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UNIVERSITI
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**FACULTY OF BUSINESS AND MANAGEMENT BACHELOR OF
BUSINESS ADMINISTRATIVE (HONS.) MARKETING**

MGT666

MARKETING INTERNSHIP

INDUSTRIAL TRAINING REPORT

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TABLE OF CONTENTS

| | |
|--|-----------|
| EXECUTIVE SUMMARY | 4 |
| ACKNOWLEDGEMENT | 5 |
| 2.0 STUDENT PROFILE | 6 |
| 3.0 COMPANY PROFILE | |
| 3.1 VISION | 8 |
| 3.2 MISSION | 8 |
| 3.3 POSITIONING STATEMENT | 8 |
| 3.4 PRODUCT/SERVICE OFFER | 8-9 |
| 3.5 ORGANIZATIONAL CHART | 9 |
| 4.0 TRAINING REFLECTION | |
| 4.1 EXPERIENCE | 10 |
| 4.2 ROLES AND RESPONSIBILITIES | 10-11 |
| 4.3 BENEFITS | 11 |
| 4.3.1 SKILLS | 11 |
| 4.3.2 SALARY | 11 |
| 5.0 SWOT ANALYSIS | 12 |
| 6.0 DISCUSSION AND RECOMMENDATIONS | |
| 6.1 STRENGTH | 13-14 |
| 6.2 WEAKNESSES | 14-15 |
| 6.3 OPPORTUNITIES | 15-16 |
| 6.4 THREATS | 16-17 |
| 7.0 PESTLE ANALYSIS | |
| 7.1 POLITICAL FACTOR | 18 |
| 7.2 TECHNOLOGICAL FACTOR | 18 |
| 8.0 SWOT ANALYSIS MATRIX (MATCHING STAGE) | |
| 8.1 S1, O1 STRATEGIES | 19 |

| | |
|-----------------------------|--------------|
| 8.2 W1, O2 STRATEGIES..... | 19 |
| 8.3 S2, T1 STRATEGIES..... | 19 |
| 8.4 W2, T2 STRATEGIES | 20 |
| 9.0 CONCLUSION..... | 21 |
| 10.0 REFERENCES..... | 22 |
| 11.0 APPENDICES..... | 23-24 |

EXECUTIVE SUMMARY

This report summarized the 6 months or specifically 24 weeks of experience as a marketing intern at Luscious Hotel, a premier budget hotel in Pulau Pinang. The hotel provides a variety of rooms to meet customers' standards and sells lunchboxes to gain additional profits. My internship started on 2 March 2023 and ended on 16 August 2023, and the time given made me gain as much experience as needed to pursue my career in the marketing field. I had the freedom to learn about hotel management such as the use of ABS system and ADEL lock system, managed online travel agencies (OTA) as well as corporate membership for business. Moreover, the opportunity of handling social media accounts for the hotel and lunchbox business made me become creative and alert in creating good content to attract potential customers. The training, experiences of assisting the sales team, countless meetings, organizing a CSR program and handling customers made me realize that the experiences I gained helped to develop my confidence level. The report highlighted the PESTLE analysis, SWOT analysis and matching stage of recommendations for Luscious Hotel to improve their business and suitable reference in the future. To conclude, this internship-training program at Luscious Hotel give me real-life experience to be used as a reference when I enter a new workplace.

3.0 COMPANY PROFILE



LUSCIOUS HOTEL LOGO



HEALTHILICIOUS LOGO

Name: Luscious Hotel
Email: reservations@luscioushotel.com.my
Phone: 04-5883998 / 010-2173998
Address: 2178, Jalan Bukit Minyak, Kawasan Perniagaan Asas Murni, 14000 Bukit Mertajam, Penang, Malay

Luscious Hotel is a premier budget hotel that served travellers or nearby clients with the modern classicism concept as well as gives them a little sense of luxury for an enjoyable and comforting stay. The strategic location, which is surrounded by industrial area, had the business more focused on corporate customers by giving them 10% discount off the actual

prices. The hotel have 5 types of rooms which are Deluxe Queen Room, Deluxe Twin Room, Executives Room, Family Room and Family suite that differ in prices and sizes. The total of the room is 36 rooms covered on four floors of the building. The hotel operation is 24 hours, which included three shifts, and the first one is Shift A, starting at 8 a.m. until 5 p.m. Next, Shift B began at 2 p.m. until 11 p.m. while Shift C started at 11 p.m. and ended at 8 a.m.

