



**ANANTARA**  
DESARU COAST  
RESORT & VILLAS



# INTERNSHIP REPORT

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## **Executive Summary**

My transformative 24-week internship journey at Anantara Desaru Coast Resort and Villas has been an invaluable and enlightening experience, marking one of the most cherished moments in my life. This opportunity has not only allowed me to refine my skills but has also provided a real-world glimpse into the dynamics of the business and management realm as a finance major. As a final-year student, this internship is a crucial component for the completion of my degree.

Nestled in the breathtaking locale of Desaru, Johor, Anantara Desaru Coast Resort and Villas epitomizes luxury, offering an exceptional experience for its guests. Over the course of 24 weeks, I have had the privilege of accumulating a wealth of knowledge and acquiring new skills, particularly in the domain of finance.

This internship report encapsulates vital information, including my personal profile, the company's profile, and an overview of my roles and responsibilities within the finance and purchasing departments. The stimulating working environment at Anantara Desaru Coast Resort and Villas, coupled with the collaborative spirit of the people, has truly made this learning journey enjoyable and enriching.

As I reflect on this transformative experience, I am grateful for the opportunities to apply theoretical knowledge to practical scenarios, gaining insights that extend beyond the classroom. This internship has not only deepened my understanding of finance but has also prepared me for the challenges and nuances of a professional work environment.

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RESORT & VILLAS

**2.0**  
**COMPANY PROFILE**

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## 2.0 Company Profile

|                      |  |
|----------------------|--|
| <b>Company Name:</b> | Anantara Desaru Resort and Villas  |
| <b>Address:</b>      | Persiaran Pantai, Desaru Coast, 81930 Bandar Penawar, Johor Darul Ta'zim, Malaysia |
| <b>Telephone:</b>    | 07 8280 888  |
| <b>Facsimile:</b>    | 07 8280 999  |
| <b>Email:</b>        | desaru@anantara.com  |
| <b>Web Address:</b>  | <a href="http://anantara.com/desaru-coast">anantara.com/desaru-coast</a>           |

Anantara Desaru Resort and Villas, situated on the Malaysian coast, is a magnificent jewel in the collection of the Minor Group, demonstrating peacefulness and extravagance. Established in December 2019, Anantara Desaru Coast Resort & Villas marks the initial establishment of the Bangkok-based hospitality brand in Malaysia. Desaru Coast, the most recent resort destination in Malaysia, is situated in Johor, at the southernmost point of the country.

Elegantly designed in the style of the twenty-first century, the resort features a magnificent collection of villas, each of which features luxurious facilities and breathtaking views. By seamlessly incorporating local cultural elements into the design and experiences, visitors are guaranteed an immersive and genuine experience.

Anantara Desaru Resort and Villas accommodates a wide array of preferences by providing a varied selection of culinary establishments, wellness amenities, and leisure pursuits. The resort offers a diverse selection of activities to satisfy the passions of its guests, including luxurious spa treatments and thrilling aquatic sports.

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## **2.0 Company Profile**

Furthermore, the resort demonstrates its dedication to responsible tourism and sustainability through the implementation of environmentally favourable practices and active involvement in the local community. These endeavours serve to safeguard the ecological integrity and cultural legacy of the surroundings.

Anantara Desaru Resort and Villas represents the refinement and allure that are characteristic of Minor Group Hotels through its unmatched luxury, constant commitment to service excellence, and skill in crafting unforgettable experiences.

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## 2.1 Vision and Mission

### VISION

"To redefine luxury travel by creating unforgettable experiences that blend opulence, authenticity, and personalized service. We aspire to be the epitome of refined elegance, where each moment becomes a cherished memory for our guests, a sanctuary where luxury meets heartfelt hospitality."

### MISSION

- Excellent Service

We provide exceptional service by making sure that each guest gets personalized care and an experience that is seamless and fits their needs.

- Curated Experiences

We put together unique and immersive experiences that combine local culture, luxury, and excitement in a way that works well together.

- Elegance and Luxury

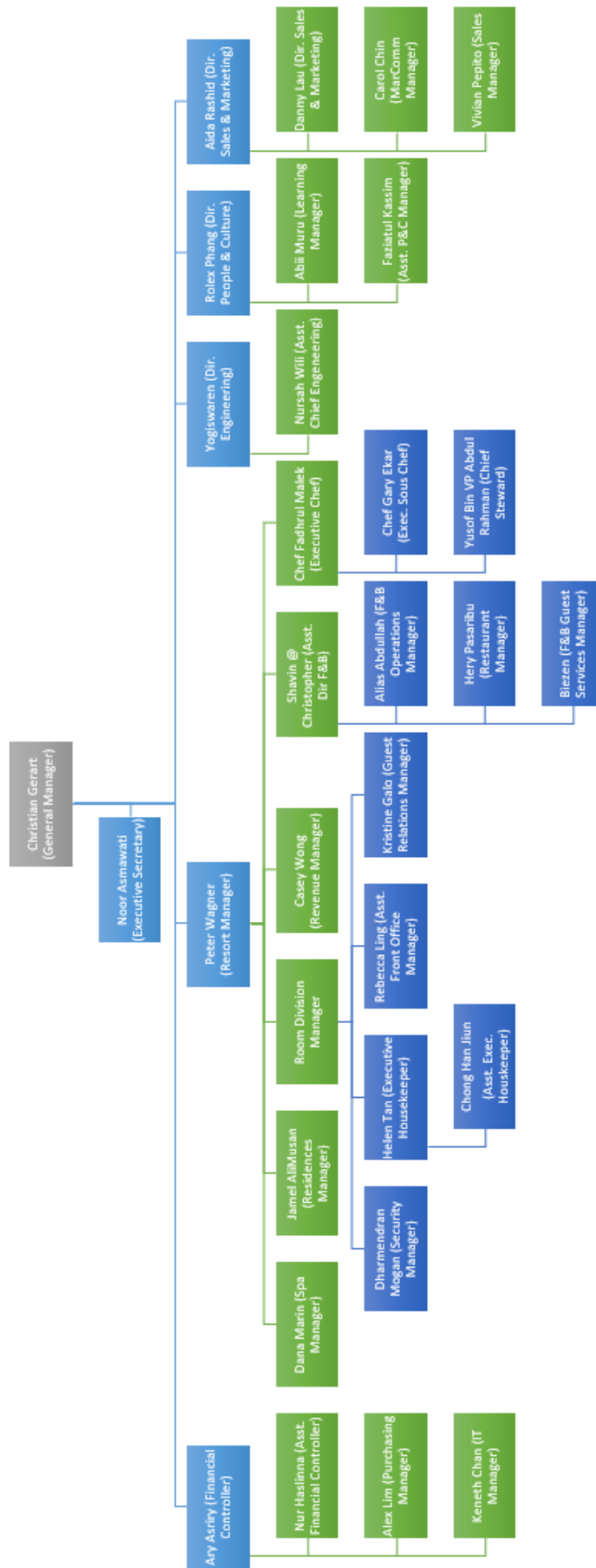
Everything about us epitomizes sophistication and lavishness, from our luxurious rooms to our world-class services and food.

