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UNIVERSITI
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MARA

Cawangan Melaka

UNIVERSITI TEKNOLOGI MARA (UiTM) MELAKA CAMPUS BANDARAYA MELAKA

BACHELOR OF BUSINESS ADMINISTRATION (HONS.) FINANCE

**MGT666
INTERNSHIP**

**INTERNSHIP REPORT:
AVILLION PORT DICKSON**

**PREPARED BY:
NUR KHAIRUL KHALIDAH ZUBIR (2021118921)**

**CLASS:
M1BA2426B**

**PREPARED FOR
DR AZHANA OTHMAN**

EXECUTIVE SUMMARY

Internships are practical training opportunities that provide useful, practical work related to a student's area of study or career interest during the period of time provided by the respective universities, and industrial training provides a broader experience for the student's career growth and development. To complete my Bachelor Degree, Bachelor of Business Administration (Hons.) Finance, final year students are required to participate in industrial training for at least 24 weeks in order to acquire experience in their respective fields of study.

Students in their final semester are required to search for an available internship placement that has been assigned by the involved firm. From the 1st of March 2023 to the 15th of August 2023, Avillion Port Dickson was my preferred internship location. The Avillion Port Dickson is a five-star luxury hotel with a water chalet, award-winning SPA facilities, and other amenities.

I will discuss the concepts that I've learned through my internships in this report. I have a great deal of experience, including interacting with guests and making quick, intelligent decisions. The first chapter will provide an educational and organisational overview of the hotel. You can read about the hotel's overview. In addition, the second chapter will conclude with a discussion of the company's SWOT analysis. And finally, I will discuss the recommendations regarding the company's weaknesses and hazards.

The corporation is the ideal location for me to receive industrial training for my final semester, as well as a relevant location for my internship period, because the company operates in the majority of parts of the world, giving me an advantage in my future endeavours once I have officially completed my bachelor degree.

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1.0 ACKNOWLEDGEMENT

In the name of Allah SWT, The Most Beneficent and Merciful, I would like to thank Allah the Almighty for providing me with the strength and guidance I needed to complete my written report. I would also like to thank Allah the Almighty for blessing me with the ability to complete this written report. I would not be able to finish this last internship report without His Blessings. I put my all in preparing this industrial training report, which was assigned to me by my Internship (MGT666) advisor, Dr Azhana Binti Othman.

I'd like to thank Miss Teh Poh Yen, my Account Senior Manager at Avillion PD, for her assistance in performing my daily responsibilities. She also discusses the firm's overall strategy. Also, I'd like to thank my colleagues, Account and Finance team members, as well as the other Admin Department team members, for assisting me in adjusting to working life in the hotel sector.

Not to mention, I'd like to thank the Industrial Training Unit of Universiti Teknologi Mara Kampus Bandaraya Melaka (UiTM) for providing me with the opportunity to intern at my preferred organization, which would provide hands-on exposure with everyday account and finance activities. My family and peers deserve special recognition for their kindness in assisting me throughout my internship.

2.0 STUDENT PROFILE

 NUR KHAIRUL KHALIDAI ZUBIR		
EDUCATION		
March 2021 – Present (Expected to Graduate in Aug 2023)	Bachelor of Business Administration (Honors.) Finance, Universiti Teknikal Mara (UTeM) KEM <u>Current CGPA: 3.66</u> <u>MUEE: Band 3</u> <u>Dean's List: All Semesters</u>	Bandaraya Melaka
June 2018 – Feb 2021	Diploma in Accountancy, Universiti Teknikal Mara (UTeM) KAG <u>Current CGPA: 3.58</u> <u>Dean's List: 3 semesters</u>	Alor Gajah, Melaka
2017	Sijil Pelajaran Malaysia (SPM), SMK Sheikh Haji Mohd Said Seremban <u>A: 5A's</u>	Seremban, Negeri Sembilan
AWARD & SCHOLARSHIPS		
2021	Tertiary Education Sponsorship Programme (TESP) MARA	
EXTRA CO-CURRICULAR ACTIVITIES		
2022	<ul style="list-style-type: none"> • Assistant Project leader of Program Discover, Generate, Innovate: Leveraging Entrepreneurial Passion & Innovation Towards Brighter Future • Secretary of (Paerball): Ready, Aim, Split event • Registration Bureau for Camping: Fun with Nature • Secretary for Webinar Programme, Wise, Worth, Wide • External Relations Bureau for Webinar Programme, Earn More, Use More • Contestant of Virtual Video Competition Investment ACE (VNCIA) 2022 • Secretary for Webinar Programme, Navigating The Future 	
2021	<ul style="list-style-type: none"> • Secretary of Programme Fiktor Throwback: Time Machine 2021 • Secretary of Webinar Programme, A Day of Heier Life 	
2019	<ul style="list-style-type: none"> • Transportation Bureau of CSR Programme, "Lindungi Kualiti, Reusing the Silence" • Activitas Bureau of Meet & Greet of Tun Senaja College • Special Task Bureau of CSR programme, "Meet Moment" • Project Leader of Tun Senaja College Dinner • Project Leader of Collaboration Dinner with another college 	

LEADERSHIP & EXPERIENCES

- 2022
- * Volunteer in Malaysia General Election 15 2022
 - * Secretary of Team Recreational Club
 - * Participant at RPC Port Dickson Drive Thru
- 2021
- * Secretary of Team Recreational Club
 - * Participant at RPC Port Dickson Drive Thru
- 2018-2020
- * Vice President of College, Tun Soreja College, UTM Kampus Alor Gajah
 - * Participant at RPC Port Dickson Drive Thru

SKILLS

Microsoft Office (Word, Excel, Powerpoint)	Expert	Adobe Photoshop	Skilful
Chart Horus	Experienced	Adobe (Animate, Premiere Pro)	Experienced

LANGUAGE

Malay	Native Speaker	English	Highly Proficient
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REFERENCES

