

R

Industrial Training Report

R
RENAISSANCE®
KUALA LUMPUR
HOTEL & CONVENTION CENTRE



اَبُو سَيِّدِي نِيكَوْلُو كِيْن مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

EZIAN MARSHA BINTI ZAIHARI

2020618096

BA240

1st March 2023 - 15th August 2023

PART 1:

EXECUTIVE SUMMARY

My meaningful industrial training journey began in Renaissance Kuala Lumpur Hotel & Convention Centre with full of exciting moments and challenges in between. I started my internship on 1st March 2023. It is located in the heart of Kuala Lumpur and just a walking distance to Petronas Twin Towers. I began my journey in the Human Resources department, and after 4 months, I was transferred to the Marketing Communications department for better exposure. During the first month, I was a bit conscious since I was the only intern, fortunately, everyone is welcoming and supportive.

The hotel is currently under renovation until the end quarter of the year 2023. I find it challenging, however, I am honoured to be a part of the pre-opening team. My supervisors are Mr. Vasudevan Krishnan (Human Resources Manager) and Ms. Anna Abdul Malik (Senior Marketing Communications Manager). Each department taught me different skills, knowledge, and meaningful experience and they are all very experienced in their field. I am grateful that each department has given me the opportunity and trust in every task given such as coordinating walk-in interviews, career fairs, hotel's collateral materials and more.

In this report contains a SWOT analysis and its recommendations. Basically, this analysis is a tool to help the business's planning and decision making. The strength of the hotel is that Renaissance Kuala Lumpur is a global brand and they have excellent loyalty programs for the guest and employees. The weaknesses are the lack of response in queries and the organization's structure is cumbersome. Moreover, the opportunities that can be implemented is to have kiosk and a lot of events in the function rooms. The threat of the hotel is it has many competitors and customer satisfaction. Therefore, based on the SWIT analysis, I have provided recommendations that would improve the brand's challenges.

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ACKNOWLEDGEMENT

First and foremost, I would like to praise and thank Allah S.W.T, the Almighty, for His showering of blessings during my industrial training process and through completing the industrial training report, allowing me to successfully finish my tasks. I would like to convey my heartfelt appreciation to Dr Norashikin Adam, my MGT666 advisor, for her guidance during my industrial training. Her patience and sincerity is greatly appreciated. She is very flexible and online presentation has made it much easier since I live in Kuala Lumpur. I was given appropriate guidelines on how to write a proper report, ideas on how to elaborate points for writing. It was a privilege to be guided under her supervision.

Thank you to all of my supervisors and mentors, especially Mr. Vasudevan Suppiah, Mr. Vasudevan Krishnan, Mrs. Regina Ng and Ms. Anna Abdul Malik. They have supervised me in different departments, they taught me with patience and they are truly admirable and knowledgeable in their fields. I would like to thank my parents who live in Langkawi who have given me all the support and love from far away. Not to mention, my wonderful best friends, Alana, Dina, Aina, Zati, Diba and my boyfriend Farhan, who have supported me mentally, with endless encouragement and assisted me with opinions and words of wisdom through the journey. This report could not be perfected or completed without the efforts of every single person mentioned. Nevertheless, I hope my efforts through this industrial training will be worthwhile and successful.

**PART 2:
UPDATED RESUME**

EZIAN MARSHA BINTI ZAIHARI

EDUCATION

KOLEJ PROFESSIONAL MARA BERANANG, SELANGOR
2017 – 2019
DIPLOMA IN BUSINESS STUDIES (DBS)
CGPA: 3.55

- **SECRETARY OF DBS (A YEAR)**
Hi Tea batch 17/18
BNTRA sports day
Hi Tea batch 17/19
- **CLASS EVENTS**
Futsal Tournament (2018)
Mah Gegar (2017) & (2018)

UNIVERSITI TEKNOLOGI MARA KAMPUS BANDARAYA MELAKA, MELAKA
2021 - 2023
BACHELOR IN BUSINESS ADMINISTRATION (HONS) MARKETING
CGPA: 3.64 (PRESENT)

- **CLASS EVENTS**
Secretary
Committee member of special tasks

WORK EXPERIENCE

MCDONALD'S, LANGKAWI [CASHIER, RUNNER]
[December 2016]- [February 2017]

- Taking orders.
- Greeting customers.
- Collect payments.
- Recommending products.
- Promoting special deals.
- Matching cash with records.
- Processing cash and credit.
- Arranging foods on tray.

THE RITZ- CARLTON, LANGKAWI [GUEST EXPERIENCE AGENT]
[September 2019]- [January 2020]

- Process all guest check-ins, check-outs, room assignments and room change or late check-out.
- Communicate to appropriate staff when guests are waiting for an available room.
- Coordinate with Housekeeping to track room status and guest concerns.
- Operate telephone switchboard station.
- Run and check daily reports.
- Supply guest with directions and information.
- Answer, record and process all guest calls (follow up to ensure each has been met to guest's satisfaction)
- Arranged transportation for guests or visitors
- Notify loss and prevention or security of any reports of theft.