- Environmental Responsibility

We are committed to using environmentally friendly practices that protect the natural beauty of our surroundings and make a good difference in the community.



## 2.2 Organizational Chart



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## 2.3 Service and Product Offered

### 1. Luxurious Accommodation

Anantara Desaru Coast Resort & Villas is presumed to provide a pampered and opulent lodging experience for its visitors, offering a variety of opulent rooms, suites, and villas appointed with contemporary conveniences and sophisticated decoration.

|             |                                    |  |
|-------------|------------------------------------|--|
| <b>Room</b> | <b>Premier Room</b>                | The Premier Rooms, at 49 square metres, offer plenty of space and a refreshing tropical ambiance with their hardwood floors. Enjoy your morning espresso on the terrace. Indulge in a relaxing bath or refresh yourself with a refreshing shower. Equipped with high-end facilities to ensure an ideal accommodation experience. |
|             | <b>Premier Corner Room</b>         | Corner rooms provide an exemplary tropical experience, featuring a wraparound veranda that offers a serene view of the gardens. After enjoying breakfast in the crisp morning air, retire to an expansive divan and read a good book. Invest your time in observing the sky's colour changes as the day progresses.              |
|             | <b>Deluxe Sea View Room</b>        | Elevated to higher levels, deluxe rooms offer panoramic views of the azure South China Sea beyond the garden. Admire the breathtaking panorama from the solace of your oversized bed or the daybed on your balcony. Allow the panoramic view to astound you.   |
|             | <b>Deluxe Sea View Corner Room</b> | Corner suites with a sea view feature an expansive outdoor living area and a balcony that encircles the breathtaking vistas. While lounging on the daybed and taking in the ocean wind, pass the day admiring the scenery.   |

## 2.3 Service and Product Offered

|                  |                                       |   |
|------------------|---------------------------------------|---|
| <b>Villa</b>     | <b>One-Bedroom Lagoon Pool Villa</b>  | Pool residences are intended to provide opulent comfort. Awaken to serene lagoon vistas. For evenings spent lounging by the pool or preparing a meal inside the villa, a request can be made for an in-villa barbecue.  |
|                  | <b>Two-Bedroom Lagoon Pool Villa</b>  | Family-friendly, the two-story villa features a suite master bedroom on the upper level and a duplex bedroom on the lower level. Share moments spent lounging in the living room, dining in the gazebo, or swimming in the pool. Small gatherings are splendid on the pool terrace.                 |
| <b>Residence</b> | <b>Three-Bedroom Beach Residences</b> | Beach residences are the pinnacle of luxury, featuring an infinity pool situated in a verdant garden, a contemporary, streamlined design, and a prime location mere steps from the ocean. During your stay, a personal chef and steward are available upon request. Embrace a barbecue by the pool. |
|                  | <b>Four-Bedroom Beach Residences</b>  | The utmost in luxury is the ideal residence for entertainment or family gatherings. Take a stroll along the shoreline in the morning. Upon request, arrange banquets in the living room with a personal chef, followed by cocktails being served poolside by your butler.                           |

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## 2.3 Service and Product Offered

### 2. Dining Experiences

Anantara properties often feature multiple dining options, including restaurants specializing in local and international cuisines, beachfront dining, specialty bars, and in-villa dining experiences.

**Turmeric**

Opening Hours:  
6.30 am - 10.30 pm  
Capacity:  
84 seats indoor  
52 seats outdoor

Northern Thailand and Malaysia's northern regions have influenced the flavor profile of Turmeric. Breakfast each morning is a casual buffet with a view of the lagoon pool. Indulge in the aromatic and spicy flavors of the area with signature dinner and supper specialties.

**Sea Fire Salt**

Opening Hours:  
12.00 noon - 10.30 pm  
Capacity: 56 seats

Charcoal grill-perfected fresh seafood and premium meats are featured on our signature seafood barbecue. Infuse succulent flavors with handcrafted and rare salts sourced from around the globe. Peruse an assortment of organic wines.

**Infinity Bar**

Opening Hours:  
Bar: 10.00 am - 11.00 pm  
Food: 12.00 noon - 10.30 pm  
Capacity: 52 seats

While sipping cocktails on sunbeds, mixologists experiment with traditional concoctions and novel formulations influenced by the region's abundant tropical produce. All day, tapas and informal bistro fare are provided. Observe the crashing of the waters while listening to poolside music.

**Lagoon Pool Bar**

Opening Hours:  
Bar: 10.00 am - 6.00 pm  
Food: 12.00 pm - 6.00 pm  
Capacity:  
70 sunbeds, 10 bar stools

The central lagoon pool of the resort is an ideal location for lazing throughout the day. Savor a pizza cooked through and chilled in the oven.

