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# INDUSTRIAL TRAINING REPORT AT HATTEN HOTEL MELAKA

1 MARCH - 15 AUGUST 2023

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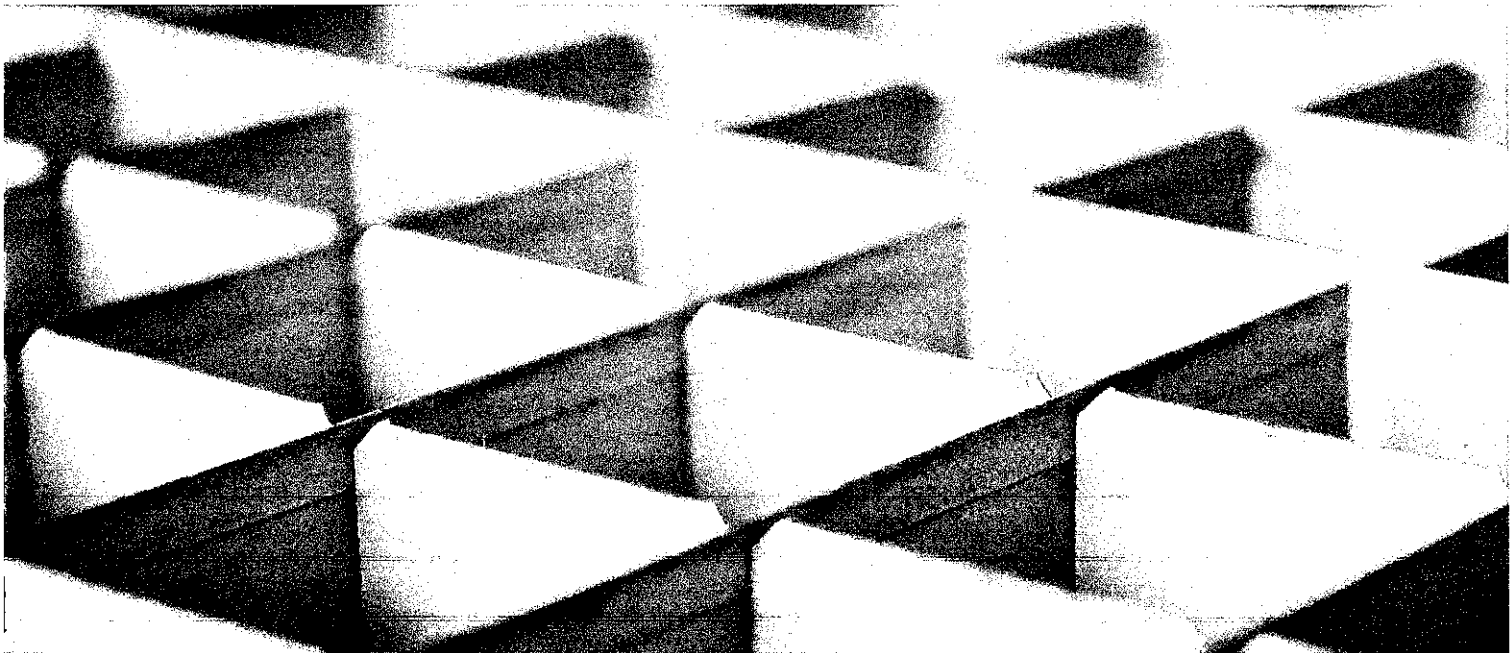


# EXECUTIVE SUMMARY

This report summarizing my experience throughout internship training in Hatten Hotel Melaka for six months.. This study exclusively documents the Hatten Hotel Melaka corporate evaluation and analysis. The introduction of the business, which is covered in the first portion of this report, includes information on the firm's key competencies, organizational structure, organizational cultures and company profiles.

The company analysis, SWOT analysis, and PESTEL analysis will all be included in the second half of this research. The strategies mentioned were selected after thorough consideration of potential risks impacting the organization.

Last but not least, we have the discussion, suggestions, and conclusion that come from this comprehensive report, where we sum up the business analysis strategies used by the corporation. There are also some recommendations/suggestions for the firm to use going forward.



