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UNIVERSITI
TEKNOLOGI
MARA

BACHELOR BUSINESS ADMINISTRATION (HONS) IN MARKETING
MARCH – AUGUST
INTERNSHIP

MGT666
INDUSTRIAL TRAINING REPORT

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EXECUTIVE SUMMARY

This report is the record of my experience employed as an intern in marketing for 24 weeks, 6 months starting from 2nd March until 16th August 2023. I was accepted to complete my internship at Luscious Hotel, a premier budget hotel located at Taman sukun, Bukit Minyak, Pulau Pinang. I was given the opportunity to learn oh how real business was operated specifically in marketing and sales department where I learned to make a sales call and email intended increase profitability and prospecting. Networking with professionals in the field does affect my perspective on how to handle the right way by developing more interrelation skills such as software system, business interaction, and reporting. Therefore, I was exposed in improving skills in customer service by handling their registration process as our beloved customer and satisfy their needs according to the requirement as customer during their stay to give them the best experience. Other than that, I was able to identify the SWOT analysis based on this company, Luscious Hotel where the internal and external factors, which are the strength, weakness, opportunity and threat, that might affected the business in building brand image and revenue. I came up with a few recommendations as the solution to the issues the business face to apply. A matching stage that relate with internal and external factors that might be a help to the company in making an improvement.

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2.0 COMPANY PROFILE



Figure 2: Company Logo

Company name: Luscious Hotel

Contact number: 010 – 217 3998

Email: info@luscioushotel.com.my

Address: Luscious Hotel, 2178, Jalan Bukit Tengan, 14000 Bukit Mertajam, Pulau Pinang, Malaysia.

The company that I chose to complete my internship for 6 months is Luscious Hotel, which is a premier budget hotel for both discerning business and leisure travelers. The main design concept of Luscious Hotel is based on the modern classicism concept. It provides a sense of comfort with a little touch of luxury and elegance similar to a concept gallery hotel. We are conveniently close to Juru Auto City and Batu Kawan, situated in an industrial neighborhood precisely in Taman Sukun, Bukit Mertajam, Pulau Pinang. The operation hours are 24 hours with three shifts, shift A from 8 am to 2 pm, shift B from 2 pm until 11 pm, and the last shift starting from 11 pm to 8 am.

Beginning in 2013, the Luscious Hotel provided the greatest services in its 30 immaculately appointed guest rooms. The concept from the foyer is carried over into the rooms. They are made to be cozy, useful, and fashionable. The amount of carpentry fittings is minimal. To unwind after a long day, select from a variety of room styles, including Deluxe Queen Rooms, Deluxe Twin Rooms, Executive Rooms, Family Rooms, and Family Suites. Our free Wi-Fi is available to guests at all times while on their break.

2.1 VISION, MISSION, AND OBJECTIVES

Setting a vision, mission, and objectives has a crucial impact on a business. It would be beneficial in terms of the provision of a well-defined sense of direction and focus on the goals. A compelling vision and mission help in decision-making for both short and long-term goals. These strategic elements help to inspire employees to devote themselves to the company's success.



MISSION

Vision: To be the preferred hotel to provide a memorable experience to all our customers in every aspect of their stay.



VISION

Mission: A total commitment to provide quality and ethical services to our customers, clients, and partners at all times.



VALUES

Objectives:

- i - We are committed to our guests.
- ii - We are committed to our employees.
- iii - We are committed to our shareholders.
- iv - We are committed to the sociocultural, environmental, and economical aspects of our community.

2.2 COMPANY SERVICE

i. Hotel



Figure 3: Luscious Hotel

The company that I chose to complete my internship for 6 months is Luscious Hotel, which is a premier budget hotel for both discerning business and leisure travelers. The main design concept of Luscious Hotel is based on the modern classicism concept. It provides a sense of comfort with a little touch of luxury and elegance similar to a concept gallery hotel. We are conveniently close to Juru Auto City and Batu Kawan, situated in an industrial neighborhood precisely in Taman Sukun, Bukit Mertajam, Pulau Pinang. The operation hours are 24 hours with three shifts, shift A from 8 am to 2 pm, shift B from 2 pm until 11 pm, and the last shift starting from 11 pm to 8 am. Our main service is providing a comfortable and pleasant stay for the guests, Luscious Hotel. In the field of hospitality, we focus on providing the best customer service from various aspects starting from the process of check-in until checkout.

