

**SALES PERFORMANCE OF HOTEL INDUSTRY  
IN MALAYSIA, CASE STUDY: GRAND SEASONS  
HOTEL**

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## ABSTRACT

The Grand Season Hotel is managed by Metroplex Holding Sdn Bhd-Leisure Division. Metroplex Holding Sdn Bhd is a wholly subsidiary of Metroplex as public listed company. It has 800 hotels room and situated along Jalan Pahang just of Jalan Tun Razak. The hotel starts it operation since 14 July 1998 and was recognized as the tallest hotel in Malaysia, which was written in the Malaysia Book of Record.

Good Decisions require managers' understanding of the response function relating to the sales performance. Managers are principally concerned with the allocation of scare resources such as sales force, advertising and promotion, for the purpose improving the market and profit performance of their product or brand.

Performance studies greatly contribute to both business and academic discussion, giving important insights about real success of a company. Basing on these studies, managers can evaluate the success of their firm generally or in a certain part of a business and to come to conclusions that benefit the firm in both short and long term.

# CHAPTER 1

## INTRODUCTION

### 1.1 Introduction

This chapter describes the background and the context of the thesis. It also presents the research problems and key research objectives of this study. Additionally, this chapter discusses the scope of the study and outlines the structure of this thesis.

Business performance are very often complex and may include some irrationality, for example, success sometimes bases considerably on luck. Thus, as the aggravated example shows, high performance of a product or a company may not have much to do with goodness of management.

It is nevertheless crucial to acknowledge the factors mainly affecting on goodness or badness of performance. If the company is doing poorly, it has to unravel the reasons for the current situation so that it can form a plan for a brighter future. On the other hand, a firm doing well must know what the most influential factors behind its success are because only accordingly it can sustain its competitive position also in the future (Matti Jaakkola, 2006)

Even in mature markets, managers are expected to improve their performance year after year. When successful, they can expect to continue executing on an established marketing strategy. However, when the results are disappointing, a change or turnaround strategy may be called for in order to help performance get