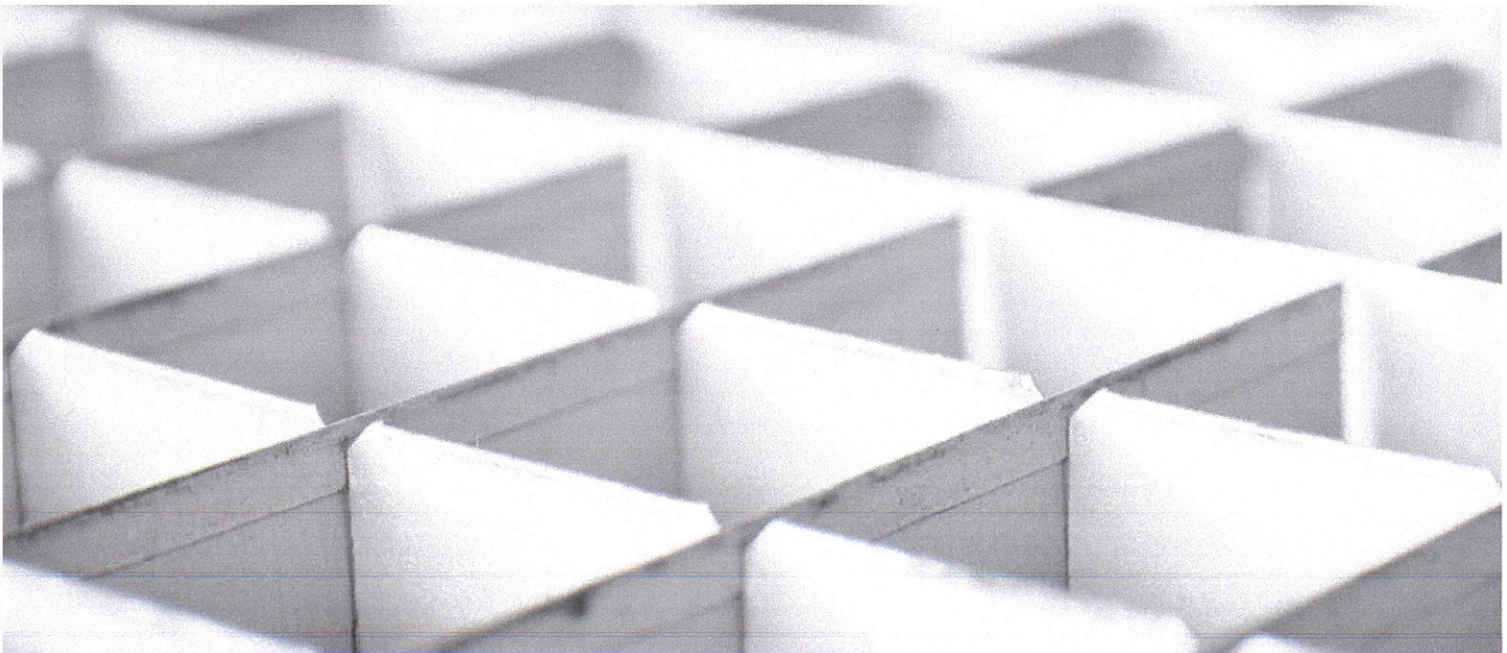
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# ACKNOWLEDGEMENT

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

The internship opportunity I had with Hatten Hotel Melaka was a great chance for learning and professional development. Therefore, I consider myself as a very lucky individual as I was provided with an opportunity to be a part of it. I am also grateful for having a chance to meet so many wonderful people and professionals who led me through this internship period. I am incredibly grateful to my internship supervisor, Encik Akmal Hakim bin Badrul Hisam, for their invaluable guidance and support throughout my internship. From the moment I started, Encik Akmal Hakim took the time to get to know me and understand my goals for the internship. They provided me with clear direction and expectations, and were always available to answer my questions and provide valuable feedback. Besides that, I would also like to express my appreciation to my colleagues and the staff at Hatten Hotel Melaka for their warm welcome and assistance during my internship. It was a pleasure to work with such a talented and supportive team. Last but not least, I am deeply grateful to Madam Khalijah binti Mohd Nor, my my advisor during this internship, for her invaluable advice and guidance.