Mr. Aminudin bin Mohd Nor Academic Advisor/Service Lecturer Faculty of Business Management Universiti Teknologi Mara (UiTM) Cawangan Melaka Kampus Bandaraya Melaka 110 Off Jalan Hang Tuah, 75350 Melaka	Mr. Juan Rizal bin Saari Senior Lecturer Faculty of Business Management Universiti Teknologi Mara (UiTM) Cawangan Melaka Kampus Bandaraya Melaka 110 Off Jalan Hang Tuah, 75350 Melaka
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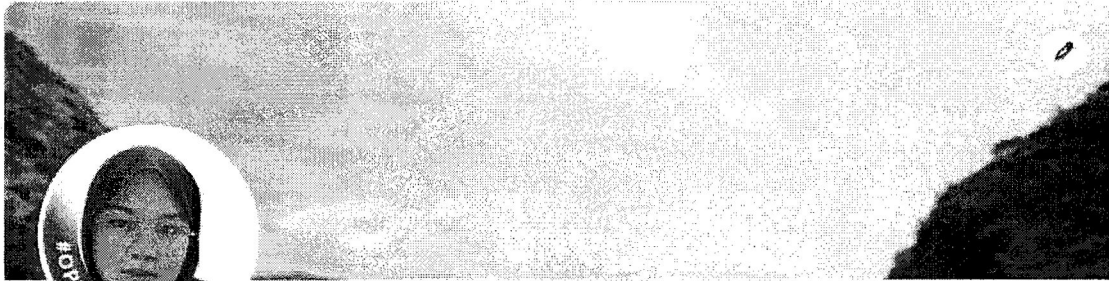
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Khalidah Zubir



Avillion Port Dickson

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Universiti Teknologi MARA

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Avillion Port Dickson's Intern | Final Year Student - Bachelor of Business Administration (Hons.) Finance

Port Dickson, Negri Sembilan, Malaysia · Contact info

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LINKEDIN PROFILE

3.0 COMPANY PROFILE

CORPORATE PROFILE

Board of Directors

Tan Sri Dato' Sri Dr. Samsudin bin Hitam
Chairman

Stephen Geh Sim Whye
Independent Non-Executive Director

Rungit Singh A/L Jaswant Singh
Independent Non-Executive Director

Taufiq Bin Abdul Khalid
Independent Non-Executive Director

Norizan Binti Idris
Independent Non-Executive Director

Members of Audit Committee

Stephen Geh Sim Whye
Chairman, Independent Non-Executive Director

Rungit Singh A/L Jaswant Singh
Independent Non-Executive Director

Norizan Binti Idris
Independent Non-Executive Director

Figure 1: Corporate Profile



WHO'S WHO IN AVILLION PORT DICKSON

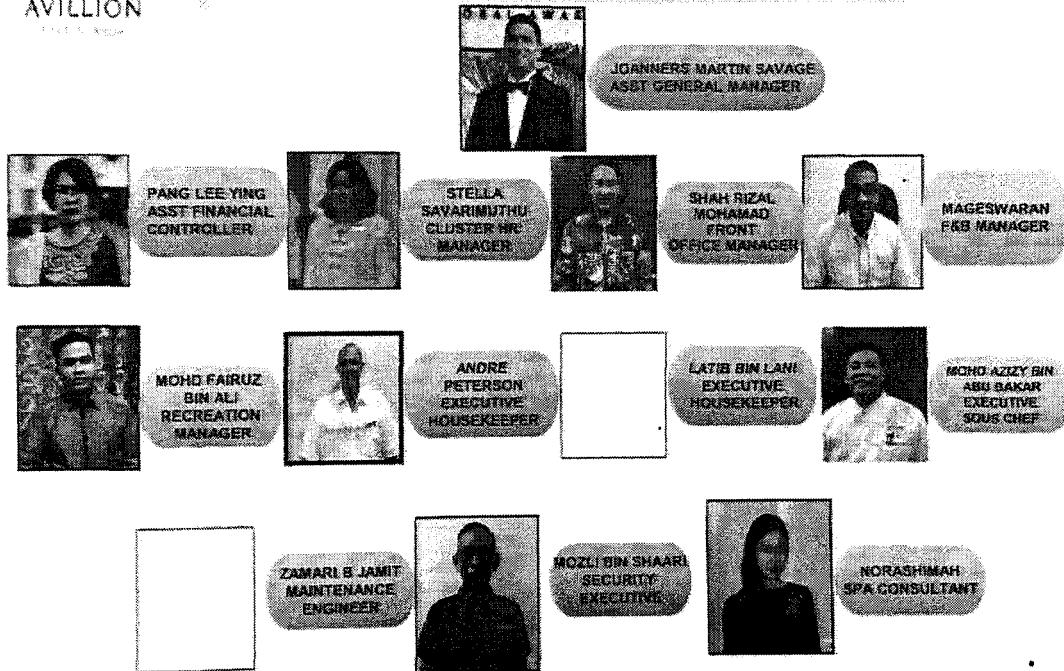


Figure 2: Internal Management Team

Avillion Port Dickson is a beach resort in Malaysia that has won multiple awards. It is situated on 23 acres of coast beauty and views the Straits of Malacca. The resort has 258 rooms, chalets, and villas that have been elegantly built. Guests will have the opportunity to experience Malaysia's rich legacy while vacationing in comfort at this resort, which was designed with the architecture of an Old-World Malay fishing town in mind. The resort mixes traditional culture with contemporary conveniences, allowing guests the opportunity to experience Malaysia's rich heritage. The end result is a beautiful hideaway where people may take a much-needed break and escape the hustle and bustle of city life. The Malaysian Institute of Architects (Persatuan Arkitek Malaysia) granted its annual Excellence Award upon the resort in the year 2000 in recognition of its singular design and layout.



Name	Avillion Port Dickson
Industry	Hotel Industry
Motto	Curator of distinctive hospitality, products and services, with an Asian flair.
Official Address	3rd Mile, Jalan Pantai, 71000 Port Dickson, Negeri Sembilan, Malaysia.
Hotline Number	06-6476688

4.0 TRAINING REFLECTION

Training Duration

Internship Period	1 March 2023 – 15 August 2023
Weekly Working Days	Monday - Friday

The normal working hours policy is practised in the company for the administrative and financial departments. The official working hours in the company begin at 8.30 a.m. and end at 5.30 p.m. The personnel should begin their work from 8.30 a.m. to 5.30 p.m., which they need to do in order to satisfy the requirement of working 8 hours per day.

Lunch Hours

The personnel have the adaptability to have their lunch breaks as early as 12.00 p.m.

It is also applicable for the employees who are working remotely.

Official Lunch Hours	12.30 p.m. - 1.30 p.m.
Other Optional Lunch Hours	12.00 p.m. - 1.00 p.m.
	1.00 p.m. - 2.00 p.m.

Working Schedule

I was allocated to Finance Department during the internship as I was scheduled to work in the office on Monday, Tuesday, Wednesday, Thursday and Friday. The typical workweek runs from Monday to Friday, giving employees the weekends (Saturday and Sunday) as their rest days.

