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PERDANA
KOTA BHARU

INDUSTRIAL TRAINING REPORT AT PERDANA KOTA BHARU

2 SEPTEMBER 2023 - 9 FEBRUARY 2024

NURUL ASYIQIN BINTI ZAMRI

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**BACHELOR OF BUSINESS ADMINISTRATION (HONS.)
HUMAN RESOURCES MANAGEMENT (BA243)**



EXECUTIVE SUMMARY

My industrial training at luxury hotel, Perdana Kota Bharu, for six-month has been an invaluable experience, effectively blending academic knowledge with hands-on application as well as developing my understanding of the hotel sector. This industrial training report highlights the summary of experiences I gained as a trainee of Human Resources department at Perdana Kota Bharu for 23 weeks, started from 2nd September 2023 to 9th February 2024. The main goal of this internship is to conduct a SWOT analysis of the company, along with experiencing to work in the field related to the course taken. In this report, I outlined the duties that were allocated to me throughout approximately six-month industrial training at Perdana Kota Bharu. I also mentioned the additional duties assigned that were not part of my job description, as well as the benefits I received throughout my industrial training at the hotel. After analyzed and gathered all of the information, I did recommendations for each of the strengths, weaknesses, opportunities and threats of Perdana Kota Bharu. This finding provides a comprehensive image of the company's internal strengths and weaknesses, as well as external opportunities and threats. By evaluating these elements, the company can develop strategies to take advantage of on opportunities, rectify the weaknesses, minimize threats and increase its ability to compete in achieving business objectives. Last but not least, I extend my gratitude to Perdana Kota Bharu and Human Resources department for providing me with this great experience and support from senior staffs during this six-month internship at the hotel.

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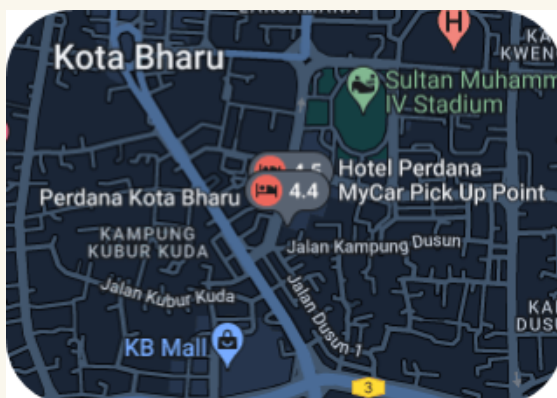
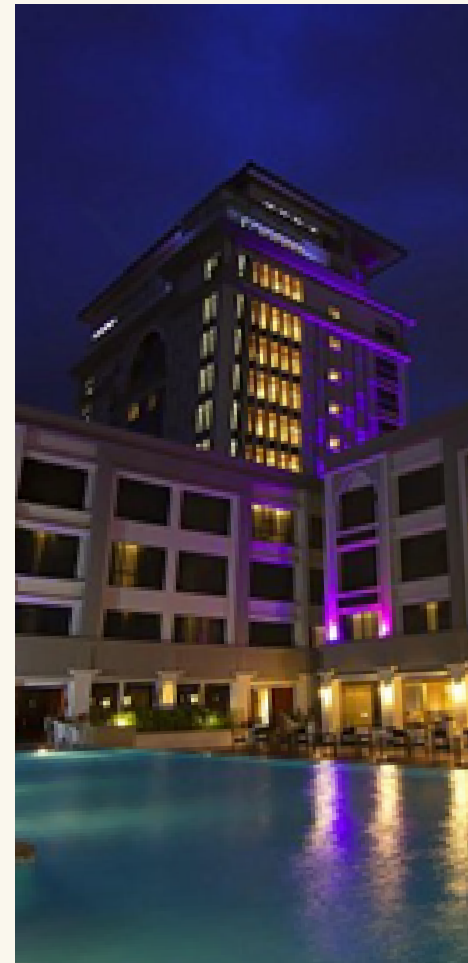
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COMPANY PROFILE

Perdana Kota Bharu was rebranded in 2013, now it is owned by [Permodalan Nasional Berhad \(PNB\)](#) and managed by Attana Hotels & Resorts Sdn. Bhd. The Perdana brand and name reflects a refined confident, subtle and respectful image. Perdana exists up to its name, which means ‘first in importance,’ by putting its guests at the heart of everything. Perdana provides the required extras for work, leisure or a combination of the two. Perdana even reinvents handmade experiences in two unique locations which are Kota Bharu and Kuala Lumpur City Centre.

[Attana Hotels & Resorts](#), formerly known as PNB Management Services, is a Malaysian Hospitality Management Company that manages a portfolio of hotels and resorts, and also golf clubs worth more than RM800 million. Taking forward the legacy of PNB’s rich hospitality offerings, Attana Hotels & Resorts Sdn. Bhd. continue to place the guests whilst generating wealth for their shareholders.

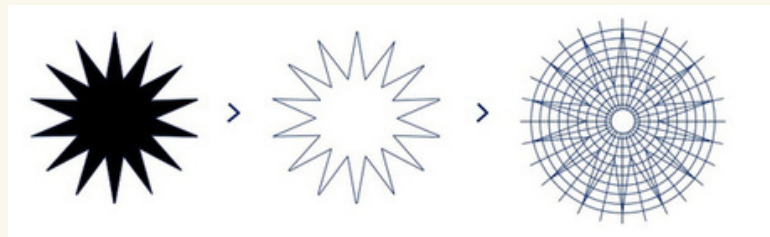


Perdana Kota Bharu is a 4-Star Hotel located at Jalan Mahmood, 15200 Kota Bharu, Kelantan. Additionally, this hotel is separated into Classic Wing and Executive Wing. It provides a variety choice of 272 rooms and suites for business or leisure tourists, with two restaurants available, which are Cerana Coffee House and Jade.

COMPANY PROFILE



Logo for Attana Hotels & Resorts



Inspired by the star from the Malaysian flag, which represents unity. This ties closely with the idea of a unity of hotels and resorts under Attana brand.

MISSION, VISION & OBJECTIVES OF PERDANA KOTA BHARU

MISSION

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

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

VISION

OBJECTIVES

To make a traveler feel at home and at ease anywhere requires a masterful touch.