BRANDS OUTLET, LANGKAWI [RETAIL SALESPERSON]
[August 2022]- [September 2022]

- Answers customer's questions about merchandise.
- Assists customers with purchase decisions.
- Retrieves merchandise from sales floor, stock room, or other inventory locations; places special orders.

ABOUT ME

CONTACT

PHONE:

EMAIL:

ADDRESS:

SKILLS

LANGUAGE:
Malay and English

SOFT SKILLS:
Communication skills, Team skills,
Fast learner

SOFTWARE:
Opera System (Beginner)
Microsoft Word, Microsoft PowerPoint,
Microsoft Excel

REFERENCES

KOLEJ PROFESSIONAL MARA BERANANG

THE RITZ-CARLTON, LANGKAWI

BRANDS OUTLET, LANGKAWI

Figure 1: Resume

PART 3:

COMPANY'S PROFILE

- **Name**

Renaissance Kuala Lumpur Hotel & Convention Centre

- **Location**

Corner of Jalan Sultan Ismail & Jalan Ampang, Kuala Lumpur, 50450, Malaysia. Take in the neighbourhood scene that is the pulse of the central metropolitan district at Renaissance Kuala Lumpur Hotel & Convention Centre. Located in the heart of the city, the hotel is accessible by all means of transportation be it by air, car or foot. Be welcomed with a seamless arrival experience within an hour's drive from the airport. Guests can navigate easily around the neighbourhood and do as the locals do given the walking distance to Petronas Twin Towers, Bukit Bintang Golden Triangle, Jalan Alor, and Changkat, while a 20-minute drive takes them to more cultural scenes in Chinatown and Pasar Seni.

- **Background**

Brand Essence - **Distinctive Premium**

At Renaissance Kuala Lumpur Hotel & Convention Centre, guests will aspire to be explorers to discover the authentic experiences that will immerse them in the neighbourhood DNA. Depicted as an urban resort in the heart of the city, the hotel features 406 redesigned guest rooms and multiple family-friendly facilities ranging from one of the largest pools in Kuala Lumpur with water slides to an expansive outdoor play area and a 24-hour fitness centre. Enjoy spontaneous evenings at R Bar for a locally-inspired Bar Ritual experience, and celebrate milestones in one of the many versatile event spaces at the convention centre. From business to leisure, Renaissance has it all.

Integrated with two distinctive hotels and three direct access points, the all-new convention centre of 52,000 sq ft presents a one-stop centre for all event opportunities. Revel in 27 versatile function rooms and four pre-function lounges furnished with sophisticated design and functionality, ranging from a pillarless ballroom, its largest event space, to abundant medium-to-small function rooms. Ideal for business and leisure guests alike, the convention centre comes complete with spacious foyers for networking affairs, dedicated audiovisual support, and unique communal snack kiosks for grab-as-you-go refreshments. With R.E.N. Meetings, guests are bound to leave with the memory of an elevated event experience.

With more than 160 hotels in over 35 countries around the world, Renaissance Hotels has hit its stride with the strongest hotel portfolio in its history, doubling down on its commitment to design with dramatic renovations and dynamic global growth on the horizon. Around the world, Renaissance Hotels connects travelers to the spirit of the neighborhood through its unexpected design, entertaining evening bar rituals and engaging Navigators, extending an open invitation to experience the unexpected both inside and out of the hotel.

Brand tagline - Discover This Way

The Renaissance Kuala Lumpur is located 1640 feet from Petronas Twin Towers. Overlooking views of the city, it has an outdoor swimming pool and guests can enjoy meals at the in-house restaurants or have a drink at the bar. Free WiFi is available throughout the property. Stylish and elegant, rooms at Renaissance Kuala Lumpur Hotel & Convention Centre feature floor-to-ceiling windows and a cable TV. En suite marble bathrooms come with both bathtub and shower facilities.

Many shopping complexes are found within a 10-minute walk from Renaissance Hotel. Located next to Bukit Nanas Monorail Station, guests can take the monorail and alight at Bukit Bintang Station to reach Pavilion Kuala Lumpur and Sungei Wang Mall. Suria KLCC Mall is within a 10-minute walk away while Kuala Lumpur International Airport is a 60-minute drive from the hotel.

Evolution Café offers authentic Asian and international fare available in both buffet and a la carte. The Poolside Gazebo serves up cocktails, tropical fruit juices and a variety of light refreshments. R Bar offers a wide selection of beverages and light bites for daytime indulgence and drinks.

Celebrating the spirit of the neighborhood, Renaissance Hotels connects you to the destination; transporting guests through an unexpected design aesthetic, to a place where skilled Navigators welcome you in, and evening rituals encourage travelers to mix with locals. Renaissance Hotels extends an open invitation to moments of spontaneous discovery, ensuring guests will always leave with a new sense of the destination.