Training Details

I was placed in a Finance Department which is a crucial component responsible for managing financial resources and assuring the company's financial health. It plays a crucial function in the organization's financial planning, analysis, and decision-making processes.

List of Duties and Responsibilities

1) Preparing Financial Reporting

Creating and maintaining precise financial records, such as the balance sheet, income statement, and cash flow statement. These reports shed light on the financial performance and standing of the company. Preparing financial reporting involves generating and presenting financial information in a structured and standardised format, allowing stakeholders to evaluate an organization's financial health and performance. Financial reporting is a vital communication instrument that provides insight into a company's financial position, results of operations, and cash flow.

2) Managing Company's Account Payable

A professional in Accounts Payable (AP) manages and processes the financial transactions associated with a company's payable accounts. I am responsible for receiving, reviewing, and processing vendor invoices for company-received products and services. This entails confirming the accuracy of the invoice's specifics, matching them with purchase orders or contracts, and ensuring that payment is authorized. I will prepare and process payments to vendors on a daily basis, using checks, electronic transactions, and other payment methods. I will also ensure the payments are made within the agreed-upon payment terms in order to avoid late fees or penalties.

Training Gains

Intrinsic Benefits	Extrinsic Benefits
<ul style="list-style-type: none">● A clearer picture on account and finance job scope● Enhancing soft and hard skill sets.● Opportunity to engage with the students and colleagues from different business functions.	<ul style="list-style-type: none">● Monthly allowances of RM 250● Meal provided and medical claims● Opportunity to get absorbed as a permanent staff in various business and enabling functions.

5.0 DISCUSSION AND RECOMMENDATIONS

SWOT ANALYSIS

<u>INTERNAL FACTORS</u>	
<u>STRENGTHS</u>	<u>WEAKNESSES</u>
<ul style="list-style-type: none"> • Well-trained staff to entertain the guests • Excellent hospitality 	<ul style="list-style-type: none"> • High employee turnover rate • Increase in prices of products and services in the hotel
<u>EXTERNAL FACTORS</u>	
<u>OPPORTUNITIES</u>	<u>THREATS</u>
<ul style="list-style-type: none"> • Strategic location • Partner with local supplier and stores 	<ul style="list-style-type: none"> • Expansion of Malaysia's Airbnb Industry • Seasonal demand for hotel is taken into account

STRENGTHS

1) Well-trained staff

Employees are crucial to the success of any company. The performance of the company's employees will determine whether the company is successful or fails. Therefore, upper management saw the need of making investments in training and development for the purpose of enhancing the performance of the workforce. (Ms. Amen Imran, Lecturer, Institute of Management Studies, University of Peshawar, Pakistan). According to McKinsey (2006), one of the most significant sources of competitive advantage in a global market was found to be an increase in the capabilities, knowledge, and skills of the skilled workforce. Effective training programmes, which may also have an influence on employee motivation and commitment, are required in order to develop the desired knowledge, skills, and capabilities of the employees, which is necessary in order to perform well on the job (Meyer and Allen, 1991).

Training is something that companies offer their employees in order to help them reach their full potential and get them ready to do their jobs as effectively as possible. The majority of companies, via the use of long-term planning, invest in the construction of new skills by their

staff. This enables them to deal with the uncertain situations that they may face in the future, which in turn improves employee performance through an increased level of motivation and dedication. Employees are more likely to put forth their best efforts towards the accomplishment of organisational goals and demonstrate high levels of performance on the job when they perceive that their employer has an interest in them as demonstrated by the provision of training programmes.

Same goes to the company where I've doing my internship. Avillion Port Dickson regularly sends his employees to receive training in order to provide superior service to his guests and consumers. In addition to the other trainings that are provided, each member of the staff is given a guide to better assist the guests. These trainings include fire drills, continuing education programmes in the hospitality industry that are offered on a part-time basis, and more. In the business world, training is a must. Without it, workers will be unsure about what they should be doing. The term "employee training" is used to describe initiatives that aid in the education, growth, and improvement of a workforce. Training not only helps an individual enhance their talents, but it also improves their thinking capacity and creativeness, allowing them to make more informed decisions more quickly, leading to an increase in productivity. In addition to this, it enables staff members to interact with the guests in an efficient manner and to answer to their complaints in a timely fashion.

2) **Excellent Hospitality**

Since providing excellent service to customers is of the utmost significance in the hospitality sector, this is due to the fact that customers are the most significant aspect of the business. Without satisfied guests, hotels, restaurants, and other tourism-related businesses are unlikely to be profitable. Customer happiness is crucial to the survival of any hospitality business. Excellence in customer service goes above and beyond only meeting a guest's expectations and includes extending a warm welcome and thoughtful attention to each individual guest. To win the loyalty of guests in the tourism and hospitality business in today's world, it is no longer sufficient to just focus on providing excellent customer service. Instead, the sector should strive to attain service excellence by consistently satisfying their customers using a standardised set of performance indicators. **(Judi Brownell, Professor and dean of students at the Cornell School of Hotel Administration, 2009).**

We all count on receiving some form of help when we need it most, but truly outstanding customer service goes well beyond this. Providing outstanding service means thinking about the guests every step of the way, not just when they make an acquisition. It's all about making sure the guests never have to lift a finger, and that they leave feeling that their needs were met and even exceeded. The success and expansion of any company depends on the quality of its customer service. By keeping this in mind, the hotel will be able to provide products and services that not only meet but also exceed the expectations of its guests. In other words, cutting-edge service keeps the hotel's attention fixed on the needs of its guests.

As in Avillion Port Dickson, I can ensure they have an excellent hospitality. Excellent hospitality in the hotel will affect the level of returning guests. During my almost 6 months internship, I can see that the hotel has high level of returning guests. For profitable hotels, frequent guests are like an investment. The greater the number of loyal consumers, the greater the profits. Hotel employees who go above and beyond in their service to guests are always remembered favourably. A reputable hotel will take every measure to ensure their customers are satisfied before, during, and after their stay. Therefore, there is nothing more valuable than repeat guests who can bring in new business through recommendations of the hotel.

3) **Online Booking**

Implementing online booking for a local hotel can provide numerous benefits and contribute to an enhanced guest experience. Online reservation systems have become a necessity in the hospitality industry, as they offer convenience to both guests and hotel proprietors. (**Martinez-Ros and Orfila Sintes,2012**). Avillion Port Dickson has partnered with a number of online booking platforms, including Booking.com and Agoda. Implementing online hotel booking provides numerous benefits for both hoteliers and visitors. Online booking allows visitors to make reservations regardless of the hotel's business hours. This is convenient for travellers in various time zones or those who plan to travel outside of normal business hours.