OUR VALUES

CRAFT



CREATIVE

We continuously improve our standards in meeting internal and external requirements

1

2

RESPECT

We treat all people with dignity and value the collective power of teamwork



3

ATTENTIVE

We take an active interest to ensure the success of our business



FRIENDLY

5



4

We build lasting relationships



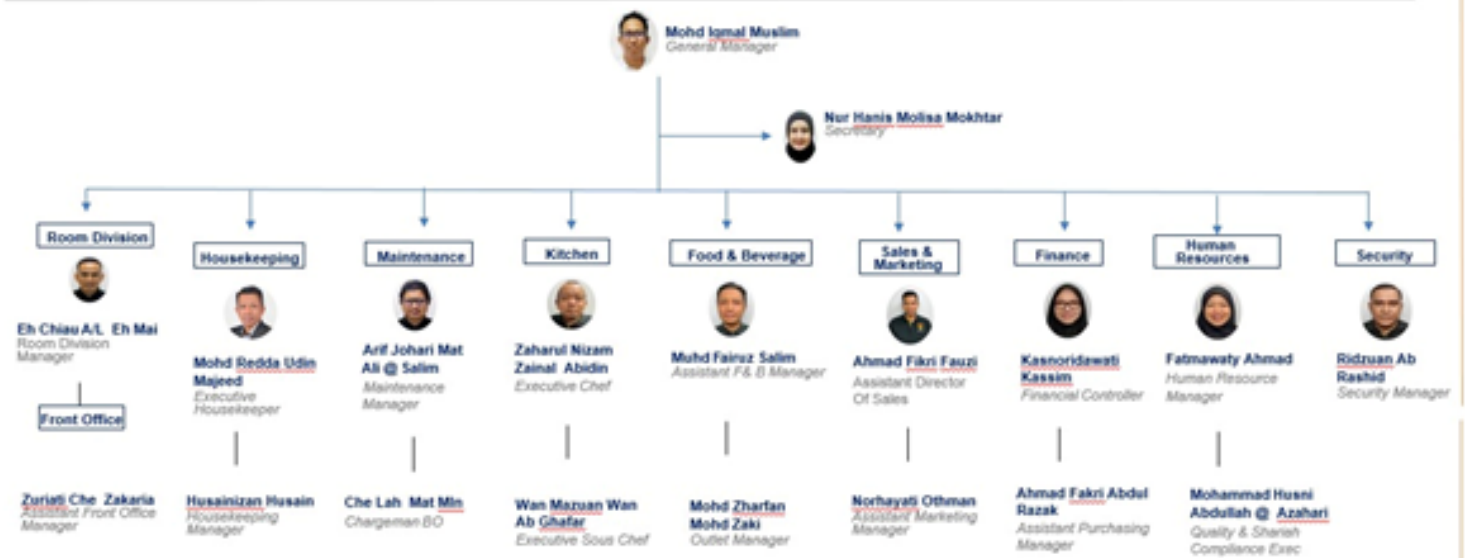
TRUSTWORTHY

We are transparent with highest moral standard of corporate and individual ethics, in all that we do

PERDANA KOTA BHARU ORGANIZATIONAL CHART



ORGANIZATION CHART



HUMAN RESOURCES DEPARTMENT ORGANIZATIONAL CHART



FATMAWATY BINTI AHMAD
HUMAN RESOURCES MANAGER



SITI NURAYUNI BINTI CHE MOHD NASIR
HUMAN RESOURCES EXECUTIVE



MOHAMAD HUSNI BIN ABDULLAH @ AZAHARI
QUALITY & SHARIAH COMPLIANCE EXECUTIVE



MOHD ARMAN BIN ELIAS
CAFE ATTENDANT



MOHD HAWARY BIN MUDA
CAFE ATTENDANT

TRAINING REFLECTION

Duration

- **Specific dates**
- **Working days**
- **Working hours**

Details

- **Department**
- **Roles**
- **Responsibilities**

Gains

- **Allowance**
- **Benefits**
- **Experience**
- **Skills**

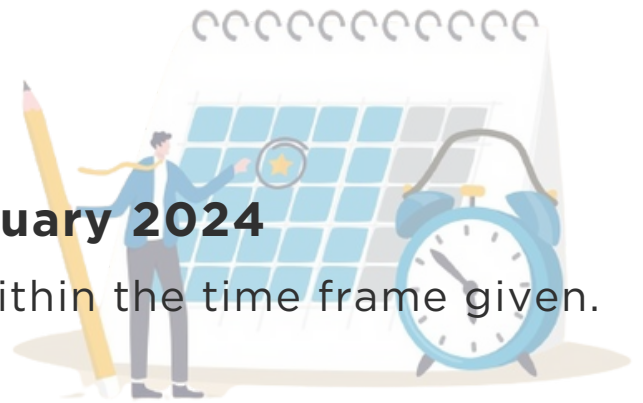
TRAINING REFLECTION

DURATION

01 Date

2nd September 2023 - 9th February 2024

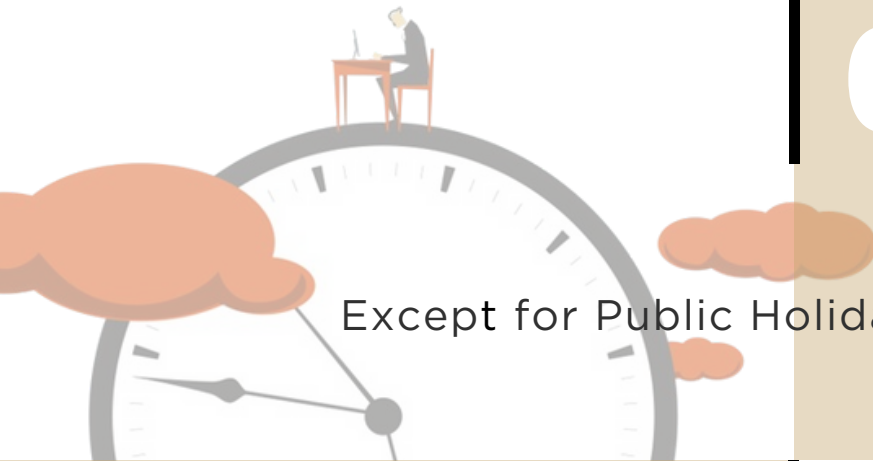
Industrial training was completed within the time frame given.



02 Working Days

Monday - Saturday

Except for Public Holiday, alternate and rest day.



03 Working Hours

8.30 a.m. until 5.30 p.m.

Including events and hotel training hours.



04 Rest Day

Sunday

Everyone should have at least one day to rest in order to give active and healthy work culture.



TRAINING REFLECTION

DEPARTMENT, ROLES & RESPONSIBILITIES

1 - Check Part-Time Claim

In Human Resources Department, I was assigned to check the part-time claims made by each department for every week, with four turns of claims (Week 1, Week 2, Week 3 and Week 4) in one month.

