



UNIVERSITI
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MARA

Cawangan Perlis
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RAIA HOTELS



INTERNSHIP REPORT 2023

SWOT ANALYSIS OF RAIA INN PENANG

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EXECUTIVE SUMMARY

This industrial training report is written as a part of my learning courses to fulfill the requirements for the completion of the Bachelor of Business Administration (Hons.) in Marketing. For the past 24 weeks/six months, I have had the opportunity to undergo training and gain actual working experience at Raia Inn Penang Hotel, Bayan Lepas. Raia Inn Penang is a 3-star hotel that is located near Penang International Airport. Furthermore, it is important to highlight that Raia Inn Penang hotel brand is part of the larger hotel chain that is owned by UJ Property Management Sdn. Bhd. This company also manages several hotel branches in Malaysia, including Raia Hotel & Convention Centre, Alor Setar, Raia Hotel & Convention Centre, Kuala Terengganu, Raia Hotel & Convention Centre Kuching and also Raia Hotel Kota Kinabalu. In addition, there are over 53 employees working here, representing a diverse range of backgrounds and age groups, including internship students like me. During my internship, I was assigned to the Sales & Marketing Department, which I personally felt was very beneficial for me because I was able to acquire new knowledge and refine my skill in related field. In fact, my role within this department exposed me to a wide range of tasks and responsibilities which allowed me to gain a comprehensive understanding of the hotel's promotional strategies. Additionally, throughout my internship journey, I'm not only gained knowledge, but I also gained valuable experiences through the interactions with my senior coworkers who generously shared their insights and expertise. To conclude, my internship journey at Raia Inn Penang has been a truly unforgettable and enriching experience. It is an honor for me to have had the opportunity to learn and work at this esteemed hotel. I am also immensely grateful for the knowledge, skills and insights that I have gained throughout this remarkable experience.

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COMPANY'S PROFILE

Name, Location, Background

Raia Hotels or previously known as Tabung Haji Hotel was managed by TH Hotel and Residence Sdn Bhd before coming under the management of UJ Hotels & Resorts Management Sdn Bhd in February 2020, which is a subsidiary of Urusharta Jamaah Sdn Bhd. UJ Property Management Sdn Bhd (UJPM) has took over the operations of four hotels namely Hotel Raia Inn Penang, Bayan Lepas, Raia Hotel Kota Kinabalu, Raia Hotel & Convention Centre Alor Setar and Raia Hotel & Convention Centre Terengganu. However, in early 2023, Raia Hotel continued to expand its reach and cater to more guests as they opened the next branch which is Raia Hotel & Convention Center, Kuching. This newly opened Raia Hotel and Convention Centre in Sarawak is expected to help boost the state's tourism industry. (Kawi, 2023)

I have done my industrial training at Raia Inn Penang Hotel, Bayan Lepas. Raia Inn Penang is a 3-star hotel that is located at Bayan Lepas, Penang. The strategic location of this hotel makes it a top preference for both locals in Penang and outside travelers. The hotel service is not only focused on bedroom reservations, but it also offers other rooms reservation such as ballroom, meeting rooms, catering and other services. Apart from the comfortable guest rooms, Raia offers flexible ballroom and meeting rooms which are suitable for any events, including weddings, conferences, corporate meetings, gatherings and others. What's even more crucial is that the hotel is located just 1 km away from Penang International Airport. Thus, it's no wonder that a significant number of guests choose this hotel for their accommodation shortly after arriving in Penang by plane. (Raia Hotel, n.d.)

Additionally, Raia Inn Penang has over 53 dedicated employees who work in various departments at the hotel. This number covers the full-time employees who have a wide range of skills and knowledge that could contribute to the hotel's daily operations. For instance, the sales and marketing department that work hard every day to promotes the hotel and attracting guests, the finance team that manages the hotel's resources and ensures financial stability, the housekeeping staffs that always ensure a comfortable and clean environment in the hotel area, and lastly, the maintenance crew that always keeping the hotel facilities to be in best condition. Each of these departments is crucial to ensure that Raia Inn Penang Hotel can consistently provide exceptional services and accommodation to its highly valued customers.

Vision, Mission, Objective & Goal

Vision	To deliver a diverse range of experiences to business and leisure travelers, embodying its commitment as the HOTEL FOR ALL.
Mission	<p>1) Inclusive Hospitality: Strive to create an environment that caters to the diverse needs and preferences of both business and leisure travelers, ensuring a welcoming experience for all guests.</p> <p>2) Tailored Experiences: Develop and provide personalized services and amenities that meet the unique requirements of various guests, promoting inclusivity and satisfaction.</p>
Objective	<p>1) Customer Satisfaction: Achieve and maintain high levels of customer satisfaction through regular feedback mechanisms, acknowledging and responding to the distinct expectations of both business and leisure travelers.</p> <p>2) Accessibility: Implement measures to enhance accessibility throughout the hotel, including facilities and services, to ensure that all guests, regardless of their background or requirements, can fully enjoy their stay.</p> <p>3) Cultural Sensitivity: Foster an atmosphere of cultural awareness and sensitivity among staff, promoting inclusivity and respect for diverse backgrounds and preferences.</p>
Goal	<p>1) Diverse Culinary Offerings: Expand the food and beverage options to cater to a wide range of tastes, dietary preferences, and cultural backgrounds, making the dining experience enjoyable for every guest.</p> <p>2) Customized Packages: Introduce tailored packages and promotions that address the unique needs of business and leisure travelers, offering flexibility and value for a variety of guest profiles.</p> <p>3) Training and Development: Implement ongoing training programs for staff to enhance their skills in providing exceptional service to a diverse clientele, emphasizing the importance of inclusivity and cultural awareness. (Raia Home Page, n.d.)</p>