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UNIVERSITI
TEKNOLOGI
MARA

INDUSTRIAL TRAINING REPORT

HRM666

PREPARED BY:

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2021101713

RBA2436B

PROGRAMME:

BACHELOR OF BUSINESS
ADMINISTRATION (HONS)

HUMAN RESOURCE
MANAGEMENT (BA243)

SUBJECT:

HUMAN RESOURCE
INTERNSHIP (HRM666)

PREPARED FOR:

DR. NURWAHIDA BINTI
FUAD

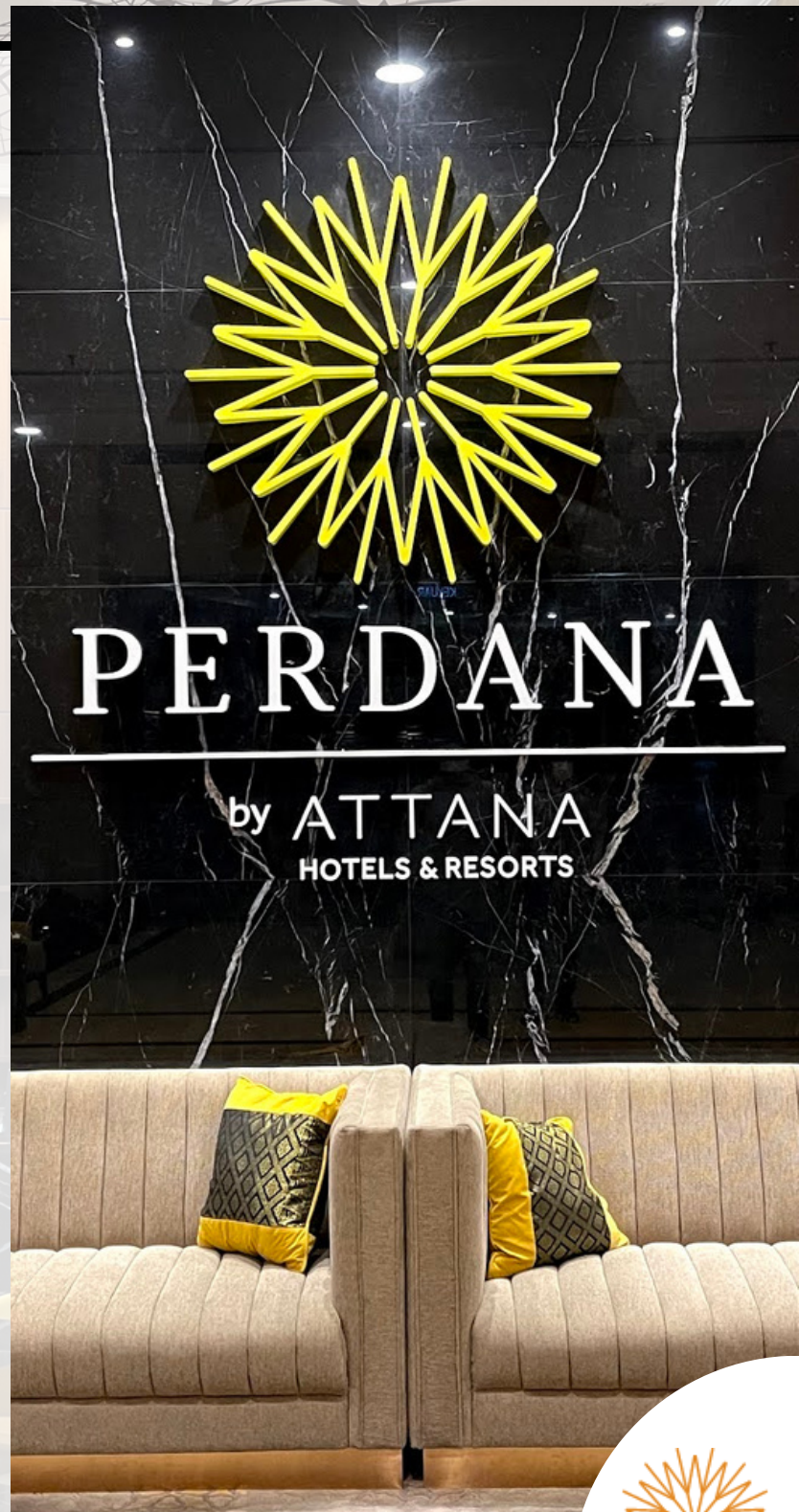
MISS NIK AZLINA BINTI
NIK ABDULLAH

NAME OF COMPANY:

PERDANA KUALA LUMPUR
CITY CENTRE (PKLCC)

NAME OF SUPERVISOR:

MADAM SITI ZARINAH
BINTI MOHAMAD



2 MARCH 2023– 16 AUGUST 2023





اَبُو سَيِّدِي نَبِيكُو لَوِي كِي مَرَا
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BACHELOR OF BUSINESS ADMINISTRATION (HONS) HUMAN
RESOURCE MANAGEMENT
FACULTY OF BUSINESS AND MANAGEMENT

DECLARATION OF ORIGINAL WORK

I, **NUR AZIRA BINTI RAZEMI (2021101713)** hereby declared that:

- This internship report has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This internship report is the result of my independent work and investigation, except where otherwise is stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledge.

Signature

17/07/2023

Date



AUTHOR OVERVIEW

My advice to my juniors (Future interns)

Keep yourself active by grabbing every opportunity that comes your way!

Learn as much as you can from your superiors. **ASK** them to assign you tasks; don't just sit around or hang out when you have nothing to do.

Don't get too worked up if you make a mistake. Every mistake teaches you something that lets you be better at your job. Overall, all the best for your internship!

- Nur Azira Razemi, 2023 -

Okay

I Got It!



EXECUTIVE SUMMARY

Being part of Perdana Kuala Lumpur City Centre for 167 days, 4,008 hours, and 240,480 seconds were the most priceless memories that I would never trade for! The moment I wrote this summary, it meant that I was coming to the end of my industrial internship; how time flies so fast! Until today, I still feel like I am just beginning my journey at Perdana Kuala Lumpur City Centre.

Apart from completing my studies requirement, I am standing here to gain countless experiences that will help me prepare myself for the working world once I graduate. I was able to perform every assignment or job that was given to me, thanks to the theoretical knowledge I acquired during my studies. In this report, I have explained in detail my internship journey as well as the hotel analysis.



The student's profile is the first part of this report, where I put my updated resume. The next part is the company's profile. In this part, I went into great depth about the company I did my industrial training, which is Perdana Kuala Lumpur City Centre, a 4-star hotel located near LRT Ampang Park station and MRT Persiaran KLCC station. The hotel's name, location, business background, mission, vision, objective, values and organization charts are among the components that I shown in detail in this report. Following that is the training's reflection. I described the duration of my internship, including the date, time, and working days. Also, I went into detail about my role and duties at this hotel, as well as the intrinsic and extrinsic benefits I acquired.



Apart from that, PESTEL and SWOT analyses have been carried out to determine Perdana Kuala Lumpur City Centre's strengths, weaknesses, opportunities and threats. Following that is the discussion and recommendation part, where I stated my opinions and suggestions on how to improve the hotel's performance in order to keep it strong and competitive in the market, particularly with the intense competition between hotels. The final parts comprise the conclusion and appendices. In the conclusion part, I have summarized all the findings and analyses in my report on one page. As for the appendices part, I attached pictures of all the tasks I performed as a Human Resource Trainee. You can see exactly what kind of work I did throughout my internship journey.

All in all, I hope that all pieces of knowledge and experiences I gained during my internship journey can help me to better prepare both physically and mentally for my future career. Although working in human resources might be challenging, I enjoyed and cherished every moment of it.

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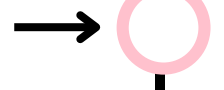
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COMPANY'S

PROFILE

PERDANA KUALA LUMPUR CITY CENTRE





3.0 Perdana Kuala Lumpur City Centre Company Profile



Name of Company : Perdana Kuala Lumpur City Centre (Formerly known as PNB Perdana Hotel & Suites On The Park)

Address : 10, Jalan Binjai, 50450 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur, Malaysia

Phone Number : 03-7490 3333

Website : <https://perdana.attanahotels.com/perdana-klcc/>

Type of Company : Subsidiaries company

Owned by : Permodalan Nasional Berhad (PNB) and managed by Attana Hotels & Resorts

Industry : Hospitality

Year of Founded : June, 2000

Name of General Manager : Mr. Zakaria bin Ismail

Number of Employees : 142

Perdana Kuala Lumpur City Centre is one of Permodalan Nasional Berhad (PNB) properties managed by Attana Hotels & Resorts Sdn. Bhd. Established in June 2000, this 4-star hotel was formerly known as PNB Perdana Hotel & Suites On The Park up until 2020. In 2020, the hotel decided to rebrand its name to Perdana Kuala Lumpur City Centre for a fresh brand identity to improve its brand loyalty as well as to stay competitive in the hospitality industry.



Located at 10 Jalan Binjai, Kuala Lumpur, it is undeniable that this place was a strategic location to attract local or foreign visitors. This hotel was built in the Kuala Lumpur shopping district, where it is near the magnificent Petronas Twin Towers, Suria KLCC, Avenue K, Intermark Mall and Pavilion (About 7 minutes walking through the



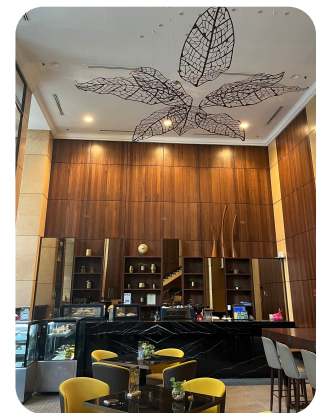
footbridge between Aquaria KLCC and Pavilion). Additionally, as there are public transportation options nearby, tourists without any transportation can easily commute. They can go to the nearest MRT station, which is Persiaran KLCC (1 minute away from the hotel), LRT Ampang Park station (4 minutes away from the hotel) or take a RapidKL bus (5 minutes away from the hotel) to go anywhere they want.



