



اَوْبُنُوْسَيْتِي تَيْكُونُو كِيْنِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA



MANAZEL MASHAER
TRAVEL SERVICES SDN. BHD



**UNIVERSITI TEKNOLOGI MARA (UiTM)
BANDARAYA MELAKA,
BACHELOR OF BUSINESS
ADMINISTRATION (HONS) FINANCE**

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1.0 ACKNOWLEDGEMENT

I would like to convey my deepest appreciation and respect to all individuals and organisations that helped make my internship at Manazel Al Mashaer Travel Services Sdn Bhd a success. I've gained useful knowledge and experience from this chance in the sector of travel services.

I want to start by expressing my gratitude to Allah SWT for His blessings and direction during my internship experience. During this time, I've overcome obstacles and grown personally and professionally thanks to his continuous support.

I am really grateful to Universiti Teknologi Mara (UiTM) for giving me the chance to do this internship as a requirement for my academic programme. I appreciate the university's dedication to prepare students for practical experiences and for giving me the chance to use my academic knowledge in a real-world situation. I also want to thank my UiTM professors, especially Miss Nurhaslinda Hashim, for their advice and for teaching me useful skills that have helped me tremendously throughout my internship.

I would like to express my sincere gratitude to the leadership and employees of Manazel Al Mashaer Travel Services Sdn Bhd for accepting me into their company and creating a supportive learning environment. I would like to extend my profound appreciation to Madam. Siti Norsyazwani, who oversaw my internship, for her constant direction, criticism, and encouragement during my internship. Their knowledge, understanding, and openness to impart it have been invaluable in helping me advance professionally.

Lastly, I want to express my sincere appreciation to everyone who helped make my internship experience possible, whether directly or indirectly. Your assistance, direction, and encouragement have been crucial in helping me develop professionally and deepen my knowledge of the travel services sector.

In conclusion, I would want to express my sincere gratitude for the chance to complete my internship at Manazel Al Mashaer Travel Services Sdn Bhd. My future endeavours in the travel and hospitality industries will surely be built on the information, abilities, and experiences I've gathered throughout this time.

1.1 EXECUTIVE SUMMARY

An overview of the internship report completed during the internship programme at Universiti Teknologi Mara (UiTM) is given in this executive summary. The report outlines the most important components of the internship and details the actual training experience at Manazel Al Mashaer Travel Services Sdn Bhd.

The report begins with an introduction to Manazel Al Mashaer, providing a background of the company, its establishment, vision, mission, and organizational structure. The company's service and product offerings, including its travel packages for local and international travel, are also covered.

The report also includes the most recent company-related news and developments, such as its participation in the MATTA Fair in March, July, and September. Manazel Al Mashaer had the chance to promote its travel services and interact with potential clients at these events.

The SWOT analysis conducted on Manazel Al Mashaer highlights the company's strengths, weaknesses, opportunities, and threats. The strengths include a wide range of travel offerings, strong customer relationships, and strategic partnerships. The weaknesses include limited online presence and brand recognition, as well as dependency on external suppliers. Opportunities lie in expanding customer segments, embracing digital marketing, and leveraging technology. The threats include intense competition, global health concerns, and geopolitical instabilities.

A number of suggestions are made for Manazel Al Mashaer to enhance its operations and competitive position in light of the results and analysis. These suggestions include improving digital marketing techniques and online presence, broadening client bases, boosting brand awareness, using technology, and minimising dangers brought on by fierce competition and external dependencies.

In conclusion, the Manazel Al Mashaer Travel Services Sdn Bhd internship gave me useful knowledge about the travel business and how the firm functions. The theoretical information learned in the academic curriculum might be used thanks to the practical training experience. A thorough account of the internship experience is provided in the internship report, which also includes information on the company's history, product and service offerings, involvement in industry events, a SWOT analysis, and suggestions for development.



2.0 STUDENT RESUME

MUHAMMAD AZAMMUDIN BIN ALIAS



PROFILE

Aspiring finance professional with a strong understanding of financial analysis and market trends. Skilled in Excel and financial modeling. Passionate about the finance industry and eager to gain practical experience through an internship opportunity.

SKILLS

- Microsoft -Advanced Office
- Accounting -Advanced Skill
- Communication-Intermediate
- Time -Advanced Management

EDUCATION

- **Bachelor of Business Administration (Hons) Finance**
- Universiti Teknologi Mara, Melaka
- **CGPA 3.23/4.00**
- Relevant Coursework: Financial Accounting, Corporate Finance, Risk Management and Insurance, Taxation and Tax Planning

EXPERIENCE

MARCH -
AUGUST 2023

INTERN AT MANAZEL AL MASHAER ACCOUNT DEPARTMENT

My soft skills, like customer service, problem-solving, and time management, have all improved because of to the internship in addition to my technical knowledge.

OCT 2022-
FEB 2023

FSA ANALYST NUMBER Assistant Project Leader

develop strong communication skills, both written and verbal, and learn how to effectively lead a team to ensure that events run smoothly and meet goals.

OCT 2022-
FEB 2023

INNOVATION COMPETITION

Head of the Technical Bureau

develop strong project management skills to ensure that technical elements of events are executed on time, within budget, and to a high standard.

3.0 COMPANY PROFILE

3.1 MANAZEL AL MASHAER BACKGROUND



Manazel Al Mashaer Travel & Services Sdn Bhd is a Bumiputra-owned and -registered business with its headquarters in Kuala Lumpur, Malaysia. Their employees is knowledgeable and skilled in all facets of the travel and tour industry. Manazel Al Mashaer Travel & Services Sdn Bhd was founded in August 2016 with the goal of serving its customers with professionalism, passion, and full dedication. They hold the belief that genuine service will not only provide their clients with the comfort they desire, but will also ensure that the clients believe and trust in them.

The staff is always looking for innovative ways to make travel experiences special and memorable since they are youthful, lively, and active. The business values originality, especially when it comes to developing travel themes that cater to the various needs of its customers. They can meet all of your requirements, whether they are for Umrah and Hajj, Muslim packages, shopping, leisure, relaxation, adventure and off-the-beaten-path, mysterious, romantic, or corporate.

They provide a service that meets the needs of our consumers, whether it is package trips for group travel or individualised travel needs. They also give recommendations on the greatest travel offers and offer our consumers affordable rates. Manazel Al Mashaer Travel & Services Sdn Bhd will make sure that every part of the needs of the client is met. They are a versatile group that goes above and beyond to consider the requirements of our business clients, whether it be for conferences, team-building activities, or training. Due to the expertise of their event management employees, they can provide event management services for both the client's business and private function requirements.

3.2 VISSION AND MISSION

3.2.1 VISSION

"LIFE IS SHORT AND THE WORLD IS WIDE. THE SOONER YOU START EXPLORING IT, THE BETTER"

Manazel Al Mashaer's Vission

The vision statement "Life is short and the world is wide. The sooner you start exploring it, the better" conveys the idea that while chances for exploration and discovery are limitless, our time on Earth is finite. It acts as a reminder for people to grab the present and go off on an exploration and adventure the journey.