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## 2.3 Service and Product Offered

|   |   |
|---|---|
| <p><b>Observatory Bar</b><br/>Opening Hours:<br/>3.00 pm - 11.00 pm<br/>Capacity: 32 seats</p>  | <p>Situated atop the resort and providing panoramic vistas, the Observatory Bar's outdoor environment provides a tranquil sanctuary. Indulge in a selection of delectable sweet and savory appetizers, a traditional afternoon tea, or an evening devoted to Cuban cigars and premium Japanese whiskies</p>   |
| <p><b>Dining by Design</b><br/>Capacity:<br/>Minimum of 2 persons<br/>Maximum of 12 persons</p> | <p>Our signature private dining experience embodies the essence of romance, featuring a candlelit table situated on a stretch of windswept shoreline. Your butler will then present the evening's menu that you and your chef have meticulously crafted.</p>  |
| <p><b>Spice Spoons</b><br/>Capacity:<br/>Minimum of 2 persons<br/>Maximum of 8 persons</p>      | <p>With a handful of chilies and a dash of lime, a culinary class will teach you how to prepare your favorite Malaysian and Thai dishes step by step. A complimentary excursion to a nearby produces farm, accompanied by the chef, is offered; upon your return to the resort, you will be laden with freshly harvested ingredients. Savor your culinary medley for lunch.</p> |

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## 2.3 Service and Product Offered

### 3. Spa and Wellness Facilities

By way of Thailand, around the world, and now to the golden shores of Malaysia, the acclaimed healing touch of Anantara Spa restores the body, mind, and spirit. Every treatment is customized, opulent, and comprehensive, featuring unique experiences that have their origins in traditional indigenous medicinal practices. Indulge in an express beauty treatment or immerse yourself in a spa experience that stimulates every sense.

The newly introduced menu includes, in addition to the best-selling Roots of Malaysia herbal oil massage, which incorporates kneading strokes performed with the thumbs, several other therapies inspired by Malaysian culture. A delectable-smelling body polish is combined with coffee in the Kopi Scrub and Boreh Spice, which is then encased in a nutmeg, clove, and ginger infusion that aids in cellulite reduction and body warming.

A full-body Bamboo Massage utilizing warmed bamboo sticks and stroking and rolling techniques to release muscular knots and tension offers guests a genuinely one-of-a-kind experience. The antioxidant-rich Coconut and Mint exfoliate, formulated with fresh mint leaves to produce a gentle, skin-resurfacing exfoliate, is an additional treatment inspired by nature.

#### **Spa Facilities**

- 6 treatment rooms with en-suite bathroom
- Relaxation area
- Shower facilities
- Premium branded products

#### **Opening hours:**

Monday - Thursday: 10.00 am – 8.00 pm  
Friday - Sunday: 10.00 am – 10.00 pm

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## 2.3 Service and Product Offered

### 4. Recreational Activities

The resort might provide various recreational activities, such as water sports, beach activities, fitness classes, cultural experiences, nature excursions, and kids' clubs, catering to different interests and age groups.

|                                 |                                 |
|---------------------------------|---------------------------------|
| <b>Luncur Ombak Teens' club</b> | <b>Layang-Layang Kids' club</b> |
|---------------------------------|---------------------------------|

|  |  |
|--|--|
| Operation hour:<br>Sunday to Thursday: 10.00 am to 7.00 pm<br>Friday & Saturday: 10.00 am to 9.00 pm | Operation hour:<br>Sunday to Thursday: 10.00 am to 7.00 pm<br>Friday & Saturday: 10.00 am to 9.00 pm |
|--|--|

|  |                             |
|--|-----------------------------|
| <b>Infinity Beachfront Swimming Pool</b> | <b>Lagoon Swimming Pool</b> |
|--|-----------------------------|

|  |   |
|--|---|
| Pool size (M): L 25.85, W 8.71 & D 1.2<br>Operation hour: 7.00 am to 7.00 pm | Pool size (M): L 38.9, W 11.5 & D 1.2<br>Operation hour: 7.00 am to 7.00 pm |
|--|---|

|                         |
|-------------------------|
| <b>Other Facilities</b> |
|-------------------------|

- |   |  |
|---|--|
| <ul style="list-style-type: none"><li>• 24-hour fitness center</li><li>• Scheduled resort activities</li><li>• Resort gift shop</li><li>• Parking &amp; valet service</li><li>• Concierge</li></ul> | <ul style="list-style-type: none"><li>• 24-hour library</li><li>• Prayer room Water sports*</li><li>• Adventure Waterpark*</li><li>• Golf courses*</li></ul> <p style="text-align: right;"><i>*Operated by third party</i></p> |
|---|--|

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## 2.3 Service and Product Offered

### 5. Event and Meeting Spaces

For guests organizing events, weddings, or business meetings, the resort may offer event spaces equipped with modern facilities and professional event planning services. Organize your team for a refreshing corporate retreat at Anantara Desaru Coast Resort & Villas, a mere ferry travel from Singapore. Employ our expert event planner at Anantara to curate the ideal occasion. Envision collaborative ideation sessions held in visually stimulating environments, succeeded by interactive team-building exercises at the shoreline, and concluding with sunset cocktails on the oceanfront.

Concurrently, envision the immaculate execution of your ideal wedding ceremony on an isolated shoreline, facilitated by our Anantara wedding planner. Savor a starry banquet, exchange vows amid the tranquility, and dance the night away in a dazzling ballroom. Desaru Coast ensures that each element of your corporate retreat or destination wedding is thoughtfully planned, guaranteeing a memorable experience for both you and your guests.

|                      |
|----------------------|
| <b>Meeting Rooms</b> |
|----------------------|

- |   |
|---|
| <ul style="list-style-type: none"><li>• Johor Ballroom</li><li>• Johor I and II</li></ul> |
|---|

- |   |
|---|
| <ul style="list-style-type: none"><li>• Lebam</li><li>• Santi</li></ul> |
|---|





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RESORT & VILLAS

3.0

# TRAINING REFLECTION

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### 3.0 Training Reflection

|                          |   |
|--------------------------|---|
| <b>Place</b>             | Anantara Desaru Coast Resort & Villas.<br>Persiaran Pantai, Desaru Coast, 81930 Bandar Penawar,<br>Johor Darul Ta'zim, Malaysia   |
| <b>Department</b>        | <ul style="list-style-type: none"><li>• Purchasing Department (1 September 2023 – 1 December 2023)</li><li>• Finance Department (4 December 2023 – 9 February 2024)</li></ul> |
| <b>Internship Period</b> | 1 September 2023 – 9 February 2024  |
| <b>Working Days</b>      | Monday to Friday<br>Off day: Saturday, Sunday and Public Holiday  |
| <b>Working Hours</b>     | 09.00 a.m. - 06.00 p.m.   |
| <b>Benefits</b>          | <ul style="list-style-type: none"><li>• Allowance (RM 500 per month)</li><li>• Accommodation</li><li>• Duty Meal</li><li>• Uniform</li><li>• Transportation</li></ul>         |

In general, I decided to start my internship at Anantara Desaru Coast Resort & Villas to fulfill the requirements of my bachelor's degree of Business Administration with Honors in Finance. My main objective was to acquire hands-on experience and valuable perspectives in the field of financial management within the dynamic and complicated setting of the hotel sector.