This 39-story hotel offers comfortable and luxurious accommodations at affordable prices to its guests. This hotel comes with five types of rooms to choose from, which are studio rooms, one-bedroom deluxe, one-bedroom premier, two-bedroom and three-bedroom. For the guests' convenience, all the rooms are provided with facilities such as air conditioning, a working desk, a bedroom (depending on the type of room), a refrigerator, an iron and ironing board, LCD TV, hair dryer and more. The hotel also offered laundry services, which cost them as low as RM6 per wash and RM 8 per dryer.

For guests to enjoy their time with families or friends, the hotel offers a variety of recreational facilities, including outdoor swimming pools for both adults and children, a gymnasium, a playground, squash courts, karaoke room etc. Also, there are plenty of covered parking spaces provided for those who bring their own vehicles so that they do not have to seek a spot to park at other places. For guests looking for a place to eat, they can come to the hotel's restaurants, namely 10 Binjai on Level 1 and The 39 Restaurant on Level 39. Along with enjoying their delicious meals, they can also take in the breathtaking scenery of Kuala Lumpur city. Since the hotel operated in accordance with Shariah law, the hotel are not permitted to sell non-halal food and beverages. However, non-Muslim guests are permitted to bring non-Halal food and beverages they purchased outside of the hotel to their rooms.

Apart from accommodation and food services, Perdana Kuala Lumpur City Centre also offers function room booking for any event, such as weddings, seminars, meetings, formal dinners and more. There are 12 available function rooms in this hotel, namely Pearl, Amethyst, Diamond, Sapphire, Emerald, Opal, Topaz, Jade, Executive, Crystal, Ruby and Amber. For those who are interested in holding their wedding event at this hotel, they can book wedding packages at a reasonable price starting from RM78 per person.





Since its opening day, Perdana Kuala Lumpur City Centre has received numerous awards. Among them are "The Best Hotel 2006", "Best Hotel Apartment 2009", "Best Restaurant 2011", "Top 10 Best Asian Cuisine Chef 2010", and more. Recently, on May 10, 2023, this hotel was awarded three different awards at HAPA Awards Malaysia Series 2023 – 2024. The hotel has been awarded Resilience Award, Best Service Excellent 4-Star Hotel and HAPA Hospitality & Tourism Personality. By winning this award, Perdana Kuala Lumpur City Centre hoped that it would encourage its staff to keep up their outstanding performance in the present as well as the future.

3.1 Perdana Kuala Lumpur City Centre Vision, Mission, Objective and Values

MISSION

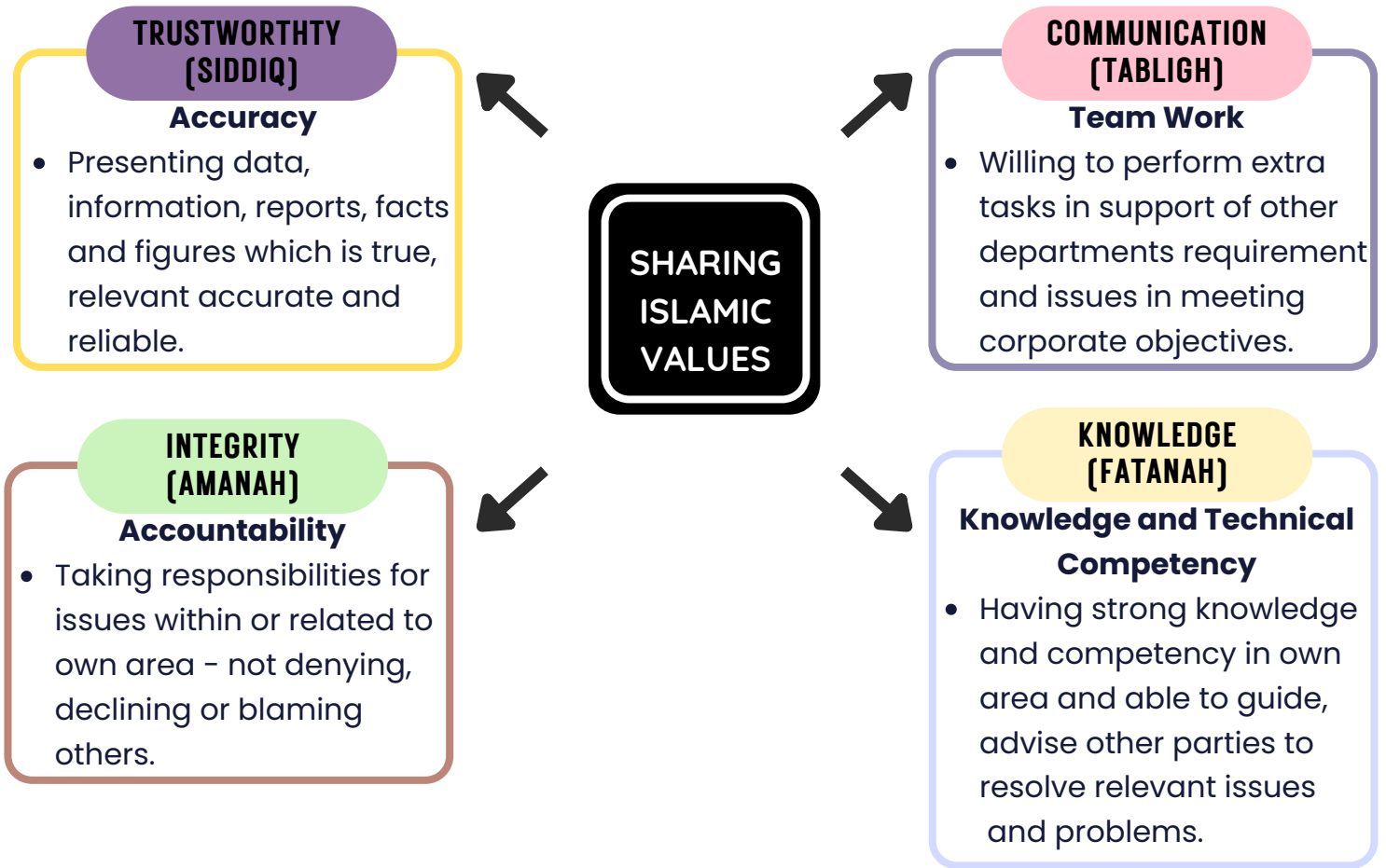
Being recognized as a premier Malaysian Hospitality Group that generates reasonable shareholder wealth by exceeding guest's expectations through delivering distinctive crafted experiences

VISION

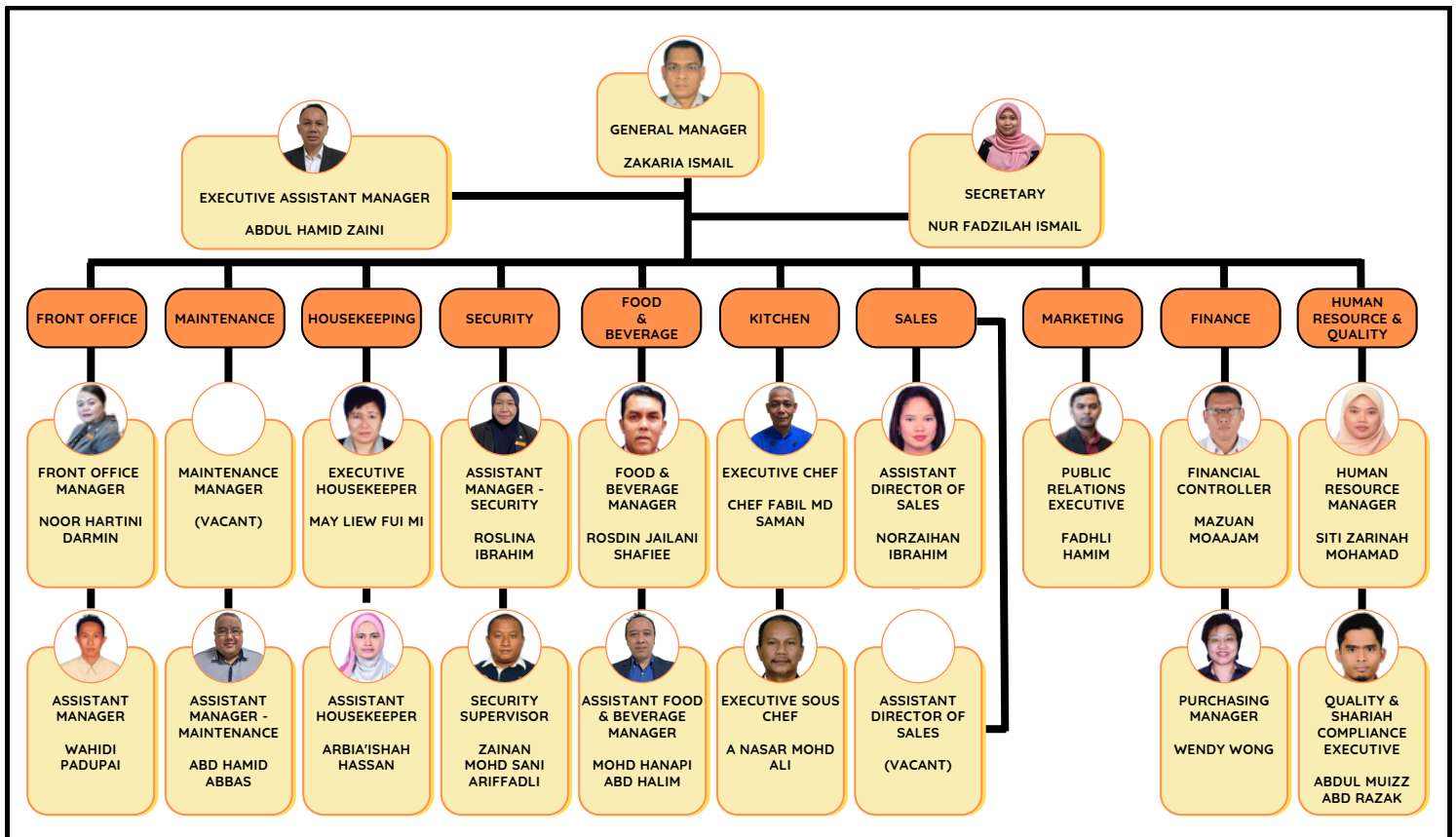
To deliver the best hospitality experience to our guests by managing profitable and operationally efficient hospitality assets through consistent and high-level service standards

OBJECTIVE

We are a premier accommodation provider committed to excel in delivering quality services to achieve competitive return, to meet suitable requirements and striving for continuous improvement through a proficient and dedicated team in accordance with Shariah requirements.