The hotel also expanded its business by selling healthy lunchboxes and catering services for corporate clients nearby. The lunchbox menus are more than 30 choices that surely will make the customers try new menus every single day. The buffet catering packages also have several selections for clients to choose.

3.1 Vision

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

3.2 Mission

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

3.3 Positioning Statement

Luscious Hotel positions itself as a Premier budget hotel that offerings a little touch of luxury with its boutique style of designs and services.

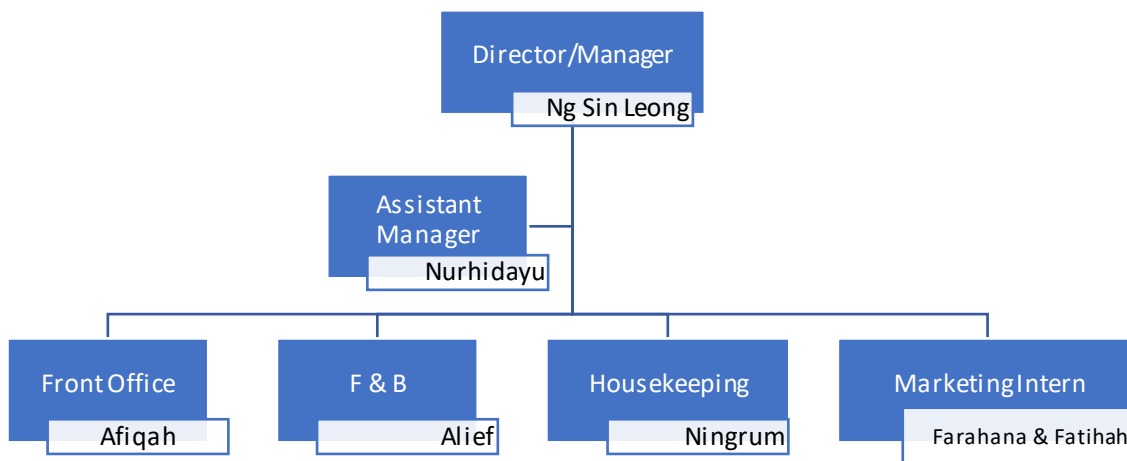
3.4 Product/Service Offer

To begin with, Luscious Hotel offers reasonable price rates for the rooms to meet the standard of cost-sensitive travellers or corporate clients. The standard staying with comfortable bed, private bathroom, television along with local channels, Wi-Fi access as well as writing or working table. Guests with family or kids can comfortably enjoy the stay because the rooms are family-friendly with Family Room and Family Suite options. The reception service of the hotel is excellent because the front desk is operating 24 hours and the guests can directly approach or contact the in-charge person to assist with their needs or special requests. Moreover, the hotel also provides housekeeping service to ensure the cleanliness of the rooms

and surrounding. The free parking with CCTV monitors surrounding inside and outside of the hotel building has been provided to ensure safety and prevent suspicious activities.

The business has been expanded by providing healthy lunchboxes and catering service namely Healthilicious. The service offers lunchboxes, catering, employee meals as well as festive boxes for corporate clients and nearby people. The lunchbox menus are different for every single day with over than 30 menus in total such as Rendang Chicken Cubes, Buffalo Chicken Avocado Wrap and Thai Grilled Lemongrass Chicken Whole Leg with RM15 per box. Additionally, the buffet package consisted of Malay Cuisine, International Cuisine and Oriental Cuisine, which is suitable for corporate seminars or catering.

3.5 Organizational Chart



4.0 TRAINING REFLECTION

4.1 EXPERIENCE

As an intern at Luscious Hotel, I got new learning opportunities by performing my jobs as a marketing intern for 24 weeks. I have the chance to learn about various aspects of hotel operations that include front desk operations, housekeeping, lunchbox and catering service, event planning, or marketing. I master the usage of the ABS front desk system and Adel lock system, which is for guests' check-in and checkout process. I am also able to visit several companies such as Bossard Malaysia when delivering lunchboxes and preparing food for their training seminar that involved workers from multiple countries. Previously, passive scrolling when using social media is my habit but as an intern, I need to make content for posting which I find quite interesting especially when the content received large attention. I learned that there is several suitable time for TikTok posting to make the videos become trending such as after working hours or early in the morning.

