



**DEPARTMENT OF ESTATE MANAGEMENT
FACULTY OF ARCHITECTURE, PLANNING AND
SURVEYING
UNIVERSITY TECHNOLOGY MARA**

**REBRANDING OF THE RESORT
CASE STUDY: PNB ILHAM RESORT, PORT**

**A project that provided as partial fulfillment of condition
for the award of Bachelor of Estate Management (Hons)**


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SEMESTER JULAI 2010- NOVEMBER**

STUDENT'S DECLARATION

Academic Project Title:

REBRANDING OF THE RESORT CASE STUDY: PNB ILHAM RESORT, PORT DICKSON

**I hereby declare that the work is my own work except
the quotation and summaries, which have
been duly acknowledged**

Signature : 

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.....

Date of Declaration : 13 / 10 / 2010
.....

ACKNOWLEDGMENT

Bissmillahirrahmanirrahim,

Alhamdulillah. Thanks to Allah s.w.t, whom with His willing give me the opportunity to complete this Final Year Project which is title Rebranding of the resort. This Final Year Project has been prepared to complete my undergraduate program which is Bachelor of Estate Management (Hons)

I also want to express my deepest thanks to, Prof Dr Zainal Mat Saat my supervisor for this Final Year Project. Thanks for support, guidance and advices that he has given to me during I complete this Final Year Project. Without Prof Dr Zainal Mat Saat support, guidance and advices, I don't think I can complete this final project.

Appreciation to my family and friends for their cooperation, encouragement, support and helps from the beginning of this project till the end. Without their cooperation, encouragement, support and helps, I don't think that I will be at this level right now.

Finally, thanks to Mr Rosli, the person who give full cooperation in order to get the information about PNB Ilham Resort. Without cooperation from him, this Final Year Project will not complete.

ABSTRACT

Hospitality sector is one of the sectors that contribute to the Malaysian income. It is because, this sector have related with the Malaysia tourism sector. The continuously tourism promotion make the tourism sector more rapid and this situation have giving impact to the hospitality sector. The growths of the tourism sector make all the hotels or resort who involve in this sector has to compete each others in order to attract tourist. The competitions that exist make the hotel or resort management do some rebranding and upgrading to their hotels or resort in order to attract tourist. The objective this study is to determine the elements or things that the resort should rebranding or upgrading in order to make sure that the resort can compete with others resort in hospitality sector. The determinations of the elements and factors have been made by using comparison and analysis. Base on these two methods, the factors have been found, beside that the solution or the recommendation for the problem also have been found. Base on this study, the conclusion that can be made is this resort should carry out the rebranding process in order to compete with other resort at Port Dickson. The rebranding process should be made at the moderate scale because not all elements that have been implementing is not good and need to rebrand.

TABLE OF CONTENTS

CHAPTER	CONTENTS	PAGE
	Title Page	i
	Student's Declaration	ii
	Supervisor's Declaration	iii
	Acknowledgement	iv
	Abstract	v
	Abstrak	vi
	Table of Content	vii
	List of Tables	xiii
	List of Appendices	xiv

1 INTRODUCTION

1.1	Introduction	
1.2	Problem Statement	2
1.3	Objective of study	3
1.4	Scope / Limitation of study	3
1.5	Significance of Research	4
1.6	Methodology	4
1.6.1	Stage 1: Introduction	5
1.6.2	Stage 2: Literature review	5