Online reservation systems can assist hotels in reaching a larger audience, attracting more visitors, and generating more reservations. This results in increased occupancy rates and increased revenue. Modern visitors will be attracted to online booking systems that offer a variety of payment options, including credit/debit cards, online banking, and other electronic payment options. In today's digital era, many travellers prefer online booking for its convenience. By providing an effective and user-friendly online booking system, hotels can

gain a competitive advantage over establishments that rely solely on conventional booking methods. Implementing online booking for Avillion Port Dickson is a strategic move that contributes to the hotel's overall success in the highly competitive hospitality industry.

WEAKNESSES

1) High Employee Turnover Rate

According to Kuria, Ondigi, and Wanderi (2019), the hotel industry is considered to be the most competitive in this regard due to the huge number of employees who "job-hop" from time to time. According to research done, the hospitality industry has a significant obstacle in the form of high employee turnover. It is commonly considered that a high rate of staff turnover is often the cause of a lack of success in the organisation, employees who are uninspired, and a lack of attractiveness to skilled personnel. Employees turnover is the percentage of a company's workforce that leaves during a given period of time and refers to the overall number of people who leave that company. One of the challenges that an organisation must overcome is the high employee turnover rate, which has developed into a severe problem that is difficult to control.

One of the adverse outcomes that contributes to these elements is the requirement that the employee work long hours. This could result in the employee experiencing burnout and a loss of motivation, which could ultimately lead to the employee leaving the company since they were unable to keep their professional and personal lives in harmony, particularly during the peak period. There is likewise no exemption for the Avillion Port Dickson Finance Department in this matter. This problem also affects me in my capacity as an intern. Every month, during the closing time, staff members in finance will always need to put in more hours of work than usual because we have to finish settling the financial report for that month. Even in my department, 3 persons have already quitted their job during my internship.

When there is a high rate of employee turnover, the company will feel the effects of it in the form of decreased productivity as well as an increase in the amount of time spent recruiting, training, and onboarding new employees. Poor spirit among employees is another consequence of a high personnel turnover rate, which in turn has an adverse effect on the reputation of the company as a whole. This risk is especially devastating to the company in the event that it does not have a competent substitute available promptly to take over the tasks of the departing employee and to maintain customer satisfaction. In the end, high turnover rates make it more difficult to earn revenue, which eventually works to the advantage of the company's competitors.

2) High Prices of Products and Services

The economics of demand and supply also suggests that lower prices lead to more bookings, but this comes at the sacrifice of earning high revenue. This is because lower prices are more attractive to potential customers. (Latinopoulos, 2018; Soler & Gemar, 2018). On the other side, greater pricing can cause more rooms to go unused for longer periods of time. In the short run, one of the most powerful variables that can be controlled to encourage or discourage demand is price. Clearly, price is one of the most effective variables that can be manipulated. The pricing plan needs to be consistent with how guests consider the hotel. Establishing prices without having a solid understanding of the company's broader goals can be devastating to any efforts to develop a brand. If a hotel with three stars advertises its rates as being comparable to those of a hotel with five stars, guests are likely to be perplexed and may leave the establishment as a result, incurring long-term damage that may be severe. (Getis, 2007; Kim & Nicholls, 2016).

Avillion Port Dickson is a 5 stars luxury hotel. It's understandable if the price of the products and services are more expensive than any other hotels. But the prices are a lot more expensive and not affordable for commoner. The cost of the raw materials is a lot cheaper than the market prices since the hotel partnered with local suppliers. So, there's a huge gap between the prices. It means the hotel get a lot more profit from the products and services. The hotel should think the efficient ways on how to balance the prices of the products and services in this inflation world. If they keep on maintaining the higher prices, there will less guests will be having their holiday or organise any events there. In return, the business will gain loss. The cost of the foods marked up to 3 times from the normal price. For example, normal chicken rice cost RM7, but in Avillion Port Dickson, the chicken rice can reach RM40 and above for each plate.

Everyone, as a matter of course, will raise their eyebrows at any price that is stated to them and will compare that price across a variety of channels in an effort to obtain the best deal possible. The medium of the internet has made this process easier. Aside from raising product and service costs, there are numerous other approaches for maintaining margins. One approach would be to alter the expenses and determine whether there is opportunity for improvement in the current processes. This can include reducing non-essential spending, obtaining better agreements with suppliers, or identifying ways to improve productivity.

OPPORTUNITIES

1) Strategic Location

One of the most important factors in a company's success is its location. Even if a company chooses inadequately, it may still have acceptable access to its target market, employees, suppliers, transportation, and other resources. Thus, a company's location can have a substantial impact on its bottom line and overall success. (Hamel and Prahalad, 2010). By analysing the company's requirements and goals, a location strategy may be developed. The business plan of a business, as well as external factors such as geopolitical trends, create locational issues in terms of establishing or reducing new activities or facilities. Companies are taking a strategic approach to these difficulties in order to discover the best location strategy for the future by performing location scenario studies, however these challenges make it difficult to determine the best location strategy for the future. (Garrigós-Simón & Palacios Marqués, 2004).

Customers pick hotels that best meet their requirements, regardless of how much sacrifice this may require. There are guests who place a high priority on location and are willing to pay more for it, guests who care more about the hotel's amenities than the ones in the area around it, and guests who booked the hotel because of an event happening nearby. The success of a hotel is highly dependent on its location. Hotels in more desirable areas tend to have higher occupancy rates and more revenue than those in less desirable areas. Hotels that are conveniently located to popular destinations, such the beach, amusement parks, and museums, tend to have higher occupancy rates. Hotels that are conveniently located within a short walk or drive of major tourist destinations tend to draw more bookings.

Avillion Port Dickson is located in Port Dickson. This popular holiday destination, known as "PD" among locals, is famous for its fresh seafood, coastline of warm beaches with some of Malaysia's leading resorts, a forest reserve that is a haven for hikers looking for wildlife sightings, and a charming town centre with a wide variety of tourist attractions including an army museum, ostrich farm, 3D art galleries, and so much more.