NO	DATE	TIME IN	TIME OUT	WORKING HOUR	MEAL	WORKING HOUR	MEAL	AMOUNT	REMARKS / FUNCTION	
1	2/1/24	09:00 AM	05:00 PM	8.0	0.5	7.5	RM7.30	54.75	SR Kafe Pagar - Lunch 90 pax	
2	2/1/24	06:00 PM	02:00 AM	8.0	0.5	7.5	RM7.30	54.75	SR Kafe Tanjung - Dinner 80 pax	
3	3/1/24	06:00 PM	02:00 AM	8.0	0.5	7.5	RM7.30	54.75	SR Kafe Tanjung - Dinner 80 pax	
4	4/1/24	06:00 PM	02:00 AM	10.0	1.0	9.0	RM7.30	65.70	SR Kafe Jambak - Dinner 100 pax	
5	5/1/24	12:00 PM	02:00 AM	14.0	1.0	13.0	RM7.30	96.30	SR Bangsal Buarit - Lunch 100 pax / Value SR Kafe (Jambak) - Lunch 40 pax	
6				-	-	0.0	RM7.30	-		
7				-	-	0.0	RM7.30	-		
8				-	-	0.0	RM7.30	-		
9				-	-	0.0	RM7.30	-		
10				-	-	0.0	RM7.30	-		
11				-	-	0.0	RM7.30	-		
12				-	-	0.0	RM7.30	-		
								TOTAL (RM)	324.85	

For Finance use ONLY:
No. of Days Claimed: 5
Total Cost: 324.85

Checked & Verified by: [Signature]
Checked by: [Signature]
Verified by: [Signature]
Verified by: [Signature]

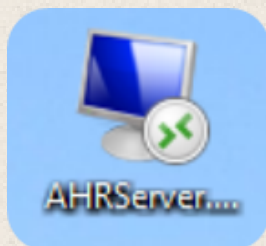
This is one of the Part Timer Claim of F&B (Food & Beverage) Department for Week 2 (1/1/2024 - 5/1/2024). The part-time claim must be tally with the part-time requisition form, then HR is the one who responsible to print out the part-timer attendance, in order to check the total hours of attendance. I will double-check to confirm the attendance, total hours of work and total pay claim is correct before submitting it to Finance department, in order to process the payment to part-timers.

TRAINING REFLECTION

DEPARTMENT, ROLES & RESPONSIBILITIES

2 - Update Part-Time Payroll

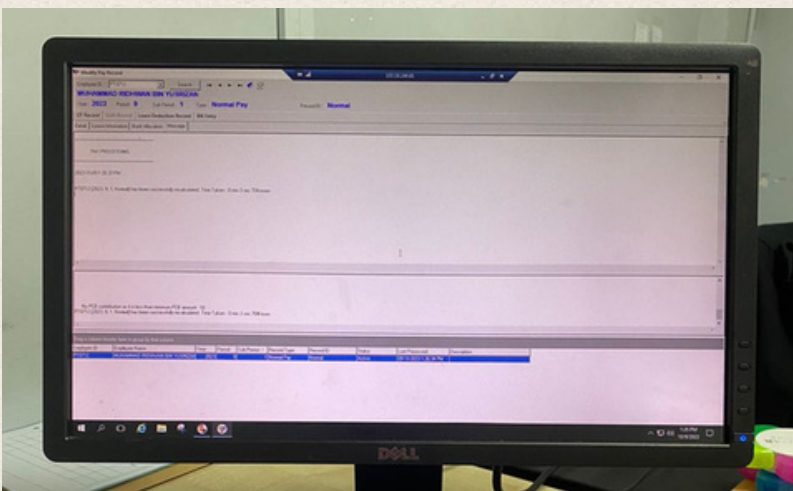
Next, I was assigned to update monthly payroll of part-time in the **AHR Sage server** as a monthly task. The server can only be accessed by four persons at one time; including Human Resources Department of Perdana Kuala Lumpur City Centre and AHR (Attana Hotels & Resorts).



The 'one-time use' passcode is required in order to access the server and it can be given by HR Manager and HR Executive only, in order to make sure the server is well-secured. Other than updating part-time payroll, the AHR Sage server was used to update staff monthly payroll, eLeave, as well as register staff and part-timer details. I have been completing key-in monthly payroll of part-time for September and November in 2023, with a total of more than 250 part-timers.



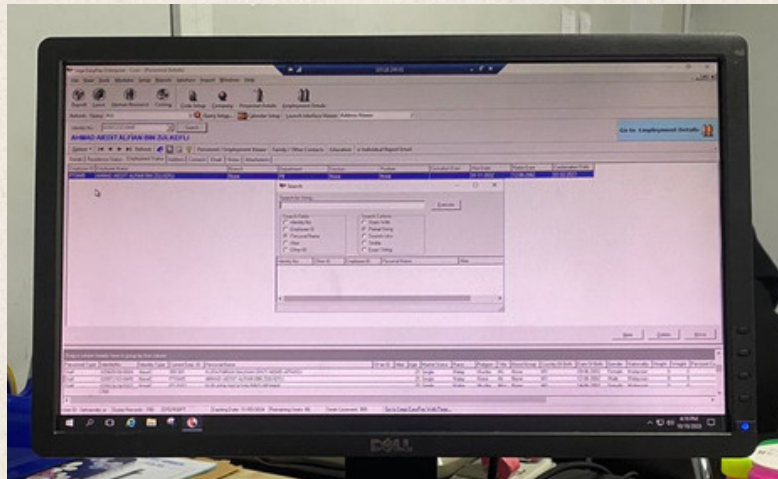
Part-Time Monthly Summary will be e-mailed by Finance department first, then HR can proceed to key-in the part-time payroll in the server. After entering the passcode given, I have to click EPE Core and choose EPEPKBPT, that stands for Perdana Kota Bharu Part-Time. Then, key-in the amount stated for each part-timer correctly, and click recalculate to process the payment record. The final step is I have to make sure the Part-Time Payroll Report is tally with the Part-Time Summary as per Finance department.