Luscious Hotel started operating on the year of 2013 and served the best services with 30 meticulously decorated guestrooms. The rooms are an extension of the lobby's concept. They are designed to be comfortable, functional, and stylish. Carpentry fittings are kept to a minimum. Choose from various types of room types: Deluxe Queen Rooms, Deluxe Twin Rooms, Executive Rooms, Family Rooms, and Family Suites to unwind a busy day. Guests can log on to our complimentary Wi-Fi at any time during the staycation. Warm hospitality and virtuous service are our mission to ensure our beloved customer stay is a delightful and memorable one

ii. Food Catering

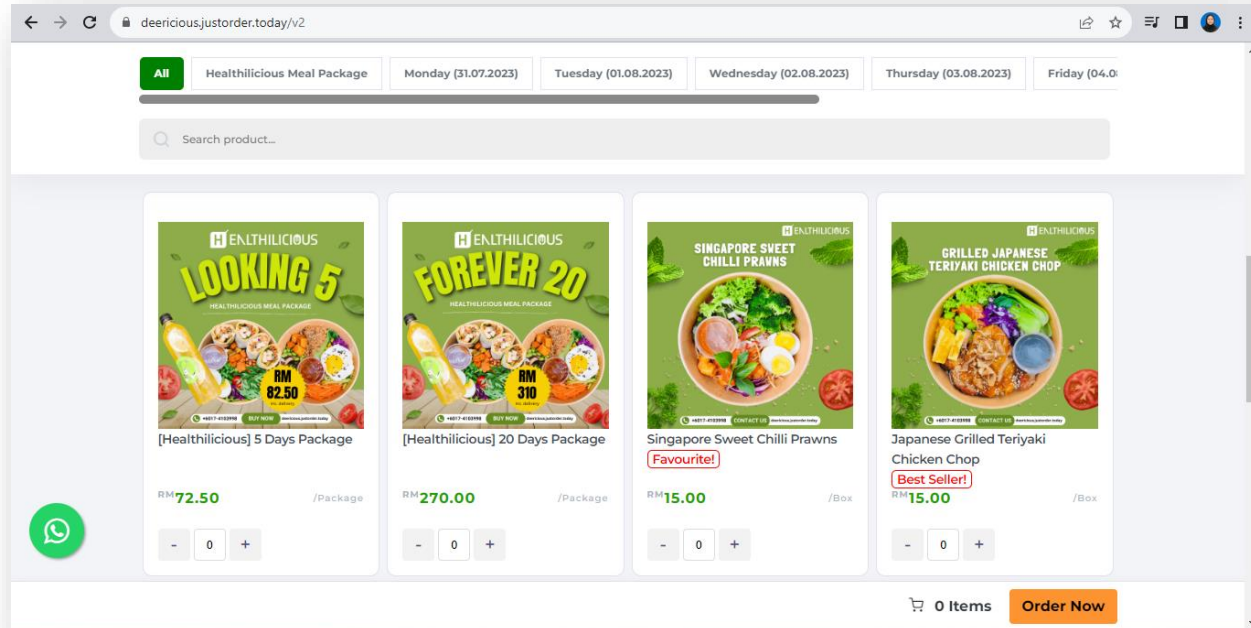
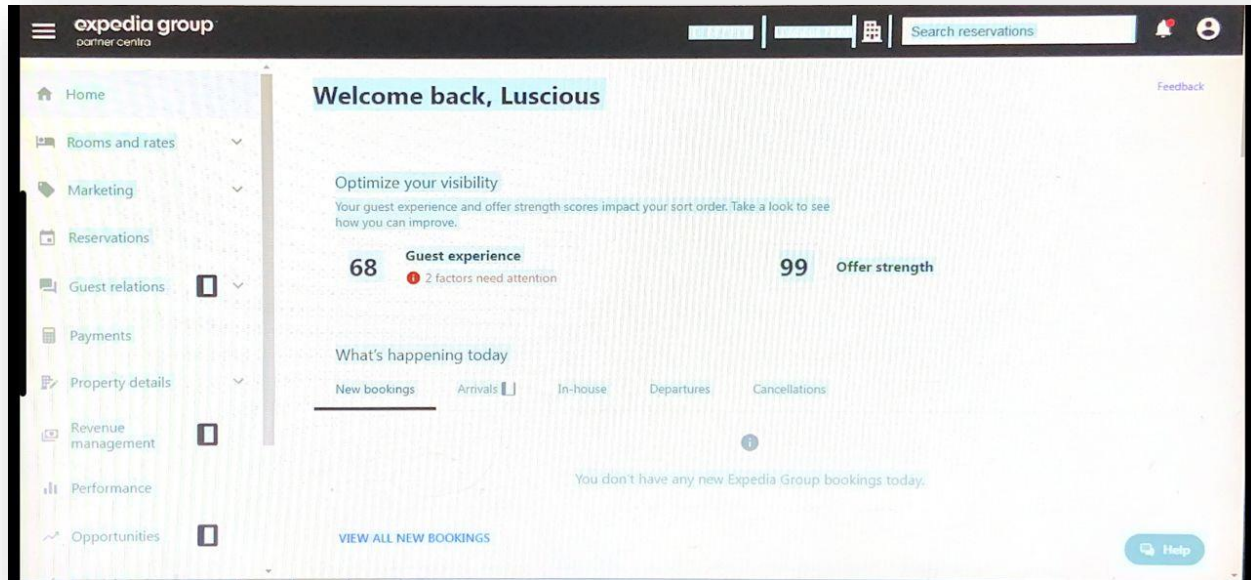