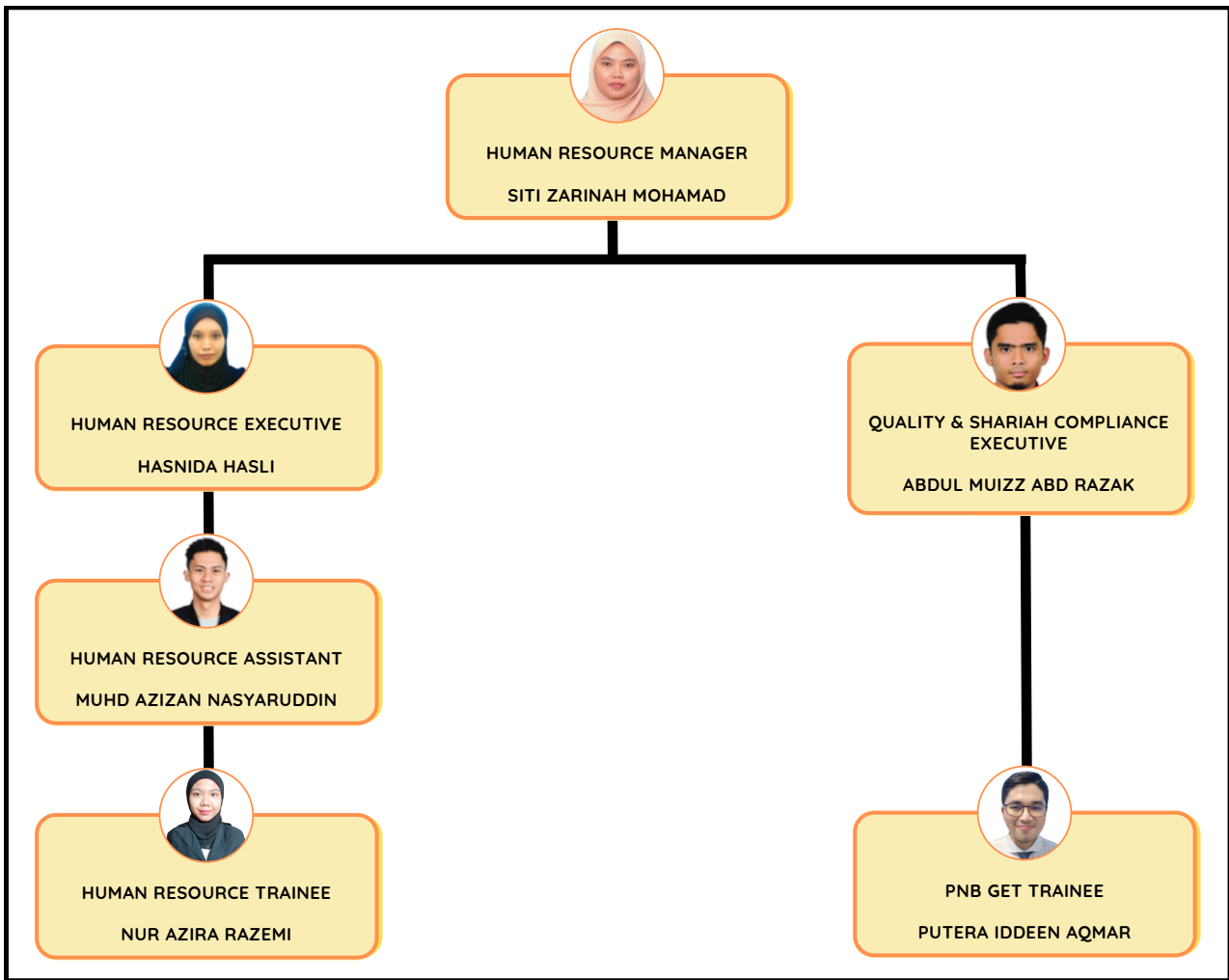


3.0 Perdana Kuala Lumpur City Centre Organization Chart





3.4 Human Resource Department Organization Chart





TRAINING'S



REFLECTION

PERDANA KUALA LUMPUR CITY CENTRE





4.0 Duration of Industrial Training at Perdana Kuala Lumpur City Centre

Regarding the duration of my industrial training at Perdana Kuala Lumpur City Centre, it will be approximately 6 months or the equivalent of 24 weeks. My internship date started on 2nd March 2023 and will be complete on 16th August 2023. Different companies may have varying work schedules. As for me, I put in a total of 6 working days per week from Monday through Saturday (Alternate). The staff of Perdana Kuala Lumpur City Centre will be split into 2 teams, Team A and Team B, for alternate Saturday shifts. Since I was on Team B, I will not be working the following Saturday if I work on Saturday in the same week. This is the rule that all staff at Perdana Kuala Lumpur City Centre must follow, whether they are in the operations or administrative offices.

In terms of working hours, I will be working from 8.30 am to 5.30 pm, Monday through Friday. On Saturday, I will be working a half-day from 8.30 am to 12.30 pm. At Perdana Kuala Lumpur City Centre, we are not allowed to practice flexible working hour or work from home. Everyone is required to work physically to make it easier for staff to request anything relevant to their jobs. As for lunch hour, from Monday through Thursday, I will take a one-hour break for lunch between 1.00 pm and 2.00 pm. On Friday, my lunch break will be two hours, from 12.30 pm to 2.30 pm. The two-hour lunch break was implemented to make it easier for Muslim male staff to perform Friday prayer and have enough time for lunch.

4.1 The Department I Was Assigned to Throughout My Industrial Training



Since I am majoring in Human Resource Management, the hotel decided to assign me to Human Resource Department as a Human Resource Trainee. In this department, I was under the direction of Madam Siti Zarinah, the Human Resource Manager, as well as my Supervisor.

Knowing and understanding the human resource theoretical component well was incredibly helpful, especially when I had to put it into practice in actual working scenarios. I have learned a lot in my role as a Human Resource Trainee. Of course, I made mistakes, but every mistake teach me something that help me to improve the way I do my tasks. Despite the fact that working in the human resource department can be challenging at times, I cherish every moment of working here. I am really grateful that I have been surrounded with good and supportive colleagues. They always lend me a hand when I need some help, teach me new knowledge and more. In my department, we always engage with each other, focus on our jobs and cooperate when working together on a task. I can say that choosing this hotel to do my industrial training was one of the best decisions I have ever made!



4.2 My Role and Duties at Perdana Kuala Lumpur City Centre

Role	Human Resource Trainee
Duties	<p>1. Daily email checking on Microsoft Outlook.</p> <ul style="list-style-type: none"> ○ Respond to all emails from both internal and external senders that are work-related. ○ For example, the F&B supervisor (Internal) requested to send thumbprints for XXX / An individual (External) sent a resume seeking a full-time position or internship placement. <p>2. Download and email thumbprint records.</p> <ul style="list-style-type: none"> ○ Thumbprint records to be emailed are as follows: <ul style="list-style-type: none"> ■ Part-time workers - To be emailed every Monday for weekly salary payments. ■ Permanent staff - To be emailed every first week of the month for night shift or overtime claims. ■ Practical trainees - To be emailed every first week of the month for monthly allowance claims. ■ Outsource workers - Download and check their working hours and lateness (Payment will be made to their agent company). <p>3. Calculate casual labour forms for part-time workers weekly payments.</p> <ul style="list-style-type: none"> ○ Calculate part-time workers' salaries (Deduct EPF, SOCSO and EIS). ○ Scan and send the completed casual labour form to Mr. Azri, the General Cashier, to proceed with the payments. <p>4. Key in medical invoices in the "Medical Record 2023" file.</p> <ul style="list-style-type: none"> ○ Klinik Idzham, Mediviron and Lourdes (Panel clinics). <p>5. Answer internal and external calls.</p> <ul style="list-style-type: none"> ○ Categories of calls that I often get are as follows: <ul style="list-style-type: none"> ■ Look for staff (Usually from PKLCC staff). ■ Want to do staff confirmation (Personal matter, background check for employment, etc.). ■ Look for a part-time or full-time job. ■ Look for an internship placement. ■ Follow up on job application or internship application status. ■ Ask to email documents such as thumbprint records. <p>6. Monthly locker rooms checking.</p> <ul style="list-style-type: none"> ○ Ensure the lockers and the room are tidy and organized.



Duties

7. Make name tags

- To be given to new staff
- Staff want to change a new name tag due to missing words (Their names) and broken.
- Staff lost their name tag.

8. Make Mediviron medical cards for full-time staff.

- Print out the staff name and paste it on the card.
- Laminate the card using the laminator machine.

9. Photocopy forms.

- Employee form (To be filled out by candidate) and interview form (To be filled out by interview panel).

