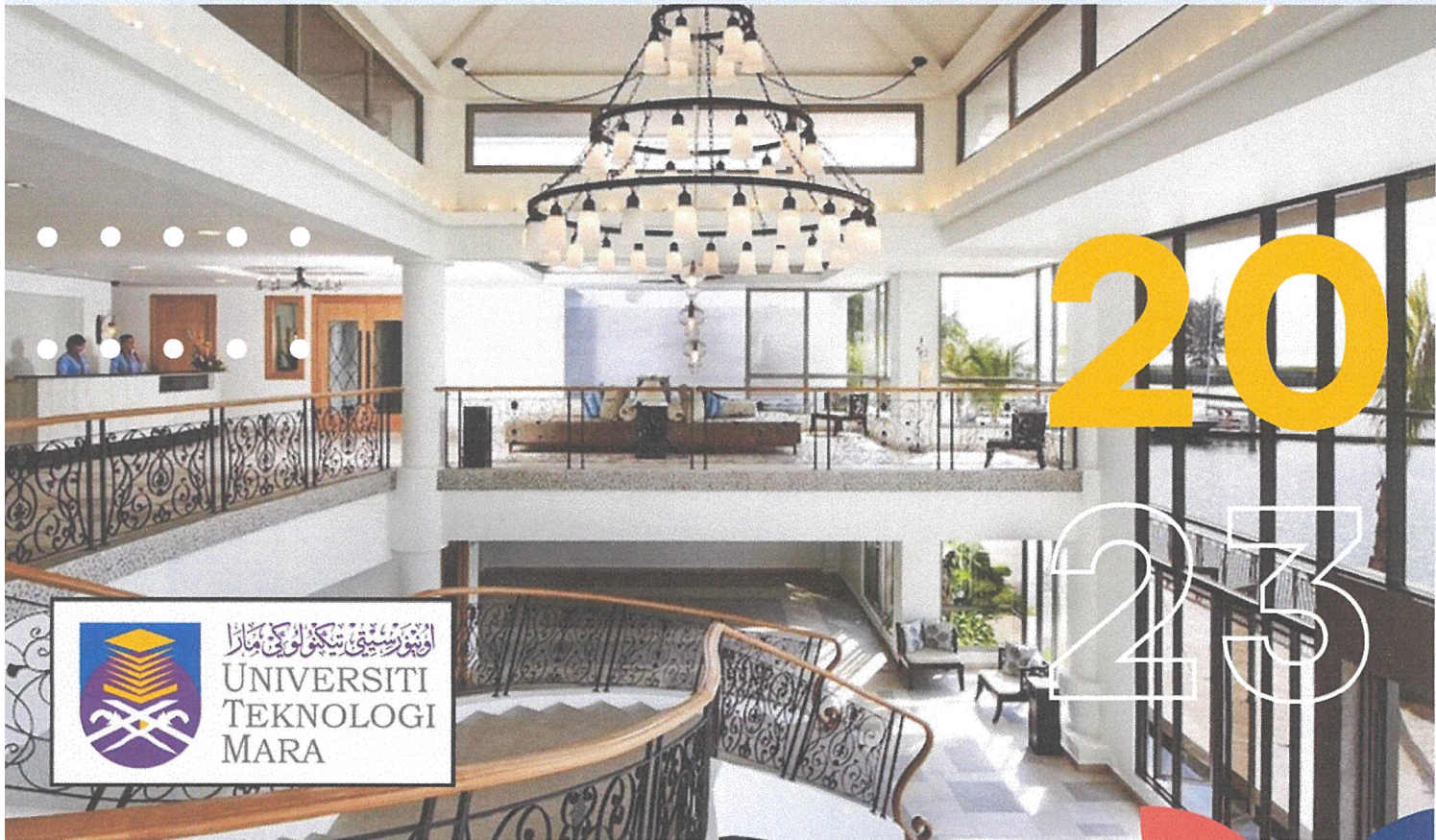


INDUSTRIAL TRAINING REPORT

AT AVILLION ADMIRAL COVE
1 MARCH - 15 AUGUST 2023



Name Noraslinda binti Kamaruzaman
Student ID 2020477604
Program M1BA2426A

Prepared for Mrs. Amizatul
Hawariah Binti Awang

EXECUTIVE SUMMARY

It is an honour to be able to attend 6 months of industrial training at the Avillion Admiral Cove Hotel. The purpose of this report is to highlight my findings during the internship. The company is located in a strategic location, which is situated on 100 acres of quiet beachfront land in Port Dickson, adjacent to the world-class Admiral Marina & Leisure Club. They provide a variety of recreation activities for tourists to enjoy their holiday, such as a gymnasium, a sunset board ride, and water sports. The company has used the FIFO method for the raw stock to ensure that freshly entered products are kept separate from older ones. Besides, a lack of managerial skills will affect leadership and management, where the efficiency of a company cannot be compromised. They also faced overdue credit terms to make the payment at the specified time due to insufficient funds, which had a negative reputation for the company. The opportunity gained by this company is through the government incentive programme ePerolehan, which ensures procurement activity transparency. Avillion Admiral Cove has an event attraction where the company has contributed to several events with another company every year that strengthen a location's identity, both "internally" and "externally." Avillion Berhad, which is one of the big companies that are listed in Bursa Market Place, may make it possible for the company to conduct business under more favourable conditions. Next, the threat for the company is the inflation effect. Inflationary pressures can have a negative impact on economic growth because they are one of the unintended results of a reduction in people's purchasing power. Last but not least, the job-hopping generation nowadays is one of the threats faced by the company, which challenges Avillion Admiral Cove to retain skilled and experienced staff that benefits the company.

TABLE OF CONTENTS

EXECUTIVE SUMMARY	1
ACKNOWLEDGMENT	3
STUDENT PROFILE	4
COMPANY PROFILE.....	6
Product and service	6
Mission.....	6
Vision	6
Objective	6
Background of the company	7
Organizational chart	8
TRAINING REFLECTION.....	9
SWOT ANALYSIS	10
DISCUSSION AND RECOMMENDATIONS	11
Strengths.....	11
The company is located at a strategic location.....	11
Offer a diversity of activities for tourists to enjoy.....	11
They also have good quality control of inventory.....	12
Listed company in bursa Saham.....	13
Weakness	14
Lack of managerial skilled	14
Poor customer satisfaction and experience	14