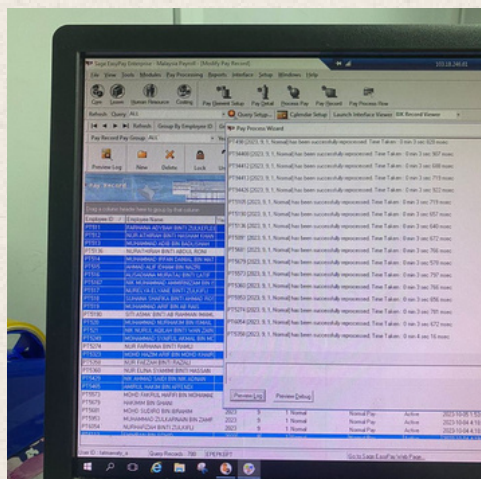
PERDANA KOTA BHARU SDN BHD						
Payroll Summary Report By :						
Sub Period	: All	Period	: 9	Pay Record ID	: All	
Pay Type	: All	Sort By	: Department, Category			
Pay Group	: 1 Payment Group					
Employee ID		Total Wage	Total Leave Deduction	Total Back Pay	Total OT	Total Other Allowance
Employee Name		Total Shift	OT Back Pay			
Total Company	(115 Employees)	0.00	0.00	0.00	0.00	65,856.95
Company Total Allowance :						65,856.95
Company Allowance / Deduct						Company Total I
Other Allowance						
Costal Labour		65,856.95				

WAN ZAIN	1,317.65	1,135.15
GRAND TOTAL	65,856.95	

The final step is I have to make sure the Part-Time Monthly Payroll Report is tally with the Part-Time Summary as per Finance department.



The process to key-in the part-time payroll has always take two to three days, because some of the new part-timers did not registered yet in the system. Thus, it is either I have to **register the details of new part-timer** in the Personal Details section, or I just need to **update cessation date** of existing part-timers, so their name will be active, in order to process the payment record. The image shown above is how I click the Employment Details of respective part-timer and change the cessation date to two months later than the current date.



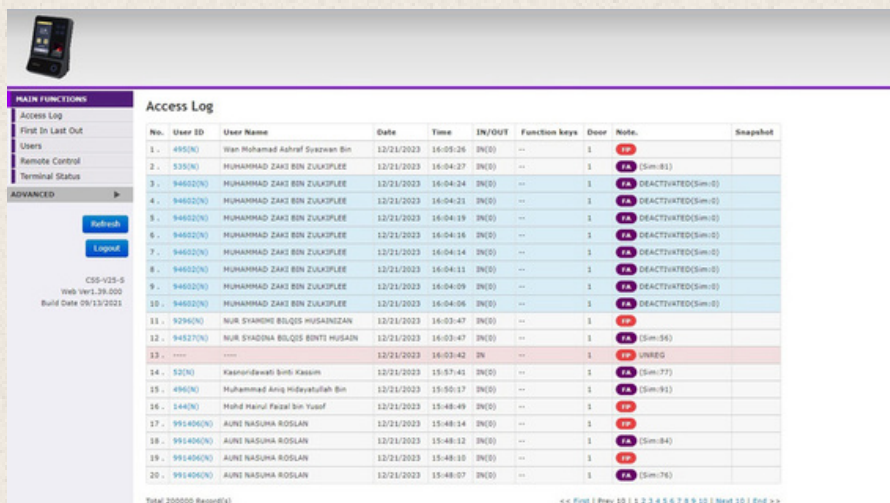
Then, I have to reprocess the name of part-timers who just got registered and also those whose the cessation date were changed. This action must be completed accordingly, to make sure there is no overlapping name registered and no names were missed during the process of payment record.

TRAINING REFLECTION

DEPARTMENT, ROLES & RESPONSIBILITIES

3 - Check Overtime Claim

Another monthly task that I have been assigned as Human Resources Trainee was to check overtime claim of staffs for every department. Overtime claim will be submitted by the department's respective coordinator or PIC (Person in Charge) to HR Office, then HR is responsible to review the claim.



The screenshot displays a web-based 'Access Log' system. On the left, there is a sidebar with navigation options: 'MAIN FUNCTIONS' (Access Log, First In Last Out, Users, Remote Control, Terminal Status), 'ADVANCED' (Refresh, Logout), and system information (CSS-V25-S, Web Ver:1.39.000, Build Date: 09/13/2022). The main area shows a table with columns: No., User ID, User Name, Date, Time, IN/OUT, Function keys, Door, Note, and Snapshot. The table contains 20 rows of data, including entries for Wan Mohamad Ahrul Saizwan Bin, MUHAMMAD ZAKI BIN ZUKIPLIE, NUR SYADINA BILQIS BINTI HUSAIN, and AUNI NASUHA ROSLAN. At the bottom, it indicates 'Total: 200000 Record(s)' and navigation controls like '<< First | Prev 10 | 1 2 3 4 5 6 7 8 9 10 | Next 10 | End >>'.

No.	User ID	User Name	Date	Time	IN/OUT	Function keys	Door	Note	Snapshot
1.	495(N)	Wan Mohamad Ahrul Saizwan Bin	12/21/2023	16:05:26	DN(O)	--	1	FA	
2.	535(N)	MUHAMMAD ZAKI BIN ZUKIPLIE	12/21/2023	16:04:27	DN(O)	--	1	FA (Sim-81)	
3.	94602(N)	MUHAMMAD ZAKI BIN ZUKIPLIE	12/21/2023	16:04:24	DN(O)	--	1	FA DEACTIVATED(Sim-0)	
4.	94602(N)	MUHAMMAD ZAKI BIN ZUKIPLIE	12/21/2023	16:04:21	DN(O)	--	1	FA DEACTIVATED(Sim-0)	
5.	94602(N)	MUHAMMAD ZAKI BIN ZUKIPLIE	12/21/2023	16:04:19	DN(O)	--	1	FA DEACTIVATED(Sim-0)	
6.	94602(N)	MUHAMMAD ZAKI BIN ZUKIPLIE	12/21/2023	16:04:16	DN(O)	--	1	FA DEACTIVATED(Sim-0)	
7.	94602(N)	MUHAMMAD ZAKI BIN ZUKIPLIE	12/21/2023	16:04:14	DN(O)	--	1	FA DEACTIVATED(Sim-0)	
8.	94602(N)	MUHAMMAD ZAKI BIN ZUKIPLIE	12/21/2023	16:04:11	DN(O)	--	1	FA DEACTIVATED(Sim-0)	
9.	94602(N)	MUHAMMAD ZAKI BIN ZUKIPLIE	12/21/2023	16:04:09	DN(O)	--	1	FA DEACTIVATED(Sim-0)	
10.	94602(N)	MUHAMMAD ZAKI BIN ZUKIPLIE	12/21/2023	16:04:06	DN(O)	--	1	FA DEACTIVATED(Sim-0)	
11.	92946(N)	NUR SYADINA BILQIS HUSAINIZAN	12/21/2023	16:03:47	DN(O)	--	1	FA	
12.	94527(N)	NUR SYADINA BILQIS BINTI HUSAIN	12/21/2023	16:03:47	DN(O)	--	1	FA (Sim-56)	
13.	----	----	12/21/2023	16:03:42	DN	--	1	FA UNREG	
14.	52(N)	Keanoridewati Smbi Kasim	12/21/2023	15:57:41	DN(O)	--	1	FA (Sim-77)	
15.	496(N)	Muhammad Aniq Hidayatullah Bin	12/21/2023	15:55:17	DN(O)	--	1	FA (Sim-91)	
16.	144(N)	Muhd Mansur Faizal bin Yusoff	12/21/2023	15:48:49	DN(O)	--	1	FA	
17.	991406(N)	AUNI NASUHA ROSLAN	12/21/2023	15:48:14	DN(O)	--	1	FA	
18.	991406(N)	AUNI NASUHA ROSLAN	12/21/2023	15:48:12	DN(O)	--	1	FA (Sim-84)	
19.	991406(N)	AUNI NASUHA ROSLAN	12/21/2023	15:48:10	DN(O)	--	1	FA	
20.	991406(N)	AUNI NASUHA ROSLAN	12/21/2023	15:48:07	DN(O)	--	1	FA (Sim-76)	

