotel in the neighbourhood. Building consumer loyalty and repeat business may be challenging as a result. Additionally, the lack of differentiation limits the hotel's ability to command higher room rates or premium pricing. Without a compelling reason for guests to choose Hotel Perdana over its competitors, they may be less willing to pay a premium price for their stay. This can impact the hotel's revenue potential and profitability.

### **5) Dependence on seasonal demand**

Perdana in Kota Bharu's reliance on seasonal demand can be seen as a weakness. It might be difficult for a hotel's operations and revenue generating to generate enough money if it depends primarily on seasonal visitors or particular events. The hotel may enjoy times of high occupancy and revenue during peak seasons depending on the seasonal demand, but may also see considerable decreases during off-peak months. For example, during Ramadhan, Hari Raya, weekends and other public holidays, Perdana Kota Bharu will receive many guests and it will contribute to high revenue. However, during off-peak months, we can see that the sales become slow as the guests did not often come to the hotel as they prefer to choose over other competitors because of the price. It might be challenging to maintain financial stability throughout the year if there is an irregular and unpredictable revenue stream as a result of this.

### **5.3 OPPORTUNITIES**

Opportunities in a SWOT analysis relate to outside variables or situations that may be helpful for a company. They are advantageous factors that a business can take use of to expand, perform better, or obtain a competitive edge.

#### **1) Partnership with tourism agency**

One of the best opportunities for Hotel Perdana Kota Bharu to grow its business and gain an advantage over competitors is through a relationship with a well-known travel agency. By working with a reputable travel agency like "The Exo Travel," " Hotel Perdana can tap into the agency's extensive network, expertise, and industry reputation. The Exo Travel is well-known in the international travel industry, has a sizable clientele, and has developed ties with tour guides and travel agencies, Furthermore, Perdana Kota Bharu can also gain considerably from The Exo Travel proficiency in creating custom vacation packages and itineraries. The agency can work with Perdana Kota Bharu to develop enticing accommodation packages that take into account the preferences and passions of distinct travellers. For instance, they can create packages that include local activities and sites and cater to family vacations, romantic getaways, or cultural explorations. With this specialised strategy, Perdana Kota Bharu would stand out from its rivals and draw a larger variety of visitors looking for unique and unforgettable experiences.

#### **2) Market Growth**

Perdana in Kota Bharu, Kelantan, is well situated to take advantage of numerous chances for market growth. First off, Kota Bharu is a bustling city with a rich cultural legacy that draws both domestic and foreign tourists in large numbers. The hotel may take advantage of this by providing distinctive experiences that highlight the culture, traditions, and cuisine of the area. This will draw more visitors and boost income. Additionally, The Visit Kelantan Year campaign and other government activities to encourage tourism in Kelantan also create a favourable atmosphere for Perdana Kota Bharu expansion. The region's improved infrastructure and expanded marketing initiatives will encourage more visitors, which will provide the hotel more chances to increase its market share. On top of that, A potential growth path for Hotel Perdana's market is provided by the expanding trend of ecotourism and sustainable travel. Kelantan is known for its natural beauty, including lush rainforests, pristine beaches, and serene rivers. The hotel will be able to draw in environmentally concerned guests looking for eco-friendly

accommodation by implementing sustainable practises such as energy-efficient operations, waste management, and promoting local conservation efforts.

### **3. Social Media Advertisement**

Perdana in Kota Bharu has several potential to improve its marketing initiatives and interact with its target market through social media. The first one is it can enhanced brand visibility: Perdana Kota Bharu may reach a larger audience and enhance its brand visibility by using social media sites like Facebook, Instagram, Twitter, and YouTube and Tiktok The hotel may draw potential customers and increase brand recognition by constantly providing interesting material, sharing updates about the hotel's offerings, and displaying the distinctive experiences it offers. Not only that, Perdana Kota Bharu also can collaborating with influencers to promote the hotel which will help to increasing the hotel's reach and producing genuine content.

