

# **INDUSTRIAL REPORT AT HOTEL METRASQUARE & AMES HOTEL**

**INTERNSHIP (MGT666)**

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## **Executive Summary**

Hotel Metrasquare and Ames Hotel both are under a registered company named Plentifield Marketing Sdn. Bhd. They were launched and established since 16 May 2006 and 6 May 2019 respectively. As they are in hotelier industry for many years, their brand names have attracted the attention of many tourists and business corporate who come to Melaka. According to TripAdvisor, Ames Hotel is currently ranked 19<sup>th</sup> among hotels in Melaka because of its excellent services as well as elegant amenities. The place is very comfy and relax.

This industrial training report provides a thorough account of my 24-week internship at the Melaka Ames Hotel and Hotel Metrasquare. The purpose of this report is to summarise the 24-week term of my industrial training. It provides a thorough overview of my industrial training experience over the course of this time period, covering a variety of topics like networking opportunities, interacting with a wide range of people, adjusting to the workplace, exposure to the real industry, and the acquisition of skills important for both professional and personal development.

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## **Acknowledgement**

First and foremost, praise and thankful to Allah the Almighty for His showers of blessings throughout my internship that enabled me to successfully finish this individual internship report.

I'd want to offer my heartfelt appreciation to my adviser, Sir Mohd Fairuz Bin Jamil, for his guidance and encouragement. His advice was invaluable throughout the process of creating my personalised report. I could not have asked for a better adviser and mentor for my degree programme.

Aside from my adviser, I'd want to thank my buddies for their support and assistance in completing my task. Last but not least, I'd want to express my gratitude to my parents for their love, prayers, and sacrifices in teaching and preparing me for my studies.

I am also grateful to my siblings for their love, prayers, and willingness to accept that I must sacrifice hours spent with them in order to do my task.

Finally, I'd want to express my gratitude to everyone who assisted me in finishing this task including my fellow colleagues. May Allah reward your generosity. Thank you very much.



# MOHD FATHAN BIN MOHD YUSOF

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## Profile

A dedicated and passionate student who undergoing a Bachelor of Business Administration (International Business) at UiTM. Eager to implement all knowledge of administrative, financial, and management capability. Currently, looking for a position with a progressive organization that provides an opportunity to expand my knowledge, widen experience, and technical skills.

## Experience

### **HUMAN RESOURCE TRAINEE | HOTEL METRASQUARE & AMES HOTEL MELAKA | MARCH 2023 – AUGUST 2023 (PRESENT)**

- Organizing Team Building programs for staffs in every department.
- Recruiting: Interviewing applicants to ensure if they are suitable for the job that they applied.
- Key-in staffs' duty shift in attendance system according to duty roster of each department including leaves.
- Do filing staffs' personal information or any documents that related to HR.
- Key-in staffs' training hours in excel.
- Editing posters of staffs' birthday name list, Employee of The Month and any events.
- Do Payroll: Assists HR Officer calculate overtime and part timer claim form and ask HR Manager to sign it.
- Registering new joiners' PERKESO.

### **ASSISTANT MANAGER | MYKORI SENAWANG | JULY 2022- SEPTEMBER 2022**

- Answering customer questions, providing information, taking and processing orders and addressing complaints
- Answering phone calls and calling customers and vendors to follow up on appointments and deliveries.
- Compiling, maintaining and updating company records
- Managing outlet inventory and working with vendors to ensure the regular supply of outlet materials.
- Interview people who want to work at MYKORI and update the boss.
- Managing employee leave and welfare and form a team that helps each other

### **KITCHEN CREW | PIZZA HUT SENAWANG | JUNE 2019-JULY 2019**

- Ensuring the food preparation areas are clean and hygienic.
- Washing utensils and dishes and making sure they are stored appropriately.
- Sorting, storing and distributing ingredients.
- Follow the captain instruction and build teamwork.