The server system is important to track daily and current 'In & Out' of staffs. Other than that, it was used to save the attendance of staffs, part-timers and trainees who have been registered into the system. This server system is can also be accessed by HR department only, protected with password.

Query and Export

Category
 user
 event

Selection
 all
 Single
 User ID

 Card No.

Time range
 Start Date

 End Date

Txt Xls

In order to save time and avoid any missing date, I have to click 'all' for Selection, then for the time range, I have to insert start and end date of the respective month claimed. For example, to review and save attendance for overtime claim of December 2023, I will choose 30/11/2023 for the 'Start Date' and 1/1/2024 for the 'End Date'. So, it will be easier and safe way for me to check the attendance of staffs one-by-one in one document only.

PERDANA PERDANA KOTA BHARU

EMPLOYEE'S NAME: SITI MAISARAH MOHD YUSOFF
 EMPLOYEE'S NO: 0132

OVERTIME CLAIM	EMPLOYEE'S NAME		DESIGNATION		DUTY MANAGER		DEPARTMENT		FRONT OFFICE	
	DATE	NORMAL WORKING HOURS	FROM	TO	NO OF HOURS	PUBLIC HOLIDAY/REST DAY	ALLOWANCE	CHECKED BY	REASONS	
1	01/11/23	8:30 PM - 6:00 AM	8:00 AM	7:00 AM	1.0	-	-	-	OVERTIME NIGHT SHIFT	
2	02/11/23	8:30 PM - 6:00 AM	8:00 AM	7:00 AM	1.0	-	-	-	OVERTIME NIGHT SHIFT	
3	03/11/23	8:30 PM - 6:00 AM	8:00 AM	7:00 AM	1.0	-	-	-	OVERTIME NIGHT SHIFT	
4	04/11/23	8:30 PM - 6:00 AM	8:00 AM	7:00 AM	1.0	-	-	-	OVERTIME NIGHT SHIFT	
5	13/11/23	8:30 PM - 6:00 AM	8:00 AM	7:00 AM	1.0	-	-	-	OVERTIME NIGHT SHIFT	
6	14/11/23	8:30 PM - 6:00 AM	8:00 AM	7:00 AM	1.0	-	-	-	OVERTIME NIGHT SHIFT	
7	15/11/23	8:30 PM - 6:00 AM	8:00 AM	7:00 AM	1.0	-	-	-	OVERTIME NIGHT SHIFT	
8	16/11/23	8:30 PM - 6:00 AM	8:00 AM	7:00 AM	1.0	-	-	-	OVERTIME NIGHT SHIFT	
9	25/11/23	8:30 PM - 6:00 AM	8:00 AM	7:00 AM	1.0	-	-	-	OVERTIME NIGHT SHIFT	
10										
11										
12										
13										
14										
15										
16										
17										
18										
19										
20										
21										
22										
TOTAL OVERTIME HRS					9.0	TOTAL PUBLIC HOLIDAY/REST DAY HRS		-		

HR RESOURCE USE ONLY	NO OF HOURS	RATE	AMOUNT (RM)
1 Overtime (Normal)	9.0	22.78	204.42
2 OT PHASED	0.0		
3 Night Shift	0	3	0.00
4 Split Shift	0	3	0.00
TOTAL (RM)			

EMPLOYEE'S SIGNATURE / DATE: [Signature] / 1/1/2024

CHECKED BY: [Signature] / DATE

CONFIRMED BY: [Signature] / DATE

RECOMMENDED BY: [Signature] / DATE

VERIFIED BY: [Signature] / DATE

The image shown above is one of the completed overtime claim of Duty Manager from Front Office Department, that has been checked by HR Executive and HR Manager. This overtime claim then need to be scanned according to each department, in order to proceed e-mail to the AHR (Attana Hotels & Resort) for action taken.

TRAINING REFLECTION

DEPARTMENT, ROLES & RESPONSIBILITIES

4 - Save Attendance Lateness

Following the task of checking overtime claim, I have always use the same attendance downloaded from the server system to save monthly attendance lateness of every staff according to each department.

14158	488 Ahmad Bin Zahari	0	12/03/2023	15:03:18	IN
14391	488 Ahmad Bin Zahari	0	12/03/2023	07:07:36	IN
14515	488 Ahmad Bin Zahari	0	12/02/2023	22:31:06	IN
14741	488 Ahmad Bin Zahari	0	12/02/2023	14:36:26	IN
15018	488 Ahmad Bin Zahari	0	12/01/2023	22:34:58	IN
15214	488 Ahmad Bin Zahari	0	12/01/2023	14:30:45	IN
15444	488 Ahmad Bin Zahari	0	11/30/2023	22:39:37	IN
15633	488 Ahmad Bin Zahari	0	11/30/2023	14:34:27	IN
78	501 Ahmad Fakri Bin Abd Razak	0	01/01/2024	19:48:37	IN
94	501 Ahmad Fakri Bin Abd Razak	0	01/01/2024	18:10:46	IN
478	501 Ahmad Fakri Bin Abd Razak	0	12/31/2023	20:42:57	IN
479	501 Ahmad Fakri Bin Abd Razak	0	12/31/2023	20:42:55	IN
482	501 Ahmad Fakri Bin Abd Razak	0	12/31/2023	20:12:49	IN
1860	501 Ahmad Fakri Bin Abd Razak	0	12/28/2023	18:17:32	IN
2092	501 Ahmad Fakri Bin Abd Razak	0	12/28/2023	08:51:36	IN
5717	501 Ahmad Fakri Bin Abd Razak	0	12/20/2023	14:03:37	IN

Attendance Lateness (August)	04/10/2023 08:51	File folder
Attendance Lateness (December)	05/01/2024 14:18	File folder
Attendance Lateness (November)	02/12/2023 12:27	File folder
Attendance Lateness (October)	15/11/2023 16:12	File folder
Attendance Lateness (September)	12/10/2023 15:28	File folder

The attendance downloaded as in **Microsoft Excel**. The highlighted part in the image above is the Staff ID to identify the attendance record and correct name of staffs. The attendance must be sorted by user name to easier the tracking process of staff name in the Microsoft Excel.