Figure 4: Healthilicious

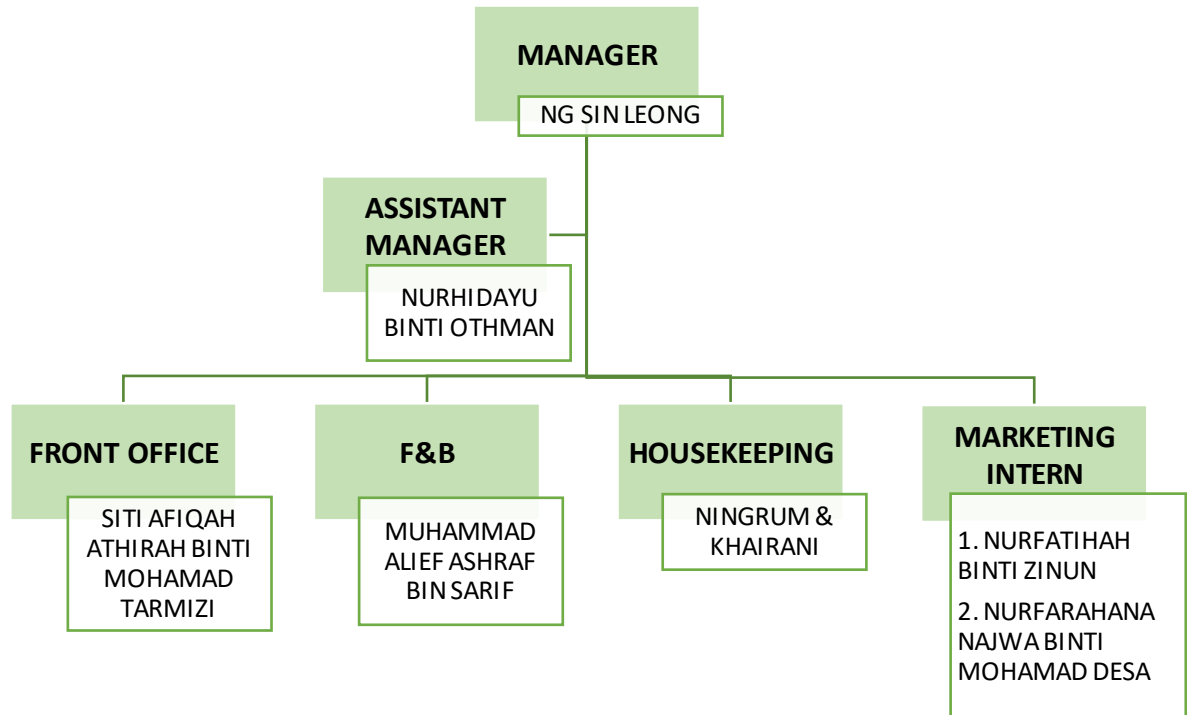
Healthilicious Food & Catering is pleased to introduce ourselves as corporate catering and office delivery catering located at Luscious Hotel, Bukit Mertajam. With 7 years of expertise, since 2016, we have provided catering for staff meals, corporate lunch boxes, corporate catering, and festive boxes. We provide services to both corporate and private entities, regardless of industry. Healthilicious served food that was not only delicious but also nutritious and complete, containing all necessary vitamins and proteins. In our dishes, we use only the finest and freshest ingredients sourced from local halal-certified suppliers and prepared by a highly skilled, professionally trained culinary team that ultimately can prepare 1500 boxes per day following the terms and conditions.

With the mission of being a healthilicious box lunch that delivers happiness and the vision to become the top leading corporate caterer in Penang, Healthilicious Food & Catering provides several services for companies or individuals that required healthy daily meals. We mainly accept orders through JustOrder.Today websites with this link, <https://deericious.justorder.today/v2> since it is more convenient for customers to deal with automated orders that can save time and reduce errors compared to manual ordering systems. They can view menu items and promotions and make informed choices from their devices.

iii. Official websites to place reservations and orders.