In the end, the vision statement inspires people to embrace their curiosity, the unknown, and travel as a vital part of their life. It communicates the idea that leaving one's comfort zone may lead to worthwhile experiences, deepen relationships, and foster a greater appreciation for the wonder and diversity of our globe.

3.2.2 MISSION

"EXPLORE THE WORLD WITH US - YOUR ADVENTURE STARTS HERE."

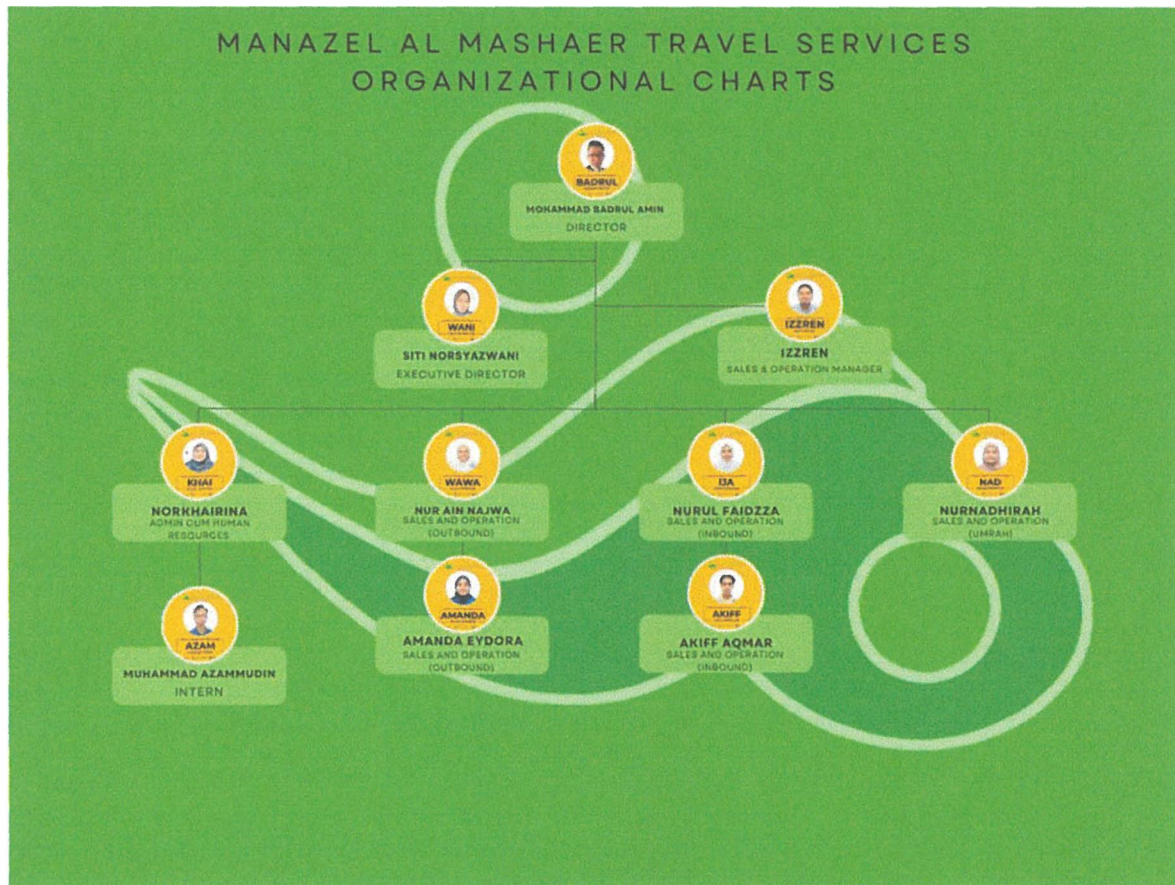
Manazel Al Mashaer's Mission

The organization's basic goal and devotion are reflected in the mission statement, "Explore the world with us - Your adventure begins here." It conveys the company's objective, which is to encourage and support people in starting life-changing exploration and adventure adventures.

The phrase perfectly expresses the company's goal of being a reliable partner in helping people discover the globe. It emphasises that the journey is a shared experience and that the firm is there to help and guide them along the way, inviting people to participate in the adventure. The organisation intends to provide a wide variety of travel possibilities and places, according to the mission statement. It highlights the company's dedication to selecting interesting and varied travel experiences that satisfy a range of interests, tastes, and objectives.

Overall, the company's focus on promoting an attitude of travel, adventure, and discovery is highlighted by the mission statement. It inspires people to seize the chance to travel, and it establishes the business as a dependable partner in helping them realise their travel goals.

3.3 ORGANIZATIONAL CHARTS



Director of Manazel Al Mashaer Travel Services since 2015, Mohammad Badrul Amin is an accomplished executive. He has demonstrated great leadership abilities and a comprehensive knowledge of the travel industry over the course of his employment, both of which have considerably aided the expansion and profitability of the business.

Manazel Al Mashaer has grown and developed remarkably under Mr. Amin's leadership. The business has formed strategic alliances with reputable airlines, hotels, and local tour operators thanks to his industry insights and strategic vision. Through these partnerships, the business has been able to provide a wide and alluring selection of travel packages that meet the different needs and budgets of their clients.

Overall, since 2015, Manazel Al Mashaer's success and growth have been largely attributed to Mohammad Badrul Amin's great leadership, strategic vision, and customer-centric philosophy. With his unrelenting commitment and love for the travel industry, the business has thrived as a major player, giving consumers gratifying and unforgettable travel experiences.

3.4 PRODUCT AND SERVICES

Renowned travel company Manazel Al Mashaer provides attractive vacation packages both domestically and overseas. They provide a variety of packages, so you can decide whether you want to travel to interesting foreign locations or experience local beauties. The company has a great dedication to client satisfaction, so it makes sure that guests have access to top-notch services and comfortable accommodation throughout their trip. Manazel Al Mashaer focuses on both inbound and outbound packages to accommodate their valued customers' various travel tastes.