Moreover, I realized working in an independent hotel required me to put on several hats because I have been assigned tasks from multiple departments. This educates me on ways to be flexible, and proficient when handling several responsibilities at the same time. The jobs given were tolerable and enjoyable to be done such as learning the housekeeping task of how to make a goose out of towels and cleaning the rooms. I am often required to prepare lunchboxes, in which I have to weigh some of the ingredients such as mushrooms and purple cabbage before decorating the box. This weighing is to ensure the foods do not exceed the defined calories to follow the concept of healthy lunchbox service.

The hotel's corporate clients usually send outside workers such as from China, Myanmar and Thailand for a long stay. I had the experience of communicating using translator apps because most of them do not speak the local or national languages and learned a few new words when the guests kindly teach me their language.

4.2 ROLES AND RESPONSIBILITIES

The most important role is the responsibility of handling the hotel's social media account that is TikTok as I am a marketing intern. The business already has one TikTok account; named Healthilicious for lunchbox and catering service when I first entered there but

the account only has the old postings. Hence, I am tasked to refine the account with a new look and update the content at least 2 times a week to engage with people. For the hotel business, I created two new Tiktok accounts, which are Luscious Team and Luscious Hotel Penang. I am responsible to handle that three accounts which involved producing engaging and suitable posting, posting schedules, observing and replying to messages and comments, as well as interacting with followers.

Secondly, analysing and reporting social media engagement also became my task, which is to track the performance and success of the content. I learned precisely how to use TikTok analytical instruments to examine account performance and social media involvement, as well as to measure the success of marketing efforts. For instance, I am able to analyse the key metrics of video views, profile views, likes, comments, and shares from TikTok analytics tools. This data have been brought to discussion in the meeting with the hotel manager to evaluate and decide the solution to broaden people's reach.

Additionally, the responsibility of maintaining positive guest relations. On a daily basis, I interacted with guests, addressing their issues and providing guidance as needed as a front desk officer. For instance, I handled the process of check-in and checkout of the customers, explaining the accommodation provided and answering calls, which I need to be kind and passionate in entertaining them. This encounter taught me the value of being attentive, patient, and skilled in communicating in order to overcome difficulties and ensure visitor happiness.

4.3 BENEFIT

4.3.1 SKILLS

Throughout my internship program, I develop a healthy confidence level by having daily communication with colleagues and customers. Being a receptionist and doing marketing sales, I need to be talkative and easy to approach in order to attract customers' attention and satisfaction in dealing with me. Secondly, my problem-solving skill also improved by attending to guests' complaints immediately to avoid delays in delivering the best service to the customers.

4.3.2 SALARY

For salary, I got RM600 per month and I think this amount is enough for me since this training is more to gain experience than making money. The management also gave the staff bonus when celebrating Hari Raya Aidilfitri, which amounted to RM50.

5.0 SWOT ANALYSIS

SWOT ANALYSIS

Strengths

- S1 STRATEGIC INDUSTRIAL LOCATION
- S2 KNOWLEDGEABLE MANAGER AND STAFF
- S3 DIVERSIFY BUSINESS

Weaknesses

- W1 OUTDATED WEBSITE
- W2 POOR AMENITIES AND FACILITIES MAINTENANCE
- W3 LACK OF SOCIAL MEDIA PRESENT

Opportunities

- O1 COLLABORATE WITH LOCAL BUSINESSES
- O2 TECHNOLOGICAL ADVANCES
- O3 THE SPECIALIZED OFFERINGS

Threats

- T1 THE INCREASE OF ONLINE TRAVEL AGENCIES (OTA) BOOKINGS
- T2 NEGATIVE ONLINE FEEDBACK
- T3 ECONOMIC DOWNTURNS

6.0 DISCUSSION AND RECOMMENDATIONS

6.1 STRENGTH

Strategic industrial location

Luscious Hotel have high brand loyalty among corporate customers since day one. The companies or factories registered to be corporate members get a 10% discount and since the location of the hotel is near the industrial city, hence the hotel becomes the targeted place to stay. The customers usually stay for a long time because they are from foreign countries such as China and Vietnam. I experienced seeing and serving customers from China staying there from my first-day internship until 2 months after. In total, more than 300 companies and factories registered corporate to experience the special price and most of the businesses still use the hotel as their main choice when visiting their workplaces because of the nearness and high loyalty relationships. The good relationship between Luscious Hotel and its corporate members makes the rooms always occupied by loyal customers hence the management has less worry about the hotel's sales. The lunchbox business also has attracted corporate clients to make purchases for their staff during lunchtime or seminars. For instance, our regular corporate client from Bossard (M) Sdn Bhd used our catering service for 2 weeks for their training seminar at the factory.