2) Partner with local supplier and stores

Supplier partnership management is the process of establishing and sustaining relationships with suppliers to generate value for the company. Improving company efficiency by maximising the value of supplier relationships is the objective of supplier partnership management. To accomplish this, organisations must first determine which suppliers are crucial to their success and then optimise the value of these relationships. (Chan, C. M, Isobe & Makino S. 2008). This includes defining what value means for the organisation, establishing supplier expectations, and continuously monitoring and measuring supplier performance. Local companies and suppliers contribute to the expansion of the local economy. When residents support local businesses, the money circulates within the community, producing a multiplier effect that increases economic activity and employment opportunities.

Local suppliers are businesses or people who supply goods or services within a certain geographic area, generally in close proximity to a hotel or other hospitality establishment. Local suppliers can be found within a hotel's immediate neighbourhood. Dealing together with local suppliers can provide hotels and other hospitality businesses with a variety of advantages. One of them is they will supply fresh and unique products. Local suppliers frequently provide fresh, seasonal, and distinctive products that can lend an authentic flavour to the hotel's menu. This can be particularly enticing to visitors seeking authentic local experiences. The price of the supply is frequently more affordable than that of other suppliers. Local procurement helps save more than just money. Additionally, it can help the company generate more of it. This is due to the fact that companies in the area may be impressed by the efforts to maintain a compact and swift supply chain, which can help to attract new customers.

The greater the distance between elements of the supply chain and company, the less control they will have over them. The company will be able to resolve any concerns and ensure that all products meet their standards during in-person meetings. There is also less likelihood of things getting "lost in translation," a common occurrence when working with large teams of people, many of whom are not physically present and handling your products. During my internship, Avillion Port Dickson seems to have more collaboration and partnership with local stores and suppliers which most of them located in Port Dickson. Local suppliers are typically more accessible and receptive, which makes it simpler to modify orders or resolve any potential issues. This adaptability is crucial for meeting the hotel's ever-changing demands. This

opportunity also benefits the hotel's payment terms. Collaboration with local vendors is consistent with the concept of responsible and sustainable tourism. It encourages a sense of authenticity and social responsibility in the hospitality industry, generating a win-win situation for the hotel, the local economy, and the guests.

THREATS

1) Expansion of Malaysia's Airbnb Industry

Airbnb is an online marketplace and hospitality service platform that enables individuals to rent out their homes, apartments, or lodgings to short-term travellers. Airbnb has become one of the most prominent and well-known companies in the travel and hospitality industry. Using a peer-to-peer model, the platform connects the property owners with guests who are seeking for unique and often more affordable lodging options than traditional hotels. Airbnb has become a threat to local hotels for a number of reasons, most notably its disruptive business model and distinctive value proposition. **(Gustav Visser, Inge Erasmus, and Matthew Miller, 2017)**. Price competition between Airbnb and local businesses is quite intense. Typically, Airbnb listings offer more affordable accommodations than traditional lodgings. Therefore, budget-conscious travellers may choose Airbnb rentals to save money on accommodations.

In many instances, Airbnb rentals can be more cost-effective than staying in a local hotel, particularly for bigger parties or for stays of a longer duration. When compared to the cost of booking numerous hotel rooms, the prices offered by Airbnb for individual rooms and entire homes are frequently more affordable. Airbnb hosts will sometimes provide discounts for prolonged stays or provide cheaper rates during off-peak travel seasons. This can further boost a traveler's ability to save money on accommodations. When you book with Airbnb, you won't have to pay any additional costs for services like internet access, parking, or resort fees as you would at a traditional hotel because the base price already includes those amenities and services.

As a result, Airbnb has acquired an important part of the accommodation market, especially among younger guests and those seeking unique, affordable, and more flexible accommodations. Hotels have adapted their services, provided more personalised experiences, and utilised loyalty programmes to retain their clientele. Moreover, some hotels have partnered

with Airbnb or created their own short-term rental platforms to capitalise on the rising demand for alternative accommodations. When choosing between Airbnb and local hotels, it is essential for guests to compare prices, read reviews, and consider their specific needs and preferences. Additionally, being flexible with travel dates and making reservations in advance can frequently result in better discounts on both platforms. In the end, the optimal option will depend on personal preferences, budgetary constraints, and the intended overall travel experience.

2) **Seasonal demand for hotel is taken into account**

Seasonal demand for hotels is a significant factor in the hospitality industry, and hotel operators typically account for it when managing their business. Seasonal demand refers to fluctuations in hotel room and service demand that occur at particular periods of the year. Various factors, including weather, holidays, school vacations, special events, and prime tourist seasons, can influence these fluctuations. The seasonality of the hospitality industry has a direct correlation with consumer behaviour. For hotels, seasonal expectations and demand are always high. Keeping revenue flowing during off-seasons and putting in extra hours during prime seasons are challenges that hoteliers are all too familiar with. (Koenig-Lewis & Bischoff, 2005). When seasonal demand for hotels is not successfully controlled or when hotels largely rely on peak seasons to support their operations, it can represent a threat to the industry as a whole. For hotels to be able to fulfil the increased demand during peak seasons, the hotels may need to increase their employee levels, make investments in more inventory, and bear greater operating costs.

Nevertheless, when business is slow, companies might have trouble covering their fixed expenditures, which would result in a drop in profitability. Overcrowding in hotels is not uncommon during high season, which can have a detrimental effect on the overall experience of hotel guests. A reduction in customer satisfaction can result from factors such as prolonged wait times, a restricted selection of amenities, and a diminished level of individualised service. During peak seasons, hotels that need to hire more staff may run into difficulties recruiting and training temporary employees. A lack of stability in the quality of service may result from high employee turnover rates. During peak seasons, there are a greater number of tourists and travellers, which results in an enhanced level of rivalry among hotels. As a consequence of this,

hotels may choose to engage in price wars or provide aggressive discounts, both of which have the potential to reduce the hotels' profit margins.

External factors beyond the hotel's control, such as economic downturns, climatic conditions, and geopolitical events, can impact seasonal demand. These factors can affect hotel appointments and travel patterns negatively. The weather plays an important influence in determining travel patterns. Seasonal variations in temperature, precipitation, and natural calamities can affect the allure of certain destinations, with travellers preferring to visit during favourable weather. Holidays such as Christmas, New Year's, and local festivals can increase tourism as people take time off to celebrate or spend time with family. The demand for hotels in holiday destinations or those hosting holiday-themed events may increase during these times. Hoteliers must closely monitor these external factors and adjust their marketing, pricing, and operational strategies to maximise revenue during peak seasons and overcome obstacles during off-seasons. Hotels can optimise their performance throughout the year by understanding seasonal demand patterns and capitalising on opportunities created by external factors.