2.3 ORGANIZATION STRUCTURE



3.0 DURATION

i. Specific Date

The period of the internship program located at Luscious Hotel is precisely 6 months; 24 weeks starting from 2nd March 2023 until 16th August 2023. Luscious Hotel operated every day with 24-hour reception and starts accepting customers to check-in at 2:00 pm and check-out time is 12:00 pm. Employee attendance is recorded using a punch card system divided into 3 shifts; Shift A from 8:00 am until 5:00 pm, Shift B from 2:00 pm until 11:00 pm, and Shift C from 11:00 pm until 8:00 am.

ii. Working Days and Hours

DAYS	TIME
Monday	2:00 pm – 11:00 pm
Tuesday	2:00 pm – 11:00 pm
Wednesday	2:00 pm – 11:00 pm
Thursday	2:00 pm – 11:00 pm
Friday	2:00 pm – 11:00 pm
Saturday	8:00 am – 12:00 pm

Table 1: Working Days and Hours

3.1 DETAILS

Roles and Responsibility at Luscious Hotel

i. Social Media management

As a marketing intern, I was responsible for managing social media accounts on the Tiktok platform. Three accounts were created to increase customer engagement and loyalty, reach a wider online audience, target advertising, and improve customer insights into the business. As we live in an era that uses social media as a platform that has great potential to attract the attention of prospects, digital marketing is one of the effective ways to apply in a business. The three accounts, Luscious Team, Luscious Hotel Penang, and Healthilicious, were created according to the section breakdown of hotel services and lunch box, which were those two are the focus of the business. The accounts contain content related to the real situation of what happened in the hotel industry and the preparation of daily lunch boxes for Healthilicious.

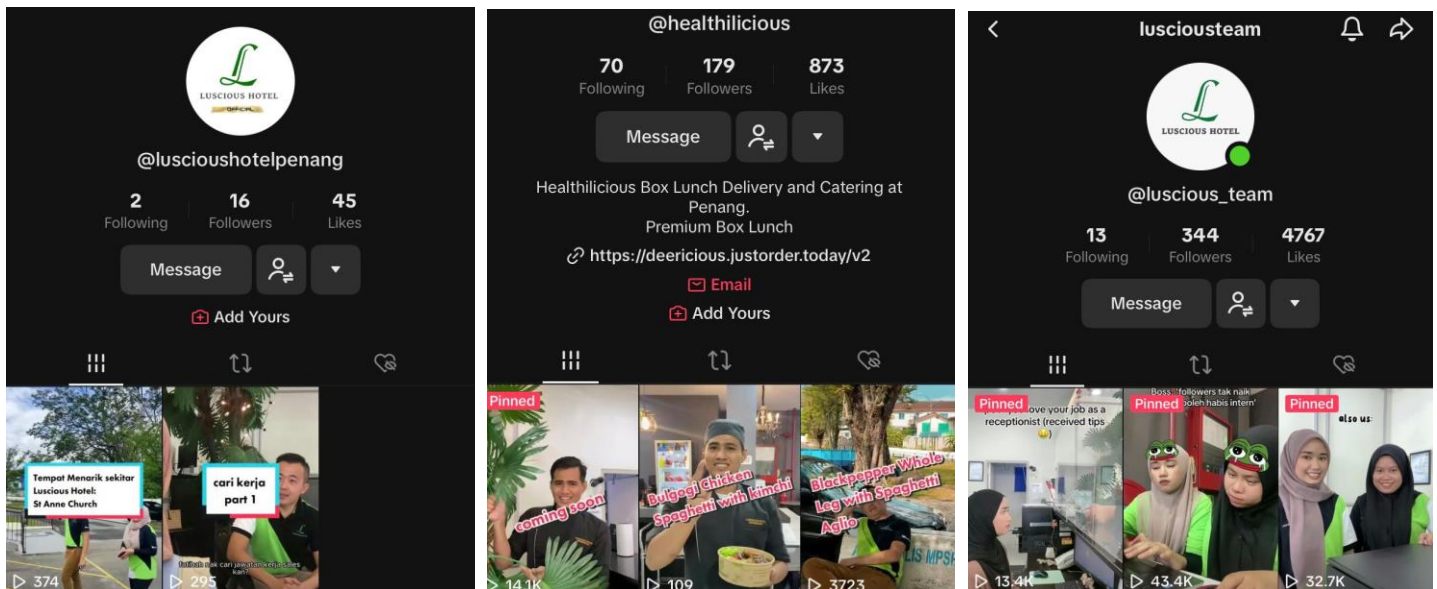


Figure 7: Tiktok accounts

Moreover, I was assigned in designing a poster in conjunction with big promotion named Grab66 on the 6 of June updated on Trello apps to share opinions with other subordinates for improvement purposes. The promotion was held to attract more prospects and create customer loyalty by offering a lower rate than usual. This digital marketing assists the business by using analytics to track the effectiveness of different approaches in social media platforms such as Facebook, Instagram, WhatsApp, and Tiktok.