Vision

- •To be the world's favorite travel company

Purpose

- •Bridging Cultures and Inspiring Discovery Around the World

Company Values

- •Put People First, Pursue Excellence, Embrace Change, Act With Integrity, Serve Our World

Brand Values

- •Independent: Like our guests, we are independently-minded and proud to be utterly original. We provide unique and fabulous options for guests to make the most of their time and their trip and make it their own.
- •Intriguing: Renaissance is an experience that inspires and provokes exploration at every turn - a sensory adventure that transports guests to a life less ordinary.
- •Indigenous: Renaissance echoes and embraces the locale into each hotel's point of view. It's the unofficial gateway to, and expert on, locale for guests seeking a path of effortless discovery.

ORGANIZATIONAL STRUCTURE

Human Resources

- Mr. Vasudevan Suppiah
 - (Complex Director of Human Resources)
- Mrs. Inderjit Kaur
 - (Director of Learning & Development)
- Mr. Vasudevan Krishnan
 - (Human Resources Manager)
- Nur Sabrina Binti Rudy Junaidie
 - (Human Resources Coordinator)
- Ezian Marsha Binti Zaihari (1st March - 16 June 2023)
 - (Human Resources Intern)

Marketing Communications

- Mrs. Regina, Ng Li Ling
 - (Complex Director of Marketing Communications)
- Ms. Anna Nuraina Binti Abdul Malik
 - (Senior Marcom Manager)
- Mr. Iskandar Shahrizal Bin Shahrudin
 - (Graphic Designer)
- Ezian Marsha Binti Zaihari (19 June 2023 - Present)
 - (Marketing Communications Intern)

Products or Services

Renaissance Hotels generally offers customer services by providing assistance and addressing the needs of customers.

PART 4:
TRAINING'S REFLECTION

Duration:

Specific date

1st March 2023 (Wednesday) - 15th August 2023 (Tuesday)

Working day:

(Weekdays | Monday to Friday)

Time:

9am - 6pm

Details:

Department, Roles & Responsibilities, Assignments or Tasks

ROLES / TASKS

Human Resource Department

- Associates training hours
- Handling phone calls
- Reference check
- Preparing documents for all new associates
- Managing appointment and meeting for an interview with the General Manager.
- Preparing the petty cash and payment request form to the Finance department.
- Edit posters, creative designing.
- Update recruitment list.
- Welcome card.
- Set up a desk for the new associates before onboard.
- Name tags
- Update tshirt size and house colours teams.
- Reach all new associates for medical checkup before onboard.
- Handling / coordinating walk-in interview / careers fair.

Marketing Communications Department

- Keep track of team's assigned tasks (due dates)
- Collateral orders from each department
- Malaysia Business Council (MBC tracking) - Activities
- Marriott International Headlines (MI Headlines) - any news about the hotel
- Press Clipping - related with influencers / celebrity must keep a record
- Facebook & Instagram queries

GAINS:

Intrinsic & Extrinsic benefits

The Industrial Training started on 1st March 2023 until 15th August 2023. Management departments such as Finance, Human Resources and Marketing Communications department working hours are from 9 AM - 6 PM (weekdays). All operations departments such as Engineering, Housekeeping, Front Office and Kitchen are shifted working hours (5 days a week).

In Human Resources department, I was assigned under Mr. Vasudevan Krishnan, (Human Resources Manager). I started on 1st March until 16th June 2023, I went through training for Marriott Global Source (MGS). MGS is a business application tool which has many functions such as a library and an online training platform. My supervisor also taught me to keep track and upload each associates' training hours in the system. In addition, I have learnt all the processes that need to be done before hiring. I was in charge of receiving any queries through the human resources phone number. Three references check is compulsory for each candidate and it can be completed through phone calls, email or text message. The candidates must also pass the online assessment provided by Marriott. Moreover, I have prepared or opened a petty cash and payment request form for the Finance department for any claims related to the Human Resources department. Since the hotel is in the pre-opening state, I had to create some posters according to brand standards. I also coordinated a few walk-in interviews in the hotel's ground floor from 3 PM - 6 PM. I have also joined two Career Fairs held in Taylor's University and INTI College Subang.

On the 19th June 2023 until present, the Complex Director of Human Resources, Mr Vasudevan Suppiah decided to place me in the Marketing Communications department for better exposure and experience in my field of studies. Under the care of Mrs. Regina Ng and Ms. Anna Abdul Malik, they wanted me to learn for the Marketing Communications Coordinator's job responsibilities. In this department, I find it more challenging as there is so much to learn. Brand standards are crucial for Renaissance Hotels such as which logo is to be used in certain types of design, brand standard fonts, size and colours. Moreover, I have to keep track of the team's tasks to prioritize as the hotel's opening is coming closer. All the hotel's

activities or events must be recorded for the Malaysia Business Council (MBC) report every month. Any news about the hotel on social media, or websites must be kept as a press clipping especially the ones with celebrity or influencers. The hotel's Facebook and Instagram feeds and queries must also be monitored and replied accordingly. Lastly, the team and I have to prepare the hotel's collateral materials from each department. The hotel collateral materials includes the towel, compendium cards, pens, outlets' menu, room service list, doorknob orders, signage and many more.