10. Call the potential candidate to schedule an interview session.

- Do confirmation regarding all information stated in the resume.
- Ask several questions such as their employment status, current salary, expected salary for the position they applied for, etc.
- Ask if they are available for an interview session on the stated date.
- Send an interview invitation to the candidate containing information such as date, time, venue, documents need to bring, etc.
- Schedule the interview session on Microsoft Outlook and invite all the involved panels.

11. Handle individuals who come to apply for part-time job/report for duty (Practical trainees).

- Give them the employee form.
- Ask for their passport photos, Malaysian ID cards, mini transcripts, food handling certificates, typhoid cards (Both original and copies) and any related documents.
- Register their staff ID on the system.
- Make and give temporary name tags to them.
- Take them to the staff entrance to register their fingers on the thumbprint machine for attendance records.
- Take them to the Linen Room to get their uniforms.
- Send them to the person- in-charge of that department.
- Stamp and file their documents.

12. Send and collect documents at Attana Hotels & Resorts.

- Payroll, requisition form and other private & confidential documents.



Duties

13. Write an interview summary (Candidate's details).

- To be prepared before an interview.

14. Write panel remarks.

- To be prepared after an interview.

15. Handle candidates who come for an interview session.

- Give the employee form for candidates to fill out their details.
- Ask for their passport photo, Malaysian ID card, academic transcripts, recent pay slip and other related documents that have been stated in the interview invitation email (Both original and copies).
- Photocopy any documents they do not bring.
- Stamp the documents (Copies only).
- Give the completed employee form along with the stamped documents to the panels.
- Set up the meeting room.
- Switch on the lights.
- Arrange the chair according to the number of panels and candidates.
- Prepare the "Interview Form" according to the number of panels.
- Notified the panels that the room was ready for the interview.

16. Call panel clinics.

- To ask regarding medical invoices.
- To do staff medical certificate (MC) confirmation.
- To ask for the medical check-up result (New staff to be hired).

17. Prepare for the Birthday Bash event.

- Prepare PowerPoint slides as follows:
 - Hotel's achievements (If any).
 - Best employee of the 1st, 2nd, 3rd or 4th quarters.
 - Marriage.
 - Newborn baby.
 - Name of staff born on the celebrated months.
- Get all Head of Department signatures for birthday cards.
- Prepare goodies and vouchers for the celebrated staff.

18. Put notice or memorandum on notice board at first and six floors.

- Organization chart, announcement, uniform guidelines, etc.

19. Conduct reference check

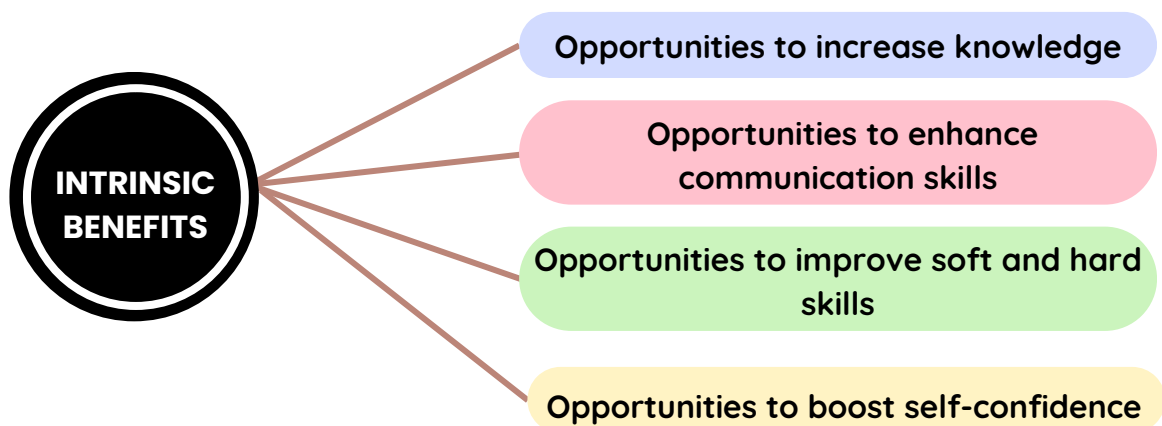
- Before we decide to recruit a candidate, we want to know about his performance and attitude in his previous company.



Duties	<p>20. Monitor training sessions.</p> <ul style="list-style-type: none"> ○ Key in participants' names in Microsoft Excel. ○ Prepare the "Departmental Training Registration Form" to record participants' attendance. ○ Distribute training materials prepared by Mr. Fauzie. ○ Distribute the "Training Pre-Assessment Forms" for participants' training evaluation. ○ Take some photos during the training activity and report to Madam Zarinah. <p>21. Perform and assist other staff with their administrative tasks.</p> <ul style="list-style-type: none"> ○ Photocopy documents, check the staff requisition forms, shred the documents that are no longer used, key in data etc. <p>22. Call colleges to promote internship placement at Perdana Kuala Lumpur City Centre.</p> <ul style="list-style-type: none"> ○ Ask about the students' next industrial training date and period. ○ Share about benefits given to students who wish to do their internship here. ○ Email internship vacancy advertisement for students to refer in more details. <p>23. Handle onboarding process for new staff and practical trainee.</p> <ul style="list-style-type: none"> ○ Take them for a tour around the hotel and introduce them to all staff at Perdana Kuala Lumpur City Centre.
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Table 4.2 List of duties done as a Human Resource Trainee

4.3 Intrinsic Benefits I Gained





Throughout my industrial internship, I was able to acquire a number of intrinsic benefits that will be useful to me both present day and in the future. Among them are **opportunities to increase knowledge**. I have learned a lot since I started working at Perdana Kuala Lumpur City Centre, especially in regard to my area of study. Learning something theoretically is only enough once I apply what I learned in real-life situations. I also was given the opportunity to learn more about issues related to human resources while working here as a Human Resource Trainee, and as a human resource practitioner, I will have to find practical ways to resolve such concerns. Being able to personally experience this absolutely excites me!

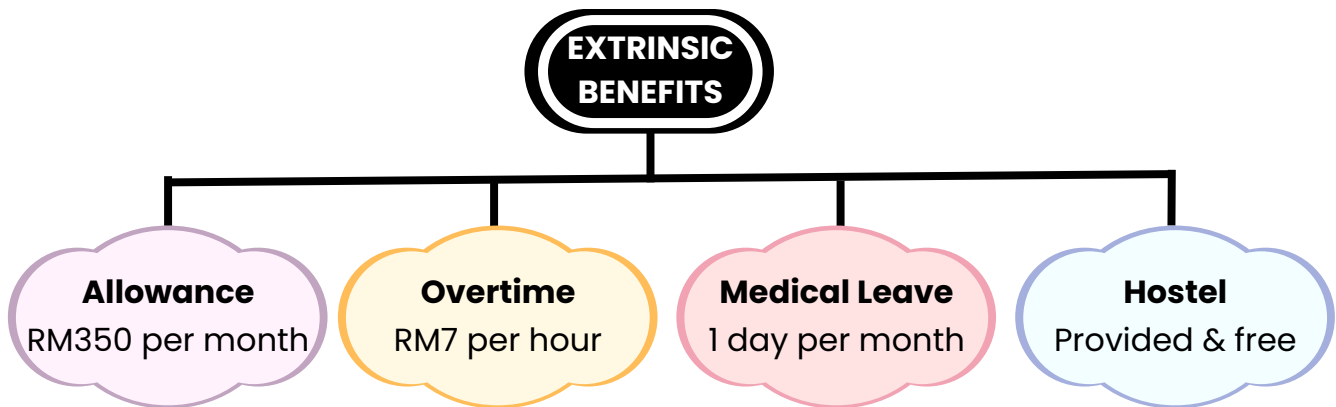
Next is **opportunities to enhance communication skills**. Working as a human resource required me to actively engage and communicate with everyone in this hotel. This is due to the fact the staff constantly seek out human resource department anytime they have a need, such as wanting to apply for leave, having issues with their department, asking about their payments, etc. In order to make sure they are aware of my existence, I always communicate with them, regardless of what department they are in. I also improved my body language and facial expression in addition to my speaking skills to prevent miscommunications. For instance, I discovered that I should avoid crossing my hands when speaking to someone because doing so might offend them.

Aside from that, I got **opportunities to improve my soft and hard skills**. Apart from improving my communication skills, I also got the opportunity to improve my other soft skills, such as teamwork, leadership, time management, multitasking, etc. To be honest, I am not someone who loves to work in a team because not everyone can commit and be disciplined. Most of the time, I prefer to do tasks alone and ask for help when needed. But in real working life, I learned that I was unable to do it alone. My colleagues need to lend me a hand since most of the tasks assigned to me must be error-free and approved by higher-ups. Regarding my hard skills, I discovered that my computer skills were not as good as I expected. I frequently need assistance from my colleagues because I am not proficient in using various computer software. As it turned out, each mistake I made and every skill I acquired actually helped me improve both soft and hard skills, which helped me both now and in the future.

Lastly, **opportunities to boost self-confidence**. As an ambivert, I sometimes feel anxious when I need to meet new people. However, being friendly and continuing to bring up work-related topics helped me handle them professionally. In doing so, I gradually built up my confidence and learned to ask people for things comfortably without any difficulties.



4.4 Extrinsic Benefits I Gained



As a Human Resource Trainee in Kuala Lumpur City Centre, I am eligible to enjoy several benefits. The first one is the **monthly allowance**. I will receive RM350 per month, which will be paid on the first Friday of the following month. However, my allowance will vary according to the number of working days. If I took any unpaid leave in that month, the payment would be reduced in proportion to the amount of those unpaid days.

Second, **overtime payment**. Any trainee has the right to claim RM7 for each hour of overtime they worked, regardless of the department to which they were allocated. To claim the overtime payments, I need to fill out the "Requisition Form" and attach it along with the "Trainee Claim Form". The third one is **medical leave**. If I get sick, I am allowed to take one day off in a month for medical reasons. If I took more than one day off, those days would count as unpaid leave, and my allowance would be deducted.