Figure 8: Posters

ii. Analytics and reporting

As I took part in content creation, I was in charge of superintending the analytics of data from the video that were posted on those Tiktok accounts. We can analyze the data of total play time, average watch time, number of people who watched full videos, and new followers gained based on the performance section. This helps us in recognizing the pattern of how the videos would reach our target audience. Meanwhile, the viewer category in the data analysis shows the record of total viewers, gender, age demographics, and top location of where the viewers are from in terms of country and city. The study of data analysis would be an aid for marketers in determining the ideal customer base for their offering. As a result, businesses may more easily contact the target market, boosting sales and brand recognition.

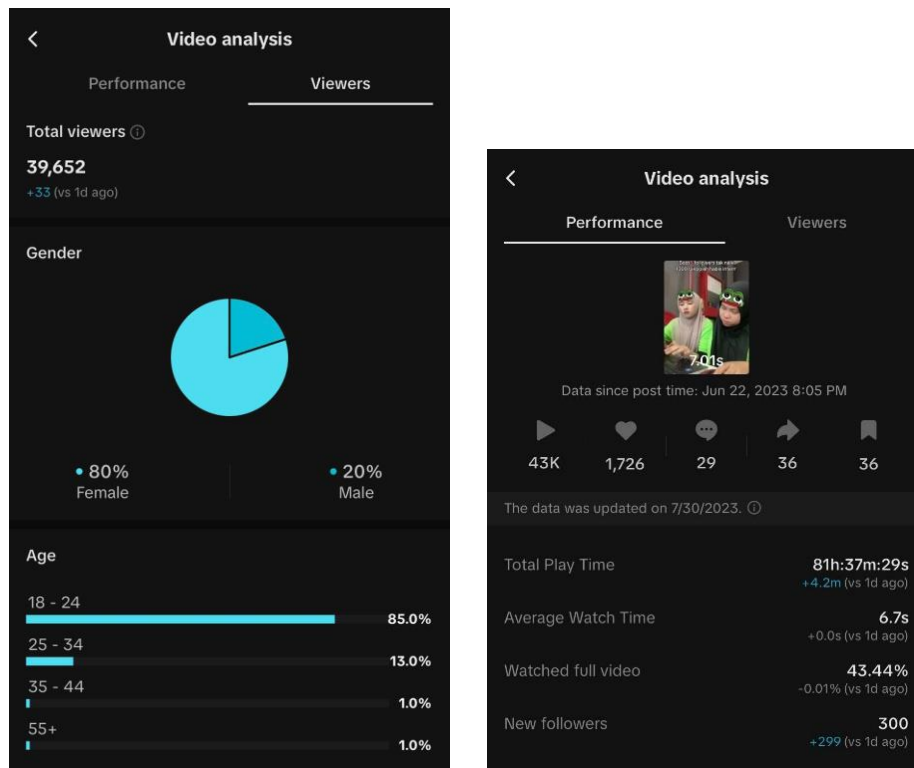


Figure 9: Analytics

In the hotel business, I was in charge of preparing reports at the end of the shift to ensure proper execution, control, and oversight of policies and procedures before the next shift started. This step allows the business in finding any mistakes or issues related to the cash flow of the business. Our manager, Mr. Ng Sin Leong will be revised the reports to make sure that all of the information stated is tallying with the records of transaction receipts he received from the bank statement.

iii. Guest relations

Other than that, I was responsible for providing excellent customer service and ensuring smooth operations at the front desk as a receptionist. This process includes greeting and check-in process, managing guest reservations, responding to phone calls, emails, and in-person inquiries from guests, handling guest checkouts, processing payments, and issue invoices or receipts, and managing cash transactions, such as handling guest payments, petty cash, and maintaining a balanced cash drawer. Moreover, I was also given the task of increasing customer loyalty by contacting previous and potential customers to update their email, contact number, and person in charge to deliver any future information regarding our hotel.