# STUDENT PROFILE

NUR ILYANA ZUHAIKHA BINTI  
MOHAMAD RANO

INTERNSHIP STUDENT



## PROFILE

I am an internship student from University Teknologi Mara Kampus Bandaraya Melaka. I am from Bachelor in Office System Management and my study field are more to the administrative and management.

## SKILLS

- Microsoft Word
- Microsoft PowerPoint
- Microsoft Excel
- Social Media Marketing
- Email writing
- Business writing reports
- Copywriting

## EDUCATION

### SECONDARY SCHOOL

Malacca Girls High School

2012-2016

### DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY

Universiti Teknologi Mara Kampus Aior  
Gayan, Melaka

2018-2021

## REFERENCES

### NOORZALYLA BINTI MOKHTAR

Senior Lecturer

UTM Kampus Bandaraya Melaka

### NORAZLAN BIN HJ ANUAL

Senior Lecturer

UTM Kampus Bandaraya Melaka

## EXPERIENCE

### SUPERMARKET CLERK

Fitri Shop

2021

- Key in data in system.
- Check stock and update in system.

### CROCODILE BRAND'S PROMOTER

Aeon Bandaraya Melaka

2019

- Folding and arranging clothes on sales racks.
- Serving customers by finding the size or color of clothes that customers want.
- Count the stock and take note if the stock runs out

### KINDERGARTEN TEACHER

TASKA ILMU KOTA PESYEN

2018

- Ensuring that children in the kindergarten are given quality and professional care and early education.
- Carrying out activities inside and outside the kindergarten to promote the overall development of children.

# COMPANY'S PROFILE

Hatten Hotel Melaka is set against a picturesque vista of Melaka's most famous historical landmarks, surrounded by the hustle and bustle of Melaka Raya; close to the city center with its cheerful nightlife, and mere minutes from the acclaimed UNESCO World Heritage site. With 704 deluxe suites ranging from 32 square meters to 98 square meters in size, Hatten Hotel offers the utmost comfort, style and convenience. Hatten Hotel Melaka offers a variety of facilities and accommodations for the comfort of guest stay and the operating hour is 24-hour front desk.



The focus of a vision statement, according to Britt Skrabanek (2020), is on the future and what an organization hopes to be a good match for in the end. The mission statement, on the other hand, focused on the present and what an organization does to achieve its aims and objectives. Both of the statements are crucial while focusing on objectives. The vision of Hatten Hotel Melaka is to deliver a memorable guest experience by providing excellence in personal and quality services. This shows how much Hatten Hotel Melaka strives to do the best to provide great accommodations and services just to meet with customers' satisfactions.

***To Deliver The  
Most  
Refreshing  
Experience  
-HHM-***

Meanwhile, the mission of Hatten Hotel Melaka is to exceed guest expectation with our signature Asian hospitality and to be the preferred hotel in Melaka. This hotel mission statement successfully reflects its management philosophy. It guides the managers in their job by identifying the hotel basic values.

# ORGANIZATIONAL STRUCTURE



Organizational structure is how its activities and operations are separated, organized and coordinated. The company's organizational structure will create a framework for coordinating work-related processes and activities to manage employee performance. The objective of organizational structure is to achieve and align with its goals. An effective organizational structure will take into account the number of employees, the size of the business, the total revenue, the geographical characteristics of the location, and the various markets of the firm.

# PRODUCTS/SERVICES

Hatten Hotel is located facing the beautiful view of the most famous historical landmark in Melaka, surrounded by the hustle and bustle of Melaka Raya; close to the city center with its lively nightlife, and just minutes from the recognized UNESCO World Heritage site. This hotel offers the best hospitality and also some other services to hotel guests.



## **ACCOMODATION**

With 704 deluxe suites ranging in size from 32 square meters to 98 square meters, Hatten Hotel offers guests the ultimate in comfort, style and convenience. Now guests can step outside and discover the true essence of Malacca because Hatten Hotel is strategically located for your convenience.