Throughout the industrial training, I am entitled to benefits from Renaissance Kuala Lumpur Hotel & Convention Centre. First of all, I received RM800 monthly as allowance, other than that, I am entitled to duty meals everyday which includes lunch. Aside from that, I get to experience Associates Appreciation Week (AAW) and the first Town Hall. On 22nd - 25th May 2023, we had the AAW. It was a week where we celebrated each other's hard work between departments by having activities such as acts of services like morning breakfast and yoga. In addition, the first Town Hall was held on 18th July 2023. The purpose of the Town Hall is to have the entire team to hear the important updates about the brand. This Town Hall is crucial to avoid misunderstanding that can occur. Town Hall Meetings. (2019, March 7)

Furthermore, I have access to a variety of tasks and departments while being in the Human Resource and Marketing Communication department. These departments enable exposure to people in various departments and jobs especially during the Careers Fair. With the exposure, it helps me to decide which department I would like to pursue.

My Mentors

- Mr. Vasudevan Suppiah (Complex Director of Human Resource)
- Mr. Vasudevan Krishnan (Human Resource Manager)
- Mrs. Inderjit (Director of Learning & Development)
- Mrs. Regina Ng (Complex Director of Marketing Communications)
- Ms. Anna Abdul Malik (Senior Marketing Communications Manager)
- Mr. Iskandar Shahrizal (Graphic Designer)

Listed above are my mentors, they have taught me and introduced me to various aspects of full time employment while letting me explore my interests and form my personal career goals. I am grateful to have created a professional network during this short amount of time. I have also secured good references such as the mentors that I have listed above. Nevertheless, as the hotel is in pre-opening, there are a lot of available vacancies. The supervisors or mentors would observe me in various situations to determine if I am valuable to the team. By showing enthusiasm, other departments such as the front office and engineering have asked if I am interested to join their team. Even the hotel does not have available vacancies. I can still move on with contacts and mentors in my field. There are 31 brands within Marriott that I can join around the world including Renaissance Hotels.

PART 5 & 6:

SWOT Analysis, discussion and recommendations

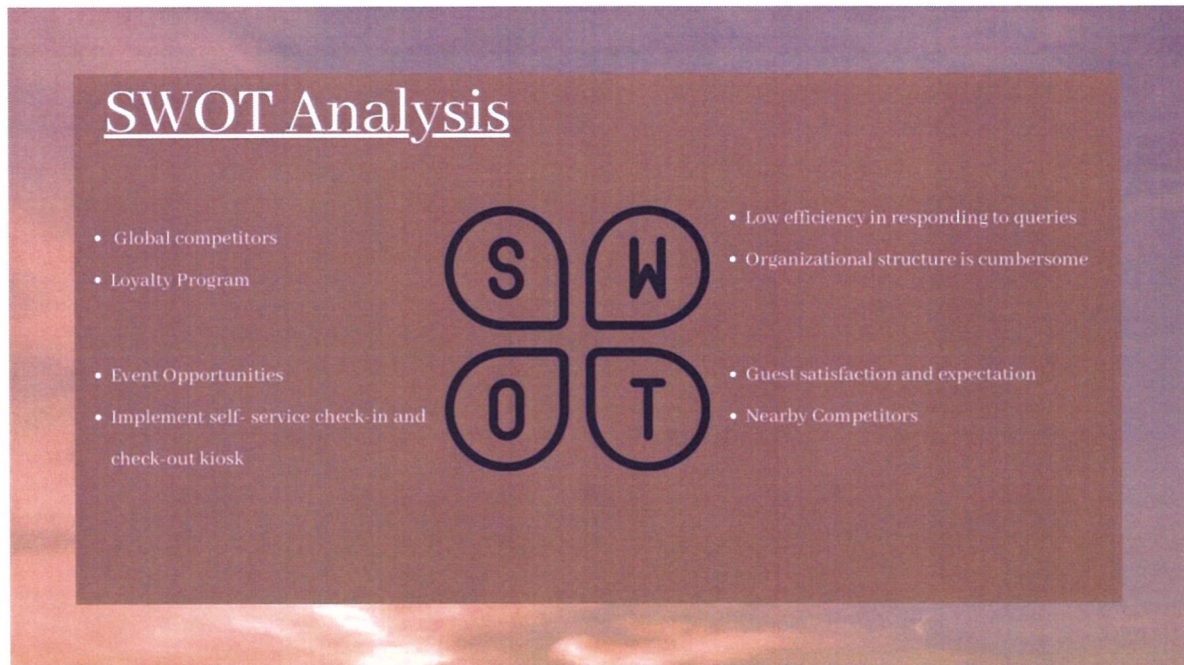


Figure 2: SWOT Analysis Diagram

SWOT

STRENGTHS

- Sustainability in global brands

R



Figure 3: Renaissance Hotel Website

Renaissance Hotels is a global brand that has over 170 hotels in neighborhoods around the world including Malaysia. (Find Renaissance Hotel Locations, 2023) There are two Renaissance Hotels in Malaysia which are located in Kuala Lumpur and Johor Bahru. Renaissance Hotels is one of the 31 Marriott International brands which offers 8,500+ properties in 138 countries. This gives more opportunities for people to connect, experience and expand their world through these brands. (Explore Our Brands, 2023)