RECOMMENDATIONS

Recommendation for Internal SWOT

1. High employee turnover rate	2. Increase in prices of products and services in the hotel
<ul style="list-style-type: none">• Work-Life Balance• Recognize and Reward Performance	<ul style="list-style-type: none">• Analyse the cost• Negotiate with suppliers

1) High employee turnover rate

1. Work-Life Balance

Work-life balance refers to the agreement between a person's career and private responsibilities and activities. Achieving a healthy work-life balance is essential for an individual's overall health, happiness and productivity. It involves efficiently organizing time and energy to meet work demands while also prioritizing personal and family obligations, hobbies, and leisure activities. (D.Babin Dhas, 2015). In my opinion, the company will prioritize employee well-being if it implements work-life balance. Prioritizing work-life balance demonstrates that the company cares about its employees' well-being. It reduces employee stress and burnout, resulting in enhanced physical and mental health.

According to a major Canadian study conducted by Lowe (2005), employer-implemented work-life balance will increase job satisfaction. Clearly, it can aid in lowering the high employee turnover rate. When employees feel supported in attaining a work-life balance, their job satisfaction increases. Employees who are satisfied are more likely to be engaged, productive, and committed to the organization. Companies create a more inclusive, supportive, and employee-focused workplace by instituting work-life balance practices. This results in a motivated and contented workforce, which increases productivity, improves employee retention, and boosts the business's overall performance. Work-life balance is not only a benefit for employees, but also a competitive advantage for the company in today's business environment.

2. Recognize and Reward Performance

Recognising and rewarding employee performance is an effective method for motivating, engaging, and retaining talented workers. It can substantially help in reducing a high employee turnover rate by addressing a number of critical employee satisfaction and engagement factors. (Shafiq ur Rehman, 2014). The initiative will contribute to improving employee morale. Recognising and rewarding employees for their accomplishments and contributions improves their morale and makes them feel appreciated and valued. This positive reinforcement generates a sense of job satisfaction, thereby increasing the desire to remain with the company.

By recognising and rewarding outstanding performance, employees are motivated to continue excelling in their duties and to pursue continuous improvement. This may result in a more competent and efficient workforce. Clearly, this effort can help reduce the high employee turnover rate. Employee disengagement, dissatisfaction, and ultimately attrition can result from a lack of recognition and rewards. Recognising and rewarding performance prevents employee disengagement. Overall, recognition and rewards play a vital role in developing a positive work environment, fostering employee loyalty, and decreasing employee turnover. When employees feel acknowledged for their efforts and accomplishments, they are more likely to be dedicated, engaged, and motivated to remain with the organisation, thereby contributing to its long-term success.

2. Increase in prices of products and services in the hotel

1. Analyse the cost

Reducing the price of hotel products and services necessitates a strategic approach that strikes a balance between cost-cutting measures and the maintenance of quality and passenger satisfaction. Conduct a comprehensive cost analysis to identify areas where expenses can be reduced without sacrificing product or service quality. (Ain Shams Sociology Journal, 2022). Evaluate each category of expenses, including food and drink, maintenance, utilities, and amenities. Understanding the costs associated with different products and services enables hotel administrators to make well-informed pricing decisions. The analysis of costs enables hoteliers to determine the profit margins of each product and service. This information assists in determining appropriate pricing that assures profitability and market competitiveness.

Understanding the costs associated with their offerings enables hotels to set competitive prices that attract customers without jeopardising their profitability. Knowing the costs prevents

pricing that is either too low, which could result in losses, or too high, which could deter potential visitors. In conclusion, cost analysis is an essential instrument for hotels to effectively manage their pricing strategies and make informed decisions regarding the products and services they provide. Hotels can strike a balance between competitive pricing, profitability, and client satisfaction if they have a thorough understanding of their costs and profit margins. This analysis lays the groundwork for the hotel industry's long-term success through sustainable cost reduction efforts.

2) **Negotiate with suppliers**

The hotel industry can substantially reduce the cost of products and services by negotiating with suppliers especially for food costs. Suppliers play a vital role in the hotel's supply chain, and effective negotiation can result in cost reductions and increased profitability. Negotiating with suppliers can result in the acquisition of goods and services at prices lower than those initially offered. Hotels can reduce their expenses and increase their profit margins by negotiating lower prices. Long-term contracts negotiated with suppliers can result in favourable pricing terms and conditions. In exchange for a stable, long-term relationship, suppliers may be willing to offer lower prices.

Negotiating a decrease in the price of products and services enables hotels to maintain profitability even during difficult economic times or in the face of price-sensitive competition. **(Agresti, A. and B. Finley, 2008)**. Hotels must approach supplier negotiations strategically, with defined objectives and a mindset of mutual benefit. Establishing positive and collaborative relationships with suppliers can result in long-term benefits, such as ongoing cost reductions and enhancements in the hotel's products and services. A company that negotiates favourable terms with its suppliers will be able to offer more competitive pricing to its customers, giving it a market advantage. It will result in enhanced product or service quality from suppliers, thereby improving the company's offerings to customers.

Recommendation for External SWOT

1. Expansion of Malaysia's Airbnb Industry	2. Seasonal demand for hotel is taken into account
<ul style="list-style-type: none"> ● Focus on Personalized Service ● Offer Special Packages and Deals 	<ul style="list-style-type: none"> ● Diversify Target Markets ● Implement Flexible Pricing Strategies

1) Expansion of Malaysia's Airbnb Industry

1. Focus on Personalized Service

As a local hotel, competing with Airbnb's expansion requires a strategic approach that emphasizes the distinct advantages and offerings of conventional hotels. Focusing on personalized service is one of the effective ways for local hotels to remain competitive. Personalized service can absolutely be a crucial differentiator for local hotels to effectively compete with Airbnb. While Airbnb offers unique experiences and the chance to stay in private residences, hotels can capitalize on their strengths in providing personalized service to create a memorable and distinct guest experience. Hotels can provide guests with a welcoming and personalized greeting, making them feel valued and cared for. It can be difficult to replicate a hotel's sense of hospitality in a remote Airbnb rental. **According to Kandampully, J Zhang, T.(C). and Bilgihan (2015)**, individual preferences and requirements are catered to by personalized services, resulting in a more enjoyable and memorable stay. When guests perceive that their specific needs are met, they are more likely to enjoy their stay.