I devoted the first three months of my internship to a rotational position in the Purchasing Department. During this time, I gained a comprehensive understanding of the complex procedures associated with procurement and vendor management, as well as the critical importance of efficient purchasing in sustaining the operations of a hotel.

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### **3.0 Training Reflection**

Following that, I made the transition to the Finance Department, signifying the completion of my internship. During this period, I acquired a more comprehensive understanding of financial analysis, budgeting, and the distinctive financial complexities that are specific to the hospitality industry.

During this training, I had the privilege of gaining knowledge from experienced professionals, participating in practical tasks, and becoming fully engrossed in the daily functioning of the hospitality industry. Completing my academic basis in finance, the experience bestowed upon me practical skills and an incomparably comprehensive understanding of financial practices within the hotel industry.

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### 3.1 Background of Purchasing and Finance Department

Within the hotel industry, both the purchasing and finance departments play crucial roles in ensuring the smooth functioning and profitability of the establishment. These departments significantly contribute to revenue generation and the overall development of the Anantara Desaru.

The purchasing department functions as the backbone of procurement operations within the hotel. Its primary responsibility lies in strategically sourcing and acquiring various goods and services necessary for the hotel's daily operations. This involves procuring a diverse range of items, including maintenance supplies like bulbs and switches for the maintenance department, specialized products such as balms, candles, and leaves for the spa department, as well as food and beverage items essential for the kitchen and restaurant operations.

Supplier relationships are crucial in the purchasing process. Suppliers often visit my purchasing manager to showcase and promote their goods, presenting information about pricing, quality, and any unique features their products may possess. The purchasing department evaluates these offers, aiming to strike a balance between cost-effectiveness and product quality. The goal is to identify suppliers who provide competitive pricing while maintaining high standards of quality, ensuring that the goods purchased meet the hotel's needs and standards. (Rashid, 2023)

By leveraging negotiations and seeking out advantageous purchasing agreements, the purchasing department aims to optimize procurement practices (Evans, 2023). Efficient procurement not only ensures a steady supply of essential goods but also contributes to cost savings and operational efficiency, ultimately impacting the hotel's bottom line.

The hospitality sector is unique in many aspects, and financial management must account for this. The hospitality industry, for example, is very competitive, which means that companies must be extremely efficient to exist (Denehy, 2023). Furthermore, seasonal swings in the company might have an impact on cash flow and profitability. This includes developing operational budgets for hotel departments including rooms, food and beverage, marketing, and maintenance to meet revenue estimates and maximize profitability.

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### **3.1 Background of Purchasing and Finance Department**

They prepare and analyze financial statements, including income statements, balance sheets, and cash flow statements, providing critical insights into the hotel's financial health. Through financial analysis, they evaluate the hotel's performance, identify areas for improvement, and make informed decisions to enhance efficiency and maximize profitability.

Finance also handles accounts payable, receivable, and payroll. They monitor cash flow, invoice suppliers, and pay suppliers on schedule to maintain liquidity. Beyond financial record-keeping, the finance department is a strategic partner, giving financial insights and recommendations to help the hotel succeed and survive in the competitive hospitality industry.

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## 3.2 Roles and Responsibilities

| DEPARTMENT                        | PURCHASING INTERN   |
|-----------------------------------|---|
| <b>Roles and Responsibilities</b> | <p>My primary responsibility was to receive items for our hotel's operations. When I started this job on September 1, 2023, the receiving staff gave me a full briefing on my duties and obligations.</p> <ul style="list-style-type: none"><li><b>• Before Receiving</b><p>My morning routine included putting purchase orders in order by the supplier's name and filing them in alphabetical order. This organized method made it simple to find purchase orders and speed up the process of looking them up when needed.</p></li><li><b>• During Receiving</b><p>When the suppliers came, I had to start managing the invoices that came in for the things they brought. I carefully compared these invoices to the purchase orders that went with them, making sure that the prices and amounts were correct and consistent. But it was not just paperwork that I had to do; I also had to make sure that the things were received carefully.</p></li></ul> <p>Following strict safety rules, I carefully checked each item for things, such as its state, expiration date, and how it should be stored for items that go bad quickly. It was important to ensure that everything received met quality standards and was kept correctly. This was especially true for chilled or frozen goods, which had to be put right away in the right holding chillers to keep their quality.</p> |

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## 3.2 Roles and Responsibilities

| DEPARTMENT                        | PURCHASING INTERN  |
|-----------------------------------|--|
| <b>Roles and Responsibilities</b> | <ul style="list-style-type: none"><li>• <b>After Receiving</b></li></ul> <p>Effective communication within the hotel was a key part of this job. Once the goods were received and inspected, I quickly notified those responsible departments or outlets, making sure that the items were moved to their correct locations without any problems and on time.</p> <p>As a receiver, it was part of my job to enter every invoice that came into Oracle, the hotel's computer system. This meant carefully writing down information about the things we got and how much they cost.</p> <p>I put all the invoices in order and got them ready to give to the Accounts Payable team once I was done entering the data. The records were important to make sure the bills were paid right. This helped the hotel track its costs and ensure all its bills were paid on time.</p> |

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### 3.2 Roles and Responsibilities

| DEPARTMENT                        | FINANCE INTERN   |
|-----------------------------------|--|
| <b>Roles and Responsibilities</b> | <p>During my internship in the Finance Department from December 1st, 2023, to February 9th, 2024, I played a supportive role, aiding various tasks within the department.</p> <p>Mornings were dedicated to assisting the income auditor by meticulously organizing food and beverage records for the hotel's five outlets, ensuring accuracy and completeness while also checking for void or discounted checks. Additionally, I aided in sorting night audit reports from the Front Office Department, organizing transactions involving cash, credit cards, bank transfers, and city ledger accounts.</p> <p>I also supported our General Cashier by observing and assisting in collecting money from the Security Department and conducting thorough money counts. This hands-on experience involved witnessing and participating in the collection of funds, ensuring proper procedures were followed in handling cash transactions within the hotel.</p> <p>Lastly, I assisted the Accounts Payable personnel by aiding in the systematic organization of invoices. This involved sorting invoices in alphabetical order based on supplier names, ensuring an organized and easily accessible filing system. Additionally, I cross-checked the invoices to ensure their accuracy by verifying them against the generated reports from the Oracle system. This process involved meticulous attention to detail, ensuring that the information on the invoices aligned correctly with the data recorded in the system.</p> |