## **RESTAURANT**

Hatten Hotel Melaka has three restaurants under it which are Chatterz All Day Dining, Alto Sky Lounge and Sekbungkus. These three restaurants offer a variety of delicious food at reasonable prices. In addition, many buffet packages are offered on Chatterz such as Ramadan buffet, Mother's Day buffet and so on according to the current festive season.



## **BALLROOM**

In addition to offering comfortable accommodation and a restaurant that serves delicious food, Hatten Hotel Melaka also offers ballroom rental services for various events such as weddings, seminars and so on.



# TRAINING'S REFLECTIONS

Looking back on the first day I reported for duty on 1 March 2023 at Hatten Hotel Melaka, it was one of the most memorable days that ever happened in my life. I have been informed by Encik Ahmad Zikri, Manager, Learning & Culture that we have to go to work every day except on Saturday and Sunday from 9:00 am to 6:00 pm. I am well prepared and fully prepared to enter my internship journey. After being introduced to everyone in each department, I was sent to the accounts department and the first task I was given was to check all invoices from suppliers for the month.

Next, the staff at the finance department are very friendly and kind. They are open minded and excited for me to do my best as much as I want. This makes me feel comfortable to be surrounded by them like I belong to the team. For the first week of my training journey, I was too strong and excited about the assigned tasks and tasks, but I managed to complete the tasks on time with the help of my supervisor and other employees, who have been working for many years. experience in this industry. I feel more confident along with positive because I realize my work will be verified and any ambiguity about the work will be clarified later for me.

I was able to receive any advice and absorb a wide variety of skills, from understanding how to interact and deal with suppliers, to using the Q3 accounting system by learning and getting help from them. The benefit I get here is that they provide lunch for all trainees and employees. The food was delicious and hearty and I enjoyed every bite of it. Lunch break was the happiest time when I worked at this hotel. In addition, I also received an allowance amounting to RM500 every month from the hotel as a token of my appreciation for helping in the management of the hotel every month.

# DETAILS OF TASK DURING TRAINING

TASK	DETAILS OF TASK
Daily checking and posting of invoices	Collect all invoices from the receiving department and submit them to the Cost Controller. Then, after being verified by the Accounts Manager/Officer, Account Payable staff can post invoice and update into the system. After that, Account Payable will proceed with preparation of payment accordingly.
Preparation of payment	Cheque will be prepared, posted to Account Payable system and updated to cheque reconciliation. After that, all cheques being prepared will sent to Accounts Manager then will be sent to Financial Controller, General Manager and Director to be approve and sign.
Distribution of cheques	All cheques would be send to receiving office every morning for the supplier to collect and at the end of every evening, the receiving must return to Accounts Payable all the balance of cheques for safe keeping
Reminder letter to supplier	To ask any document from supplier for payment supporting and to inform supplier that their cheque are ready for collection. At the end of the month, supplier should give a statement of account to Account Payable for payment purposes.
Cheque requisition	The department head must comple the request for cheque which is forwarded to the Financial Controller and General Manager for approval. Once approved, the request for cheque is forwarded to the Account Payable staff and manual cheque will be prepared.

# SWOT ANALYSIS



## STRENGTHS

- Strategic location
- Employee welfare is maintained

## WEAKNESSES



- Lack of communication between department
- Lack of workers during peak time

## SWOT ANALYSIS

- Collaborate with the state government
- Product development can be implemented



## OPPORTUNITIES

- A lot of competition
- Unstable economic conditions

## THREATS



# DISCUSSION & RECOMMENDATION

## DISCUSSION



### STRENGTH

SWOT Analysis Strengths are those aspects and areas of your organisation where you can outperform your competitors in the industry. Strengths are internal and positive impacts that enable you to capitalise on opportunities in the external environment. Strengths are internal and controllable factors. You cannot achieve your business goals unless you understand an organisation's strengths. It assists you in identifying areas where you outperform your competitors, which can improve your decision-making process.