Figure 4:Marriott International brands

As a global brand, Renaissance Hotel has sustainability in the industry. In this world’s organization, it is crucial to have sustainability performances that can be measured by economic, social and environmental. The success in the sustainability of the hotel is in preserving the natural and cultural attractions that have the tourists to visit to their destinations. Renaissance Hotel is in the right leadership (Marriott International) which they have adopted environmentally, socially and culturally sound practices.

Inspired by the United Nations Sustainable Development Goals, they have carried out a SERVE 360 which focuses on Nurture Our World, Empower Through Opportunity, Welcome All and Advance Human Rights and Sustain Responsible Nations. For instance, Marriott International has been engaging in community service to cater the unprivileged children and youth through their brands which includes the Renaissance Hotels. Moreover, they are investing at least \$35M in creating job opportunities for women, veterans, people with disability and refugees. They are also committed to environmental and social practices in the supply chain by focusing on the local sourcing. (Sustain - Csr-marriott, 2022)

Recommendation -

To increase the sustainability activities in Renaissance Kuala Lumpur Hotel, they can follow the emerging trends such as providing free access to bicycles for the guest to go around in the city and reduce the carbon footprints by avoiding using any transportation, the hotel can also purchase green cleaning supplies (Jo, 2022). These trends require the hotel's employee's efforts to raise awareness and should always be a part of the activities. Leaders in the hotel must take the inspirations to inspire people in the hotel to practice the trends and meet the expectations. This way, the hotel could increase their sustainability and be a part of the hotel's culture.

- **Loyalty programs**

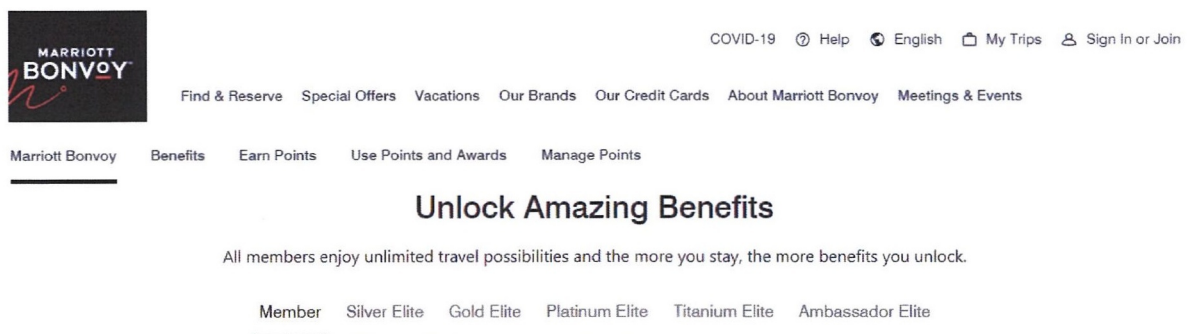


Figure 5: Marriott Bonvoy loyalty program

Marriott Bonvoy is the loyalty program provided by Marriott International which includes one of the 31 brands, Renaissance Hotels (Marriott Bonvoy™ Rewards Program, 2023). This program allows guests and even employees to redeem their stays in any brands they have all around the world. Marriott Bonvoy is one of the largest hotel reward programs in the world and they have a lot of elements such as points that can be earned by spending a certain amount of money on a property. There are four types of Bonvoy elite status holders which are the silver, gold, platinum, titanium members. Moreover, this program provides business credit cards which offer points when the guest eats around the town, book meetings at Marriott, book a cruise and rent cars. More amazing benefits can be explored in their Marriot Bonvoy website as in the above diagram (Kemmis et al., 2023).

Loyalty programs have been used in most organizations as a competitive method, it involves the satisfaction brought to the users and guests. Hotels have implemented this as a marketing effort to attract and retain the guests. Having loyalty programs encourage guests to do more bookings through the particular online website such as the Renaissance Kuala Lumpur Hotel's reservation website. No doubt having a loyalty program is beneficial as it is believed that loyal guests give long term commitment to the brand and we could raise the buying intentions through the property.

However, loyalty programs have challenges which affect the effectiveness of the program offers. As it is easily compared to other competitors and followed, making the program's advantages unsustainable. Therefore, it makes the guest or traveler possibly belong to other multiple loyalty programs and further the distance and bond with all the Marriott International brands (O'Connor, 2021).