Knowledgeable manager and staff

To run a smooth business operation, having skilled and knowledgeable manager and staff are necessary because they are capable to do their tasks well and solve any problems that occurred professionally. The hotel's manager is always alert to any changes or issues that need to take care of such as the online booking platform availability and social media posting contents. He regularly briefs and gives advice on how to do tasks given properly as well as asks for update to make sure the staff keep up the good progress. The workers are also diligent and willing to help others in completing their jobs. For instance, the hotel had a blackout situation in the middle of the night, and instead of calling technician, my manager managed to settle the issue within seconds as Mr. Lexson live nearby and has experience in the technical field from his study time. The staff also calmly assists and explains to the guests in a professional but reassuring way since that day most of the rooms have been occupied to lessen their worries as well as to gain their trust in the hotel's management.

For the lunchbox service, Healthilicious, almost all the team members have experience in sales processes such as soft sell, hard sell and teaser to maintain smooth progress when

promoting the lunchbox business. This is because my supervisor, Miss Hidayu actively promotes and sells her cake business while the sales executive, Mrs Afiqah used to work as a sales manager in her previous workplace. Our chef, Mr. Alief also used to work with several 5-star hotels and preparing menus for the lunchbox business seems like an easy task to do. Thus, the experienced teams help the business and teach the interns to promote a variety of lunchbox menus to potential customers by following the stage of selling to make the process smoother.

Diversify business

To generate a new source of profit, Luscious Hotel has a healthy lunchbox delivery and catering service for corporate clients or local residents named Healthilicious. The delivery covered the Penang mainland area by three of our riders and if the situation got busy, the manager itself will volunteer to deliver the lunchbox in order to avoid the delay of customers receiving the orders. The lunchbox menus are different every single day to avoid the boringness of having the same option and the catering also has several attractive packages for clients to choose. For instance, buffet catering has Malay cuisine, oriental cuisine and international cuisine packages that differ in taste and price. Corporate clients such as factories that do not have canteen at their workplaces became the business loyal customers and the minimum order is 30 boxes and above daily.

6.2 WEAKNESSES

OUTDATED WEBSITE

Luscious Hotel has an out of date version of the website, which I believe is the first thing that will catch people's attention when searching online to find the information they need. Currently, the website is lacking in important information such as hotel amenities, services and price rates. After covid-19 pandemic, the breakfast package has been unavailable but still, some customers came and argue because the website not going public about the closing of the café. I used to issue about the old website condition but my manager suggested that people can still survey the rooms through Agoda or Expedia platforms and the website can be improved when we already going stable with the hotel's sales. In my opinion, people tend to choose a place to stay with good information and visuals, hence having a good platform to serve customers of the hotel beauty is crucial for business.

POOR AMENITIES AND FACILITIES MAINTENANCE

The air conditioning system and slow water pressure are some issues that have been brought by guests to the front office desk. I believe the inconsistent temperature control and difficulty in performing tasks such as showering will make the guest unsatisfied and not have a comfortable stay. Each of the floors has been provided with one iron board and Coway water purifier but the condition of the stuff is in poor state such as broken leg of iron board and unstable water temperature. The television is also limited to only a few local channels and cannot function as smart television to access Netflix or YouTube. To conclude, the good name of the hotel will be damaged if the issues keep repeating because the guests will feel like the management is ignoring their complaints.

LACK OF SOCIAL MEDIA PRESENT

The management of Luscious Hotel does not prioritize social media as their utmost marketing strategy, which resulted in the limitation of the reach for potential customers. This is because social media platforms offer a wide reach of audience and the lack of using it will decrease the brand awareness of the hotel. Crucial information such as room pictures on Instagram and Facebook need to be put in order to pick customers' interest. The hotel's Instagram only has nine postings and the latest one is 3 years ago. The manager emphasized that the hotel's sales will increase in a long-term duration because the posting will take time to reach the audience. The Tiktok account is also new, we, a week after being interns there, have made the sign-up for Luscious Hotel official, and Luscious Team accounts.