- Strategic Location

Hatten Hotel Melaka is located right in the middle of the city. The location is very strategic because it is close to all tourist attractions in Melaka. This hotel is located opposite the popular shopping mall in Melaka namely Mahkota Parade and Dataran Pahlawan. In addition, guests staying at this hotel can walk if they want to Kota A'famosa, Menara Taming Sari and also can visit the entire museum that have around there. Geographic distance may also influence the effect on location choice, since geographic location is directly related to coordination and communication aspects between home and host countries (García-Muiña, 2020). Due to the factors that have been mentioned, Hatten Hotel has become one of the hotels chosen by guests due to its strategic location. This is because they do not need to drive if they want to go sightseeing and go to interesting places around the city of Malacca. They can also enjoy the beauty of the state of Melaka and not have to deal with the traffic jams that often occur in the city of Melaka.

In addition, Hatten Hotel's location is also convenient for access to popular places to eat such as Asam Pedas Selera Kampung and Cendol Jam Besar. Since Melaka is famous as one of the states with delicious food, it is certain that guests who come here will find delicious food shops around the city of Melaka. So, they will have easy access to delicious restaurants if they stay at Hatten Hotel Melaka.

- Employee Welfare is Maintained

Motivation is the concern that motivates, directs, and selects individual behavior at work, such as personal growth, pay, and working conditions (Elizabeth-Ann, 2019). To increase employee motivation, it is important for companies to ensure that employee welfare is well taken care of. When the hotel management has engaged and satisfied the employees working in the hotel, everything and everyone benefits. Happy customers, managers and employees will be gained. A positive work environment like this creates a positive attitude for hotel staff and it is the hotel's duty to ensure this continues. Based on research, happy employees are 37% more productive and three times more creative and also lead to a 12% increase in hotel profits. However, it is known that employee satisfaction in the hospitality industry is not always the easiest to implement or maintain. Therefore, Hatten Hotel Melaka attaches great importance to the welfare of every employee at this hotel. Various facilities and benefits have been provided for the employees.

There are many benefits provided to associates such as medical insurance and annual leave. In addition, additional staff care benefits have also been introduced this year. The first benefit is parents care leave which employees are allocated four days parent care leave dedicated to time spent with parents for medical appointments or holidays. Next is maternity leave which is allocated for female associates who give birth and they are given leave for 90 days. Also, for male associates whose wives have given birth to children, they will also be given paternity leave for six days for first time fathers and four days for subsequent children. In addition, for those whose kids are going to primary one, they will be given the first day of school leave for them to send their kids to school. These benefits are especially helpful for associates to handle their family.

## **WEAKNESS**

Weaknesses are all those things you do not perform well. Swot weaknesses can prevent you from achieving company goals and objectives. Weaknesses are negative and internal factors that affect your organizational success. A few examples of organizational weaknesses are an irrelevant target population, bad factory location, poor financial performance, poor systems that you apply, and inexperienced leadership.

- **Lack Of Communications Between Department**

One of the organizational processes that keep a business effective and productive is communication. Interdepartmental communication is one of the more significant modes of corporate communication. When communication goes down across several departments in a company, its significance is most obvious. Its relevance is highlighted and an effective information flow is maintained by putting procedures into place to improve interdepartmental communication. As in Hatten Hotel Melaka, the deficiency that I can notice is the lack of communication between departments. According to my observation, there is always miscommunication between departments, causing unnecessary problems to arise.

Situations where miscommunication often occurs are related to matters concerning guests. There are three departments involved in payment matters as well as guest check in and check out, namely front office, sales and marketing, and finance. Because this matter involves three departments, sometimes there is a miscommunication that causes misunderstandings between the three departments. Therefore, if this matter continues, it will affect the reputation of the hotel management because the guests will give feedback that is not very good regarding the smoothness of the payment process as well as check in and check out and will subsequently have a negative impact on Hatten Hotel Melaka.