In the highly competitive hospitality industry, hotels that provide personalized services stand out. Personalization generates a distinct selling strategy that can attract more guests and increase bookings. Guests who are pleased with their stay are more likely to leave positive feedback and recommend the hotel to others. Customer satisfaction is crucial for the hotel's reputation and long-term success, and personalized services contribute to higher levels of customer satisfaction. In conclusion, personalized services in hotels are crucial because they establish a strong emotional connection with guests, encourage client loyalty, and contribute to positive word-of-mouth marketing. By understanding and addressing the specific requirements and preferences of individual guests, hotels can establish a reputation for exceptional service, stand out in a competitive hospitality landscape, and indirectly compete

with Airbnb's industry expansion.

2. Offer Special Packages and Deals

Local hotels that wish to compete with Airbnb and encourage more guests may find success by offering special packages and deals. Hotels can capitalize on their strengths to create curated experiences and value-added offerings by offering special packages and discounts. Special packages and deals offer guests benefits and inclusions that may not be available with standard Airbnb reservations. This added value may convince prospective visitors to select a hotel over an Airbnb rental. Hotels can design packages that offer customized experiences, such as romance packages for couples, family packages with activities suitable for children, and adventure packages for outdoor enthusiasts. These experiences can be customized to various guest segments, making them appealing to a broad spectrum of tourists.

In order to encourage guests to register directly with the hotel as opposed to an Airbnb rental, hotels can also offer discounted or special rates during specific time periods. Through social media and digital marketing channels, you can reach a larger audience and attract prospective guests who are actively searching for travel options by promoting special packages and offers. By creating appealing special packages and offers, local hotels can highlight their distinctive offerings and value proposition. These arrangements can appeal to specific guest interests, accommodate various travel purposes, and provide incentives for guests to choose the hotel experience over Airbnb. Effectively promoting offer and discounts through a variety of marketing channels can assist the company in standing out and remaining competitive **according to J Exp Anal Behav, 2015.**

1) Seasonal demand for hotel is taken into account

1. Diversify Target Market

Diversifying target markets can be an effective method for local hotels to fight seasonal demand and maintain consistent performance throughout the year. (**Vivian Hunt, Dennis Layton, etc, 2015**). Hotels can maintain occupancy levels, increase revenue, and mitigate the impact of low-demand periods by targeting different guest segments during different seasons. Hotels can attract visitors during both peak and off-peak seasons by catering to distinct guest segments. This results in a year-round occupancy rate that is more stable and less dependent on seasonal fluctuations. Only relying on peak seasons can result in intense competition and increased prices. Diversifying target markets enables hotels to maintain profitability during slower periods and reduces the pressure to offer steep discounts during prime seasons.

Local hotels can optimise their occupancy and revenue throughout the year by diversifying their target markets, resulting in a more stable and sustainable business model. This strategy necessitates recognising the preferences and requirements of distinct visitor segments and adapting services and promotions accordingly. In the dynamic and seasonal hospitality industry, a diversified market strategy can assist hotels in retaining their competitive edge and thriving.

2. Implement Flexible Pricing Strategies

The effective management of seasonal demand for a local hotel can be improved by implementing flexible pricing strategies. These strategies enable hotels to alter room rates in response to fluctuations in demand, market conditions, and other variables. With flexible pricing, hotels can adjust room rates based on demand patterns in real-time. Rates can be increased during high-demand seasons to capitalise on peak periods, while rates can be reduced during low-demand seasons to attract visitors and maintain occupancy. By dynamically adjusting prices, hotels are able to maximise revenue during peak demand periods when visitors are willing to pay more.

During off-season, price-sensitive visitors can be attracted by competitive pricing. Implementing promotional pricing during traditionally slow seasons can encourage guests to schedule during those times. Special promotions, discounts, and packages can be implemented to increase appointments. Implement stay restrictions during high-demand seasons to ensure higher occupancy and prevent rate undercutting. Local hotels can effectively navigate seasonal demand fluctuations, optimise occupancy rates, and increase overall revenue by implementing flexible pricing strategies. **According to Faith, Dudu Oritsematosan and Agwu, Professor Edwin, 2018**, a pricing strategy that is data-driven and market-responsive enables the businesses to remain competitive, attract a variety of customers, and maintain profitability throughout the year.

6.0 CONCLUSION

Internships would be advantageous for pre-graduate students because they would improve their soft and physical skill sets. In addition, during the internship, the student would be exposed to the business culture at their respective internship placement, as well as maintaining and developing their strengths and weaknesses. Moreover, the internship is the finest opportunity for students to prepare for the career stage after graduation.

My preferred internship placement during my final semester was Avillion Port Dickson, which is an ideal destination as the firm operates extensively and its practises are suitable for my field of study's module. Throughout my time as a Finance Intern at Avillion Port Dickson, I was afforded the chance to enhance my communication skills, as my primary duties and responsibilities involve interacting with guests and even suppliers. I was able to increase my professionalism, and I now know how to interact with clients in the future. In addition, the internship allowed me to develop my software skills because I was responsible for entering invoices daily into the accounting system and updating data in Microsoft Office.

In a nutshell, my internship here was a blast because I had the complete support of my team members, who assisted me in carrying out the tasks assigned to me by my superiors. In addition, I'd like to thank my Finance team colleagues for their considerate career advice. Not to be forgotten are the other trainees at the company, with whom we have shared experiences in different service lines and opinions regarding our career progression.