INBOUND:

PACKAGE	DETAIL
 <p>The advertisement for 'KOTA KINABALU KUNDASANG' features a scenic view of a farm with cows and a large tree. Text includes 'malaysia 4H3M', 'KOTA KINABALU KUNDASANG', '1 Malam Kundasang & 2 Malam Kota Kinabalu', 'Harga Dari RM1,290', and contact information: 'VISIT OUR WEBSITE www.manazel.com.my', 'BOOK NOW', and 'More information call us +603 7890 5994'.</p>	<p>4D3N KOTA KINABALU KUNDASANG (RM 1,290 PER PAX)</p>
 <p>The advertisement for 'SEMPORNA PULAU MABUL' features a tropical beach scene with a boat. Text includes 'malaysia 4H3M', 'SEMPORNA PULAU MABUL', 'Bahey Dulang - Montabuan - Sibuan - Mabul - Kapalai', 'Harga Dari RM1,550', and contact information: 'VISIT OUR WEBSITE www.manazel.com.my', 'BOOK NOW', and 'More information call us +603 7890 5994'.</p>	<p>4D3N SEMPORNA PULAU MABUL (RM 1,550 PER PAX)</p>

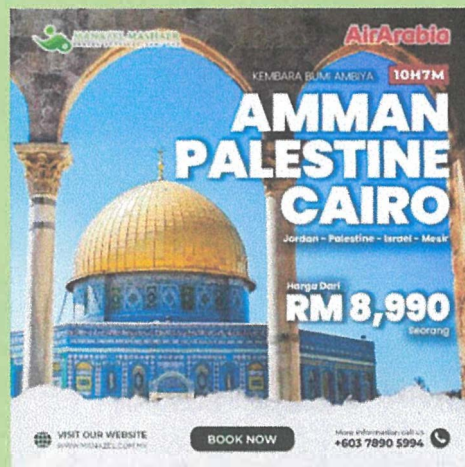


4D3N MIRI BRUNEI (RM 1,790 PER PAX)

INBOUND:

PACKAGE

DETAIL



10D7N AMMAN PALESTINE CAIRO (RM 8,990 PER PAX)



11D8N EASTERN EUROPE (RM 8,890 PER PAX)



**14D11N BALKAN 9 COUNTRIES (RM
8,490 PER PAX)**



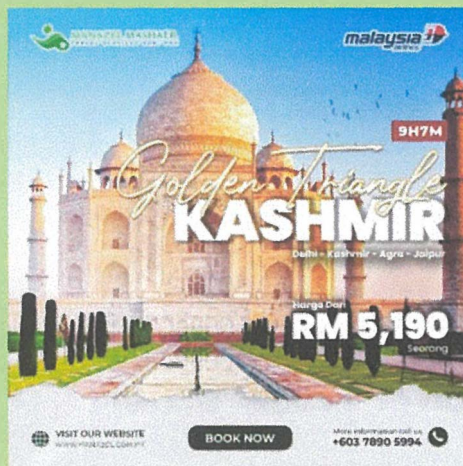
**10D7N BALKAN 5 COUNTRIES (RM
8,490 PER PAX)**



**9D7N TURKIYE DISCOVERY (RM
5,390 PER PAX)**



**4D3N BANGKOK DAMNOEN
SADUAK (RM 2,190 PER PAX)**



**9D7N GOLDEN TRIANGLE KASHMIR
(RM 5,190 PER PAX)**



**GENTING DREAM CRUISE
(SYSTEM FARE)**

1. 4D3N PORT KLANG – PENANG – SINGAPORE – PORT KLANG
2. 4D3N PORT KLANG – PHUKET – SINGAPORE – PORT KLANG
3. 5D4N PORT KLANG – HIGH SEA – SINGAPORE – PORT KLANG

3.5 CURRENT NEWS

Manazel Al Mashaer Travel Services Sdn Bhd is pleased to announce that it would take part in the MATTA Fair events. This year, this company will exhibit its broad selection of vacation packages at two separate MATTA Fair venues.

The first of these exciting fairs was held in March at the prestigious Malaysia International Trade and Exhibition Centre (MITEC). Manazel Al Mashaer was delighted to reveal an exclusive collaboration with Resort World Cruise. They were offering exclusive Genting Dream Cruise packages at the MATTA Fair as part of their collaboration. Then, with first-rate amenities and stunning ocean views, travellers may embark on a sumptuous and captivating cruise experience.



Figure 1 MATTA Fair on March



Figure 2 Show how we handle customer booking

Manazel Al Mashaer taken part in the MATTA Fair in Seremban in July. With the help of the company's knowledgeable travel advisers, this event gives Seremban-area travellers a wonderful opportunity to choose and arrange the vacations of their dreams.



Figure 3 MATTA Fair Seremban



Figure 2 Our Team At MATTA Fair Seremban

The company will return to MITEC in September for another thrilling MATTA Fair event. Visitors may anticipate even more special deals and enticing vacation options.



MATTA FAIR 1 - 3 SEPTEMBER 2023

MATTA Fair Kuala Lumpur will be held at Malaysian International Trade & Exhibition Centre (MITEC), Kuala Lumpur this coming September! Hurry up and register now!

Date and Venue



-  Fri, 1 Sep 2023 (10:00 AM) - Sun, 3 Sep 2023 (9:00 PM)
-  Malaysia International Trade & Exhibition Centre (MITEC), Federal Territory (Kuala Lumpur), Malaysia

Figure 4 MATTA Fair September 2023

Manazel Al Mashaer aims to provide visitors outstanding travel experiences, excellent services, and comfortable accommodation during these fairs. This company is dedicated to making sure that each traveller gets the ideal package to make priceless experiences.

4.0 Training's Reflection

I got the chance to obtain real-world experience and put the information and abilities I learned in university to use while participating in the internship programme at Manazel Al Mashaer Travel Services Sdn Bhd. An summary of the major insights, adventures, and personal development from the internship is given in this training reflection.

From 1 March 2023 to 15 August 2023, I had the honour of receiving hands-on training as part of the internship programme at Manazel Al Mashaer Travel Services Sdn Bhd. Regular working days were Monday through Friday, with hours beginning at 9 a.m. and ending at 6 p.m., with lunch break from 1 to 2 p.m. The term of the internship included a thorough look at the day-to-day activities of the travel agency, offering insightful knowledge into the nuances of the travel business.

Working in a dynamic, quick-paced atmosphere taught me the value of good cooperation and communication. I was able to help the business operations succeed by collaborating with coworkers and superiors. I enhanced my interpersonal skills, problem-solving techniques, and capacity for flexibility by actively engaging in team meetings and assignments.

My supervisor and my superior at work assigned me various tasks during my internship at Manazel Al Mashaer Travel Services Sdn. Bhd. I spent my internship in the account department. I received a few responsibilities from Madam Syazwani, my Industrial Supervisor, throughout my internship. I pick gain a lot of knowledge from her and the tasks I'm assigned for my internship. I was tasked with file organisation, creating invoices for new clients, creating bills, updating client payments and invoice numbers, and composing letters of discharge for customers travelling abroad.

TASK 1: Do Bill, Remittance Advice and Payment Voucher

I handled remittance advice and payment vouchers for Manazel Al Mashaer Travel Services as one of the main jobs throughout my internship. I gained important knowledge about the financial procedures and supporting paperwork used in the company's daily operations thanks to this element of the internship.