Lastly, **hostel**. Perdana Kuala Lumpur City Centre provides hostels for practical trainees who live outside Kuala Lumpur and who have trouble commuting from home to work. Those practical trainees can stay at the hostel without any charge; all expenses will be covered by the hotel. However, since I have families staying here, I decided to give the available hostel room to other trainees who need it.



PESTEL &

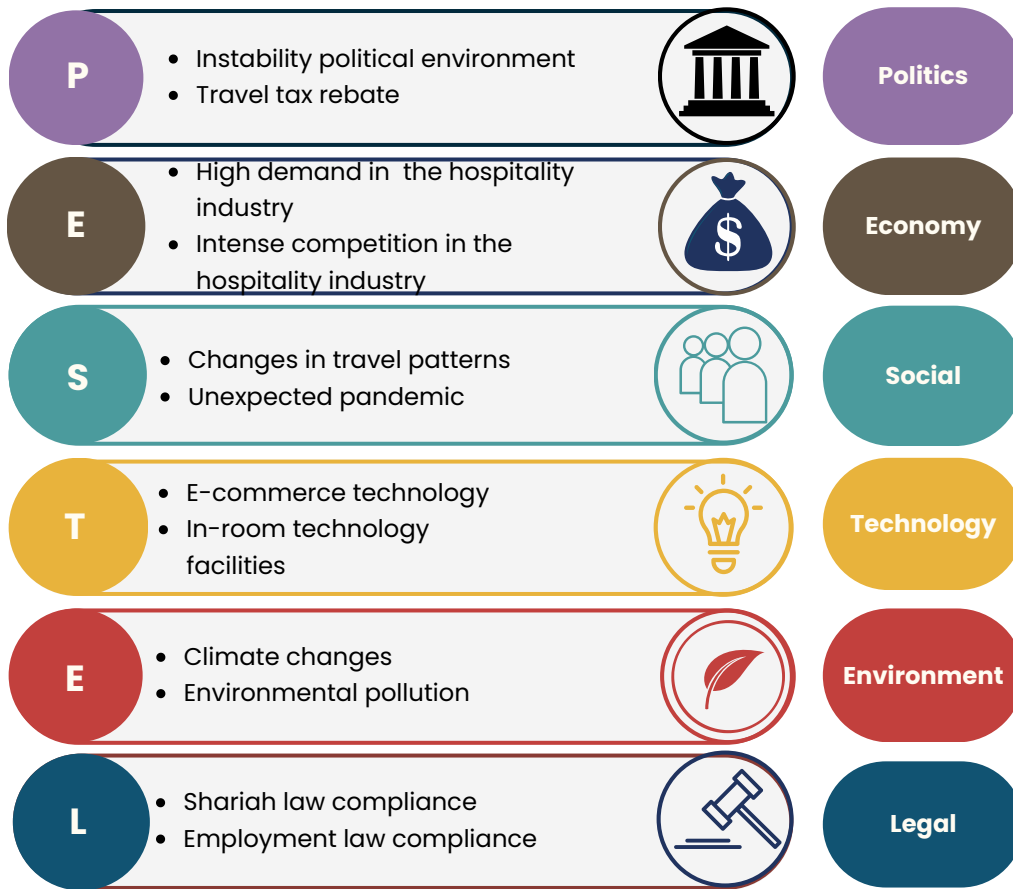
SWOT ANALYSIS

PERDANA KUALA LUMPUR CITY CENTRE

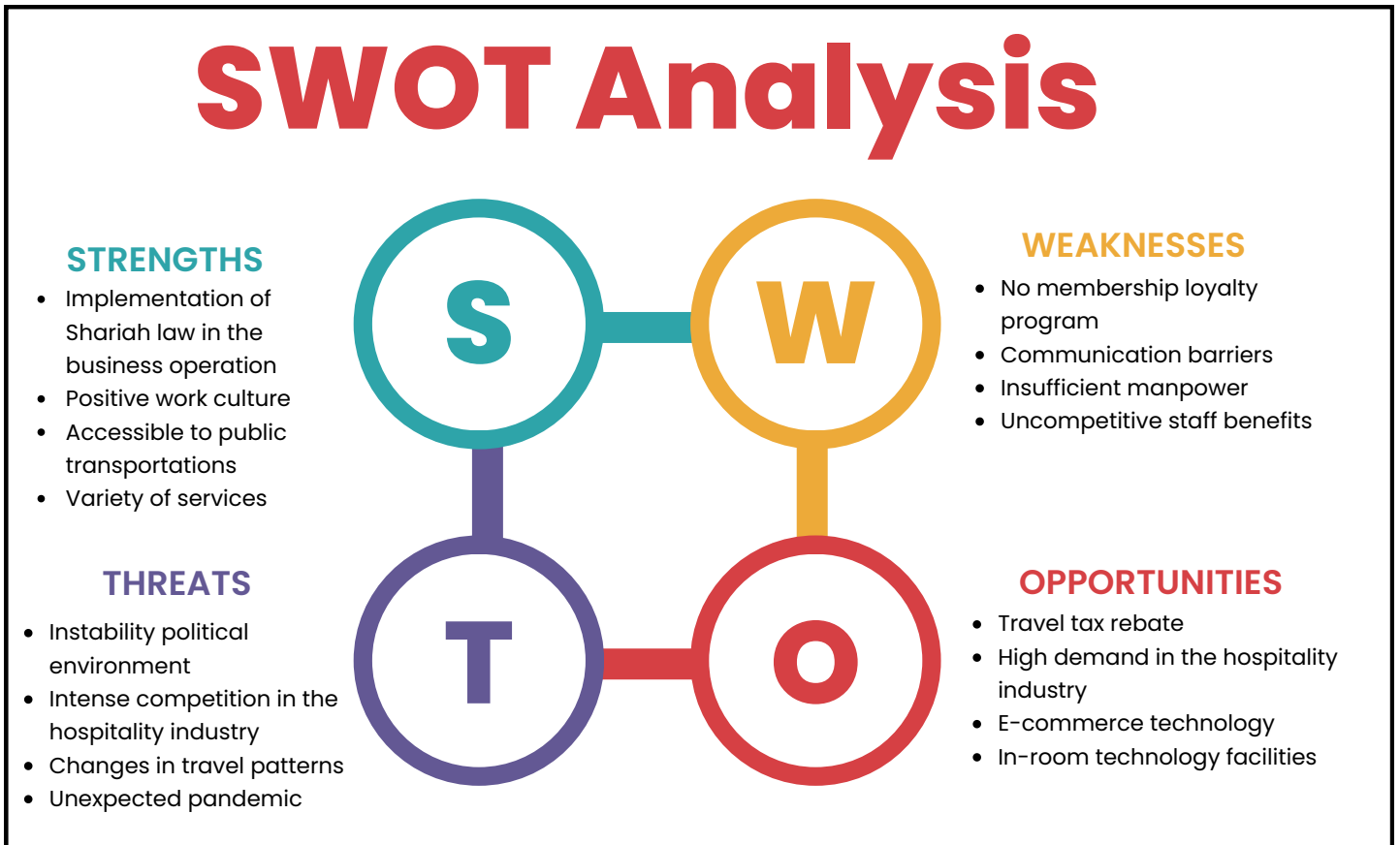




5.0 Perdana Kuala Lumpur City Centre PESTEL Analysis



5.1 Perdana Kuala Lumpur City Centre SWOT Analysis





5.2 Perdana Kuala Lumpur City Centre Strengths

a) Implementation of Shariah Law in the business operation.

The increasing demand for Muslim-friendly hospitality services today is one of Perdana Kuala Lumpur City Centre's key strengths to remain strong in the market. As most of us know, Malaysia is among the top Muslim destinations visited by Muslim tourists after Turkey, Saudi Arabia and Indonesia. According to Azuar (2022), Malaysia maintained its top rank as the preferred halal tourist destination due to its extensive selection of halal food and Muslim-friendly travel packages. This was proven when Malaysia won two awards at the Halal in Travel Awards event that was held in Singapore on June 1, 2023. Malaysia has been awarded the "Best Muslim women-friendly destination" by CrescentRating and Mastercard and the "Best Muslim-friendly destination" by the Organisation of Islamic Cooperation (OIC).

Perdana Kuala Lumpur City Centre was aware of this opportunity and has decided to implement Shariah law in the way its business operates. According to an article published in Free Malaysia Today news portal on May 1, 2017, Perdana Kuala Lumpur City Centre (previously known as PNB Perdana Hotel & Suites On The Park) was the first hotel in Malaysia to receive full halal certification, which has helped the hotel draw in more Muslim visitors to enjoy its services. Perdana Kuala Lumpur City Centre ensures that Shariah law is constantly obeyed in all aspects of operations. The ingredients, kitchen utensils, and employees in charge of cooking are always inspected. The F&B crew is limited to Muslim employees, and no pork and alcohol are allowed to be used as an ingredient or dish to be prepared for guests. This is crucial in order to prevent the halal certificate from being revoked, which might damage the reputation of Perdana Kuala Lumpur City Centre as the first hotel in Malaysia to obtain a full Halal Certificate.

At the hotel restaurant, only halal food and beverages will be served to our in-house and outside visitors who come to eat. Alcohol and any meal containing either pork or lard are prohibited from being served, even upon guests' requests. However, despite the Muslim-friendly services offered, the hotel still allows its non-Muslim guests to bring non-halal food and beverages they bought outside the hotel to their rooms. The hotel's staff does not entirely consist of Muslims. Once the guest has checked out, our non-muslim housekeepers will be in charge of performing thorough and specific cleaning procedures in that room to ensure the hotel complies with the Shariah law. On top of that, female staff working at the front desk are allowed to wear hijabs at this hotel. As we know, most hotels in Kuala Lumpur, especially international hotels, forbid their female staff to wear hijab due to unprofessional looks. It can be said that the implementation of Shariah law in the way Perdana Kuala Lumpur City Centre conducts business not only attract more visitors, but also will draw in more talented people to work here.



b) Positive work culture

One of the factors that influence an employee's determination to stay in a company is the work culture. Workplace culture refers to the belief, values, attitudes and presumptions shared by the employees in that workplace. It may be either positive or negative, depending on the kinds of practices such employees apply.