Recommendation -

In an effort to compete between other loyalty program competitors, Renaissance Hotels could collaborate with powerful travel agencies in the country and automatically enroll all guests in the loyalty programs and offer discounts for a sign-up through Marriott Bonvoy. This way, they could increase the number of members in the account. They can use online distribution to give all key features of the hotels to reach out their target audiences. Having the right online distribution such as Facebook or Instagram is important as it increases the revenue opportunities. Moreover, Renaissance can always use any offline channels such as setting up a booth in an event to reach out to more valuable audiences effectively and efficiently.

WEAKNESSES

- •Unattractive social media / Low efficiency in responding to queries.

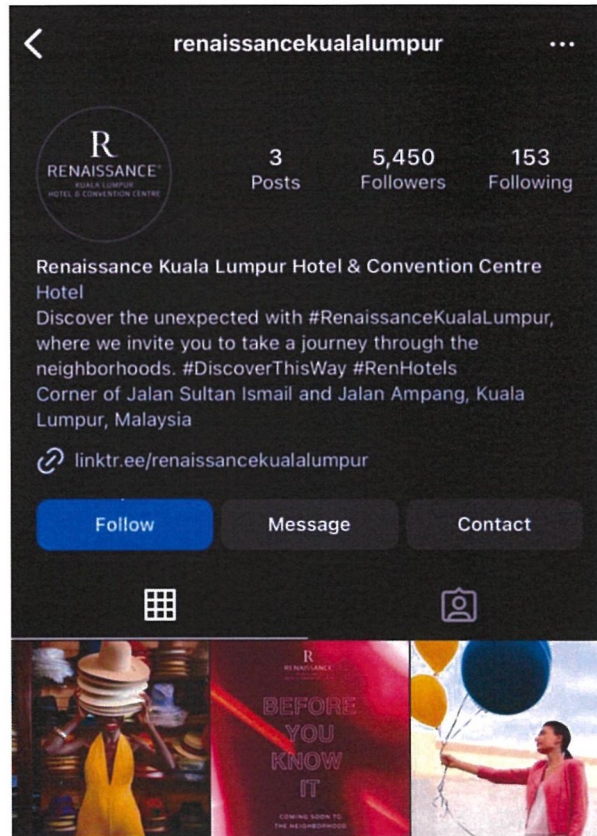


Figure 6: Property's Instagram

Ever since the hotel started renovation, the hotel's queries received from all social media platforms were overlooked. Unattended queries from guest's all over the world may have felt that they are being ignored. Especially when they are unaware that Renaissance Kuala Lumpur Hotel is closed for renovation (If It's Considered Rude Not to Respond to a Query in Person, Why Isn't It Considered Rude Not to Respond to a Query in an Email or Text M. . 2022). This experience could have affected the first impressions on the brands which likely make them hesitate to recommend the hotel to other people or having a visit. Therefore, there could be a negative experience and high possibility of losing customer's loyalty to the brand.

Above figure of Renaissance Kuala Lumpur Hotel's Instagram is unattractive and dull. Current postings are only three posts on the feed. It is well aware that social media is crucial for a brand image and reputation. Any bad review from a guest could immediately affect the brand negatively. Social media like Facebook and Instagram allows guests to connect personally with the brand. Building trust, credibility and loyalty through social media is indeed a fast track (Mooney & Mooney, 2021). The hotel should not have taken this matter lightly and taken a fast action to get someone to get all the queries replied daily. By doing so, it could also raise awareness of the hotel opening at the end quarter of the year.

Recommendation -

Having someone to respond to all queries as soon as possible may be challenging. There will be times where there are questions that are off guard and simply cannot answer the question directly. Therefore, a well-groomed employee with right information about the hotel may lead the guests to a right path by having them to connect with the correct department according to the queries needed. Moreover, having a call and transferring a call is also a part of responding to queries. A guest can get irritated if the call involves so many people. This is where the employee needs to understand and explain and answer any queries in simple terms, why they are transferring the call to the respective department and how the other person can assist them better. The employee can also create a reply template to common queries such reservations, vacancies, and all available outlets. It may work like an automated Chabot which the employee can provide any generic answers to all the common queries. This way, it works more effectively and efficiently ("7 Customer Service Challenges That Customer Service Agents Face and Their Solutions," 2021).

Human Resources hiring programs such as the Apprentice Program and the Next Generation Program are not well advertised. Renaissance Kuala Lumpur Hotel can use a different approach to reach their target audiences by using the construction wall partition as a billboard. Since the hotel is located in the corner of Jalan Sultan Ismail and Jalan Ampang, there will be so many vehicles and public transports such as the bus and the train goes by.

- **Organizational structure is cumbersome, and difficult to cope for the newcomers.**

Marriott International's structure is cumbersome. There are a lot of systems that are used and need constant training and guidance from the experts such as the Opera system, Marriott Assets Library (MAL), Marriott Global Source (MGS), Enterprise Property Information Centre (EPIC), Marriott Bonvoy and many more. It is well aware that technology is crucial in a business. When the system is too much to take in. It could raise the hiatus of employees resisting to accept the system of technology offered. In a big brand like Renaissance Kuala Lumpur Hotel, they avoid keeping or using old systems and make use of all the systems provided to make every job works efficiently and effectively.