Similar strict attention to precision was necessary for maintaining payment vouchers. I was in charge of confirming and comparing payment information with relevant records, such as invoices and purchase orders. My understanding of the value of accuracy and compliance in financial record-keeping has improved because of this approach.

I gained essential skills in data entry, financial analysis, and document management throughout the internship. In order to ensure smooth payment processing, I also learnt how to interact effectively with the finance team and other departments. My knowledge of financial operations in the travel business and the value of upholding open and effective financial practises have been improved by this experience.



Figure 7 Doing Bill



Figure 5 Remittance Advice

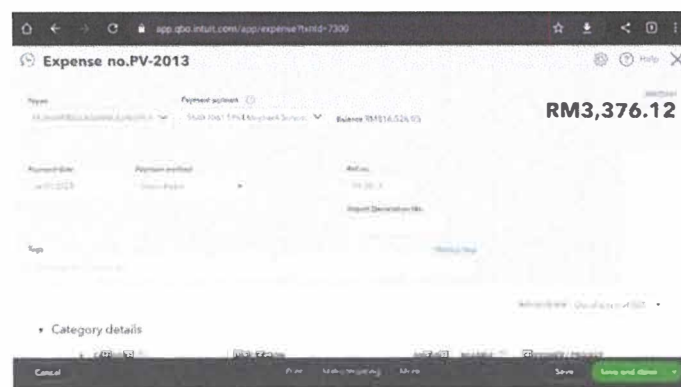


Figure 6 Payment Voucher

TASK 2 : Do Invoice for New Customer, Update Payment and Invoice Number

I have learned how to create an invoice for a new customer during my internship. Invoice processing should take 5-7 business days. This invoice serves as evidence that the customer has paid the fee required to reserve the chosen package. It is difficult to locate the person who wishes to change the customer's payment if this invoice is not produced. We may determine the deadline for the customer's payment to the business from this invoice. The agency who received the booking money is identified on the invoice as well. So, it's simple to ask the agent if there's anything we need or want.

Finally, if a customer makes a payment, I must update the payment. Customers can pay half of the total 45 days before to travel and must pay the entire amount 90 days prior to departure.

In the travel sector, I learned up useful skills in managing finances, customer service, and payment processing. In order to ensure efficient operations for the firm and its clients, I learnt how important it is to maintain open and effective financial practises as well as the relevance of meeting deadlines. This experience has improved my comprehension of a travel agency's financial operations and will surely help me in my future professional endeavours.



Figure 9 Invoice For Customer



Figure 8 Receipt For Customer

5.0 SWOT MANAZEL AL MASHER TRAVEL SERVICES

Strengths, Weaknesses, Opportunities, and Threats is referred to as SWOT. It is a framework for strategic analysis that is used to evaluate both internal and external elements that have an influence on a project or company. Each component of the SWOT analysis offers useful data that may direct strategic planning and decision-making.



6.0 SWOT ANALYSIS AND RECOMMENDATION MANAZEL AL MASHAER TRAVEL SERVICES SDN BHD

6.1 STRENGTHS

These are the internal elements that give a company a competitive edge and help it succeed. Unique talents, priceless assets, a strong brand reputation, or any other good characteristics that set the company apart from its rivals can all be considered strengths.

Wide Range of Travel Offerings:

Manazel Al Mashaer offers a wide range of vacation packages for both domestic and foreign destinations. They can accommodate the various tastes and spending ranges of their consumers thanks to their wide selection. Manazel Al Mashaer creates alluring packages for domestic tourists to discover the natural splendour and cultural diversity of various parts of the nation. Manazel Al Mashaer provides a variety of worldwide travel packages for tourists looking for global experiences. These packages include a wide range of locations across continents, from visiting bustling cities to travelling to magnificent natural treasures.



Figure 11 Cappadocia, Turkiye



Figure 10 Mount Erciyes, Turkiye



Figure 12 Pulau Mantabuan, Semporna Sabah

Strong Customer Relationships:

Manazel Al Mashaer has built strong relationships with its customers, resulting in a loyal and satisfied customer base. Their commitment to excellent customer service and personalized attention ensures that customers have memorable and enjoyable travel experiences. As for example, many repeat customers and positive testimonials reflect the company's ability to build long-term relationships and provide exceptional service.



Customer Feedbacks

Strategic Partnerships:

Manazel Al Mashaer has created cooperation with popular hotels and airlines, which has improved their capacity to provide their clients first-rate travel experiences. Their exclusive deal with a prominent hotel chain in Kundasang, a scenic village set in the foothills of Mount Kinabalu, Malaysia's tallest peak, is one notable example of their fruitful cooperation. Through this strategic partnership, Manazel Al Mashaer gained access to a range of benefits for their clients visiting Kundasang. For instance, company may provide their clients with exclusive room rates at this opulent hotel, giving them the chance to luxuriate in a first-class stay while taking in the region's beautiful scenery.



Kinabalu Pine Resort with view of Mount Kinabalu



Figure 14 Sipadan Inn 3, Semporna, Sabah



Figure 13 Water Chalet Resort, Pulau Mabul

6.1.1 RECOMMENDATION

S1. Expand and Diversify Travel Offerings

Manazel Al Mashaer currently provides a variety of vacation packages, but they should continually looking into new locations and activities to keep their selections interesting and new. To find new travel trends, well-liked locations, and interesting experiences that suit client preferences, conduct market research. The business may gain repeat business and appeal to new traveller demographics by consistently changing its trip inventory. For instance, Manazel Al Mashaer just added a new package tour to Dubai and West Europe.



Figure 15 Flyers Package Dubai Abu Dhabi



Figure 16 Flyers For West Europe 4 Countries

S2. Enhance Customization Options

Manazel Al Mashaer should think about offering more customisable trip packages so that they may better accommodate individual tastes. Give consumers the chance to customise their travel plans, choose certain activities or attractions, and specify their preferred accommodations. The organisation can better satisfy the particular requirements and interests of their consumers by providing flexible and personalised experiences, resulting in unique and memorable travel experiences. Manazel Al Mashaer, for instance, offers a personalised package based on customer preferences.



Figure 18 FIT Package Kuching, Sarawak



Figure 17 FIT Package Kota Kinabalu, Sabah

S3. Forge Additional Strategic Partnerships

To improve the standard and worth of the travel experiences provided, keep forming strategic alliances with reliable accommodations, airlines, and regional tour operators. Seek partnerships with popular hospitality chains or boutique hotels in well-known locations to provide customers with special advantages like lower prices, free upgrades, or access to more facilities. These alliances can help Manazel Al Mashaer stand out from other companies and give their clients more.



Figure 19 Strategic partnerships with reputable airlines can enhance the travel experiences for Manazel Al Mashaer's customers.

6.2 WEAKNESSES

These are the internal elements that limit the company's performance and could work against it. Lack of resources, a lack of knowledge, inadequate infrastructure, or any other internal problems that need to be fixed are examples of weaknesses.