Steps to Save Attendance Lateness:

- 1 - Highlight all attendance record for one staff
- 2 - Click 'Page Layout' ➡ 'Print Area' ➡ 'Set Print Area'
- 3 - Click 'File' and 'Save As', then choose the department file
- 4 - Save as type PDF and rename file as the staff name

TRAINING REFLECTION

DEPARTMENT, ROLES & RESPONSIBILITIES

5 - Key-In Medical Claim & Expenses

My role as a Human Resources Trainee is also to key-in the medical claim and expenses of staff. The software used is **Microsoft Excel**. Firstly, staff will fill-in the medical claim form with details of their treatment; either for themselves or for their dependent, and also the total amount of treatment. After the medical claim form has been checked and approved by their Head of Department, the claim form must be submitted to HR Office.

The total medical claim per year is different, according to grade of staffs. For example, as grade N1 to N4, the claim is RM2,000 for self and RM2,000 for dependent. Followed by grade A1 to A3 and grade A4 to A5 are different. Hence, I have to carefully identify the grade of staff before calculate their medical claim balance. My task is to **check** and **fill-in** the total used, new claim and balance of claim for staff.

Then, I have to key-in the information and details required in the Medical Claim & Expenses file to record the flow of staffs' used medical claim. The most important thing is the date of treatment received need to be recorded correctly to meet the monthly budget.

TRAINING REFLECTION

DEPARTMENT, ROLES & RESPONSIBILITIES

6 - Prepare Training for Staffs

In Human Resources department, I was assigned to prepare training involving pre-training, during training and post-training. Firstly, before training, I have to book any room available with Sales & Marketing department for training purpose, according to the speaker and training, either it has to be theatre or classroom. Then, I need to create a name list of staffs who will be attending the respective training, in the **shared folder OneDrive**. So, every staff will be aware with the name of training, date, time and venue.

Following that, I also have to print out training attendance form, Training Evaluation Form and Training Evaluation Effectiveness Form that need to be filled by the staffs, Person in Charge, Coordinator and Head of Departments. During the training, I need to assist the speaker and prepare any material needed by the speaker. Last but not least, for post-training, I have to update in the master list, the name of staffs who were successfully attend the training and key-in their training hours according to the duration of the training. One of the training that I was able to assist is 'PKB Mental Health Talk' on 7 December 2023.

TRAINING REFLECTION

GAINS

Throughout my internship at Perdana Kota Bharu, I have received a monthly allowance of RM150 as well as meals every day during my lunch break. Aside from that, I have a personal workspace in the Human Resources department, a personal computer and a calculator to help with my work in the office. I have been ensuring a rightful use of all the facilities provided by the hotel to assist with my tasks.

Additionally, I have performed many tasks outside of the job description, including Lobby Ambassador, Hostess and F&B Assistant. Along with the Lobby Ambassador and Hostess, assist breakfast at Cerana Coffee House is only required when there is a large number of guests, especially on weekends when there are more than 300 paxs.

By carrying out these responsibilities, I believe that learning about different areas in the hotel sector has a variety of advantages, including improved individual skills and overall organizational efficiency. On top of that, understanding the complexities of multiple departments is useful for me aspiring to leadership roles. For example, I was able to adapt to diverse work environments while being consistent with the approach.

SWOT & PESTEL THEORETICAL



SWOT

SWOT analysis framework is an important and very valuable tool in marketing management and other industries to identify internal environment factors which includes the Strengths and Weaknesses, along with the external environment factors that are Opportunities and Threats. Business majors must have an excellent understanding of SWOT analysis.

SWOT analysis is a strategy that allows companies or individuals to refocus from day-to-day challenges and standard solutions to a new perspective. Furthermore, SWOT analysis examines the company's strengths and weaknesses, as well as the opportunities and threats it experiences. SWOT analysis may assist our organization in addressing its most serious issues and identifying its most potential new markets.

PESTEL

PESTEL analysis is a framework or methodology that marketers use to analyze and monitor external marketing environment elements that affect organization, firm or industry. It analyzes the external environment's Political, Economic, Social, Technological, Environmental and Legal factors. If we are simply conducting a SWOT analysis, pay attention to the PESTEL criteria in both of those parts to make sure we have covered all of the bases.

SWOT COMPONENTS

Strengths

Characteristics of a company or people that provide a competitive advantage over competitors in the industry. Strength also came from internal to an organization or individual, positive tangible and intangible characteristics. Beneficial qualities of an organization or an organization's strengths, such as process capabilities, financial resources, products and services, customer loyalty and brand loyalty.

Weaknesses

Characteristics that put the organization or individual at a competitive disadvantage in comparison to others. Weakness occur when it prevents an organization from achieving its core goal and has an impact on its growth. Weaknesses are factors that do not meet the standards we believe they should. However, mistakes are manageable by reduced and eventually eliminated. For example, limited financial resources, poor marketing skills and higher costs.

Opportunities

Opportunities are externally appealing factors that represent reasons why the company is likely to succeed. Opportunities to increase profits in the environment when external attractive factors represent the reason for an organization's existence and development. Opportunities also arise when organization is capable of developing and implementing strategies to become more profitable by taking advantage of circumstances that involve its environment.

Threats

Threats are external factors in the environment that can cause problems for a business because they are beyond an organization's control. It arises when external environment threatens the organization's business's dependability and profitability. For example, when foreign competitors entering the market, the introduction of new substitute products, changing customer needs and an economic downturn.