- Lack of workers during peak time

The total occupancy of Hatten Hotel Melaka will increase rapidly until all the rooms have been booked by guests, especially during the school holidays. Due to the large number of guests, a lot of manpower is needed to ensure the comfort of the guests. However, the problem that is often faced is the lack of workers during the busy time. This is because irresponsible employees give various reasons for not attending work. Due to the attitude of a few employees, it will affect the quality of hotel service to guests. For example, if there is a lack of staff in the housekeeping department, the room cannot be cleaned at the right time and will cause delays for guests to check in. If this matter cannot be resolved immediately, it will cause the guests to be angry and will leave a bad impression on Hatten Hotel Melaka. In addition, guests will also not stay at this hotel again in the future.

## OPPORTUNITIES

Opportunities are external factors environment that could help the success of an organization. It happens when there are external circumstances that attract consideration to potential future events that will be a result of a change in the economy and in cutting-edge technology. The organization's ability to use opportunities to compete with other competitors can be greatly enhanced if it can be identified and implemented. For Hatten Hotel Melaka, various opportunities can be used to increase production and improve its productivity in an organization.

- Collaborate with the State Government

The idea to collaborate and cooperate with the state government is one of the good steps to promote Hatten Hotel Melaka. This is because the state government organizes many programs that involve the participation of various parties such as public and private agencies and also involve the public. In addition, Hatten Hotel Melaka can be a venue sponsor for programs organized by the state government. Indirectly, by being a venue sponsor, the hotel can promote the comfort of the ballroom and related services. In this way, visitors who come to the program will be interested in holding their respective agency programs there. For example, if the hotel sponsors the venue and provides the best service throughout the program, it will give a good impression to the organizers and then the organizers will feel interested and happy to hold future programs there.

Besides that, If the hotel always cooperates with the state government, they will be more interested in choosing Hatten Hotel Melaka as one of the places for them to hold activities or programs there. So, it will be an advantage for the hotel to continue to improve hotel productivity and not have to compete with other hotels in Melaka.



- Products Developments Can Be Implemented

As we already know, in addition to providing accommodation to guests, Hatten Hotel Melaka also has three restaurants that can be visited by guests and customers who are not staying at the hotel. The restaurants are Chatterz, Alto and Sebungkus. In this era of globalization, most food restaurants have provided food delivery services either through apps such as Foodpanda and Grabfood or they have their own riders to deliver the food. Therefore, if the hotel provides the same service, it will increase sales for the restaurants. Hatten Hotel Melaka can use food delivery apps to make it easier for outside customers to order food. Indirectly, the community will be aware of the existence of the three restaurants and they will be interested to come dine in at the restaurant. In this way, Hatten Hotel Melaka's restaurant will be better known and subsequently more profit will be gained.

## THREATS

Threats are things that could potentially harm an organization from an external factor. It could be a restriction, barrier or anything external that could lead to issues, harm or problems. These unexpected threats can have a negative impact on the organization. Therefore, it is very important for Hatten Hotel Melaka to consider the probability of threats in SWOT analysis in order to reduce and avoid any major losses. As one of the hotel industries in Melaka, Hatten Hotel Melaka might be facing several threats in its organization.

- **A Lot of Competition**

Although Hatten Hotel Melaka has a strategic position, they still have to face high competition in the area. This is because there are many hotels around the area. In addition, there are also several hotels and service apartments developed around the Hatten Hotel area such as Imperio and Courtyard by Marriott. A service apartment like Imperio that offers reasonable prices and a location close to the beach will certainly attract more guests to stay there than choosing to stay at the Hatten Hotel. This becomes a strong threat and competition for Hatten Hotel because this hotel will get low occupancy and its rivals will cause losses to this hotel. In addition, the presence of new competitors such as Courtyard by Marriott will shake Hatten Hotel Melaka's position as a hotel of choice for many. This is because Courtyard by Marriott already has a well-known name and this is the second hotel after its main branch in Kuala Lumpur.

- Unstable Economic Condition

Currently, the coronavirus pandemic (COVID-19) has caused a shutdown for the entire country and public places such as shops, markets and tourism are locked everywhere, leaving people with no other choice but to stay at home. Only grocery stores are open for people to buy edibles. Therefore, this resulted in a worldwide economic recession until now. Most people are struggling to get on with life so they are more focused on surviving than on vacation. If people want to travel, they will prefer to stay in 3-star hotels and below because they want to save their vacation budget. Therefore, this will be one of the threats to Hatten Hotel Melaka.