Limited Online Presence:

Compared to other of its competitors, Manazel Al Mashaer has a limited internet presence. They haven't completely utilised the possibilities of online shopping and digital marketing platforms to reach a larger audience. Due to Manazel Al Mashaer's limited internet presence, a chance to draw in tech-savvy tourists was lost. The company could have lost potential clients who preferred the accessibility and convenience of online booking and research by not fully adopting digital marketing and e-commerce platforms.

Limited Brand Recognition:

Compared to other of its well-known rivals, Manazel Al Mashaer may not have as strong of a brand recognition. Due to this lack of brand recognition, it may be difficult to draw in new clients and maintain a competitive edge in the marketplace. As for example, customers may favour more well-known brands since they are thought to be trustworthy and familiar.



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Penyucian Jiwa Di Tanah Suci

Figure 20 To compared with, Andalusia is having more brand recognition by customer

Dependency on External Suppliers and Partners:

Manazel Al Mashaer relies on a number of other suppliers to complete their travel arrangements, including airlines, hotels, and regional tour operators. This makes it possible to provide a wide variety of products, but it also exposes the business to unknown dangers and difficulties. The offering of seamless travel experiences may be impacted, for instance, by unforeseen changes in flight schedules, problems with hotel availability, or delays in local services. as an illustration, a cancelled flight or an overbooked hotel might result in dissatisfied travellers and possible reputational harm.

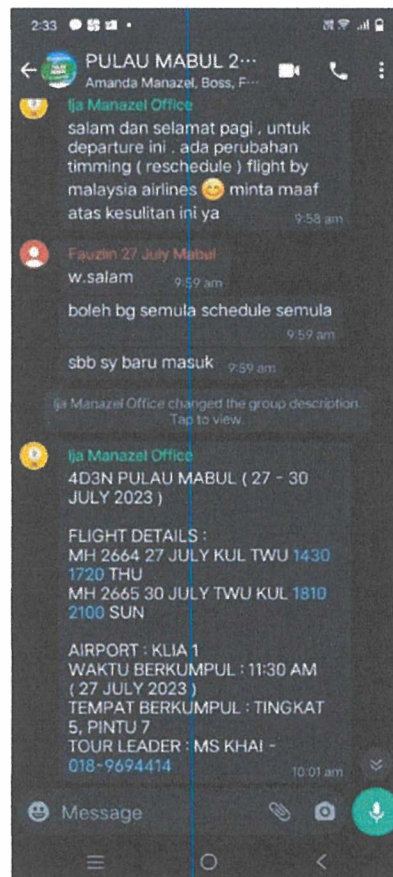


Figure 21 Reschedule Flight Timming from Airlines

6.2.1 RECOMMENDATION

W1. Strengthen Online Presence and Digital Marketing Strategies:

Manazel Al Mashaer should to spend money on an effective online presence that consists of an accessible website, lively social media accounts, and online marketing activities. They may make use of SEO strategies to raise their presence in search results and draw in organic visitors. The company could widen its reach and draw proficient with technology travellers who value the convenience of online booking and research by actively connecting with customers through social media channels and promoting their travel options online.

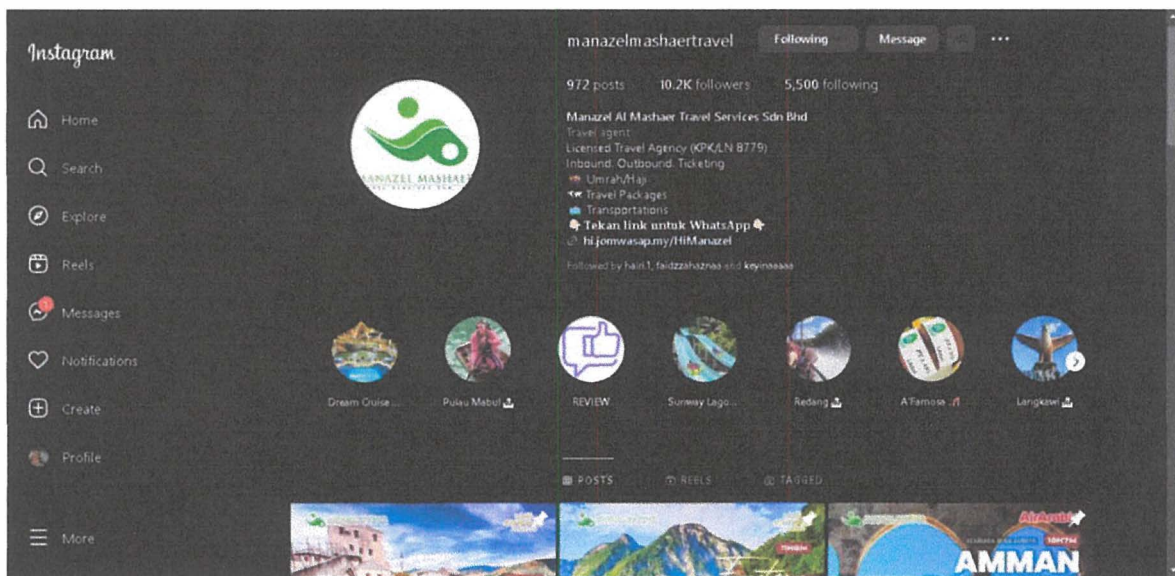


Figure 22 Manazel Al Mashaer start moving from FaceBook to Instagram

W2. Build Brand Awareness and Differentiation:

Manazel Al Mashaer should concentrate on creating a strong and distinctive brand identity in order to overcome its low brand recognition. Create a distinctive brand stories, a standout value proposition, and eye-catching visual components that appeal to the target market. Ensure that your branding is consistent across all touchpoints, including as internet platforms, advertising, and consumer interactions. The company may stand out from rivals and gain the confidence and awareness of potential consumers by developing a strong brand presence.

W3. Diversify Supplier Network and Establish Contingency Plans:

Despite Manazel Al Mashaer's reliance on outside partners and suppliers, it's important to minimise the risks brought on by dependency. Make an organised effort to form alliances with several trustworthy providers, and create backup plans in case service availability is affected by unforeseen interruptions. To guarantee rapid notifications and alternative solutions when unexpected difficulties develop, maintain strong communication and monitoring the processes with suppliers. The company may better handle possible issues and ensure flawless travel experiences for consumers by diversifying the supply network and being ready for emergencies.



6.3 OPPORTUNITIES

These external factors might help the organisation and open up fresh doors for development or success. Market trends, new technology, shifting client wants, and any other external circumstances that the organisation might use to its advantage can all present opportunities.

Digital Marketing and Social Media:

Manazel Al Mashaer has a great chance to broaden its reach and communicate with more people by embracing digital marketing and using social media platforms. The company may draw in millennials and proficient in technology travellers who mainly rely on social media for trip inspiration and preparation by producing fascinating content, travel guides, and stunning pictures on platforms like Instagram, Facebook, and YouTube.