## 5.4 THREATS

"Threats" in the context of a SWOT analysis refer to outside forces or difficulties that can potentially harm or obstruct a company's or organization's progress. Threats may come from a variety of sources inside the sector or the larger business environment and are often outside the control of the company.

### 1) Strong competition in the industry

In the context of threats, there are a number of possible risks from rivals in the regional hospitality sector that could affect the Perdana Kota Bharu. For example, many **business hotels** in Kelantan provide the same goods and services as the Perdana Kota such as the Renaissance Hotel, Holiday Villa Hotel, H Elite. Not only that, Budget hotels or low-cost accommodations, such as **hostels or budget guesthouses**, may cater to price-sensitive travellers who prioritize cost savings over luxurious amenities. These competitors could attract budget-conscious guests who may otherwise have considered Hotel Perdana. On top of that, a new kind of competition for Perdana Kota Bharu has been brought about by the growth of vacation rental sites like **Airbnb**. With vacation rentals, the guest can have the comfort of a home-like setting and the freedom to remain in a residential area. This second choice might draw visitors seeking a more autonomous and immersive experience.

### 2) Negative publicity

Negative publicity is the term used to describe unfavourable or detrimental information or viewpoints about a hotel that circulate through a variety of channels, including social media, news sources, review websites, or word-of-mouth. The negative publicity can harm a Perdana Kota Bharu's reputation and discourage potential guests from booking reservations. People may develop bad perceptions of the hotel if they read negative reviews or news articles about it, which could reduce bookings and income. Reputation harm is difficult to fix and can have long-lasting consequences. Not only that, negative publicity also will give threats to Perdana Kota Bharu, this is because Negative publicity can provide an advantage to competing hotels in the same area. If a hotel's negative publicity is widely known, potential guests may choose to stay at a competitor's property instead, which can lead to a loss in market share for the affected hotel. Competitors can capitalize on the negative publicity by promoting their own positive attributes and contrasting them with the perceived shortcomings of the hotel facing negative publicity.

## 6.0 SWOT MATRIX

SWOT Matrix is being used by as a potent analytical tool to direct their decision-making. It can assist businesses in identifying their advantages and reducing risks so they can better plan for the future. The organisation for which you work can uncover opportunities and safeguard its advantages by knowing how to use the SWOT matrix successfully. After analyze the strength, weakness, opportunities and threats of Perdana Kota Bharu. I have come out with several recommendations for Perdana Kota Bharu improving their business productivity in order to achieve goals and objectives.

	<u>S: STRENGTHS</u> S1: Strong employee engagement S2: Set training and development as priority S3: Strategic location S4: Excellent Facilities S5: Have high-skilled employee	<u>W: WEAKNESSES</u> W1: Lack of manpower in operation line W2: One leadership style W3: Delay in hiring decision W4: Lack of differentiation W5: Dependence on seasonal demand
<u>O: OPPORTUNITY</u> O1: Partnership with tourism agency O2: Market growth O3: Social Media Advertising	<u>SO STRATEGIES</u> (S4, O1) Promote the good facilities of Perdana Kota Bharu by doing partnership with travel agency	<u>WO STRATEGIES</u> (W5, O3) Collaborating with social media influencer to attract guest throughout the year
<u>T: THREATS</u> T1: Strong competition in the industry T2: Negative publicity	<u>ST STRATEGIES</u> (S5, T1) Improving the hotel customer services and products, to make it become more outstanding from its competitors	<u>WT STRATEGIES</u> (W2, T2) Reducing one leadership style in the hotel that can minimize the likelihood of negative publicity

Table 1: The SWOT MATRIX for Perdana Kota Bharu

**1) *Strength and Opportunity Strategy (SO)***

- **Promote the good facilities of Perdana Kota Bharu by doing partnership with travel agency (S4, O1)**