### **OPERATOR | ATRYZ (MALAYSIA) SDN BHD | JANUARY 2019-FEBRUARY 2019**

- Responsible for monitoring, maintaining and operating warehouse equipment.
- Cleaning and quality-checking their machinery to ensure everything works as it should.
- Communicating with team members and support teams to ensure continuous production of the correct product at high quality levels with minimal wasted time and materials.
- Operating and monitoring multiple pieces of equipment during operation to ensure quality production and minimal unplanned stops

### **RETAIL ASSISTANT | 7-ELEVEN SENAWANG | OCTOBER 2017-DECEMBER 2017**

- Drives sales through engagement of customers, suggestive selling, and sharing product knowledge.
- Greets and receives customers in a welcoming manner.
- Responds to customers' questions.
- Directs customers by escorting them to racks and counter

## **Education**

### **BACHELOR IN BUSINESS MANAGEMENT (HONS INTERNATIONAL BUSINESS) | MARCH 2021-PRESENT | UITM MELAKA KAMPUS BANDARAYA MELAKA**

- Dean List in Semester 1-3
- Last GPA: 3.31

### **DIPLOMA IN BUSINESS STUDIES | JUNE 2017-DECEMBER 2019 | UITM NEGERISEMBILAN KAMPUS REMBAU**

- Last GPA: 2.83

## **Skills & Abilities**

- Good communication skills
- Able to speak Malay and English fluently
- Great problem-solving skills
- Can work as a team
- Able to follow instruction
- Able to use Microsoft Office (Word, Excel and PowerPoint).
- Good in editing (Canva, Photoshop, Lightroom, Filmora, Audacity and Capcut)

## **Activities and Interests**

- Currently representing the company's football team to participate in Melaka Association Hotel Chapter Football League 2023 (MHFL).
- Successfully handle the Town Hall for Hotel Metrasquare & Ames Hotel staffs as well as welcoming new General Manager cum Owner's Representative.
- Joining career fair for 2 days at UTeM, Melaka during internship.
- Joining career fair for 2 days at Hotel Seri Malaysia, Melaka during internship.
- Successfully handle the Annual Dinner for Ames Hotel's staff during internship.

- Successfully organized 3 Team Building for staff during internship at Ames Hotel Melaka.
- Leader of game activity in event (Skill Up: Heroes in Training) at Sekolah Kebangsaan Tengker2
- Joining choir in the Malam Aspirasi Budaya (MAYA) UiTM Bandaraya Melaka
- Members of activity bureau in the Study Trip to Sabah, Corporate Social Responsibility in KampungSambah.
- Participate in BEAST event in UiTM Bandaraya Melaka and won 3<sup>rd</sup> place in futsal.
- Won 2<sup>nd</sup> place of futsal tournament in UiTM Rembau
- Won 2<sup>nd</sup> place of football tournament in UiTM Rembau
- Participate in camping for Kembara in UiTM Rembau

## Company's Profile

### Background of Hotel Metrasquare & AMES Hotel



The owner of both Hotel Metrasquare and Ames Hotel is Dato' Leong Sir Ley. She has over ten years of experience in the real estate market and also works as a lawyer and attorney in Malaysia, adding significant specialist knowledge and commercial acumen to her job as the founder and CEO of Sheng Tai International.

The Ames Hotel, which is under the management of Alorie Hospitality, is a top-tier business hotel that offers an array of luxurious amenities, visually appealing rooms with contemporary and polished designs, and a welcoming atmosphere that exudes genuine warmth and hospitality. It has been awarded a 5-star rating for its exceptional services.

Ames Hotel is a popular option among visitors to Melaka, whether they are in town for business or pleasure, because it represents a posh style of life and is located in the quiet and attraction-packed township of Ayer Keroh.

On 6 May 2019, the Ames Hotel, a five-star hospitality enclave and city resort, opened its doors to the public. It was anticipated that the hotel's attractiveness as a destination of choice for both business and leisure tourists would increase as a result. It has a very advantageous location in Ayer Keroh, which is the main entrance to Melaka City.

The Ames Hotel is a part of the LSL Hotel Group, which is the hospitality division of Sheng Tai International. It was launched in the latter half of 2019. The hotel is now managed by Alorie Hospitality, a hotel management firm that is well-established and experienced and has a portfolio of hotels all over the world that are of world-class quality.



More than RM200 million was spent on the construction of the Ames Hotel. The hotel has been a part of the 6-acre commercial development known as Metrasquare, also known as the Melaka Trade Square. Metrasquare includes a residential component called the Metrasquare Serviced Suites and a three-star luxury hotel known as Hotel Metrasquare.

Same goes to Hotel Metrasquare, it was also part of the LSL Hotel Group and managed by Alorie Hospitality. It was launched on 16<sup>th</sup> May 2006. Hotel Metrasquare is a three-star luxury hotel. The design is themed apartment style where the price is lower compared to Ames Hotel.