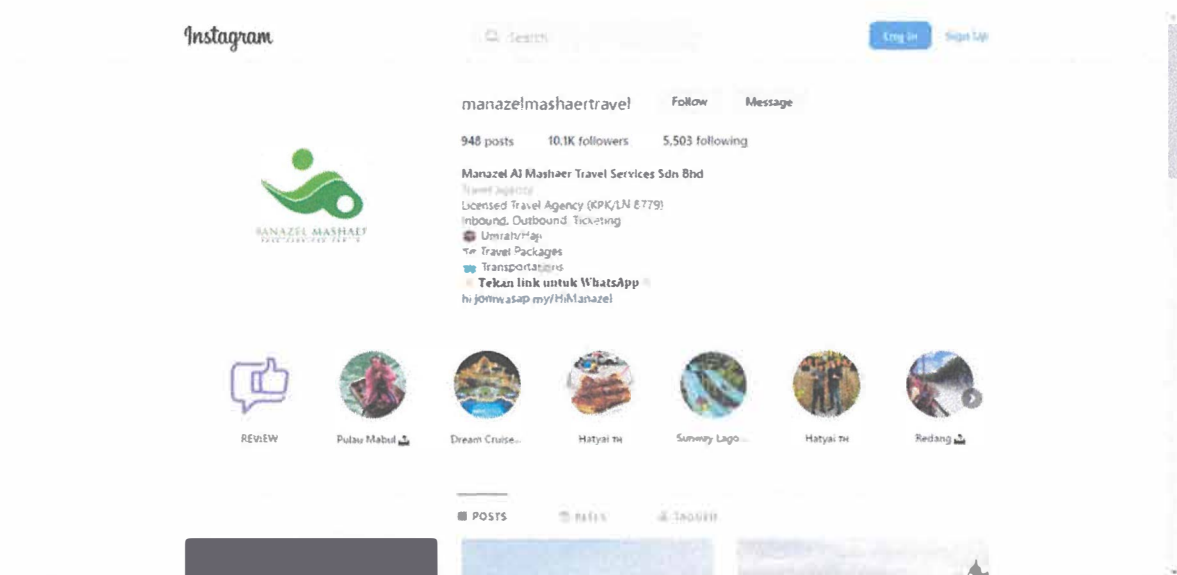


Figure 23 Instagram Company

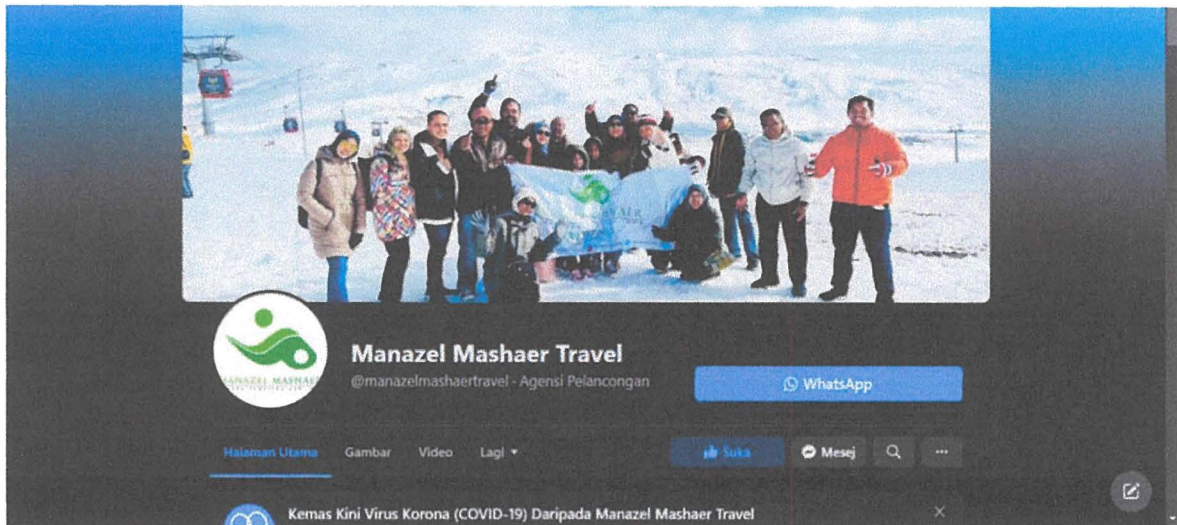


Figure 24 Facebook Company

Expanding Customer Segments:

The company may be able to generate additional income by varying its target client categories. For instance, appealing to businesses looking for expert travel management services might be done by offering specialised business travel packages or corporate retreats. A new group of adventurous travellers may be attracted by catering to the rising trend of lone travellers by offering safe and thrilling solo adventure packages.

Leveraging Technology:

Investing in innovative travel technology may improve operational effectiveness and the entire consumer experience. Customers may be engaged and the booking process can be made simple by using a user-friendly mobile app, online booking platform, or virtual reality experiences. Additionally, integrating data analytics and customer relationship management (CRM) systems may assist the company in learning important details about client preferences and behaviour, enabling customised advertising strategies.

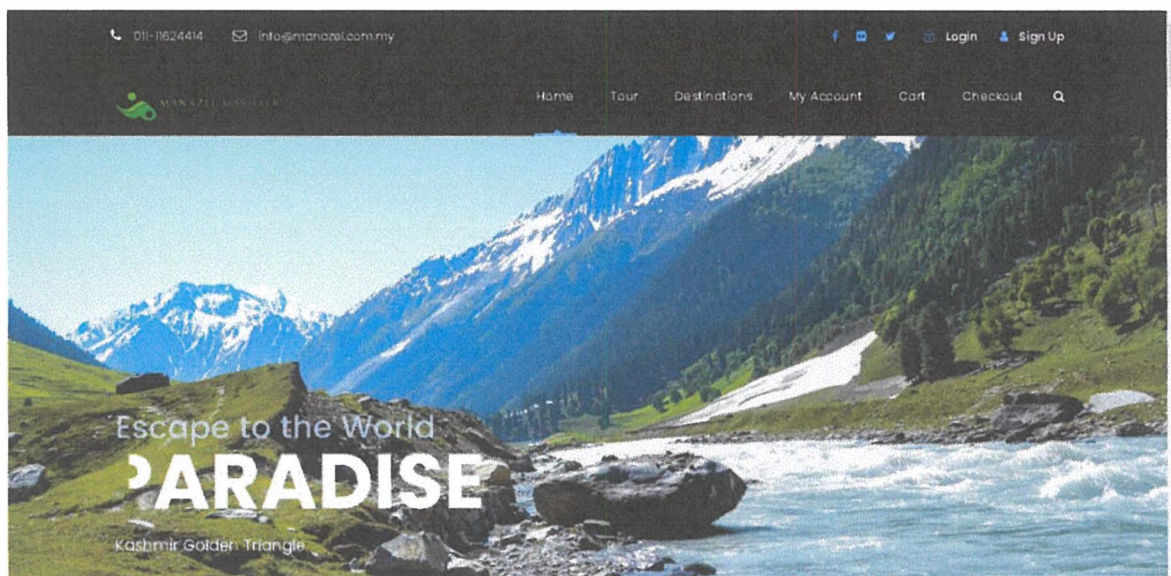


Figure 25Maade Online Booking Platform

RECOMMENDATION

O1. Digital Marketing and Social Media Strategy:

Manazel Al Mashaer has to create an effective digital marketing plan with a significant social media presence. To grab the interest of potential consumers, provide material that is both aesthetically appealing and interesting, such as travel guides, trip highlights, and gorgeous photographs or videos. To keep supporters interested, share updates, travel advice, and exclusive deals frequently. To reach a larger audience, work with influencers or travel bloggers. Use customised campaigns and social media advertising to increase reach and draw in new clients.