Creating a collaboration with a respected travel agency can be a smart step in order to strategically advertise the wonderful amenities of Hotel Perdana Kota Bharu. The hotel may reach a larger audience and highlight its exceptional features by working with a travel agency to take use of their experience and distribution networks. Incorporating Hotel Perdana Kota Bharu's amenities into trip packages and itineraries is something the travel agent may do actively. The travel agency can propose and highlight the hotel's first-rate features to their customers by promoting the property as a top option for accommodations. This can involve emphasising the hotel's amenities such as its meeting spaces, fitness centre, and swimming pool as important selling features in their travel packages to boost bookings and draw in visitors who value top-notch services.

Additionally, the collaboration may entail cooperative marketing initiatives when the hotel and travel agent work together on advertising campaigns. This can involve highlighting the hotel's unique amenities through targeted advertising, web marketing, and social media initiatives. The travel agency's established networks and clientele allow the hotel to boost its awareness and draw new visitors who may not have known about its services before.

**2) *Weaknesses and Opportunities Strategy (WO)***

- **Collaborating with social media influencer to attract guest throughout the year (W5, O3)**

The Hotel Perdana in Kota Bharu may work with social media influencers to attract guest all year round, reducing its reliance on seasonal demand. The hotel may extend its reach outside typical peak seasons by collaborating with influencers that have a huge amount of online following and are relevant to its target market. Influencers can tell their interested audience about Perdana Kota Bharu distinctive offerings, highlight its features, and share their personal experiences. Influencers can increase interest and encourage prospective customers to consider staying at the hotel through arresting imagery, sincere storytelling, and personal recommendations. This is because Influencers are adept at producing interesting and visually appealing content. Additionally, Hotel Perdana can gain high-quality images, videos and stories

that highlight the hotel's features, offerings, and experiences when working with influencers. This content can be published on websites, social media platforms, and other marketing platforms, offering engaging and genuine graphics to draw in potential customers. These influencer partnerships can aid in generating a steady flow of reservations and lessening the hotel's reliance on seasonal variations, thus increasing income.

### **3) *Strengths and Threats Strategy (ST)***

- **Improving the hotel customer services and products, to make it become more outstanding from its competitors (S5, T1)**

Focusing on enhancing its client services and offerings would help Perdana Kota Bharu differentiate itself from rival businesses. Providing excellent experiences and going above and beyond for guests at each touchpoint are essential to improving customer services. Several methods can be used to do this, including the hotel can fully utilize the high skilled of employee that they have to come out with the new ideas and innovations. For example, by upgrading the hotel's physical features, such as the rooms' decor and modernization to be become more modern and luxurious atmosphere.

Furthermore, Perdana Kota Bharu also can create seasonal dinners that highlight the products and produce of the season. With this strategy, the food is kept varied and engaging. To further engage visitors, The operation team which are food and beverage and kitchen department need to think about providing customised menus for events like holidays, festivals, or themed gatherings. Next, Perdana Kota Bharu also can introduce interactive eating opportunities, such as chef's tables and live cooking stations. These experiences provide visitors a feeling of exclusivity and participation in addition to enjoyment and Perdana Kota Bharu can establish itself as a dining destination that sets it apart from competitors.

### **4) *Weaknesses and Threats Strategy (WT)***

- **Reducing one leadership style in the hotel that can minimize the likelihood of negative publicity (W2, T2)**

The human resources department of Perdana Kota Bharu is crucial in reducing seniority-related issues, which eventually reduces the likelihood of negative publicity. HR can take a number of important measures that are necessary to effectively address these concerns. First and foremost, HR should thoroughly evaluate the current leadership style and its effects on the productivity of the entire organisation. Surveys, interviews, and feedback sessions can be used in this assessment to gather information and pinpoint areas that need improvement. Based on the

results, HR can provide leaders specialised training and development programmes to improve their leadership abilities and foster a healthy work environment. A supportive atmosphere for growth and development can be created by HR by establishing mentorship programmes that link seasoned executives with up-and-coming talent. HR should also support leaders and staff in having open and honest dialogue so that helpful criticism and suggestions may be made. These proactive steps taken by HR can significantly eliminate seniority-related problems in the Perdana Kota Bharu, improving employee happiness and eventually lowering the risk negative publicity.