In addition, this unstable economy is also felt by countries around the world and results in a lack of entry of foreign tourists to travel in our country. When there is a lack of tourists from inside and outside the country, it will indirectly result in a decrease in hotel occupancy and will affect the revenue of the hotel.

# DISCUSSION & RECOMMENDATION

## **RECOMMENDATION**

- Choose a communication tool with an easy learning curve

Though effective communication can be described as meaningful and successful at creating good relations and productivity, there are things that hinder this effectiveness such as sarcasm, gossip, tantrums, poor working habits and a lot more (Chambell S., 2020). While encouraging communication is an important goal that businesses should prioritize, ensuring that it is done in a productive and professional manner is another hurdle. Some team members may not be up-to-date on communication best practices, and in some instances, poor communication can lead to employee disengagement, frustration, and lost productivity. Effective communication is the key to achieving long-term success, so make sure you follow the above outline strategies (Vartika K., 2021). To avoid this, while keeping in mind everyone's different communication skill levels, management can employ the use of digital writing assistants like Grammarly Business. It integrates with several platforms and applications, and offers recommendations to team members in real time. This streamlines both the adoption and learning processes, improving communication quickly and efficiently at the individual level without the need for lengthy onboarding or costly company-wide training.

# DISCUSSION & RECOMMENDATION

## **RECOMMENDATION**

- Focus more on cleanliness and safety certifications in order to attract more customers

Even though people will choose the cheapest hotel, but at the end they would fine a clean safe hotel for them to stay. In order to meet with this goal, the Clean & Safe Protocol should be implemented for the hoteliers with clearly defined standards at a time when cleanliness and building hygiene are reasonably among the most important booking criteria. Only hotels that reach with the criteria will receive an exclusive label to demonstrate their commitment in prioritizing cleanliness and hygiene for customers. This label will be visible to companies within each booking channel, making these accommodations the preferred choice for global travellers. According to the article from Tourism Malaysia (2020), the Malaysian Association of Hotels (MAH) today launched the first ever industry wide hygiene and safety label in the country amidst the Covid-19 pandemic that had not only heavily impacted the tourism industry but also impaired confidence level of travellers. The hygiene and safety label known as the "Clean & Safe Malaysia" certification program is designed specifically for hotels and resorts in compliance with both local regulatory requirements and international standards. Given the contagious nature of the virus, it is crucial to have a proper health and safety practices in place, especially for hotel business that relies on in-person interactions. According to Laura Baratti (2020), super sterilization has the benefits of HEPA filters which are capable of filtering out 99.9% of airborne viruses and bacteria and electrostatic disinfectant sprayers to tackle surfaces.