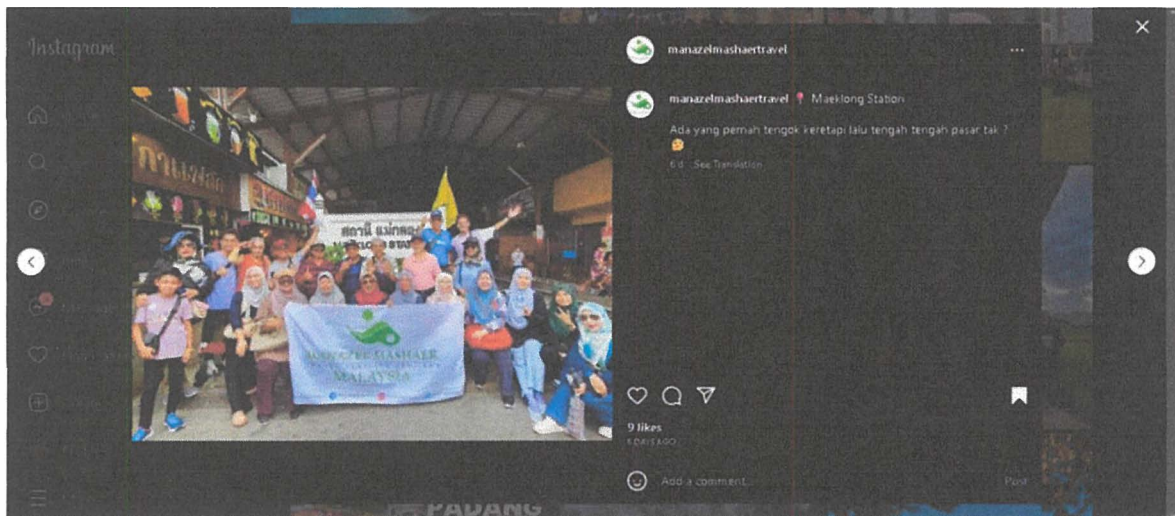


Figure 26 Keep Update in Social Media

O2. Expand Customer Segments:

Manazel Al Mashaer should take into consideration expanding its target consumer categories in order to boost revenue and access new markets. Look for chances to provide specialised business travel packages or corporate retreats to companies in need of travel management services. Create packages specifically for lone travellers, taking into account their special requirements and preferences. Promote solo excursions' ease, safety, and engaging experiences to draw in this expanding traveller demographic.

O3. Embrace Travel Technology:

To increase operational effectiveness and improve the general client experience, invest in cutting-edge travel technology solutions. Create a user-friendly mobile app or online booking system that makes it simple for clients to search and reserve travel arrangements. Utilise CRM (customer relationship management) systems and data analytics to obtain insightful information about consumer behaviour and preferences, enabling personalised marketing tactics and focused advertising campaigns.

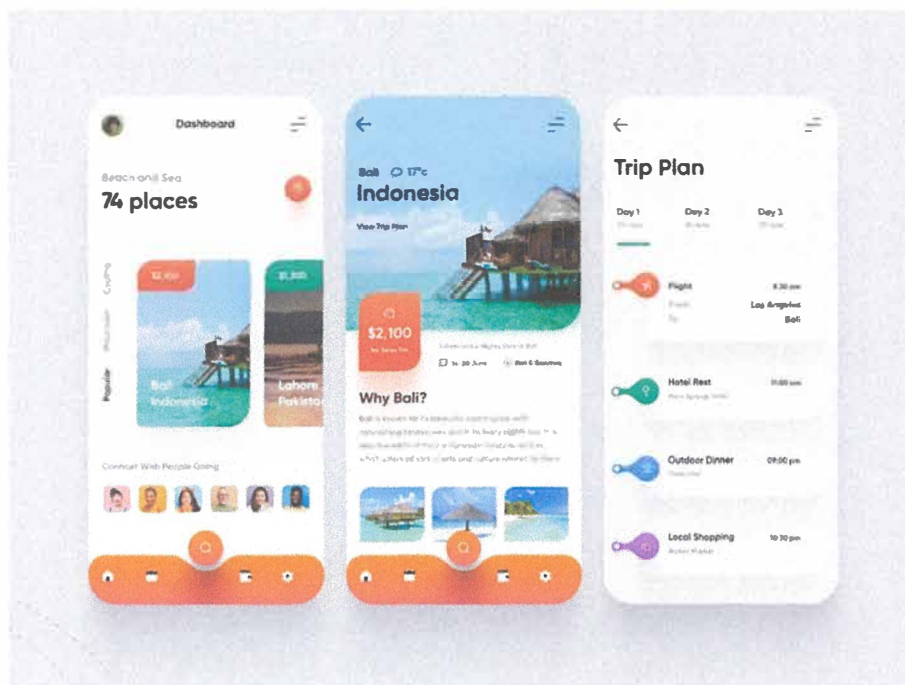


Figure 27 Travelling Mobile Apps

6.4 THREATS

These are external factors that might endanger or complicate the organization's operations or viability. Threats might include anything that could impede the organization's development, such as fierce competition, economic downturns, regulatory changes, technology upheavals, and others.

Intense Competition:

Manazel Al Mashaer competes in the intensely competitive travel sector alongside an abundance of other companies that are all striving for a significant share of the market. As the company works to draw in and keep clients, the fierce competition it faces presents a number of difficulties. First off, well-known travel agencies that have been around for a while already have an established client base and a strong reputation. Manazel Al Mashaer may find it difficult to set itself apart from its rivals due to its broad range of trip packages, special offers, and established connections with hotels and airlines.

Global Health Concerns:

Contagious illness outbreaks, like the COVID-19 pandemic, pose a significant and unpredictably dangerous risk to the tourist sector, especially Manazel Al Mashaer. Governments all around the globe might implement quarantine and travel restrictions in response to such outbreaks to stop the disease's spread. These actions may cause major disruptions to travel arrangements, such as trip cancellations or delays, as well as a drop in demand for travel in general.