SWOT ANALYSIS

OF PERDANA KOTA BHARU



STRENGTHS

- Quality & Shariah oriented
- Strategic location



WEAKNESSES

- High set-up costs
- Inefficiency of documentation



OPPORTUNITIES

- Expanding on advertisement
- Potential internship program



THREATS

- Intense industry competition
- High turnover rate



STRENGTH 1

Quality & Shariah Hotel Oriented



Quality & Shariah Compliance Executive, who is responsible to ensure Hotel Perdana Kota Bharu fully complies with MS 1900-2005 and Shariah requirements in its financial management, Human Resources management, procurement procedures, production and marketing activities.

Hence, all Shariah non-compliances need to be reported to management. PKB assuring all staffs were well-trained to organize activities related to 'Nilai-Nilai Murni' and Islamic as well as Shariah matters, since every personnel working for Hotel Perdana Kota Bharu are fully aware that the QMS is Shariah compliant.

Files related to Quality & Shariah Training Programs and QMS documentations of Hotel Perdana Kota Bharu have always being maintained and updated. Following by that, all files on identity critical issues of Shariah also need to be kept as it is P&C.



As for my recommendation, a feedback or review from guest should be taken, so any corrective actions could be done in order to maintain the quality of hotel management and meet the compliance of Quality & Shariah.

S T R E N G T H 2

Strategic Location

Location summary

Neighborhood: **Bandar Kota Bharu**



Great for visitors ⓘ

Central hub with Handicrafts Village, ornate Muhammadi Mosque & street food like spicy chicken.

Perdana Kota Bharu is a luxury 4 Star Hotel located in Kelantan’s capital city, Kota Bharu, with various tourist attractions nearby, such as Street Art Kota Bharu, Muhammadi Mosque, Bazaar Tok Guru and Pasar Siti Khadijah.

Perdana Kota Bharu also conveniently located in the business neighborhood and within walking distance with the government buildings, health care facilities and Kota Bharu Mall. The guests who stay at Perdana Kota Bharu do not have to worry if those who come unplanned, as they could explore any of the tourist attraction nearest the hotel, or even can do one-day staycation at PKB. Recently, Perdana Kota Bharu was chosen to organize ‘Perasmian Pra-Pelancaran’ Tahun Melawat Kelantan 2024 at Dewan Bunga Emas, collaborated with few local businesses.

In my opinion, it could be better if PKB can prepare posters, brochures or flyers to promote any activities or event in Kelantan, other than promote hotel’s event. This is because it might be one of the attraction that PKB is capable to serve to the outsiders who interested in Kelantan’s culture.



This is because a well-placed hotel is more likely to generate more revenues. A strategic location of a hotel affects its accessibility, visibility, competitiveness and overall attractiveness to customers. It is important for attracting customers as well as contributing to the hotel’s success in such a competitive market.

W E A K N E S S 1

High Set-Up Costs



Operating hotel requires proper planning to ensure success. Hence, establishing a hotel also need huge investment in order to gain profit and benefit. In the meantime, hotel renovation in PKB should be carried out to enhance the visitor experience from time to time. However, it cannot be completed in every year or month because it takes some time and need planning for financial issue.

During my industrial training at Perdana Kota Bharu, I have been given Lobby Lizard task, which is to collect at least five reviews from the guests at the hotel. One of the guests point out the malfunction of toilet and no doorstopper for handicapped in the guest room, especially in terms of the hygiene and safety. However, it could not be completely perfect as they take longer time and financial planning. Subsequently, the Guest Room will undergo renovations to include more essential and secure amenities to guarantee the guests' comfort. As at December 2023, General Manager and the Head of Departments have come to the decision to do first stage of renovation at the Kitchen, in order to enhance more equipped with comfortable space at Main Kitchen.

As for recommendation, it could be better if PKB could focus and prioritize in renovating hotel's main internal need for the smooth and better operation process. For example, Restaurant, Store and Laundry as for Housekeeping department. This action should be taken in order to maintain the hygiene and safe work environment, especially in Kitchen.

In addition, before beginning any renovation project, it is critical to perform a complete evaluation of the hotel's requirements and priorities. Furthermore, collecting input from guests via surveys or feedback can also give significant perspectives into areas that might benefited from the renovation, in order to avoid unnecessary renovation made.

W E A K N E S S 2

Inefficiency of Documentation

Perdana Kota Bharu was still using manual record for certain information such as Exit Pass, Training Attendance, Monthly Overtime Claim and more. Although those past documents have been filed according to the department and month, it still requires some energy and time wastage. Inefficient documentation at a hotel can have a number of negative effects, including impacts on operations, staff satisfaction and overall business performance.

In HR department, I have discovered that certain Overtime Claims were overlooked when being checked. This is because the papers were overlapping with other documents, which might lead to the loss of crucial records. Poor documentation standards might cause communication failures between staffs within one department. This can lead to task misalignment, service delays and lack of coordination as well as no harmonization in the same working space.



Regarding to this issue, I would suggest the PKB management team to invest in database to create paperless record to manage daily data in order to save more space in the office. Other than that, PKB can also dispose all the documents in every 3 months or 5 months maximum, so there will be no useless papers in the workspace and leak of data can also be avoided. Last but not least, PKB should prioritize excellent documentation standards and update process on a regular basis to maintain accuracy and efficiency of record.

OPPORTUNITY 1

Expanding on Advertisement



Perdana Kota Bharu shall get some recognition despite for been existing after 10 years in the hotel industry with variety of events, promotions and food tasting, organized by PKB itself. Remarketing is one of an important aspect for hotel marketing because travelers are distracted by various of options they can choose from.

In order to reach large audience and attract potential customers, a hotel's advertising strategy should include both online and offline strategies. Perdana Kota Bharu has engaged with the local community through events, sponsorships and collaborations. It help the hotel to establish relationships and attract visitors interested in local experiences. However, PKB can do better in promotion of event to reach non-local community and international tourists.

As for recommendation, it could be better if PKB can make a good use and take the opportunity of social media platform to promote any event organized by hotel, as much as they can in order to gain public exposure and attract people across the country. For example, promotion through official website, Facebook, Instagram and TikTok. This can encourage pleased guests to provide good feedback on noticeable or easy-to-see review websites such as TripAdvisor and Google reviews, followed by respond from the hotel regarding both positive and negative comments to demonstrate appreciation to guests.

O P P O R T U N I T Y 2

Potential Internship Program

Various job scope in Perdana Kota Bharu provide opportunities to more students and young talent to contribute to the hotel and create better network. In the meantime, the PKB management team only focus more on internship application that involved with operations and administration in the hotel. Furthermore, internships in hotel may give important hands-on experience for anyone interested in working in the hospitality sector.