In Perdana Kuala Lumpur City Centre, all staff benefit from an encouraging work environment. This 4-star hotel is not only committed to gaining massive revenue every month but also committed to prioritizing its staff well-being. Along with receiving welfare benefits, all staff, regardless of their positions, received numerous supports at all organizational levels. All staff here are treated as friends; they care for each other by giving continuous support and help in the way they conduct their job. For example, if one of their coworkers is unable to work that day, the other staff will step in without hesitation to complete the pending tasks so that everything can be completed on that day and no problems arise in the future.

In terms of mistakes made by staff, they tend to forgive and not assign all the blame to one party only. However, staff who make that mistakes will still receive reprimands as a lesson for future improvements in how they carry out their duties. Any human being in this world cannot escape from making mistakes. I experienced this when I made a mistake in preparing interview reports for the top management's reviews. I made a mistake when I overlooked the panel's name for that interview session. As a result, my Human Resource Manager has been scolded by our General Manager due to my carelessness. Of course, I also was scolded for my mistake, but my manager acted professionally. She did not put all the blame on me; she also admitted that it was part of her mistake for not double-checking the report since she was in a rush at that time. Despite the fact that I was merely an intern, her actions made me feel as though I had the same worth as the permanent staff here.

Apart from that, Perdana Kuala Lumpur City Centre also encourage open and honest communication. All staff are allowed to give their opinions and thoughts on anything related to their work, such as their job tasks, benefits, etc. One of the initiatives taken by the hotel is the "Teh Tarik Session". This is one of the weekly programs organized by Mr. Zakaria, our General Manager, where he brings all the departmental staff together to voice out their problems or thoughts regarding their jobs. By doing so, the General Manager becomes aware of his staff concerns and acts swiftly to find solutions to maintain their excellent performances in the way they carry out their duties.



c) Accessible to public transportation

Tourists, both domestic and international, prefer to stay at places where they have access to public transportation. Despite having their own vehicles to commute, tourists sometimes prefer public transport to save time from being stuck in traffic jams for hours. In Malaysia, particularly in Kuala Lumpur, public transport is the primary transportation used by people to commute daily. Light Rapid Transit (LRT), Mass Rapid Transit (MRT), transit buses and commuters are among the popular modes of public transportation that people use for moving around, particularly during the workday.

The fact that Perdana Kuala Lumpur City Centre was constructed at a strategic spot with easy access to public transport may thus be stated to be one of its strengths. This 4-star hotel was built near MRT Persiaran KLCC station (1 minute away from the hotel), LRT Ampang Park station (4 minutes away from the hotel) and transit bus station (5 minutes away from the hotel), giving tourists a variety of options for getting to their destinations. Most tourists, especially those from abroad who do not have their own vehicles, not only prioritise looking for cosy and suitable places to stay, but they also take into account places with access to public transportation.

Apart from that, being located near public transport hubs not only attracts both existing tourists and those who have already done some preliminary research on accommodations but also attracts potential future visitors. This is due to people passing through this hotel every day to switch from MRT Persiaran KLCC station to LRT Ampang Park station and vice versa. Indirectly, it makes Perdana Kuala Lumpur City Centre more recognisable and attracts people's interest in staying here. Not to mention that this hotel was constructed built in a shopping district area close to Suria KLCC, Avenue K, Intermark Mall, and Pavilion (it takes about 7 minutes to walk from Aquaria KLCC to Pavilion via a footbridge), which is another benefit of selecting Perdana Kuala Lumpur City Centre as your best hotel choice to stay at.

d) Variety of services

Perdana Kuala Lumpur City Centre not only focus on offering its best accommodations services to guests but also offers function rooms and restaurant services to its guests as well as outside visitors. As for accommodations, this 39-floor hotel offers 338 rooms to choose from studio rooms, one-bedroom deluxe, one-bedroom premier, two-bedroom and three-bedroom. All rooms are provided with facilities such as comfortable beds, Wi-Fi, air conditioning, microwave, LCD TV, refrigerator and others to ensure Perdana's guests' comfort and receive the best hotel experience with us. For guests' convenience, Perdana also offers an in-house service launderette located at Level 8 for guests who want to wash or dry their clothes. A convenience store also provided for guests to have a cup of drink or snacks while waiting for their laundry. At our convenience store, we have a coffee maker machine, soft drinks vending machine and snacks vending machine. As for now, only cash in



Malaysia Ringgit (RM) will be accepted for payment.

Restaurant services are the other revenue stream for Perdana Kuala Lumpur City Centre. Two restaurants are available at this hotel: 10 Binjai Restaurant (Located on Level 1) and The 39 Restaurant (Located on Level 39). However, this hotel is mainly focused on generating revenue from the 10 Binjai Restaurant since The 39 Restaurant is only open for special occasions. Our restaurant is not only open for in-house guests but also for outside visitors who want to enjoy meals at 10 Binjai Restaurant. At 10 Binjai Restaurant, guests can choose from a wide range of food and beverage selections at an affordable price. To expose more about Malaysian cuisine to our foreign guests in particular, this hotel emphasises serving local cuisine to its guests. This is because most foreign guests not only come for a vacation but also want to experience Malaysian cuisine and learn more about the country's culture. Local cuisine and Western foods are our chefs' areas of expertise. Our chefs' roti canai and nasi lemak are among the popular Malaysian foods that both domestic and foreign visitors greatly enjoy. Most of our guests love the crunchy and sweet roti canai made by one of our talented chefs, Chef Nasar.

This 39-story hotel does not only concentrate on generating massive revenue from two channels only. The booking of function rooms for any event also brings in revenue for this hotel. Currently, this hotel has 12 function rooms located at the 2nd, 3rd, 4th, 5th, 8th and 39th levels, namely, Jade, Amber, Pearl, Opal, Topaz, Emerald, Sapphire, Amethyst, Ruby, Diamond, Crystal and Executive. People can choose the function room that is best suited to host their event since each room has a different capacity. Business meetings, seminars, formal celebrations, weddings, and other gatherings are among the occasions that are frequently conducted in the function rooms. In terms of wedding event, this hotel also provides packages for individuals who want to hold their wedding here, starting at a reasonable price of RM78 per pax.

5.3 Perdana Kuala Lumpur City Centre Weaknesses

a) No membership loyalty program

Despite generating significant revenue each year, this 23-year-old hotel is still unable to establish a membership loyalty program for its visitors, especially for its regular visitors. This put Perdana Kuala Lumpur City Centre at a disadvantage since most people today want to gain benefit something from things that they incur expenses on it. Perdana Kuala Lumpur City Centre concentrates more on allocating capital to boost its marketing strategy to attract more visitors.

There is no denying that investing a lot of money and lot of effort in marketing strategies will attract more visitors in the present and future, but somehow Perdana Kuala Lumpur City Centre overlook retaining its existing customers. Due to guests' perceptions that the hotel did not value or appreciate them as customers, this will



decrease the likelihood that present and existing guests will remain loyal to Perdana Kuala Lumpur City Centre. They will be looking for other hotels that can offer excellent services and gain more benefits on every cent they spend for that hotel. Moreover, today's people tend to buy something that enables them to enjoy membership discounts through the business loyalty program membership. The same with guests at Perdana Kuala Lumpur City Centre. As a customer, inside of their hearts, they may want to gain something after spending a lot of money on room booking and other services offered by the hotel. For example, every time they stay or use any services offered at this hotel, they can collect points through that membership loyalty program. Then, the collected points can be used for special gift claims or special discount prices on selected rooms and meals. This is one of the strategies implemented by The Signature Hotel & Serviced Suites Kuala Lumpur, where this hotel offers an impressive loyalty program that rewards its guests who have stayed 10 times and above with 1 complimentary night.

b) Communication Barriers

Like other hotels, Perdana KLCC prefers hiring foreign workers who are provided via a legal agency company. Most of the foreign workers will be placed in the Housekeeping department as gardeners and housekeepers. There is no denying that Perdana KLCC benefited from hiring foreign workers since the hotel can save costs. This is due to the payments for foreign workers that are way cheaper than the payment for local workers. However, this hiring has resulted in communication barriers in Perdana KLCC, behind the benefit of cost savings.

PKLCC Human Resource Department has received numerous complaints about how most foreign workers struggle to communicate in Bahasa Melayu, the native language of Malaysia. This has caused their superiors to face difficulties in communicating and delegating tasks to them due to their poor Bahasa Melayu and English language skills. Most of the time, the superiors need to get help from another foreign worker who can speak Bahasa Melayu and English. He will be the third party in that conversation, where he will deliver all the orders coming from the superiors to other foreign workers in their native language to ensure they understand what they need to do and the task that needs to be done.

The communication barriers among foreign workers not only put their superiors in difficulty but also the guests. If the in-charge foreign housekeeper does not understand Bahasa Melayu and English proficiently, it may be difficult for the guests to communicate when they call for room service. Since there is no proper communication between the guest and the housekeeper, misunderstandings may occur. For instance, the guest points her finger towards the bed and requests the in-charge housekeeper to replace the existing bedsheet with a new one as a method to explain what the housekeeper needs to do. The housekeeper thought that the guest



had ask him to replace the pillow with a new one, but he was mistaken. This made the guest angry and dissatisfied with the hotel service. Due to this mistake, she decided to post a negative review of this hotel, which could damage Perdana Kuala Lumpur City Centre reputation as a top-notch four-star hotel.

c) Insufficient Manpower

A 4-star hotel like Perdana Kuala Lumpur City Centre is no exception to suffering insufficient manpower. In any organization, manpower is one of the factors that keep the organization growing and expanding in the market as well as in that industry. With zero manpower, any organization, either big, medium or small scale unable to keep operating since the employees are the ones who help the organization generate revenue.