I was able to learn to prospect in order to expand the business to let a wider audience know about our healthy lunch box services. It involves sales calls and emailing to make research on new potential and previous customers to promote our services. We were asked to call a few lists of companies surrounding mainland Penang including Bukit Minyak, Juru, Seberang Perai, Seberang Jaya, Bandar Perda, and a few locations to inform them that we covered those areas for delivery in different charges based on the distance from our hotel.

3.2 GAINS

i. New experience

Marketing is one of the crucial aspects of business and I am pleased to experience the real situation of how the business industry works during my internship. I was able to cope with my fear of speaking up in front of others since I had responsible for handling various types of customers per day as a front-desk officer. Especially when it is festival time when many people start booking on the same date to go on vacation with their family or friends. It is definitely a new thing for me since I did not get the chance to handle any issues related to customer services before this. Moreover, I also learned how to contact prospects to pursue them in the right way to be our customers through phone calls and emails. It is considered a challenge since not all people would like to hear about the promotion of services. Other than that, being active on social media promoting the hotel also is a new challenge that I experience where I need to analyze the videos in finding the right techniques to reach the right target audience.

ii. Monthly allowance

During my six months of internship, I was given RM600 as the allowance for each month as a sign of gratitude for devoting myself to completing tasks that I was assigned.

iii. Accommodation provided

Therefore, we were given an accommodation provision where all staff will get 30% off the normal price per night stay and be allowed to utilize every amenity the office provides. The accommodation provided by the company to the employee is a benefit-in-kind that cannot be exchanged for cash. This advantage that results from having or using a job must be counted as part of the employee's gross income from that job.

4.0 SWOT ANALYSIS

Strategically planning in the business would help by identifying strengths, recognizing weaknesses, assessing opportunities, and understanding threats in making a decision to maximize profit and stay competitive in their respective markets. SWOT analysis enables the business to avoid any possible risk by implementing the threat and weakness that has been discovered using the strength and opportunities. It empowered the business to understand internal and external factors of the market and competitors to ensure the success of the business. Considering a SWOT analysis would leave positive impacts on creating a business plan, especially for producing a new product in a market where the organization must fully understand the prediction of the success flow.

Strength	Weakness
<p>S1. Loyal customer</p> <p>S2. Skilled and knowledgeable staff</p> <p>S3. Luxurious design</p>	<p>W1. Old equipment and facilities</p> <p>W2. Lack of security</p> <p>W3. Lack of social media presence</p>
Opportunity	Threat
<p>O1. Technology advances</p> <p>O2. Growing tourism industry</p> <p>O3. Local and international market</p>	<p>T1. High turnover</p> <p>T2. Unfavorable economic situation</p> <p>T3. Airbnb industry</p>

Table 2: SWOT Analysis

4.1 EXPLANATION

i. STRENGTH

S1 – Loyal customer

By continually providing value and attending to their requirements, businesses should work to establish and maintain significant relationships with their clients in order to foster customer loyalty. Our hotel tends to focus on loyal customers also named corporate customer hotel as the company's long-term profitability and viability strategies. The corporate customer will be given 10% off per night during their stay, the majority of them plan to remain longer than 10 nights, and the frequency in a year is 3 to 5 times. By fostering a positive relationship, this method helps both parties deal with each other in the future as their trust in our service grows. Thus, this kind of marketing can attract new customers without acquiring advertising costs since they would have a high possibility of word-of-mouth marketing as long as their desire were fulfilled and satisfied. Thus, we targeted all customers surrounding Penang to offer them a lower rate so they would be less likely to switch to competitors, reducing the risk of revenue fluctuations.

S2 – Skilled and knowledgeable staff

The constant profitability in the business shows the result of having skilled and knowledgeable staff, especially in the marketing and sales department. Every day, the department person in charge would handle market research to identify target audiences' desires and preferences. For example, daily feedback on lunch boxes from Healthilicious will be collected at the end of the day so they would acquire information if they lack in such a way to impress their customers. Other than that, they also trained the trainee to understand how they conduct sales techniques including relationship-building, negotiation, and deal-closing prowess. Proficiency in communication skills is essential to convince our prospects

and customers about our services by managing customer interactions, sales reporting, and analyzing customer feedback for better decision-making by focus thinking skills, communication, teamwork and leadership, and ethic and professionalism. Thus, our manager will hold a meeting to gather everyone and communicate to solve any problem that occurred so we can exchange opinions in providing the best customer service experience for our lovely customers.

