UNIVERSITI TEKNOLOGI MARA

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COMPANY ANALYSIS

INTEKMA RESORT & CONVENTION

PRINCIPLES OF ENTREPRENEURSHIP (ENT530) : CASE STUDY

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EXECUTIVE SUMMARY

We gladly present our case study report title "Company Analysis". We have made the report based on SWOT Analysis and Business Model Canvas (BMC). This report implies the companies' activity and customer feedback that helps to get a proper picture of the company. We have selected "Intekma Resort & Convention Centre" for this case study. We have discussed all of the findings and described the recommendation and improvement as much as possible.

We believe that the knowledge and experience we gathered during the report will extremely helpful in our future professional and academic life.

1. INTRODUCTION

1.1 Background of the Study

Managing and operating a resort or hotel management is just like any other business. It faces various types of risks. Hence, the management must be ready to deal with them. In order to minimize the effect of these risks, the management has to find and propose the most suitable and best risk management solutions especially incriminate with customer satisfaction. The management also need to know how the satisfaction of costumer and why customer dissatisfied with their product and services.

Customer satisfaction is pointed out as the ultimate goal of all firms (Morgan, Anderson, & Mittal, 2005). Normally this is categorized firms into two types as one is service based firms and other is product based firms. These two types are different from each other because of their own unique characteristics.For example, they store the product but they could not store the service. No doubt customer satisfaction in products and services based firms carries the equal importance but for service based firms it becomes quite complex because of the unique characteristics of service.

Customer dissatisfaction is mostly caused by offering low quality products and services to customers. Customer satisfaction assumes an imperative part of your business. Not only is it the main pointer to quantify client unwaveringness, but also a key purpose of separation that helps you to draw in new clients in focused business situations (Nurminen, 2007). It is rarely possible for the industry to fulfill needs and wants of its clients. As they commonly engage in strategic planning as a means of gaining competitive advantage in the face of an increasingly uncertain, dynamic and complex world.To satisfy the customers, the company should listen and accept their feedback and improve service and goods if it needed to be so.

1.2 Problem Statement

Service quality and customer satisfaction have been a major research issue over the decade. Customer satisfaction has been measured by different researchers under varied environment.This study shows that the perception of customer satisfaction towards facilities and services in Intekma Resort & Convention Centre. According to the feedback from the customers in social media about the facilities and services in the hotel, the majority of the customer experience with their services gives the negative feedback.

Facilities management aims to increase value and productivity of services and assets in constructed facilities. From the rating given from the customer, the facilities in Intekma Resort from asset maintenance, air conditioning, plumbing, lifts, lighting to a host of guest services such as security, concierge, room service is not well implemented.The key element in achieving end user satisfaction is to understand the customer's expectations. The management have to find initiative to improve the facility management in their hotel and to improve the efficiency and effectiveness of their operations.

The website also the main tool in the business. It can act as a salesperson, a content marketer, customer support, and a coordinator. A well-designed website engages users, generates conversions and lets visitors know that your business commands respect. From our review in the Intekma Resort, their website looks outdated and not manageable.If the information provided on website is inaccurate, consumers can take this as a reflection of poor customer service or outright laziness. Serious red flags in this regard include incorrect addresses, phone numbers, and outdated forms, listing providers that are no longer employed with your business, and service listings that are inaccurate.

Customers with poor impression about some product and services, it will be very difficult to change it without a real focus. In the hyper sensitive world of social media how to respond to customers. This issues has become increasingly important in order to manage and defend it positively. The management have to focus on the customer feedback and listen to any issues also try to solve them. Customer feedback are vital in every business industry. There is no good thinking or believing something. It should be spoken by the customers and focus on what they say.