6.3 OPPORTUNITIES

Collaborate with local businesses

The hotel management can collaborate with nearby local businesses to give unique experiences to the customers. To point up, doing a TikTok collaboration with nearby restaurants can provide guests easy access to a variety of local foods and promote the tastes to foreign travelers and customers. Moreover, the attractive content of nearby tourist spots with catchy taglines such as "Exploring Bukit Mertajam with us" can help the business offer suggestions on local attractions and culture. This will make the hotel gain more viewers on social media and attract potential clients as well as help the local businesses gain their popularity through the collaboration process.

Technological advances

The hotel can slowly change to a modern and up-to-date style by providing visual attendant services using mobile application to access information on local tourist spots and foods, hotel facilities or amenities as well as requesting housekeeping service. The hotel also needs to make the rooms more interactive by providing smart television that can access applications such as YouTube or Netflix to make the stay more enjoyable, especially for a family with kids' guests. I believe people nowadays are concerned about the rapid development of technology; hence the management of the hotel need to keep up with the current adjustment or trend to survive longer in the hospitality industry.

The specialized offerings

The hotel can offer pet-friendly accommodations and breakfast options to attract customers' loyalty and satisfaction. Since the hotel usually has long-stay guests, these options are relevant because they will feel less lonely and touched by the management offerings since having pets becomes a norm nowadays. In addition, I believe aesthetic café selling coffee is becoming a trend nowadays; hence, the hotel can open a café with pleasing and attractive decorations as well as hire expert baristas to gain customers' attention on the hotel. The Instagram-able shop design will surely become a good spread on social media and the curiosity will make the people come to witness it themselves.

6.4 THREATS

The increase in Online Travel Agencies (OTA) bookings

The option became one of the threats for Luscious Hotel because OTAs that have been using such as Expedia and Traveloka platforms charged commission fees for each reservation that has been made by clients. The fees range from a couple point of percentages to a notable chunk of the total booking amount. The operation of Luscious Hotel, a small but independent hotel will surely become challenging with the limitation of resources and if the OTAs booking is greater than direct reservation selling. The premium customers of OTAs platforms also have discounts for room booking that makes people can see clearly the difference between online prices and walk-in prices. This will make the clients favor online booking rather than direct reservations and the commission fees will affect the profits of Luscious Hotel.

Negative online feedback

At present, people put more trust in what has been stated online or on social media platforms. If the business gets on the bad side of the internet, the negative feedback spreading will become uncontrollable and contagious. The consistent complaints from clients without any good solutions can make them feel neglected, hence they will express their unenjoyable experiences through social media accounts such as Instagram and Facebook. Luscious Hotel's customer services, cleanliness, hotel facilities and amenities are several aspects that can heavily affect the cancelation of room booking if not in good condition or situation. The good name of the hotel will be damaged since people are all aware of social media. The potential customers will take the bad reviews as a reference to the hotel's functionality and quality that surely will chase current loyal guests if the situation is zero improved.

Economic downturns

Economic downturns generally result in cuts in expenses implemented by businesses, which frequently involve cutbacks in trips for business. Companies might limit or eliminate travel entirely that resulting in a drop in demand especially for hotel rooms in industrial locations. This circumstance may also have an impact on customer choices and habits. For instance, to conserve money, tourists may pick shorter trips or destinations closer to their place or businesses will plan to carry out online meetings if needed. Luscious Hotel needs to be worried about economic issues especially if their connection with local businesses is still at a moderate level.

7.0 PESTLE ANALYSIS

7.1 Political factor

Government laws and regulations influence the hospitality business, which include items such as licensing and safety standards. To operate legally and smoothly, Luscious Hotel has to meet the standard that has been set by Majlis Bandaraya Pulau Pinang (MBPP). I used to encounter an officer of MBPP who came to check the hotel's condition and give a letter of tax notice. This situation concludes that the government strictly monitors the business because they want to ensure the safety and justice for both, buyers and providers of the service.

7.2 Technological factor

Changes in technology, such as hotel management programs and online booking mediums can increase operational effectiveness and customer satisfaction. Luscious Hotel must stay current with these tools in order to improve productivity and enhance customer service in the hospitality business. Nevertheless, Luscious Hotel have to meticulously evaluate and integrate these technologies depending on its specific requirements and guest tastes.