S3 – Luxurious Design

Lastly, the luxurious design that was applied as the main design concept of Luscious Hotel is based on the modern classicism concept. It provides a sense of comfort with a little touch of luxury and elegance similar to a concept gallery hotel that aspires to design a visually magnificent and sumptuous atmosphere that radiates comfort, grace, and refinement. Customer satisfaction is of the utmost importance because it shows whether our target audience approves of what we were provided. According to research, excellent customer satisfaction increases customer retention, increases customer lifetime value, and boosts business reputation.

ii. WEAKNESS

W1 – Old equipment and facilities

The weakness was acquired based on the customer feedback we received feedback from customers who have stayed at our hotel either verbally or online on the platform that has been provided. It is important for a business to put high concern on ratings from our previous customers, especially in the hospitality industry where people tend to choose their stay based on other's feedback. During my tenure here of 6 months, I have received several complaints on facilities issues such as dysfunction of the air-conditioner. This issue could bring a lack of profitability since we need to offer another room without asking for another payment. Since this problem constantly happened, it also affects the profit by repairing and maintenance costs.

W2 – Lack of security

Since our hotel is located at Taman Sukun, Bukit Minyak, which is an industrial area, it was very quiet during the night. There is no security guard appointed to make sure the safety of the surrounding. Even though the installation of CCTV has been implemented in various corners of the hotel, there is still the probability of numerous offenses such as burglary, vandalism, and other activities of criminal through unauthorized access. However, the hotel has taken precautionary measures by ensuring that the identity card registered during the check-in process is the same as the person who will be staying the night there and making sure all the information received during the registration process is correct such as the number of vehicles and contact number.

W3 – Lack of social media presence

Referring to this issue, it concern the business in creating their brand name since we live in a society that refers to what comes from online first. The image of a company is significantly impacted by social media presence. Businesses must understand how quickly social media platforms may affect their brand's reputation and online presence. In addition to increasing consumer involvement, a robust and active social media presence helps foster confidence among potential customers. From what I have observed, the time constraint is one of the reasons why they are not actively engaged in social media presence. They have no media teams to boost the activities of creating and editing content on social media platforms precisely on Tiktok. However, having a lack of social media presence is not necessarily a disadvantage since they have conducted door-to-door marketing and has been acquired a few loyal companies who will use our services, especially catering services, for a long period of time, at the same time building a good relationship between 2 businesses as customers and sellers.

iii. OPPORTUNITY

O1 – Technology advances

The application of technological innovations in business these days is considered one of the best strategies to seek customers in order to boost sales rapidly. For such, our hotel has been using Online Travel Agency work together as a platform for our customers to make a reservation or book their stay on specific dates. It eases both parties, the customer and our hotel by saving time and high the possibility of getting any discounted price by Expedia, our collaborated team. Moreover, we also use the ABS system for reporting storage details about customers' information. Data security is generally higher with online databases. Data is more secure just by virtue of not being kept on a single person's hard drive. Cloud services that require a password are used to access online databases. Other than that, we maximize the use of social media to promote our services on various platforms such as WhatsApp, Instagram, Facebook, WeChat, and Tiktok. For example, we posted videos on Tiktok about the daily menu of lunch boxes prepared by Healthilicious to let people recognize the brand.

O2 – Growing tourism industry

Based on our tourism country data statistic, by Thomas Hinton, he state that the tourism sector is forecast to page again and grow by 5.8% annually over the 2022 to 2023 period where caused by the pandemic slowly subsides. Governments ease border and travel restrictions, promoting both local and international travel since our tourism industry is back on track. There may be fewer restrictions on testing and quarantine, facilitating easier and more convenient travel as vaccination rates rise and infection rates decline. Based on this encouraging news, our hotel has put in place a number of initiatives to encourage guests to make our property their top choice such as decorating the hotel lobby according to festivals such as Chinese New Year and Hari Raya Aidilfitri.

O3 – Local and international market

Moreover, we also accept quite a sum number of international customers from accepting customers from various neighboring countries such as China, Thailand, Korea, Vietnam, and Singapore. Since our staff has been trained for speaking two languages to ease the communication, which are English and Malay. Most of the customers are from the registered corporate on our ABS system where they will provide 10% off the normal price rate as a benefit of having registered a corporate form as a sign of loyalty. Many benefits can be obtained by the hotel because it has targets in terms of local and international such as steady demand that helps our hotel maintain stable occupancy rates throughout the year, where international guests are frequently staying longer, hence raising the hotel's average revenue.

iv. THREAT

T1 – High turnover

According to the Bureau of Labor Statistics (BLS) Job Openings and Labor Turnover Report (JOLTS), the hospitality industry has the highest turnover rates of any sector. Recent figures show that in 2021, the accommodation and food services industry had a turnover rate of 86.3% (U22, 2023). It is important to recognize the prior reason why this issue keeps happening. Luscious Hotel conducted an interview before recruiting process to avoid this issue, which will affect profitability and other employees' perceptions. From my perspective, not everyone has the same ability to be in customer service and face different kinds of people per day. It is mentally and physically exhausting if they do not feel pleasure in completing their task as a front desk officer, marketing, and sales departments. The average cost of replacing an employee ranges from 30% to 150% of their pay. As a result, if a hotel loses a sizable number of employees each year, it may seriously affect their financial situation.