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## **3.3 Self-Gain**

### **1. Purchasing Department**

As someone in charge of receiving goods, I learned how important it is to pay close attention to details and get things right. It took accuracy to make sure that the right things were delivered and in good condition when checking and organizing supplies. This job helped me get more organized because it taught me how to manage and sort goods for different departments effectively, including keeping perishable items at the right temperatures.

It also taught me how to work with suppliers and how important it is to compare quality and cost and look for the best deal without lowering standards. Overall, the job taught me a lot about being careful, staying organized, and how important quality control is to how a hotel works.

### **2. Finance Department**

As an intern in finance, I learned to pay close attention to details by putting together records for food and beverages and checking that transactions were correct. I learned more about how finances work by following the income auditor around and helping with night audit reports. Working with the General Cashier gave me more hands-on experience with how to handle cash. As a support person for accounts payable, I improved my organizational skills by carefully filing invoices and cross-checking them against the Oracle system.

This showed me how important it is to be accurate when keeping financial records. In conclusion, in this department, it helped me a lot with paying attention to details, understanding money, and being organized in a business setting.

### **3. Teamwork skills**

Working with people from different parts of the hotel and departments might have helped me improve my teamwork and conversation skills. Working in different places with different teams probably helped me get used to different ways of working and encouraged me to think of things as teamwork.

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### **3.3 Self-Gain**

#### **4. Benefits**

As an intern, I am immensely grateful for the comprehensive benefits provided by the company. Equal treatment extended to interns by offering an allowance of RM 500, free accommodation in well-maintained and clean facilities, and complimentary meals for lunch on working days is highly appreciated.

Additionally, the provision of pre-prepared uniforms, complete with laundering and ironing services, further showcases the company's commitment to ensuring a comfortable and seamless experience for interns. These benefits not only demonstrate the company's inclusivity but also contribute significantly to interns' well-being, allowing us to focus on our roles and learning experiences within the organization.



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**4.0**  
**INTERNAL FACTOR**

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## 4.1 Strength

### 1. Luxurious Facilities (S2)

The Anantara Desaru Coast Resort & Villas are proud to give their guests the best and most luxurious facilities. The rooms have been carefully planned and furnished to make your stay stylish and comfy. You can stay at the resort in a variety of 111 high-end accommodations, including villas and rooms that are nicely decorated, have modern conveniences, and have private balconies or decks with views of the beautiful scenery. The high-quality furniture, thoughtfully chosen items, and careful attention to detail in the interior design all add to the overall feeling of luxury and comfort for guests.

Among the resort's high-end rooms, the Rumah Kampong stands out as the most luxurious. The design and decor of these luxury homes are carefully thought out to combine old-world charm with modern elegance. The word "Rumah Kampong" comes from traditional Malaysian village homes that have been updated to look classy and comfortable.

It is very clear that Anantara Desaru Coast Resort & Villas has very high-end services. The atmosphere is high-class and private, which is clear as soon as people enter the resort. The luxury features are made even better by a strong commitment to providing excellent service and tailoring experiences to each guest. The general high-class experience is greatly enhanced by well-trained staff from the front office to food and beverage teams, as well as by attentive service and a dedication to meeting guests' needs.

Offering top-notch services like fancy spas, cutting-edge gyms, special eating experiences at Sea Fire Salt restaurant, and recreation areas makes the overall guest experience better, which adds to the impression of luxury.

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## 4.1 Strength

### 2. Spectacular Location (S2)

The resort's focus on property growth and layout planning helps it make the most of its beautiful location. Safety is also very important because it is close to the water. The beautiful views and natural scenery are made the best they can be by carefully placing buildings, villas, and amenities.

Anantara Desaru Coast Resort & Villas spends money on upkeep and landscaping inside the property. The natural beauty of the area is improved and kept alive by paying close attention to gardening, landscaping, and general property maintenance.

The resort's buildings are carefully designed to fit in with their natural settings. The inside's architecture focuses on wide open areas, stunning views, and smooth connections with nature to give guests truly immersive experiences.

Within the resort, effective marketing tactics are used to highlight its stunning location. Through different marketing materials and presentations, the marketing team shows off the resort's natural beauty, amazing views, and unique features.

The cultural and environmental importance of the area is brought to light in part by a focus on community involvement and responsible tourism. Working with locals to offer eco-tours or culture experiences makes visitors appreciate the place more.

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## 4.2 Weakness

### 1. High-End Price (W1)

An inefficient way of managing costs, like having high operational costs, labour costs, or maintenance costs, can cause total costs to go up, which is one reason for the high price. It might be hard to explain high prices without affecting profits because of this. Internal operating inefficiencies, such as waste, duplication of effort, or wrong use of resources, could cause costs to rise without reason. These weaknesses could be fixed by streamlining processes and making them more efficient. The internal auditor needs to work on this problem to avoid any wasteful costs.

Next, if you are a guest and want to enjoy your vacation, making sure you have consistent, high-value experiences that match the higher prices may make the rates paid less clear. Guests who pay a lot of money might be unhappy if there are gaps between what they think the service is worth and how good it really is. It's very important to keep the level of service high, pay attention to the little things, and make sure that everything fits with the high price. Quality control and internal training programmes can help keep standards high at all points of contact.

Pricing strategies that are not in line with the market could happen if there are problems with internal competitive analysis or knowing how the market works. The resort might not be able to position itself well if it is unaware about its rivals' products, pricing strategies, or new market trends. Setting competitive high-end prices could go wrong if you fail to keep up with changes in the market or in what guests want. If market research and demand forecasting aren't done well on the inside, it could lead to bad pricing choices.