At Perdana Kuala Lumpur City Centre, the manpower in the Front Office (FO) department is at a critical phase. As most of us know, in a hotel, the front desk staff are the ones guests will communicate with and be contacted first when the guests need something. This shortage happened due to the high staff turnover in that department since April 2023. Most of them decided to resign after getting greater offers and benefits from the other hotels, and some of them resigned to venture into a new industry to gain new experience. Due to this, the Human Resource Department is putting much of its time and energy into finding qualified candidates to fill any vacant positions in the Front Office department. Also, significant amounts of money have been spent on job postings for open positions on employment platforms such JobStreet, Hiredly, Maukerja, and others. It can be said that staff turnover puts Perdana Kuala Lumpur City Centre at a disadvantage, where it not only causes the Front Office department to experience insufficient manpower but also cause the Human Resource department to spend a lot of their time, energy and cost to post and hire new staff to staff to fulfil the vacant in the Front Office department.

However, the Front Office department still experiences staff turnover even after hiring new staff. This is due to the hiring of inexperienced staff. Some of the new hires do not have an educational background related to front office management. This causes new staff to feel lost when performing their duties, making some of them feel pressure when they keep making mistakes. Due to this, most new hires decided to resign since they were unable to learn quickly and adapt to their position. Again, the Front Office department suffers insufficient manpower, causing other staff to be overworked and impacting their health level.



d) Uncompetitive staff benefit

Having good co-workers and positive workplace culture means nothing if the staff receive uncompetitive benefits for their jobs. Offering competitive benefits encourage staff to keep working because they get to enjoy not just their basic salaries but also additional benefits like staff meals, annual leave, maternity leave, medical leave, medical insurance, and more.

Reflecting on Perdana Kuala Lumpur City Centre staff benefits packages, it can be said that all staff, regardless of their position, are still being paid below the market. In the hospitality industry, especially hotels, being paid under the market is something that people are aware of. However, looking at Malaysia's uncertain economic situation and the high cost of living, it can be said that the salaries received by Perdana Kuala Lumpur City Centre staff are not enough for them to continue survival. Some of them also did other part-time jobs such as grab service, food delivery, package delivery and others to earn additional money. Apart from that, only executive-level staff are entitled to enjoy staff meal allowances. The staff meal allowance claims per month vary based on their position. For example, my Human Resource Manager is entitled to receive RM 900 meal allowance per month, whereas my Human Resource Executive is entitled to receive RM800 meal allowance per month. For non-executive employees as well as practical trainees, they have to incur their own expenses to buy breakfast and lunch, which causes some of them to feel unsatisfied and disappointed with the hotel management by differentiating the staff positions level to enjoy staff meals. Most of the staff felt treated unfairly, resulting in them to sought employment at other hotels that could meet their demands.

On top of that, there is no staff cafeteria for Perdana Kuala Lumpur City Centre staff to enjoy their breakfast and lunch every day. They have to eat at 10 Binjai Restaurant along with the guests, making the restaurant looks too crowded and miss the opportunities to gain more revenue from in-house and outside visitors. When the restaurant looks crowded, the visitors, either in-house guests or outsiders, will find another restaurant to buy their breakfast or lunch, causing 10 Binjai Restaurant to lose potential customers on that day. Also, the number of lockers provided to staff and practical trainees is also insufficient, causing some of them to share the lockers with other staff and those without lockers to put their belongings in any available space in their departments.



5.4 Perdana Kuala Lumpur City Centre Opportunities

a) Travel Tax Rebate

Due to the Covid-19 pandemic, Malaysia's travel borders have been temporarily closed for domestic and international travel, causing the tourism and hospitality industries to experience unstable cash flow. This is owing to the fact that these two industries rely heavily on tourist entrance, making them suffer significant losses as a result of Malaysian government restrictions on travel.

When the spread of the Covid-19 virus was successfully controlled, the Malaysian government began to slowly withdraw the curfew and allow people to travel within the country at that moment. Since the tourism industry is one of the major contributors to the country's economy, the curfew was lifted in an effort to boost the economy back. Among the incentives offered by the government to boost Malaysia's economy is by introducing a travel tax rebate for domestic travel. According to Rahim (2023), this incentive not only helps to re-stimulate the tourism industry but also the hospitality industry, to revive again after its operations being temporarily halted for more than 1 year. For people who intend to travel domestically, they are entitled to receive discounted prices, vouchers and rebates for accommodations, tourism packages, arts and handicrafts up to RM100. As a result of this travel rebate opportunity, hotels such as Perdana Kuala Lumpur City Centre will start accepting guests again and generate significant revenue to make up for their losses.

b) High demand in the hospitality industry

During the movement control order, people are not allowed to travel even for work; they are forced to stay at home to control the Covid-19 virus. People unable to work physically, all meetings and job assigned was done virtually. After the movement control order and travel restrictions were lifted up, people started to travel again, especially during the lift up of domestic travel. Therefore, when the government lifted up the domestic travel restrictions, the local hotel and other accommodations started to be crowded and fully booked. Since people have no restrictions on travelling within the country, most of them make full use of their time, especially during the weekend, to travel with their beloved family and friends. This has a positive impact on the hospitality businesses, such as Perdana Kuala Lumpur City Center, to recover due to the high demand for accommodation services for people to stay during their vacations.

Different people have different hotel preferences. Some people might want to stay at a hotel that can meet their budgets; some people might want to stay at a hotel that can provide them with outstanding services and good facilities. Thus, this can be one of Perdana Kuala Lumpur City Centre's opportunities to attract more visitors, where this hotel offers the best hospitality services at a reasonable price to its guests compared to other hotels. On top of that, today's people, especially youngsters, tend



to book hotel rooms not only for vacations but also to celebrate their beloved family members or friends' birthdays, bachelorette parties, anniversary celebrations and more. This trend has significantly helped to boost demand in the hospitality industry, where the hotel not only provides excellent services in terms of room facilities and comfort but also offers room decoration services for any kind of event to be celebrated by the guests.

c) E-commerce technology

In this modern era, companies are no longer introducing and expanding their businesses in the market by doing manual strategies. They no longer manually distribute hotel flyers and brochures to people. Everything was done digitally by fully utilizing the latest technological advancement.

The hotel sector appears to completely utilise technology use as one of its strategies to draw customers. E-commerce platforms have been effectively utilized by hotels like Perdana Kuala Lumpur City Centre to market their services and brand to the public. People today, irrespective of their age or generation, prefer to make online bookings. They can make room reservations through the hotel's official website, saving both time and money, by simply logging in to the website and following a few simple instructions. They do not have to back and forth just to book rooms for their vacations. The online reservations also allowed them to make online payments through multiple channels such as online banking, Apple Pay, credit or debit card and more.

On top of that, people are not only limited to making room reservations at the hotel's official website. They can also use a variety of travel booking websites, including agoda.com, trip.com, booking.com, and Airbnb.com, to book rooms. These four booking sites are among the most frequently visited sites by users looking to book accommodation since they often offer rooms at discounted prices and rebates. All of this demonstrates how technological advancement should be fully utilized by Perdana Kuala Lumpur City Centre as its opportunity to always be one step ahead of competing hotels or other types of accommodation.

d) In-room technology facilities

Before the emergence of technologies, people were more concerned with the services offered by the hotel, such as comfortable beds, clean rooms and toiletries. However, these days, people tend to look for accommodations that are equipped with technology facilities for their convenience during their vacations. Most of the guests are not only preferred to be provided with amenities such as towels, soap and shampoo but also technological amenities such as high-speed Wi-Fi, air conditioning, water heater, LCD TV, etc. As for high-speed Wi-Fi, some guests really need it since not all guests come for vacations; some of them stay at the hotel for work purposes, where sometimes they have to do meetings virtually in their rooms. People also prefer



to book a room that comes with air conditioning due to the hot weather in Malaysia.

Perdana Kuala Lumpur City Centre appears to have the potential to rank among the top hotels for tourists. Each room at this hotel, from a studio to a three-bedroom, has been equipped with technological amenities, such as air conditioning, a water heater, an LCD TV, a coffee maker, and a rice cooker. Along with in-room amenities, Perdana Kuala Lumpur City Centre also offers its guests a variety of recreational amenities such as a children's and adult swimming pool with views of Kuala Lumpur city, a gym where guests can work out, tennis and squash courts, and a steam room. For guests who want to do laundry, they can use the laundry services, located at Level 8. They can wash their clothes as low as RM6 per wash and RM8 per dry. While waiting for their laundry, they can also enjoy instant coffee, soft drinks or snacks, which can be purchased from the vending machines provided at the convenience store beside the laundry room.

5.5 Perdana Kuala Lumpur City Centre Threats

a) Instability of political environment

A country with political instability can influence the way businesses operate. This is due to the companies having to comply with every change in the policies and regulations made by the current leading government. As we are all aware, our country has experienced multiple changes in its leadership for the past six years. Since our Prime Minister has changed every year, many businesses are hesitant to implement new policies or regulations in the way they operate their businesses. This is due to the way the business operates depending on the country's present leadership. If the leader decides to do any restructuring of the policies or regulations, the business owner must adhere even if this puts the company at a disadvantage since changes in business operation required a lot of time, energy and cost to implement it.