T2 – Unfavorable economic situation

Malaysia's economic growth is projected to expand by 4.0 percent in 2023 amid an expected slowdown in external demand. This follows a stronger-than-expected recovery of 7.8 percent last year (The World Bank, 2023). The relationship between this threat and our hotel business is highly related where people frequently cut back on discretionary expenditure, which may affect demand for travel and accommodation in hotels. The hotel industry is directly impacted by economic factors like inflation, unemployment, recession, and economic instability. People choose luxury hotels when the economy is doing well because they bring in more revenue. People aim to reduce their travel costs when they have less money in their pockets. As a result, they start to favor cheap hotels.

T3 – Airbnb industry

The emergence of Airbnb has significantly changed the hotel business and is regarded as a disruptive factor in the hospitality industry. People nowadays tend to choose Airbnb because of the flexibility of accommodation options provided from private rooms to entire homes and departments. To prevent unnecessarily losing market share to Airbnb, hotels must step up their game. Their previous rivals or competitors surrounding the hotel area, which are Bukit Minyak, Juru, and Bukit Mertajam, are no longer their only rivals in this new competition. They must be aware of the demand for various types of lodging, keep track of both hotel, and vacation home brand names. Following up on rates (at the right point of sale), visibility, and reviews from previous customers.

5.0 DISCUSSION AND RECOMMENDATION

i. Digital marketing utilization (W3 + O1)

The opportunity for the company is the technology advance in widening its target audience but got lacks in social media presence, which can result in the loss of lucrative commercial possibilities. Therefore, I would see my suggestion to implement the issue by maximizing the utilization of social media to promote the business widely. Firstly, they can start by updating their websites regarding new photos, new information, and new celebration handled to welcome the guests as an attraction to customers who made a visit to our company website resulting to appear higher in searchengine rankings by optimizing the website content. Other than that, implementing content creation and making it valuable or share-worthy so we could reach the right target market in prospecting our services. For example, engage with the audience by creating valuable content through articles, videos, and infographics. Next, measure the effectiveness of strategies that have been applied previously by analyzing the data analytics and insights of the websites. For instance, we have the data of profile view and number of accounts that reached the website. It entails utilizing online platforms and technology to connect with the target audience, build brand recognition, produce leads, enhance website traffic, and eventually increase sales and revenue.

ii. Establish employee satisfaction (S2 + T1)

The benefits of having skilled and knowledgeable staff might be affected by the high turnover of employees. This issue could be cured by considering carefully it during the hiring process, recognizing and rewarding employees, and offering a flexible healthy work-life balance. A company could take the initiative to offer a competitive salary where it would help the employee boost their productivity, which brings to a raising number of sales and profits, as well as a reduction in staff absenteeism. Moreover, consideration on hiring process could be help in decreasing the rate of turnover in this industry where the employer need to pay attention to employee coach ability, emotional intelligence, and motivation.

6.0 CONCLUSION

To sum up the whole experience of me in this marketing industry, I would like to express my gratitude to the company I completed my internship, Luscious Hotel for 6 months, 24 weeks starting from 2nd March until 16th August. I was thankfully has been given the opportunity to experience how business works precisely in the marketing and sales department. Managing sales call to contact many companies in prospecting taught me how to handle customers in the right way even though I would not get the result as expected. This normally happens in the marketing department so we would have to come out in a creative way in reaching our target audience. Besides, as an intern, I was willing to work beyond the job description where I was responsible as a front-desk officer during the night shift starting from 2:00 pm until 11:00 pm. In the hospitality industry, I was taught to face variety types of customers, which boost my confidence in terms of speaking with people, communication, and interrelation skills. Finally yet importantly, I enjoyed my internship here because of the positive working environment and a manager that understands where he tends to listen to his employee's concerns. They taught us, interns to increase our ability in customer service, reporting, critical thinking, and more. I would like to thank all parties involved during my internship here and devote myself to working in this company if I was given a chance in the future.

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8.0 APPENDICES