## **7.0 CONCLUSION**

In conclusion, my industrial training in the Human Resource Department at Perdana Kota Bharu, has been an incredibly enriching and transformative experience. Throughout my training period, I have had the privilege of working alongside dedicated professionals who have guided and mentored me, providing invaluable insights into the intricacies of the HR field. I have gained a comprehensive understanding of various HR functions. The hands-on nature of the training program has allowed me to apply theoretical knowledge to real-life HR scenarios, enabling me to develop practical skills and strategies.

The exposure to many HR departmental facets has extended my perspective and given me the tools I need to tackle challenging HR situations. I had the chance to be involved in every stage of the hiring process, as well as in performance management and managing employee relations. This extensive experience has not only improved my technical skills but also deepened my understanding of the role that successful HR practises play in building a happy workplace environment and raising employee productivity.

Additionally, during my internship, I also have be multi-tasker in helping other department when they in help. The ability to multitask has improved my adaptability and time management abilities while also giving me a comprehensive understanding of how the business is run. I had the pleasure of working with experts from many departments and backgrounds, which enabled me to comprehend the interdependencies and synergies inside the company.

Overall, the industrial training program at Perdana Kota Bharu has equipped me with the necessary skills, knowledge, and industry exposure to embark on a successful career in my chosen field. I am confident that the experiences and lessons learned during this training program will continue to benefit me in my future endeavors. I am grateful for the opportunity to be a part of this program, and I highly recommend Perdana Kota Bharu to anyone seeking a comprehensive and enriching industrial training experience.

## APPENDICES



*Figure 18: Be usher for  
Ramadhan Preview event*



*Figure 19: Handles new trainees for report duty*



*Figure 20: Setting up place for interview session*



*Figure 19: Representative of HR Department to visit staff who admitted at KPJ*



*Figure 20: Ceramah Perkeso*



*Figure 21: Involved in supervise for Guest Delight and Recovery Training*



*Figure 22: Fire and Security Awareness Training*



Figure 23: Employee of the quarter certificate ceremony



Figure 24: Become an ambassador for promoting Perdana Kota Bharu, and got featured in Perdana HQ social media.

<https://www.instagram.com/reel/CugmWDjJX35/?igshid=MzRIODBiNWFIZA==>



*Figure 25: Packing food for CSR Program*



*Figure 26: Assist in cook Bubur Lambuk for CSR program*



*Figure 27: Be usher for Majlis Santapan Malam Aidilfitri Kerabat Diraja Kelantan*



*Figure 28: Assist breakfast at Cerana Coffee House, Perdana Kota Bharu*



*Figure 29: Assist in ID registration for trainees*



*Figure 30: Prepared slides for Perdana Kota Bharu Open House Raya 2023*



*Figure 31: Meet and greet with Human Resources Manager of Permodalan Nasional Berhad (PNB)*

## Document Information

Analyzed document	REPORT LI_NIK NURUL AQILAH WAN ZAIN.pdf (D172108174)
Submitted	7/15/2023 12:11:00 PM
Submitted by	MUHAMMAD AIMAN BIN ARIFIN
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## Sources included in the report

<b>SA</b>	<b>UNIVERSITI TEKNOLOGI MARA (UiTM) / AHMAD HILMI AZAM BIN MOHD.pdf</b> Document AHMAD HILMI AZAM BIN MOHD.pdf (D158581197) Submitted by: hilmiazam08@gmail.com Receiver: zulaiha895.UiTM@analysis.ouriginal.com	 2
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