# DISCUSSION & RECOMMENDATION

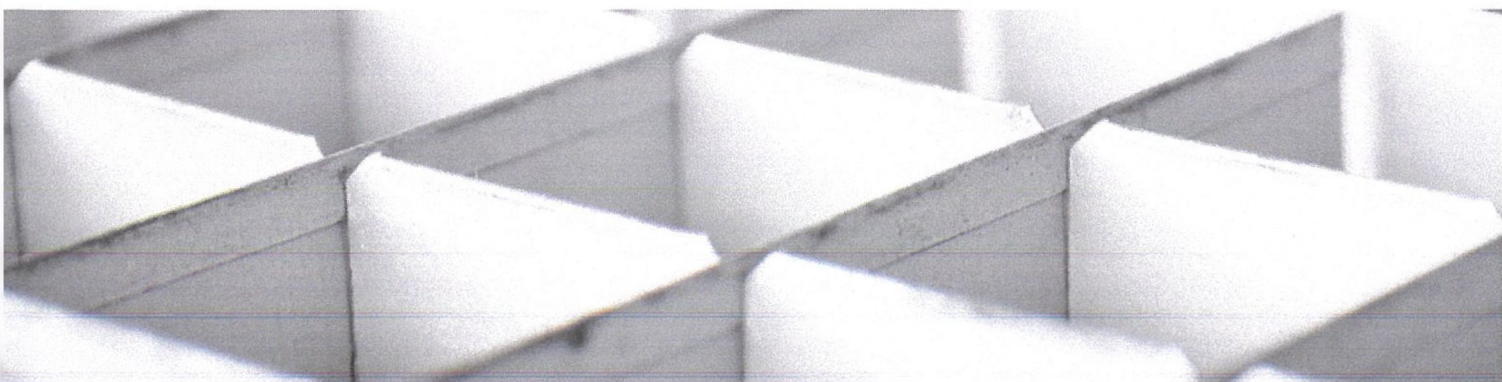
## **RECOMMENDATION**



In these contexts, according to Bogdan Romashko (2020), hoteliers should promote proper health and safety policies, which may include the self-service pay systems, orders through mobile apps, non-contact service and order deliveries, complimentary hand-sanitizer that will be stationed at the entrances and exits. Hoteliers also need to avoid the suspensions of unnecessary workplace gatherings, and readiness to deal with staffing reductions. Thus, hoteliers should closely monitor employees' health conditions and take extra precautions to ensure that the illness does not spread among employees in order to avoid another new COVID-19 cluster. Besides, Bogdan Romashko (2020) said hoteliers should apply, revise, restore or embrace the set protocols and standard operating procedure (SOP) to ensure the employees are not contributing to the spread of COVID-19 infection. The same refers to health policies, routine disinfecting of commonly used surfaces and other areas should be done regularly, in order to prevent the spread of the illness.

# CONCLUSION

In conclusion, what I learned from Hatten Hotel Melaka's SWOT analysis is that there are many opportunities available for the hotel to ensure good performance by the hotel. Although the pandemic situation has a great impact on the hotel, they still can maintain its performance in offering good services to its guests. Are there any suggestions for the company to improve their bad side. This way can minimize the possibility of failure of the company in delivering good service to customers. If we look back, the hotel's strengths can face weaknesses. There are many ways to escalate problems in the hotel. Hatten Hotel Melaka needs to take initiatives to minimize the hotel's weaknesses. In addition, the hotel needs to seize the opportunities available to ensure that they can compete with the prospect of a wider product portfolio. Opportunities can help they face threats that are external problems that they cannot find a solution to. Identifying the aspects in the SWOT analysis helps the organization to make full use of all the resources available to the hotel. Especially during the covid-19 pandemic, the hospitality industry across the country has been affected not only for productivity but reduced income and returns to hotels. The importance of this analysis is not only for shareholders, but also for increasing the value of the company. Therefore, if companies put more effort into improving the company's problems, they can succeed by having higher productivity, higher profits, and higher customer and employee satisfaction. This training helps me adapt academics to real work situations and environments. It was a good experience for me to experience working in the hospitality industry. I can feel the hustle and bustle of working in real life.



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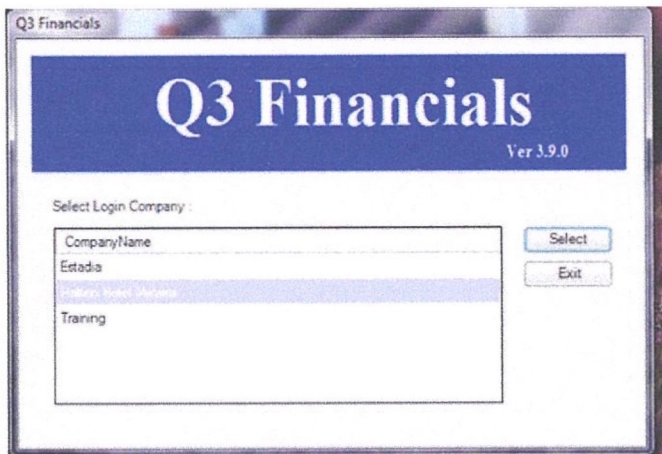
<https://www.spiceworks.com/hr/engagement-retention/guest-article/effective-communication-in-the-workplace-how-and-why/>



# APPENDICES



Invoice from suppliers



System for Account Payable



System to book invoice



Farewell party for Mr Ang, Financial Controller



Hari Raya potluck with Finance Department



Involve with hotel's health program (blood donation)