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## 4.2 Weakness

### 2. Seasonal Dependence (W2)

Seasonal dependence can have a big effect on the performance and income of hotel businesses like Anantara Desaru Coast Resort & Villas. Internal factors can make the problems caused by seasonal changes easier or harder to deal with.

Resource utilisation and planning are two internal factors that can make weaknesses caused by seasonal dependence worse. During busy times, the resort might not be able to handle the extra guests if they do not plan ahead and divide up their resources well. Not having enough workers on hand, not having enough rooms, or not having enough amenities could cause service bottlenecks, which would make guests unhappy and hurt the resort's capacity to make money. On the other hand, during off-peak times, extra resources may not be used, which can affect how much they cost and how much money they make.

Marketing and revenue strategies are another internal cause that makes seasonal dependence weaknesses worse. Seasonal changes could be made worse by problems with internal marketing strategies or income management. If the resort does not use effective marketing strategies, does not reach a wide range of customers, or has rigid pricing structures, it might not be able to bring in enough guests during slow times or make the most money during busy times. Not putting in enough work to make packages that look good or products that are suitable for different seasons could make it harder to meet the needs of a wide range of customers.

Operational flexibility and adaptability are also very important internal factors. If an organisation is not able to quickly change its operations, staffing numbers, or services to adapt to changing seasons, it could make its weaknesses worse. If the resort's operational procedures are too rigid, it might not be able to come up with new ideas or add seasonal attractions, special events, or themed experiences, losing out on chances to bring in guests during certain times.



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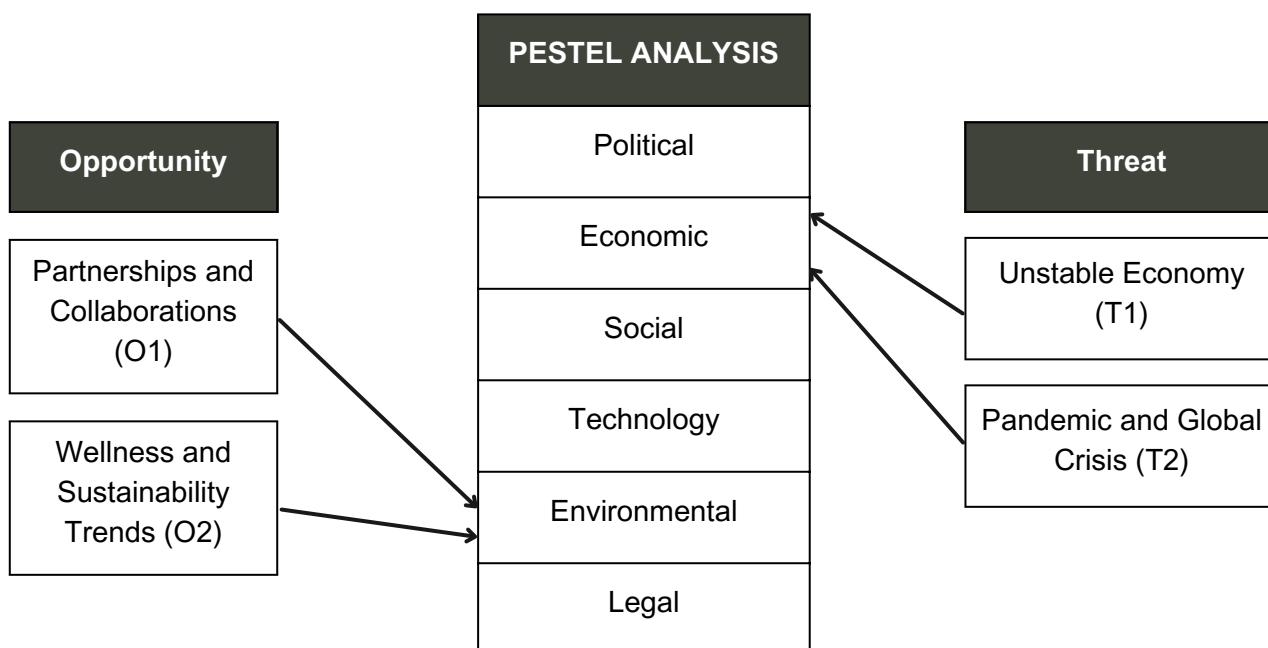
DESARU COAST  
RESORT & VILLAS

**5.0**  
**EXTERNAL FACTOR**



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## PESTEL Analysis



### 5.1 Environmental Factor

#### 1. Partnerships and Collaborations (O1)

Working together with environmental groups or sustainable tourism groups can help the resort be even more committed to caring for the environment. Joining forces with environmental protection groups, neighborhood environmental agencies, or ecotourism projects can help protect the nature around you. Projects that bring people together to clean up beaches, protect wildlife, or use eco-friendly tourist methods can help the environment and build strong community relationships at the same time.

#### 2. Wellness and Sustainability Trends (O2)

Adding eco-friendly practices to wellness services is a way to stand out and draw travelers who care about the environment. Adding nature-based activities, eco-friendly spa treatments, or yoga lessons in natural settings to wellness programs is in line with the trend toward sustainability and gives guests a more complete experience. Wellness programs that focus on health, mindfulness, and sustainability can also be made easier by working together with nutritionists, fitness instructors, or wellness experts.

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## 5.1 Economic Factor

### 1. Unstable Economy (T1)

Unstable or declining economies are a major threat to the resort's activities. A recession or a drop in the economy usually means that people spend less on luxury travel adventures. People may not want to stay at the resort or use its high-end services as much if they don't trust businesses, have less money to spend, or are careful about spending. This could cause rental rates and income to go down.

### 2. Pandemic and Global Crisis (T2)

The travel and hospitality operations can be hit hard by pandemics or unplanned global crises like health emergencies or political unrest. People often lose faith in traveling during these kinds of situations, which can lead to travel restrictions or lockdowns. For example, Anantara Desaru Coast Resort & Villas had a lot of problems during the COVID-19 pandemic. Travel restrictions and safety worries caused a sharp drop in guest arrivals, which meant the resort could only handle a smaller number of guests. Because there weren't enough guest reservations, operations slowed down, which meant that some resort facilities and services had to close temporarily or offer fewer services.