8.0 SWOT ANALYSIS MATRIX (MATCHING STAGE)

8.1 S1, O1 STRATEGIES

This action will help the hotel to strengthen its relationship with the corporate member and give unique experiences to the customers through collaboration. Moreover, a good relationship with local businesses can give the hotel good remarks for being aware of the surroundings. The costs also can be reduced because the management does not need to hire influencers to promote the hotel. For instance, Luscious Hotel can do TikTok content with YHL Autocar Sdn Bhd, located beside the hotel building and one of the registered corporate members. The Tiktok account of YHL Sdn Bhd is quite impressive with thousands of followers and likes. The collaboration entitled “Building Nearby Luscious Hotel” can attract customers to watch the content and gain more followers for both accounts.

8.2 W1, O2 STRATEGIES

The new and rich information website will make the hotel seem technology-friendly and make potential customers to be attracted with a good visual presentation of the rooms and services provided. The features of the website need to have a chat box system to cater the people’s questions and curiosity. Besides, the outstanding website contents need to have inside and outside benefits for the customers to compare and choose the most comfortable stay. The inside of the hotel content such as pictures and prices of the rooms, facilities, amenities as well as services that have been provided need to be stated clearly on the website. Other than that, outside factors such as nearby tourist spots and famous restaurants have to be put on the website in order to attract customers’ attention in visiting and staying at the hotel. To illustrate, Pak Mat Western Cafe, the famous Western restaurant is just around 5 minutes’ drive from Luscious Hotel surely can be stated on the hotel website.

8.3 S2, T1 STRATEGIES

The experienced staff and manager of Luscious Hotel can organize attractive events or booths such as free coffee booths or local foods vendor to encourage walk-in customer bookings. This action will make people excited to come and join the events as well as promote the hotel’s modern concept of classicism through postings on social media. The staff and interns can make catchy hashtags or taglines and spread them on the hotel’s social media account to make people follow the lead. Thus, the larger engagement of audiences will be notified and the percentage of online booking platform will decrease because more people come directly for booking.

8.4 W2, T2 STRATEGIES

The regular inspections will make the facilities stay in good condition and to ensure positive feedback from the customers. Luscious Hotel management can make a timetable for maintenance services such as monthly inspections for air-cond and water tanks. The broken facilities or amenities also need to be changed for a new one in order to increase the quality of guests staying. The comfortable stay surely will make the customers give good reviews online and increase the hotel rating among competitors.

9.0 CONCLUSION

To sum up, my internship with Luscious Hotel has given me the opportunity to broaden my experiences in the sales marketing field. I believe I can survive well in the industry if I am to use the experiences in future workplaces. I learned about hotel management, catering services and sales marketing in my 24 weeks of internship, which is such a new yet enjoyable task that surely will make it harder to forget. In addition, I am able to point up several of the strengths, weaknesses, opportunities and threats along with several recommendations for the business in order to maintain its ability to strive more in the hospitality industry. I believed even though the hotel is an independent business but with the capability of the teams, the business will surely survive years ahead because they always strive to do better and be creative in thinking of ways to attract potential clients. In short, this internship makes me impatient to become a working adult and gain new experiences because the duration of working at Luscious Hotel is one of the greatest times in my life.

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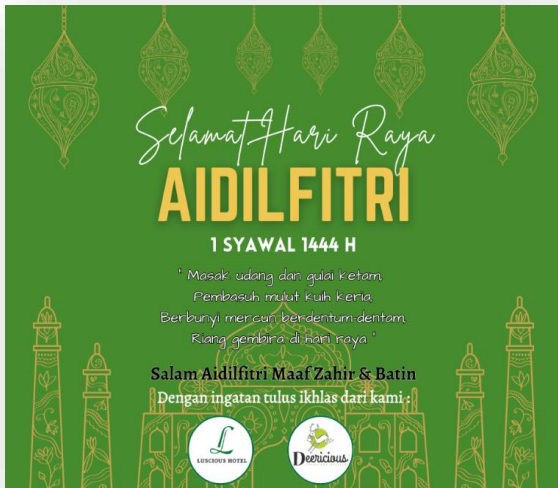
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APPENDICES



- Healthilicious premium sets



- Posters on Hari Raya Aidilfitri



- Luscious Hotel