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8.0 APPENDICES



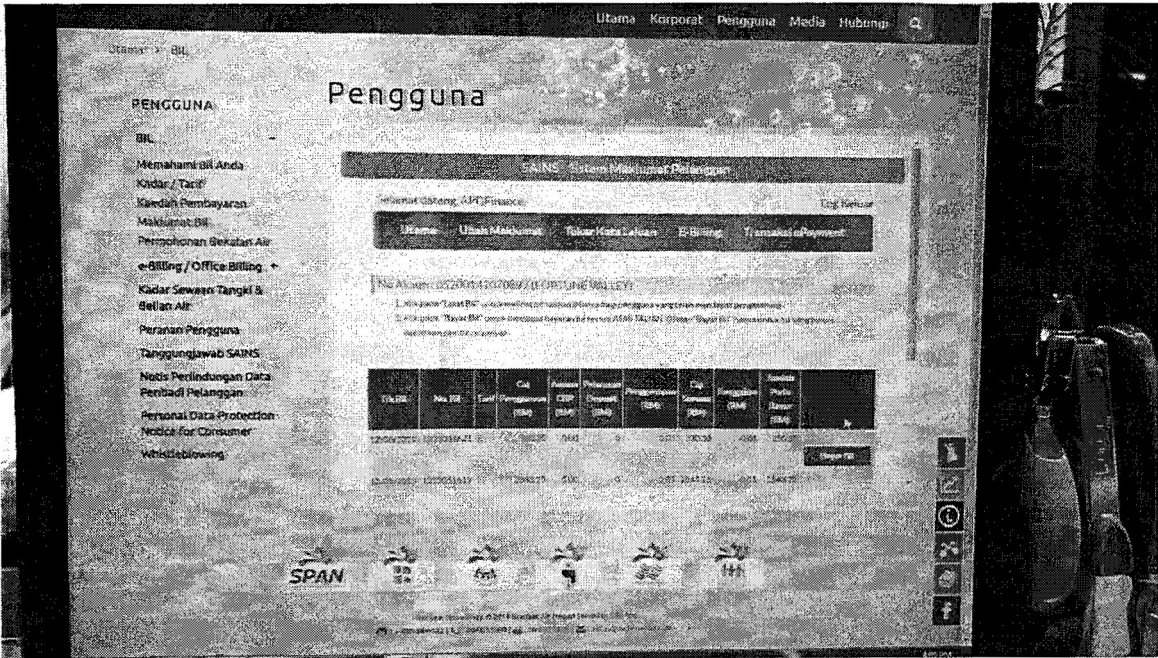
Finance Department Teams

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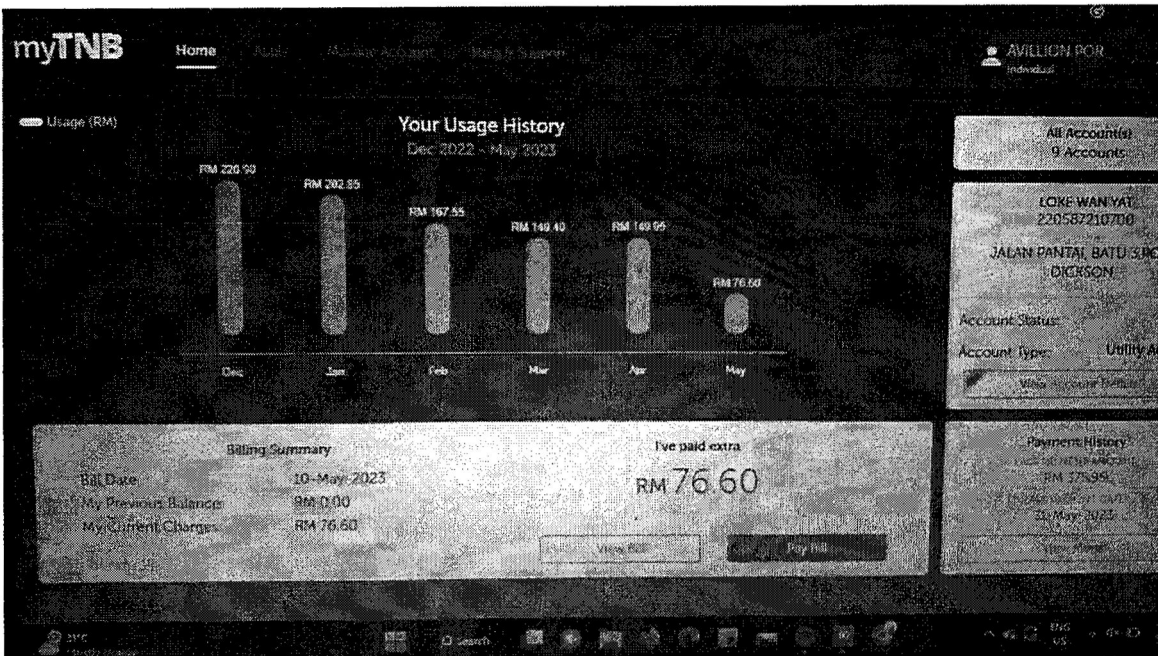
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03/01/23	DN7520	PAYROLL ADMIN EXEC MAC'23		4600.95	
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InterCo Invoices



Utilities Bills



Utilities Bills

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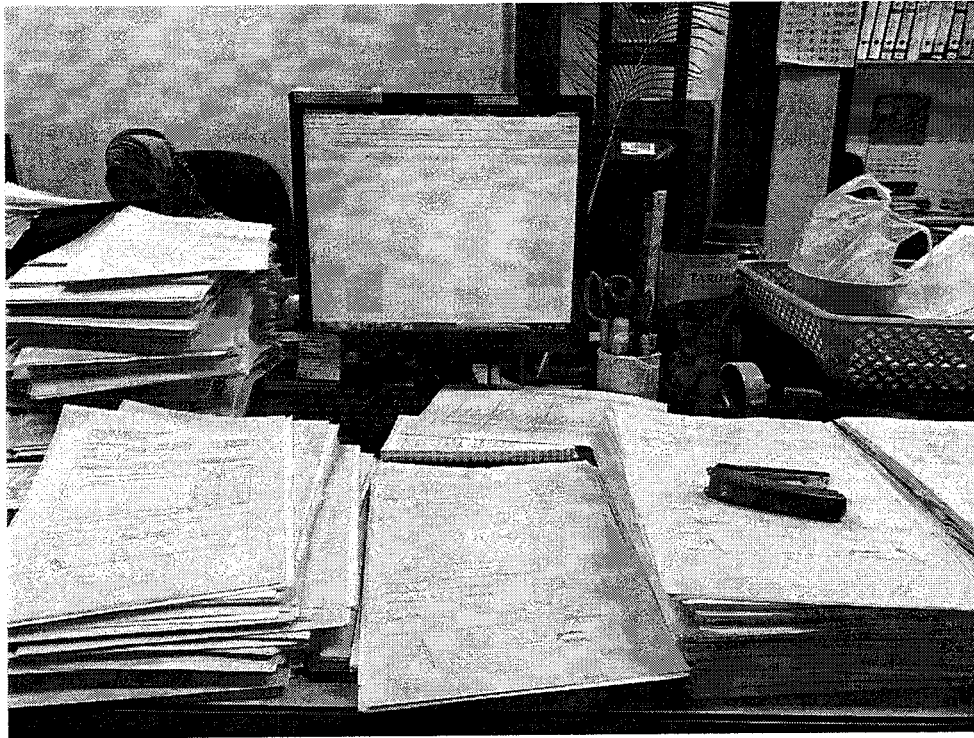
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