Overdue of credit term	15
Opportunity	16
Government incentive	16
Event attraction	16
Threats	18
Job hopping generation nowadays.	18
Inflation	18
RECOMMENDATIONS	20
CONCLUSION.....	22
REFERENCES	23
APPENDIX.....	24

ACKNOWLEDGMENT

Mrs. Hawariah, my adviser during my internship, has been essential in her counselling and assistance. Her business knowledge and skills assisted me in better understanding the firm and the industry, allowing me to make the most of my internship.

I do want to express my gratitude and appreciation to everyone who made it possible for me to complete this report. Special thanks go to my supervisor, Mrs. Adura Binti Yahya, whose assistance, stimulating comments, and encouragement assisted me throughout the trainee process and in drafting this report. I also want to express my gratitude for the effort she spent proofreading and correcting my numerous errors.

I would also like to express my thanks to my colleagues in the Finance Department, for their kind welcome and help throughout my internship. It was a joy to collaborate with such a skilled and supportive group of people. Next, I appreciate Mrs. Ira Ilyana's time and effort, as well as the vital information and skills I received throughout my internship. I am also appreciative to Mrs. Ismawati for making this opportunity available to me and for their dedication to my professional growth.

Thank you as much to my family for their help during the practical training. Without them, I might not be able to finish this internship on time.

Last but not least, to my lovely self, who is constantly motivated to overcome the difficulties and obstacles of this internship. Being able to come to this point is already impressive to me for my academic journey since 2020 at UiTM.

COMPANY PROFILE



Picture 2: Avillion Admiral Cove logo

Product and service

The Avillion Admiral Cove Hotel is a subsidiary of Avillion Berhad. The main businesses of Avillion Berhad include hotels, resorts, property management, development of properties and resorts, marinas, spas, travel and tour operations, management services, and investment holding.

Mission

Its mission is to be a reliable and accountable partner that offers exceptional hospitality for life-changing experiences while upholding the highest standards of corporate governance, social responsibility, and human resource development.

Vision

Avillion Berhad's vision is to be a curator of distinctive hospitality, products, and services with an Asian flair.

Objective

Avillion Berhad also emphasised their objective to optimise shareholder value and profitability through new income sources, differentiated hospitality, and organic growth that is exponential in nature.