The hotel is great for corporate and family meetings, vacations, conferences, and retreats, and is conveniently located near the state's numerous attractions including the UNESCO Heritage City of Melaka (Malacca). Many of its fairly spacious rooms can sleep up to four people, making it an excellent choice for budget-conscious guests. It is minutes from the Ayer Keroh toll off Peninsular Malaysia's North-South Expressway, as well as the Melaka International Trade Centre, government buildings, Mydin hypermarket, McDonalds and a variety of Melaka state activities and tourist attractions.

## **The Company's Vision & Mission**

### Vision

Our core values are driven by our desire to deliver exceptional and efficient hospitality that is best valued for people travelling under business and leisure.

### Mission

Our combined mission is to meet our guest needs enhance customer satisfaction and to become the preferred choice of accommodation for the corporate and leisure traveler by delivering superb customer service, exceed customer expectation and offer personalized service hospitality by our well trained and dedicated staff.

# Organisation Chart



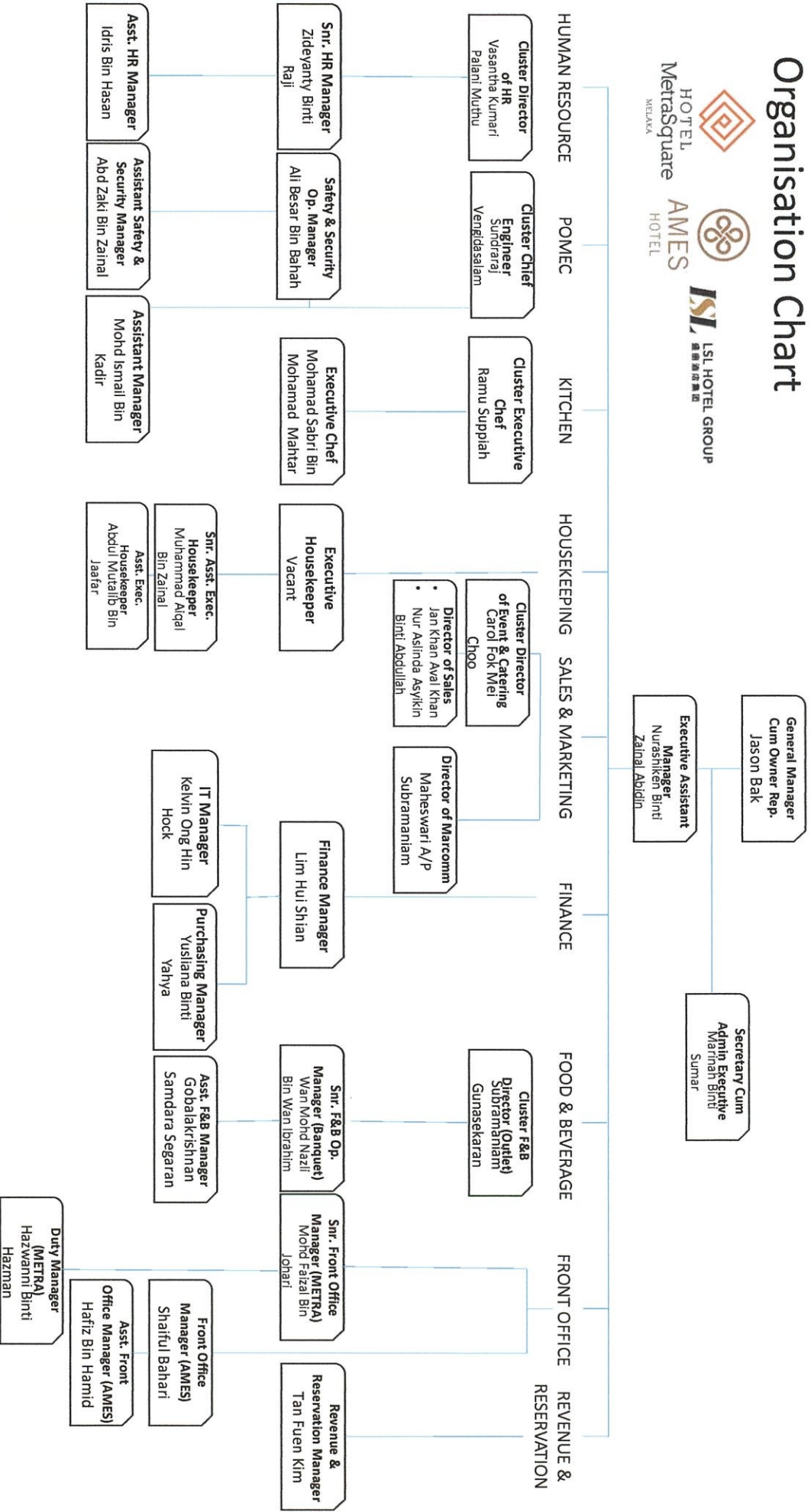
HOTEL  
MetraSquare  
MELAKA



HOTEL  
AMES



LSL HOTEL GROUP  
麗盛酒店集團



## **Training's Reflection**

<b>Supervisor</b>	: Pn. Awah Binti Mahmood
<b>Division</b>	: Human Resource Department
<b>Working Day</b>	: Monday – Friday
<b>Working Time</b>	: 9.00 am – 6.00 pm
<b>Internship Period</b>	: 1 March 2023 – 15 August 2023
<b>Allowance</b>	: RM400
<b>Benefits</b>	: Accommodation and meals provided

One of the best opportunities for me to develop myself during my studies is training as an internship student at Hotel Metrasquare & Ames Hotel since I can engage with the real world at work directly. As mandated by UiTM, this internship programme began on March 1 and will run until August 15, 2023. I was given the position of Human Resource Trainee since I'm studying international business and wanted to gain additional information and experience. It asks me to show up on weekdays, Monday through Friday, and the working day is 9 hours long, from 9.00 am to 6 pm.

I have developed a thorough understanding of various human resource functions, such as hiring and selection, onboarding new employees, training and development, supervision of performance, relations with staff, and HR policies and procedures through my internships as a human resource trainee at Hotel Metrasquare and Ames Hotel. I now understand how important these roles are to an organization's general success.

In addition, I now understand the exact steps involved in finding and hiring individuals for open positions. This involves coming up with job descriptions, promoting job opportunities, reviewing resumes, doing interviews, and determining the qualities of applicants. I've probably learned more about techniques that work well for luring and hiring great personnel.

