

INDUSTRIAL TRAINING SWOT ANALYSIS REPORT



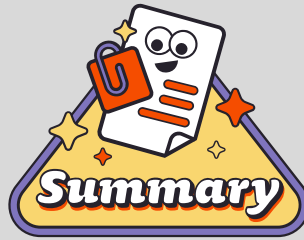
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COMPANY'S NAME: LEXIS SUITES PENANG

EXECUTIVE SUMMARY



This internship report highlights on the job experience I obtained during my internship in the Account Department at Lexis Suite Penang, which took from February 18 to August 8, 2024. Miss Syahirah Rahmat, Senior Account Officer, has been supervising me during my internship and act as my supervisor inside the organization. I report directly to my supervisor on the duties and tasks assigned to me. In this report, I have mainly drawn my experience at Lexis, particularly in areas of account receivable, daily transaction report, income audit, cash count for paymaster. I have also given details on my six months there, including my job description, which required me to communicate with several departments in order to complete. In addition, I have incorporated values and abilities I gained from my industrial training time, which will be very helpful for me going forward, particularly once I start working. I was able to identify the company's opportunities, threats, weaknesses, and strengths during my industrial training. SWOT analysis allows for an analysis of quite a bit of data that is useful for the company's future capacity planning. My point of view and explanation are strengthened and more trustworthy because each SWOT analysis is backed up by research findings and case studies. In addition, I examined the PESTEL study, which I had to relate with the company's SWOT. In order to learn more about the analysis, I also combine the swot analysis, also known as the swot matrix. Additionally, recommendations are crucial since they can offer the business strategies for overcoming risks and weaknesses while also enhancing its opportunities and strengths. Finally, before I completed my internship report, I summarized my main ideas and points for Lexis.



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LEXIS SUITES PENANG
28, Jalan Teluk Kumbar, 11920
Bayan Lepas, Pulau Pinang



IMPERIAL LEXIS KUALA LUMPUR
15, Jalan Kia Peng, Kuala Lumpur,
50450 Wilayah Persekutuan,
Wilayah Persekutuan Kuala Lumpur



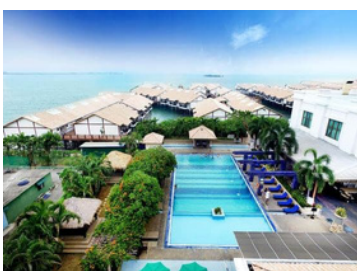
GRAND LEXIS PORT DICKSON
Batu 2, Jalan Seremban, 71000
Port Dickson, Negeri Sembilan



LEXIS ULTIMA
(COMING SOON)



LEXIS PORT DICKSON
Batu 2, Jalan Seremban, 71000
Port Dickson, Negeri Sembilan



COMPANY'S PROFILE

VISION

Hospitality is Our
Passion

- To build up the Group to a leading level regionally and internationally.
- To deliver a unique and memorable hospitality experience of international standard that turns every guest into repeated business.



VALUE

- Use competent, cost-effective, and cautious management techniques without sacrificing quality to guarantee the highest possible returns for owners and investors.
- Make it our mission to always put our customers and the highest quality of service first.
- Uphold honesty, caring, integrity, and transparency in all of our business interactions.
- Encourage collaboration and teamwork among team members who are determined to contribute the tools and motivation needed to finish the task at hand, leading to a smooth and fruitful effort from all parties engaged in the pursuit of individual and organizational objectives.
- To overcome all obstacles and satisfy owners and investors, look for and put into practice original and unique ideas.
- Adopt and promote appropriate environmental measures to carry out sustainable programs.
- Participate in corporate social responsibility initiatives to show support for the community.