Despite the fact that there were just a few departments, internships at PKB generally provide exposure to numerous parts of hotel operations, such as Front Office, Housekeeping, Food & Beverage and more.



My suggestion is PKB should prepare and provide the specific guidelines or requirements for internship application at PKB to meet required talent. For example, in Perdana Kota Bharu currently, students from Diploma in Culinary Art perform their Industrial Training in Kitchen department, as for operations. So, the students can apply their skills and knowledge on work experience. Moreover, internship in hotel may give several opportunities for networking, personal growth and potential professional advancement.

T H R E A T 1

Intense Industry Competition



Other than Perdana Kota Bharu, there are few of hotels in Kelantan that offer the same amenities, benefits and even target similar customer segments, such as Renai Hotel Kota Bharu, Grand Riverview Hotel and H Elite Design Hotel. Competition between hotels in the hotel industry motivates each other to innovate and enhance their services, facilities and overall visitor experiences.

Intense competition might make it difficult for hotels to establish strong brand loyalty with their customers. This is because guest may choose to pick hotels based on pricing, promotions or short incentives over long-term brand ties.

Therefore, I suggest if PKB could maintain their brand image as Perdana Kota Bharu itself. They should enhance as the only hotel with Quality & Shariah Compliances in Kota Bharu, Kelantan. This could differentiate PKB as Halal and Muslim-friendly hotel, compared to other hotels in Kelantan.

Furthermore, in order to survive in a competitive hotel industry, PKB must find a balance between delivering appealing rates and maintaining service quality, including strategic distinctive characteristics, effective marketing as well as an emphasis on customer satisfaction to ensure long-term success. Hence, PKB should display and apply their uniqueness as Perdana Kota Bharu.

T H R E A T 2

High Turnover Rate

In the hotel industry, there are many job opportunities with better salary and position. As at January 2024, Perdana Kota Bharu have two staffs resigned, with a total of 25 staffs resigned in 2023. The turnover rate is 1.18% and PKB should take action regarding this matter. This is because high employee turnover rates might have severe effects for the normal operation of the industry.

High turnover in the hotel industry can be threatening to the morale of surviving staff, as frequent leaves may generate a sense of instability and uncertainty in the workforce, resulting in lower job satisfaction and no motivation.



PKB		Resigned	Total Staff
JAN	1.14	2	175
FEB	1.10	2	181
MAR	1.12	2	179
APR	0	0	177
MAY	1.69	3	178
JUN	0.57	1	175
JUL	2.27	4	176
AUG	3.45	6	174
SEP	0	0	171
OCT	1.69	3	178
NOV	1.14	2	175
DEC	0.00	0	173
		25	2112

I would recommend Perdana Kota Bharu to offer better advancement opportunities to the staffs. Hotel should always offer training and skill development opportunities to encourage them to learn and grow professionally. The clear path could lead to career advancement to the staffs to improve positively in performing work and assignments.

Aside from that, Perdana Kota Bharu does not provide appreciation rewards for staffs who have worked at the hotel for 10 years. Therefore, PKB should start create and implement employee recognition programs to acknowledge and reward excellent achievement among staffs. In general, recognizing hard work and devotion of staffs may improve morale and job satisfaction. The initiative might help the hotel to reduce its turnover rate for each month.



CONCLUSION

In conclusion, Perdana Kota Bharu is serving the best hospitality services in hotel industry. I have explored PKB company's mission and vision, identified their SWOT analysis to understand the internal environmental factors which are Strengths and Weaknesses, along with external environmental factors, Opportunities and Threats. Perdana Kota Bharu is well-positioned to capitalize on future growth opportunities and expand their market presence.

During this industrial training, I have given roles, trust and able to experience on how to perform actual work in business industry, especially in Human Resources Department, as well as develop my professional and personal skills in order to enhance my personality as a job seeker in the future.

Many informal knowledge was gained throughout my internship at Perdana Kota Bharu, generally on understanding the teamwork between every department in the hotel in order to ensure success of any event. Last but not least, this industrial training gave me a lot of opportunities to improve my confidence in presenting my point of views, engaging with guests and multitasking skills. All of these are possible because of my Head of Department, HR team and all PKB staffs.

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APPENDICES



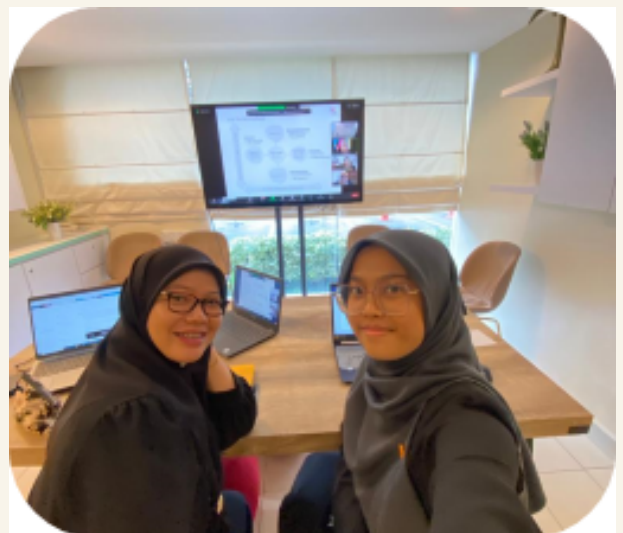
22 September 2023
Assisted 'Weekend Night Live'
with Head of Departments on duty



1 October 2023
Majlis Santapan Malam
Majlis Orang-orang Besar Diraja Kelantan
Sempena Perayaan Ulang Tahun
Hari Keputeraan Kebawah Duli
Yang Maha Mulia Sultan Muhammad V
Yang Ke-54 Tahun 1445H/2023M



1 November 2023
GM Coffee Session with Trainees



9 November 2023
Participated in 'Job Design &
Job Description Training' with HR Manager

APPENDICES



13 November 2023
'PKB Staff Annual Dinner'
with HR Manager and HR Executive



13 November 2023
'PKB Staff Annual Dinner'
with General Manager and HR trainees



28 November 2023
'Donate Blood to Save A Life' Campaign



5 January 2024
BBQ Farewell Treat for PKB trainees

APPENDICES

Industrial Training Report at Perdana Kota Bharu

ORIGINALITY REPORT

9% SIMILARITY INDEX	7% INTERNET SOURCES	0% PUBLICATIONS	8% STUDENT PAPERS
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PRIMARY SOURCES

1	attanahotels.com Internet Source	1%
2	Submitted to British University in Egypt Student Paper	1%
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5	www.slideshare.net Internet Source	1%
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