Besides, I've probably gained exposed to employee relations initiatives thanks to my internship. I now know how to handle employee complaints, resolve conflicts, and promote effective employee engagement. I could also have come to appreciate the value of fostering a friendly environment in the workplace and excellent communication.

On the other hand, I have gained a strong feeling of professionalism and ethics in the HR industry thanks to my internship. I've gained knowledge about keeping confidentiality,

handling private employee information, as well as acting honorably and with integrity. Additionally, as an intern, I've probably collaborated extensively with HR experts and staff from various divisions of the company. I now understand the value of strong cooperation, collaboration, and communication in attaining common objectives and providing top-notch Human Resource services.

Moreover, I now understand how crucial it is for new hires to go through a planned onboarding procedure. I might have assisted in planning orientation sessions, developing onboarding materials, and easing new recruits into the company's culture and working environment.

On the whole, my internship in human resources has given me an excellent basis of theoretical knowledge and practical Human Resource skills. These insights will be an invaluable advantage as I advance in the human resources field.

## SWOT Analysis of Hotel Metrasquare & Ames Hotel



### Strength

Busy tourist locations frequently feature well-developed transportation infrastructure, such as public transit, taxis, and other kinds of mobility. This facilitates visitors' access to the hotel and exploration of the local region. Furthermore, proximity to transportation hubs such as airports or bus terminals might improve the hotel's accessibility and desirability.

Moreover, guests recognise and trust well-established hotel brands such as Ames Hotel and Hotel Metrasquare. It means that the hotel has a track record of providing excellent service and experiences. This trust and recognition can attract new guests who are more inclined to pick a reputable hotel over a lesser-known one.

Plus, outstanding facilities and amenities add to customers' overall relaxation and ease. Both Ames Hotel and Hotel Metrasquare have well-appointed rooms with comfy mattresses, modern furnishings, and well-designed layouts. Furthermore, air conditioning, Wi-Fi access, in-room entertainment systems, and 24-hour room service improve the entire visitor experience.

## **Weakness**

Guests, particularly those travelling by vehicle, may find few parking places troublesome. Guests may have to spend more time looking for parking or may have to park their vehicles off-site, which can be difficult and time-consuming. This inconvenience might have a negative impact on the entire visitor experience.