There was also a risk to the health and safety of the staff, as some of them got sick and needed medical care or to be quarantined. Because of lower sales, there were financial problems that could be fixed by reducing costs through actions like laying off staff or shortening work hours. Even though things were hard, the resort probably put a high priority on adopting strict safety protocols, hygiene measures, and operational changes to make sure that guests and staff would be safe. This showed resilience during the difficult pandemic conditions.



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**6.0**

**SWOT ANALYSIS**

**7.0**

**SWOT ANALYSIS**

**MATCHING**

## 6.0 SWOT Analysis

| STRENGTH  | WEAKNESS  |
|---|---|
| <ul style="list-style-type: none"> <li>• Luxurious Facilities (S1)</li> <li>• Spectacular Location (S2)</li> </ul>                          | <ul style="list-style-type: none"> <li>• High-End Price (W1)</li> <li>• Seasonal Dependence (W2)</li> </ul>           |
| OPPORTUNITY   | THREAT  |
| <ul style="list-style-type: none"> <li>• Partnerships and Collaborations (O1)</li> <li>• Wellness and Sustainability Trends (O2)</li> </ul> | <ul style="list-style-type: none"> <li>• Unstable Economic (T1)</li> <li>• Pandemic and Global Crisis (T2)</li> </ul> |

## 7.0 SWOT Analysis Matching

|   | STRENGTH  | WEAKNESS  |
|---|---|---|
|   | <ul style="list-style-type: none"> <li>• Luxurious Facilities</li> <li>• Spectacular Location</li> </ul>                  | <ul style="list-style-type: none"> <li>• High-End Price</li> <li>• Seasonal Dependence</li> </ul>                                       |
| OPPORTUNITY   | STRENGTH - OPPORTUNITY  | WEAKNESS - OPPORTUNITY  |
| <ul style="list-style-type: none"> <li>• Partnerships and Collaborations</li> <li>• Wellness and Sustainability Trends</li> </ul> | <ul style="list-style-type: none"> <li>• Cultural Experience (S1,O1)</li> <li>• Unique Experience (S2,W2)</li> </ul>      | <ul style="list-style-type: none"> <li>• Raise the perceived value (W1,O1)</li> <li>• Integrate Wellness Initiatives (W2,O2)</li> </ul> |
| THREAT  | STRENGTH - THREAT   | WEAKNESS - THREAT   |
| <ul style="list-style-type: none"> <li>• Unstable Economic</li> <li>• Pandemic and Global Crisis</li> </ul>                       | <ul style="list-style-type: none"> <li>• Competitive Pricing (S1,T1)</li> <li>• Promoting Safe Retreat (S2,T2)</li> </ul> | <ul style="list-style-type: none"> <li>• Smart Pricing Strategies (W1,T1)</li> <li>• Adapt To New Travel Norms (W2,T2)</li> </ul>       |



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**8.0**  
**DISCUSSION AND  
RECOMMENDATION**

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## 8.0 Discussion and Recommendation

### 8.1 Strength - Opportunity Strategy

Anantara Desaru's popularity comes from its high-end facilities, which make it a great deal for picky travellers who want to treat themselves. But strategic relationships and collaborations make this appeal even stronger by giving guests more ways to feel special and unique.

Collaborations let the resort use extra resources, skills, or special services that it might not have access to on its own. For example, working with local artists to create **unique culture experiences** or well-known spa brands to create specialised wellness programmes can improve what the resort has to offer and attract guests looking for the highest level of luxury and unique experiences.

For the resort to reach and draw a wider audience, partnerships and collaborations can also help. Growth marketing through partnerships and collaborations is all about coming up with creative and smart ways to reach more people, get more leads and sales, and build your brand in ways that traditional marketing platforms just can not do (Mehta, 2023).

Anantara Desaru Coast Resort & Villas can improve its services, make unforgettable experiences, and keep its spot as a top-tier luxury destination that caters to a wide range of guest tastes by building on its high-end facilities and adding to them through strategic partnerships and collaborations.

The resort's stunning location is an inherent benefit that makes it easy for it to combine wellness and sustainability efforts. The resort can offer wellness-focused programmes like yoga retreats, meditation lessons, or outdoor activities that take advantage of the peaceful setting to improve both mental and physical health.

The beautiful background is also perfect for eco-friendly projects and practices that promote longevity. The resort can take steps that will appeal to eco-friendly travellers, such as using renewable energy, reducing trash, getting involved with the local community, and protecting the environment. By following wellness and eco-friendly trends in its beautiful setting, the resort can draw a specific group of conscious travellers looking for all-around experiences.

The idea of sustainable life is a big part of being eco-friendly. This means making decisions that are good for the earth, like using appliances that use less energy, taking the bus or carpooling, and buying food that is grown locally and organically. By choosing to live in a way that is good for the environment, we can cut down on our carbon output and help nature get along better with us (GGI Insight, 2023).

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## 8.2 Strength - Threat Strategy

Strong economies often make people want to book more expensive vacations when the economy is doing well. Rich travellers may want to stay at Anantara Desaru Coast Resort & Villas for its high-end rooms, spa services, fine eating, and unique activities. During these times, the resort's high-end services can bring in a steady stream of high-spending guests, which is good for making money.

On the other hand, when the economy is bad, it might be harder for people to afford to travel in style. During recessions or times when the economy is unstable, guests may be more careful with their money and choose cheaper places to stay or spend less on extras like spa services. This situation could affect how many people stay at the lodge and how much they spend on average.

However, the resort can handle changes in the economy by taking smart steps. Using competitive pricing, making packages with extra value, and changing marketing efforts to appeal to guests who are price-conscious but picky can help keep a steady flow of visitors even when the economy is uncertain.

Also, when the economy gets better, people often want to travel in style again. As customer confidence rises, the resort's high-end facilities and services make it a good choice to meet rising market demand.

The beautiful setting is usually a big draw for guests, but it can be both helpful and dangerous during a pandemic or other global emergency. On the one hand, people looking for a safe and socially distant retreat might like a place that is far away and beautiful.

By focusing on open areas, wellness retreats, and experiences that focus on nature, the resort can market itself as a great place for quiet getaways. Also by promoting safe retreat to draw guests looking for safe and private getaways, the resort's large rooms, outdoor activities, and safety features are emphasised.