Such epidemics may have a dual impact on Manazel Al Mashaer. First of all, it has an influence on the company's ability to market and plan vacation packages, particularly for distant overseas destinations that are adversely impacted by travel restrictions. Such situations might result in lost revenue and financial distress due to the decreased desire for travel. Second, the company's operating costs may be impacted by the spread of infectious diseases. For instance, the company may need to issue refunds or reschedule trips if customers are unable to go because of quarantine regulations or aircraft disruptions, costing additional administrative and logistical costs.



Figure 28 People Awareness After Covid-19 Pandemic

Geo-Political Instabilities:

Political instability, terrorism, and geopolitical difficulties in particular locations might discourage travellers from planning travels there. For instance, a sudden rise in unrest in a well-known tourist destination can cause a wave of mass cancellations and a drop in interest in the company's travel packages to that area. Geopolitical instability can be lessened by quickly providing other safe locations and adapting to such circumstances. As for example, The ongoing political instability and conflict in Palestine have made potential customers worried about joining travel packages to the region.

6.4.1 RECOMMENDATION

T1. Develop a Unique Value Proposition:

Manazel Al Mashaer should concentrate on creating a unique offering that differentiates them from their rivals. Determine the company's distinct strengths and emphasise them in marketing materials and messaging. Examples of such strengths include specialised packages, exclusive alliances, or great customer service. Manazel Al Mashaer may stand out in a congested market and get clients who connect with their special offers by identifying their special value explicitly.

T2. Emphasize Safety and Flexibility:

Manazel Al Mashaer should put their clients' security and wellbeing first in order to address worries about the state of the world's health. To provide a safe travel experience, explain the safety procedures and regulations in place. Provide consumers with flexible booking and cancellation procedures so they have peace of mind and the freedom to change their travel arrangements as needed. The business could build trust and draw clients that value security and flexibility by guaranteeing customers of their safety and providing flexible alternatives.

T3. Diversify Destination Portfolio:

Manazel Al Mashaer needs to regularly evaluate and vary their portfolio of destination options in order to lessen the effects of geopolitical instability. Keep up with the geopolitical situation in well-known holiday areas and look for alternatives that provide comparable experiences and attractions. The company may sustain client interest and reduce the negative effects of geopolitical instability on their business by reacting quickly to changing conditions and providing secure and attractive alternatives.

7.0 CONCLUSION

A worthwhile and educational experience, the internship at Manazel Al Mashaer Travel Services Sdn Bhd gave me firsthand knowledge of how a travel firm operates. Over the course of the internship, I have improved my abilities and acquired crucial professional competencies while also developing a deeper understanding of the tourism business.

I had the chance to put the theoretical knowledge I had learned in my academic studies to use in the actual world during my internship. I was able to see the challenges and complex issues of the travel industry, such as controlling customer expectations and working together with team members to provide outstanding service, thanks to the practical experience.

At Manazel Al Mashaer, I also had the honour of working with a group of people who were very knowledgeable and experienced. My professional development has been greatly influenced by their mentoring and guidance. In a dynamic work environment, I've learnt the value of excellent communication, teamwork, and adaptation.

My soft skills, like customer service, problem-solving, and time management, have all improved because of to the internship in addition to my technical knowledge. I have learned the value of developing long-lasting connections with clients and offering tailored solutions from interacting with them and taking care of their travel needs.

In addition, the internship has made me aware of the harsh realities of the tourism industry, such as its fierce competitiveness, its concerns about the state of the world's health, and its geopolitical instability. Overall, my experience working as an intern at Manazel Al Mashaer has been transformative, my future endeavours will surely be influenced by the practical experience, exposure to industry dynamics, and personal development I gained during the internship.

I would like to extend my heartfelt gratitude to Manazel Al Mashaer Travel Services Sdn Bhd for their guidance, support, and confidence throughout the internship term as well as to Universiti Teknologi Mara (UiTM) for giving me the opportunity to complete this internship. My professional growth has advanced significantly as a result of my internship, and I am convinced that the knowledge and abilities I have acquired will help me succeed in the tourism industry in the future.

8.0 REFERENCES

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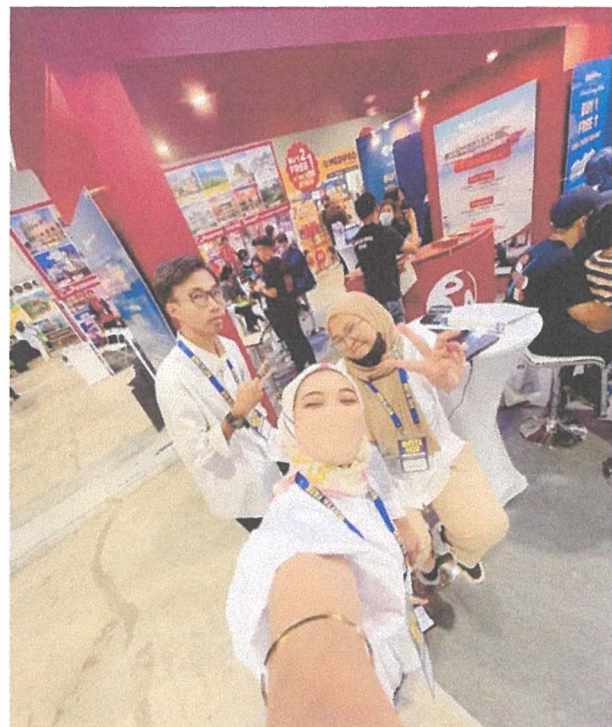
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9.0 APPENDICES



app.qbo.intuit.com/app/get-things-done

MANAZEL AL MASHAER TRAVEL SER...

Get things done Business overview

PRIVACY

Is tasks list helpful?

Tasks

Overdue

Remind your customers about 29 unpaid invoices
They're mostly for RA2175. 28% in profit

Go

Categorise 99+ transactions
They're mostly for RA2175. 29% in profit

Go

Correct delivery errors on your recent sales transactions

Go

app.qbo.intuit.com/app/billpayment?txnId=7204

Bill Payment no.RA-2175 Help X

Payee: MEGABORNEO TOUR PLANNER
Email: marketing.megaborneo@gmail.com
Co/Biz: MEGABORNEO TOUR PLANNER
Bank/Credit account: 5640 7061 5954 Maybank Sejahtera

AMOUNT PAID: **RM23,499.00**

Send later

Mailing address: MEGABORNEO TOUR PLANNER
UNIT 3B, 3RD FLOOR, SCOUT HQ BUILDING, SCOUT COMPLEX, JALAN GADONG

Payment date: 10/07/2023

Ref no: RA-2175

Amount: 23,499.00

Outstanding Transactions

Filter > All

Cancel Print More Save and close