In today's digital world, most guests anticipate dependable internet connectivity, whether they are travelling for work or pleasure. The internet is often used by guests for communication, work-related chores, entertainment, and staying in touch with family and friends. The hotels' WIFI sometimes get interrupted. Guests who anticipate a flawless Internet experience may get frustrated and dissatisfied if internet service is inconsistent.

## **Opportunities**

As Melaka's tourism industry grows, so does the need for lodging. This can result in higher hotel occupancy rates and possible revenue increases. The increased number of visitors visiting Melaka offers hotels with a greater client base to attract and service.

On the other hand, hotel collaboration enables them to provide a more complete and diversified visitor experience. Hotels may provide visitors with a broader selection of amenities and activities by collaborating with local companies and attractions. Collaboration with local restaurants, spas, or tour operators, for instance, can provide clients with reduced packages or special experiences, enriching their whole stay.

Next, expansion or remodelling allows the hotel to enhance its capacity, allowing it to accept more visitors. This is especially useful when the market is experiencing increased demand or during busy tourism seasons. Growing capacity contributes to higher occupancy rates and a greater market share.

Lastly, the global tourism market is expanding rapidly, with more individuals preferring to travel for leisure, business, or other reasons. This increase implies that hotels will have a greater client base, giving them with a wider pool of potential customers.

## **Threats**

Hotels may confront greater price sensitivity among potential visitors during an economic downturn or crisis. Travellers are looking for more cheap choices and may bargain

for reduced rates. This may put pressure on hotels to cut their pricing or provide discounts in order to attract customers, thereby affecting profitability.

In addition, negative social media reviews as well as opinions can harm a hotel's reputation. Potential visitors frequently base their booking selections on internet evaluations and social media feedback. Unfavourable feedback might turn off future visitors and result in a loss of revenue.

Last but not least, the establishment of new hotels or lodges indicates greater market competitiveness. As each place competes for customers, this might lead to price wars and increased marketing activities. To keep a competitive advantage and retain their consumer base, Hotel Metrasquare and Ames Hotel may need to tweak their tactics and products.

## Discussion & Recommendation

### TOWS Matrix of Hotel Metrasquare & Ames Hotel

<b>TOWS</b>	<b>Strength</b>	<b>Weakness</b>
<b>Opportunities</b>	excellent location in a busy tourist area presents a strong advantage for capitalizing on the increasing opportunities in tourism	<ul style="list-style-type: none"><li>• Valet service</li><li>• Shuttle service</li><li>• Collaboration with nearby parking facilities</li></ul>
<b>Threats</b>	<ul style="list-style-type: none"><li>• Highlight Superior Offerings</li><li>• Social Media Engagement</li><li>• Offer Attractive Packages</li></ul>	<ul style="list-style-type: none"><li>• Transparency and Communication</li><li>• Invest in Upgraded Internet Infrastructure</li></ul>

Based on the TOWS matrix above, there are several recommendations that can be taken in order for the Hotel Metrasquare and The Ames Hotel to improve their business in many positive ways. This matrix is intended to assist them in not just identifying but also developing effective strategies for minimising risks and capitalising on opportunities. Similarly, it provides the company with the knowledge required to capitalise on their specific strengths and eliminate deficiencies as well.

### Strength & Opportunities

A favourable location in a busy tourist area provides a significant advantage for capitalising on growing tourism potential. As tourism grows in the surrounding area, the Hotel Metrasquare and The Ames Hotel placed in such a prominent location has the potential to attract a large number of tourists and consumers. The region's significant visitor traffic provides a great foundation for establishing and growing a profitable business catering to their demands.

Because of their outstanding location, they can stand out among rivals and acquire more awareness, boosting the possibility of attracting travellers searching for products, services, or experiences. As tourism grows in popularity in Melaka, the firm may capitalise on this expanding trend and gain a greater piece of the market.

On the other hand, when evaluating chances for extension or remodelling, Hotel Metrasquare and Ames Hotel's well-established brands and reputations provide a considerable advantage. Potential investors or partners looking to assist the hotel's development or remodelling ambitions may be attracted by a well-known brand and a solid reputation. The



reputation and track record of accomplishment can inspire stakeholders' trust and make it easier to get funding for the project.

Additionally, they can appeal to a wider audience and draw new clients to the property that has been enlarged or renovated thanks to their strong brand recognition. Previous visitors who enjoyed their stays at the current hotel are likely to be interested in visiting the new or upgraded facility, maintaining a continual stream of devoted clients.