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### 8.3 Weakness - Opportunity Strategy

It becomes very important to find a balance between high-end pricing and effective collaborations. The resort has to show that its high prices are worth it by regularly giving guests great value and unique experiences that live up to their expectations. Collaborations can be very helpful in this situation because they can **raise the perceived value** of the resort's services without taking away from its high-end image.

Working with local artists or culture experts can make experiences more immersive and teach guests about the history of the area. When you work with wellness professionals, you can offer holistic luxury experiences like private spa retreats or custom fitness programmes. Affiliations with well-known brands or hospitality networks can also give access to special memberships, perks, or events, which can help justify higher prices and draw high-class customers looking for special benefits.

Basically, the resort's premium positioning is set by its high prices, but smart partnerships and collaborations help to improve the resort's value proposition, expand its services, and support its high prices. Anantara Desaru Coast Resort & Villas wants to keep its reputation as a top luxury destination for picky travellers by finding a good mix between charging high prices and working with other businesses to make the guest experience better.

Seasonal dependencies are still a big part of the resort's business plan, but new wellness and sustainability trends can help them work together better. During busy times, the resort can **integrate wellness initiative** yoga sessions, spa packages, and activities that focus on nature to cater to guests who want to experience the whole thing.

At the same time, tourists who care about the environment respond well to efforts to protect the environment, such as using less energy, reducing waste, and offering eco-tours.



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### 8.3 Weakness - Opportunity Strategy

During off-season, the resort can use its quiet position to promote wellness-focused stays that help people relax, be more mindful, and feel refreshed. Also, by doing things like conservation projects, nature walks, or teaching programmes that are good for the environment during these times, the resort can get guests involved in protecting the environment while making their stay better.

It takes a complex method to find a balance between seasonal highs and lows and the changing wellness and sustainability trends. Including health and sustainability in the resort's activities all year, no matter the season, can lessen the effects of being dependent on one season.

During lockdown, people changed how they lived and what they did to avoid getting the virus. As a result, there was a big drop in greenhouse gases and other pollutants that polluted the air, water, and land. Let us take this chance to understand that we can make the world a better place by changing how we act and think about global wellness and coming up with new ways to do things (Spathonis et al., 2020).

Finally, Anantara Desaru Coast Resort & Villas has to deal with a good mix of seasonal changes and new wellness and sustainability trends. By seeing these trends as chances to be creative and work together, the resort can become known as a place where people can find a complete experience that is also good for them and the environment.

### 8.4 Weakness - Threat Strategy

The resort's high prices show that it is dedicated to providing the finest luxury and most private experiences. But when the economy is unstable, problems could happen. Some potential guests may be turned off by the high prices, but they can also help the resort's brand image and appeal to a niche market looking for unmatched luxury and privacy.

To solve this problem, the resort can use more than one method. Using **smart pricing strategies** that offer value-driven deals or bundled experiences can bring in guests who want to experience luxury at what they think are lower prices. Also, giving guests more flexible booking choices, like payment plans or installments, could help them budget better while still maintaining the high-end appeal of the resort.

The first thing you need to do is write down the goals and needs of your business. Decide what you want your company to do and what its aim is. It will help you figure out how to position your brand and make a general retail plan, which in turn will help you figure out how to build relationships with customers (Bennett, 2023).

Also, when the economy gets better, the resort can take advantage of people's pent-up desire for luxury travel by keeping prices high for people who want to enjoy and be pampered.

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#### **8.4 Weakness - Threat Strategy**

With the economy being uncertain, it's important for the resort to focus on giving great service, making guests' stays better, and letting people know how valuable its services are. The resort wants to attract high-class guests who want unique experiences no matter what the economy is doing by providing unmatched service and value that matches its extremely high prices.

Because of global problems like the COVID-19 pandemic, Anantara Desaru Coast Resort & Villas has to **adapt to new travel norms**. The resort has strict safety rules in place to keep guests safe. They clean everything often, keep an eye on the temperature, and give out hand sanitizers.

The resort also uses technology to cut down on interaction. Guests can use their phones to check in and pay instead of cash. For guests who want to feel safe and private, they offer private meals and spa sessions.

On their website and social media, the resort tells people how to stay safe. Their staff is taught to make sure the place is clean and make people feel at ease. The resort tries very hard to follow the new rules. By giving guests safe and unique events, they keep them happy and safe.



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9.0  
**CONCLUSION**

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## 9.0 Conclusion

All in all, the discussions and studies that were done for Anantara Desaru Coast Resort & Villas shed light on different parts of its operations, including its strengths, weaknesses, problems, and plans. The resort is marketed as an upscale business with a focus on providing excellent service. It has to deal with a changing environment that includes high-end facilities, a stunning setting, high prices, and the effects of outside factors like the pandemic and unstable economies.

The resort is dedicated to giving unmatched luxury experiences, which is shown by its Rumah Kampong design, wellness services, and stunning location. This makes it a unique place to visit in the hospitality industry. Focusing on customer happiness, new marketing ideas, and strategic partnerships helps it be strong and flexible in a market that is always changing.

When the economy is unstable and high-end pricing tactics are used, they can be hard to deal with. The resort knows how hard it can be to keep up the image of a high-end brand while also dealing with possible resistance from customers who want to save money. The resort's ability to adapt and meet the needs of all its guests is shown by its value-driven packages, flexible booking choices, and targeted marketing to specific groups.

The resort's quick thinking and focus on the needs of its guests are shown by how it handled the problems caused by a global disease. The resort uses its beautiful setting to market itself as a safe haven for people wanting high-class vacations during uncertain times. Its focus on safety rules, local marketing, and new events shows that it cares about its guests' health and happiness.

Anantara Desaru Coast Resort & Villas stands out as a dynamic player in the high-end hotel industry. It handles problems with toughness, strategic foresight, and a commitment to giving guests the best experiences possible. As the industry changes, the resort's ability to combine luxury with flexibility sets it up for long-term success in a world that is always changing.



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# APPENDICES

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**APPENDICES**



With Learning Manager,  
Ms. Abiraamee



Picture of the resort



Receives food from supplier



Receives food from supplier





Christmas Celebration



Anantara Desaru Coast Resort & Villas  
4 years celebration



Picture of the resort



Picture of the resort