The process of rapid transformation of the systems are being aided by Marriott International. Despite being massed with lots of task before the hotel starts operating, I still find that the adaptation of the employees is quite slow (Richter, 2020). Not only the systems, every associate who works in the operation department who provides services to the guest will also have a difficult time to cope, especially those who never work in a hospitality industry.

Recommendation-

It may have caused by the employee skills, lack of superior awareness, issues of complexity and inadequate infrastructure. Due to this barriers, adaptation for all the new hires may be slow. Therefore, Renaissance Kuala Lumpur Hotel could take initiatives by investing in the infrastructure of the hotel. By creating a user friendly environment, fun trainings and processes throughout out the hotel. The hotel can also have a long-term plan to create a culture that empowers and embraces the changes around them, especially the adaptation of technologies (Richter, 2020b).

However, the hotel could take fast action in enforcing the associates to training every week and try to get the best environment and create fun and lively sessions for them. Training is crucial because it relates with the career development as in improve the skills and knowledge. Encourage the team to find out what needs to improve and learn. They can organise their own trainings. This is because trainings can identify the area

of improvement and provide solutions. Most hotels conduct training differently, however Renaissance Kuala Lumpur could have an experienced member to teach or hire an external trainer to have a training session of a particular topic at a time (Herrity, 2023).

OPPORTUNITIES

- **Event Opportunities**

Revel in 27 versatile function rooms and four pre-function lounges furnished with sophisticated design and functionality, ranging from a pillar less ballroom, its largest event space, to abundant medium-to-small function rooms. It is Ideal for business and leisure guests alike, the convention centre comes complete with spacious foyers for networking affairs, dedicated audiovisual support, and unique communal snack kiosks for grab-as-you-go refreshments.

Since the hotel has 27 event spaces, it has an excellent opportunity to take numerous projects, meeting spaces in Kuala Lumpur. The meeting room is designated especially to have the team or external guest to participate or organise. It is especially crucial to internally starts looking for clients and conduct meeting sessions, weddings, interviews, board meeting or any conference. The convention centre has a newly renovated interior which includes all the uniques architectural element. Having these could impress all valuables clients. All the rooms can be provided with a lot of amenities such as access to the projector, whiteboard, tables and chairs. To make it valuable, having a strong Wi-Fi could avoid getting any trouble or complaints. Having all these event spaces would make the hotel to appear more professional to all the potential clients (Armistead, 2022).

Recommendation-

The hotel team could start their own networking event. They can take initiative to work with the local, government or even the charity organisation. In the early stage of the pre-opening, they should start filling in all the event venues for hug discounts. By the renting the event spaces with huge account, they could have connected in ways of they care about the hotel in the future. The sales and event team could also offers the spaces to nonprofit organisations. This is to give back to the community and all the

efforts will never go unnoticed. After a while, all the potential clients could expose the event spaces to their connections and for then to consider the space for the next business meetings or other occasions since the hotel has created the impression of a good will (Copirite, 2020).

- **Implement self- service check-in and check-out kiosk.**

Nowadays, digital system has been used and getting normalized everywhere. Digital system in customer service can be prioritize since it will make things easier and faster than the traditional method. All hotels have front desk to help guest with the process of check in and check out or any issue with guest that they need to help with. They can be called as frontline in any hotel. However, living in this era where mostly things getting modernized rapidly, hotel can take this opportunity by trying to implement self-service kiosk to ease the process.

A self-service kiosk is a tablet or a touchscreen device that can allow guest to get service without having to interact with the front desk employees. Customers can get quite irritated if there is long line of checking out especially when they are on a rush. Therefore, a self-service kiosk could help keep the line move faster and increase guests' satisfaction. This interactive self-service kiosk has software and hardware where it can provide experience to the users. A software is a web that has been implemented in the kiosk that has locked program or website like IOS. Another is the hardware, where the kiosk can be a touchscreen computer or a tablet. Mostly has a tempering design to it to prevent stealing or damage (Kiosk Group, 2022)

Recommendation-

Renaissance Kuala Lumpur Hotel does not implement the self-service kiosk. It is encouraged to have it implemented inside the hotel to improve customer experience. It allows the hotel to bring the operations runs effectively and efficiently while reducing cost of labour. All the hotel guest could independently bring themselves for a self-checked in without having to wait for a front desk assistance. Therefore, the front desk could focus on other thing that has more value to the guest or benefits from having a face-to-face interaction. Moreover, this kiosk provides connectivity since it is networked and can be remotely accessible even if the employees stays in the office.

Which allows the hotel to show all available facilities and shows any ongoing promotions on the screen.