### **Weakness & Opportunities**

Even with the drawback of restricted parking, Hotel Metrasquare and Ames Hotel may still take use of a number of options to lessen the effects of this flaw and even use it to their benefit. They can work with local parking lots or garages to acquire cheaper prices or reserved parking places for hotel visitors. For example, MITC has a vast parking lot where they may collaborate. Guests will still have parking choices as the hotel works to optimise its few parking spots.

Besides, to guarantee that visitors' cars are properly taken care of, they might offer valet parking services. Moreover, provide shuttle services to neighbouring sights or points of public transit to make it easier for visitors to explore the region without having to use their own automobiles.

Furthermore, hotelier like Hotel Metrasquare and Ames Hotel may find it difficult to deal with sporadic internet connectivity, but there are various ways to improve the visitor experience by leveraging this shortcoming. The hotels may think about providing premium internet packages for customers wanting to pay for a better degree of connectivity while working to enhance overall internet availability. This can increase income while giving visitors who need a connection for business or play a more dependable connection.

### **Strength & Threats**

Hotel Metrasquare and Ames Hotel may distinguish themselves from new rivals with superior facilities and amenities. It builds a reputation for offering a top-notch experience and makes sure visitors have a relaxing and delightful stay. The reputable hotel may use its name recognition and repeat business to retain a strong presence as new hotels enter the market.

A loyal client base may be persuaded to submit favourable reviews and promote their pleasant experiences on social media for a well-known brand like Hotel Metrasquare or Ames Hotel. The hotels can balance out bad evaluations and keep a favourable internet reputation by actively engaging with visitors throughout their stay and encouraging them to submit their comments.

Moreover, Hotel Metrasquare and Ames Hotel can develop enticing packages that appeal to travellers and offer extra value in trying times by using the power of an outstanding position in a bustling tourist region and addressing the potential of an economic recession or unrest. These deals might be created to tempt visitors and persuade them to stay at the hotels despite the local political upheaval or economic hardship. During a downturn in the economy, they may provide special discounts or reduced rates for lodging to draw in travellers on a tight budget. Draw attention to the package's key selling feature, which is the hotels' superb location and closeness to well-known tourist sites.

### **Weakness & Threats**

The Hotel Metrasquare and Ames Hotel need to communicate openly in order to reduce the chance of unfavourable online reviews and social media sentiments resulting from the problem of restricted parking. During the reservation process and in pre-arrival correspondence, customers should receive clear information about the parking situation. Be up front about the lack of parking and provide workarounds like using the local parking facilities or public transit.

In addition, they need to optimize the parking allocation. To guarantee that visitors have priority access to available parking spaces, use a parking reservation system. In this manner, visitors may be sure that when they arrive, they will have a seat allocated for them.

Plus, they must strengthen their internet infrastructure in order to reduce the danger posed by new lodging establishments joining the market and to solve the vulnerability of sporadic internet connection. Upgrade their internet infrastructure to give visitors a more dependable and constant connection. To provide quicker and more reliable internet connectivity throughout the property, the hotels have to collaborate with trusted internet service providers.

## **Conclusion**

All in all, Ames Hotel and Hotel Metrasquare both offered me a rich and varied learning experience during my internship in human resources, giving me a thorough grasp of HR roles and their importance within the organisation. I now have practical understanding of hiring and firing, on boarding new employees, training and development, performance management, labour relations, and Human Resource policies. I've acquired critical abilities in professionalism, flexibility, problem-solving, and teamwork. The internship gives me the skills I need to contribute to the human resources team in a meaningful way and builds the groundwork for a successful human resources career in the hospitality sector.

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[analysis#:~:text=What%20is%20a%20SWOT%20Analysis,successful%20strategy%20for%20the%20future.](https://www.mindtools.com/ambj63/swot-analysis#:~:text=What%20is%20a%20SWOT%20Analysis,successful%20strategy%20for%20the%20future.)

## Appendices



*Successfully organized the company's Annual Dinner 2023 at Raja Chulan Ballroom*



*Successfully organized a Team Building for staffs from each department*



*Fire drill 2023*



*Successfully organized the company's Town Hall 2023*



*Representing company's football team in MAH Melaka Chapter MHFL 2023*



*Preparing gifts for Women's Day*



*Preparing for Town Hall 2023*



*Team Building*