THREATS

- **Guest satisfaction and expectation**

Once the hotel is operating, guests will have high expectations on a full-service hotel like Renaissance Hotels. Since the hotel will be expected to serve like a five-star hotel. Guests pay the price in order to have their expectations coming true as they expected. Customer satisfaction would impact the hotel's revenue whether it's going good or bad. Soon when the hotel is open, they have to take good care in the customer retention. Guests will give ratings based on the services they experienced throughout the stay at the hotel whether in terms of room or food outlets provided. They can evaluate the services in terms of the quality of room given, the cleanliness of room and hotel area, quality of food. Ambiance that suits with the title as a full-service hotel. Their ratings and feedback are very important since it will be published online through social media or hotel website. Good reviews will give benefit and profit to the hotel while bad reviews will give negative impact to the hotel's business.

Customer satisfaction could be a threat because of lack of real-time engagement. Customers usually seek for an instant help and most probably need a face-to-face interaction. Moreover, lack of communication. A guest may have not known much about the hotel. Therefore, it is crucial to make everything clear about the hotel's activities or prices. A simple communication could lead to either satisfy or dissatisfy a guest. Furthermore, transferring a call could be one of the reasons. Most guests hate it when their calls are being transferred because most probably they will be left on hold or getting automated responses. When transferring a call, all employees should be trained to explain why the call is being transferred (Zight, 2023).

Recommendation-

For avoid guest's dissatisfaction, all employees should improve listening skills. Listening skill could assist in every situation including collecting hotel's information. It could gather customer's feedback, and understands what the guests truly wants by providing all the product and services excellently. Provide empathy is one of the best services that is expected from the encountered employee. Moreover, customers' satisfaction can be given positively if an employee always follows up with questions. All employees can be an active listener but make use of the information to ask questions. This way, employees can easily identify the root of a problem and help them identify how to solve it. They can get visible insights of the guest profile and they could analyse their journey with the hotel.

- **Nearby Competitors**

These hotels provide the same service at the same price range. Especially when Renaissance Kuala Lumpur has been closed for some years. All the loyal customers that they had may have changed their stay to other places. They may have built and increased their loyalty to other brands. Renaissance Kuala Lumpur needs to step up the game into attracting more customers by doing more advertisements and targeting the right audiences to book their way into the hotel such as collaborating with celebrities and influencers. Some of the nearby competitors are the Four Seasons Kuala Lumpur, Concorde and Grand Hyatt. These hotels have been operating for years and they may have better and successful marketing strategies (Using Competitive Analysis to Spot Potential Threats to Your Business, 2023).

Hotel provides similar amenities and products in different attractive ways. All the experience felt by the guest while using the amenities which makes a difference. Having nearby competitors could cause loss of clients. Guests prefer to go around comparing prices of the rooms or the amenities. When the hotel is reopening. The employees have to do well in promoting all the selling point such as the rooms and convention centre. Moreover, it lowers profit. In order to keep guest, the hotel must probably has to start with promotional offers and at the same time higher the quality of the services (Proximity of Competitors Not Always Bad for Business, July 22).

Recommendation-

Nearby competitors will definitely strengthen the market in ways it can push business motivation. When the employees are motivated, they will come up with a new idea, improves their product and improve their services. Competition can also indicate that there will be strong demands. Renaissance Kuala Lumpur Hotel should start comparing all the product that they have. When comparing all the services provides, it could help the hotel to improve all services, refines the product and elevate the services. It is easier to tell if the hotel is falling behind. The hotel must understand the competition around the hotel. They need to identify what they does not have so the hotel could implement it. The hotel can also give a clear message or clarify the message to guests. Customers would want to know what you can offer that no one else's does.

PART 7:

CONCLUSION

This industrial training has given me opportunities to develop my skills and knowledge in Human Resources department and Marketing Communications department. I think that I began my step in building my career in a well-established brand. I am exposed to real working environments, trainings and the adaptations of new environments. In Renaissance Kuala Lumpur Hotel, internship student are well taught and is observed each designated supervisors. Apart of that, i have learn so much about public relation and marketing communication. I am still learning how to solve problems within any event.

Moreover, a big brand like Renaissance Hotels could have their hardships by having a late response to queries, cumbersome organizational structure, customer satisfaction and a lot of competitors. However, they are so many ways to overcome these hardships by having a well training program, take initiative to reply queries and identify the need of guests to increase satisfaction. Not only hardships, the brand also has an excellent brand loyalty programs such as Marriott Bonvoy and they are definitely a global brand which the brand is located in other countries too. Overall, hospitality one of the largest industry in Malaysia. I am blessed to be doing my internship in Renaissance Kuala Lumpur Hotel and be a part of the pre-opening team.

PART 8:

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**PART 9:
APPENDICES**



Figure 7: Taylor's University Careers Fair



Figure 8: Taylor's University Careers Fair



Figure 9: INTI Subang Careers Fair



Figure 10: Walk In Interview



Figure 11: Walk In Interview



Figure 12: Associates Appreciation Week



Figure 13: Associates Appreciation Week