Furthermore, if the current government decides to raise the tax charge rate, it might threaten the hospitality industry. Currently, each room booking in any accommodation in Malaysia must pay a tax of RM10 per night under the Tourism Tax Act 2017 (TT X Act). A tax charge of RM10 for each room can significantly hurt a hotel because it has to incur expenses, not to mention if the tax charge is increased. The hotel will not be able to enjoy the net profit they desire. To some extent, this tax charge also affects newly established hotels, as well as hotels that are in the recovery phase after Covid-19 outbreak, as they need to use the revenue gained to pay taxes.



b) Intense competition in the hospitality industry

From year to year, the hotel industry experiences intense competition due to the increased number of hotels enter into the market. As for Perdana Kuala Lumpur City Centre, it not only competes with other hotels that are 4-star and above but also with small hotels, commonly referred to as budget hotels. This competition arises as a result of the disparity in the tourists' vacation budgets, where not everyone can afford to reserve a room at a 4-star hotel like Perdana Kuala Lumpur City Centre.

For the low-income group, these people mostly prefer to stay in budget hotels and have little concern about the amenities provided. For people with medium to high incomes, they prefer to book rooms in hotels with 4-star and above rating and are concerned with the amenities and services provided to them. This disparity in income has influenced the hotel preferences among the tourist. This caused the hotels around Malaysia to compete with one another in terms of the methods or approaches they use to attract tourists to use their services.

Apart from that, the rising of Airbnb in Malaysia also can be a threat to the hotel industry. According to Ng (2019), the short-rental unit services offered by Airbnb have negative impacts on the hotel's revenue, including Perdana Kuala Lumpur City Centre. This is due to Airbnb offering the same services provided by hotels to its customers at a cheap price. Since reserving a room at a hotel in the middle of the city, like Perdana Kuala Lumpur City Centre quite pricey for certain people, they switch to reserving rooms under budget hotels or Airbnb since they can save a lot of money, which can be used for other things during their vacations. Thus, this cause hotel like Perdana KLCC experiences intense competition not only with other 4-star and above hotels but also to compete with budget hotels and Airbnb services.

c) Changes in travel patterns

From time to time, travel patterns among people may change. The first factor that leads to these changes is the travel cost. The flight ticket, car fuel, tolls, accommodations and meals are among the cost taken into account when someone plans to vacay. When the cost exceeds their budget, most of them cancel their vacation plan and just stay home to spend time with their families. This not only influences those who want to travel domestically but also to countries with high currency values, such as US dollars and Kuwait Dinar, since they have to incur more expenses for money changes due to different currency values.

Another factor that leads to travel pattern changes is that people prefer to do nature vacations such as trips to islands or villages instead of urban areas. This can significantly threaten Perdana Kuala Lumpur City Centre revenue since it was built in an urban area that experienced traffic jams and was exposed to noise pollution. People who reside in cities like Kuala Lumpur are more likely to go on vacations on



islands like Langkawi Island, Redang Island, Pangkor Island, and others. Along with appreciating nature's beauty, people can temporarily forget about their problems at home or at work. By doing this, they can experience less stress as well as can keep their physical and mental health in good condition. This demonstrates unequivocally how natural vacations can jeopardise urban areas' vacations, which can also have a negative impact on urban hotels like Perdana KLCC.

d) Unexpected pandemic

March 2020 was the beginning of the tourism sector's downfall, not only in Malaysia but globally. When the Covid-19 outbreak hit our country, all sectors, including the hospitality sector, suffered greatly to the point where all businesses had to temporarily halt operations to curb the virus. It never crossed people's minds that one day we would be attacked by a global epidemic that is capable of crippling the economy of a country.

Perdana Kuala Lumpur City Centre is no exemption from suffering great losses due to the implementation of the movement control order (MCO) for more than 1 year. People are forced to stay at and work from home. During that time, any physical activity is forbidden, including domestic and international travel. The drastic drop in the number of guests does not only happen to Perdana Kuala Lumpur City Centre but also to all hotels throughout Malaysia. All hotels need to temporarily halt their operation in compliance with the movement control order (MCO). However, not all hotels were able to remain strong in the market at that time. Many small to medium-scale hotels have to shut down their operations since they do not have enough money to pay their employees' salaries as well as the hotel costs. A few of the hotel's managers also took the initiative to save the employees as well as the hotel by selling hotel food at the roadside. Mr. Jeffery Lim, the Hotel Manager of Red Rock Hotel Penang, has taken this initiative where he and the other staff sell foods as low as RM3 to survive during the pandemic.

Despite the fact that our country has been free from the Covid-19 pandemic, many hotels are still battling to remain in the industry because it takes a long time for them to recover their finances after incurring significant losses for more than a year. This clearly shows how an unexpected pandemic can endanger the hospitality industry, which not only raises unemployment rates but also puts hotels at risk of going out of business, which can lead to crippling the Malaysian economy since the hospitality industry is also one of the main contributors to the Malaysian economy.



DISCUSSION &

RECOMMENDATION



PERDANA KUALA LUMPUR CITY CENTRE





6.0 Suggestions and Improvements needed by Perdana Kuala Lumpur City Centre

In the previous section, I have shown and thoroughly explained the PESTEL and SWOT analyses of Perdana Kuala Lumpur City Centre. In that section, I have identified this hotel's strengths, weaknesses, opportunities, and threats to grasp the factors or elements that contribute to the success and stability of Perdana Kuala Lumpur City Centre to remain strong and competitive in the market. From the analyses done, I would like to suggest and recommend **four improvements** that Perdana Kuala Lumpur City Centre can take to give guests the most outstanding possible experience as well as increase this hotel's performance in the hospitality industry.

1. Design and organize lots of training sessions to overcome communication barriers

The Human Resources department can design effective and suitable training sessions to solve the communication barriers among foreign workers. The main focus of the training sessions should be on improving foreign workers' proficiency in Bahasa Melayu and the English language. This is due to the fact that both their superior and guests find it difficult to communicate with them, frequently bringing up the possibility of misunderstandings. The training sessions can be conducted by any Human Resource staff, by that department staff themselves or by inviting a professional training manager. The training manager can be someone who comes from the same country as the foreign workers, making it easier for them to have two-way communication. This also allows the training manager to easily help them to improve their Malay and English language skills since he will also explain the meaning of each word in their native language too.

However, attending the training session without putting what they learn into practice could be seen as a waste of resources. Due to the foreign workers' lack of appreciation for the effort made to ensure the success of the training sessions, all money incurred for the training session as well as time, effort, and energy, were all wasted. Therefore, their superior must conduct follow-up sessions by gathering them for roughly fifteen minutes every day before their working hours in order to ensure that all the previous training sessions contribute to improving foreign workers' proficiency in speaking Bahasa Melayu and English. All foreign workers will be required to talk in either in Bahasa Melayu or English throughout that session in order to monitor their communication progress. Both the process and the outcome of learning require effort, either short or long, depending on their willingness to learn and improve.



2. Restructure staff benefit packages to decrease staff turnover rate

Employees who receive uncompetitive benefit packages often hunt for opportunities at other hotels that can provide them with compensation that is more than what they are currently receiving. Undoubtedly, having pleasant coworkers and an enjoyable workplace are among the things that all employees value. However, since the cost of living has risen over time, many people have chosen to leave their positions and hunt for ones that offer benefits commensurate with their hard work, especially staff with lot of experiences.

Due to the staff' resignations, Perdana Kuala Lumpur City Centre lost a lot of highly skilled and experienced employees, resulting in an increased turnover rate. Perdana Kuala Lumpur City Centre will be at a disadvantage because it will take a long time and cost more money to find and hire new staff due to a high turnover rate. Therefore, the hotel must take action by restructuring the staff benefits packages. The first thing to do is that all the staff must be paid according to the market value. As I pointed out in the SWOT analysis section on the hotel's weaknesses, Perdana Kuala Lumpur City Centre paid their staff below the market value. This has caused staff dissatisfaction, especially those who have been working for a long time. They started to feel that the hotel did not appreciate or value them as an employee. They will think that they are only part of "living robots" that devote themselves to the hotel to ensure the company always give its excellent performance.

The establishment of a staff cafeteria and providing staff meals for all staff, regardless of their rank, are other restructuring benefit packages that Perdana Kuala Lumpur City Centre should undertake. By doing so, all staff will feel satisfied as all of them receive equal and fair treatment. The staff cafeteria also needs to be set up as quickly as possible. Most of the time, staff wait for a long time to get their lunch. Apart from that, the establishment of the staff cafeteria helps to prevent operations at 10 Binjai Restaurant from being hampered by the loss of a few potential customers. This is due to the crowded situation in the restaurant, where Perdana Kuala Lumpur City Centre staff were having lunch along with in-house guests causing the potential customers to find other places to eat. By doing all the required benefits packages restructuring, it will decrease the staff turnover rate and encourage all staff to give their best in the way the carry out their duties.

3. Promote local culture and cuisine to attract international tourists

Some people go on vacation to spend time with their loved ones. Some people go on vacation to relieve stress and enjoy nature. Some people go on vacation to learn a country's customs, culture, history and cuisine. These are among the reasons why people love to travel. Looking at the high demand for the hospitality industry gives a chance for Perdana Kuala Lumpur City Centre to be among the hotels that actively promote Malaysian culture and local cuisine to domestic as well as international tourists.



Many foreign tourists choose Malaysia as one of their travel destinations not only to experience hot weather but also to learn Malaysian culture and taste our local cuisine. Since this 4-star hotel has a line-up of chefs who specialize in local cuisine, this allows international visitors to learn and taste our local cuisine. For example, Perdana Kuala Lumpur City Centre can offer a variety of well-known delicacies from every state in Malaysia, like nasi dagang from Terengganu, nasi kerabu from Kelantan, pasembor from Penang, and cendol from Melaka at 10 Binjai Restaurant. Indirectly, this can be one of hotel's free marketing strategies. When those international tourists go to Kelantan for their next destination, for example, they will see again the "nasi kerabu". When the seller offers the "nasi kerabu" to them, they will quickly say, "Oh, we know this blue rice. We once ate this at Perdana Kuala Lumpur City Centre".

In terms of introducing Malaysian culture, Perdana Kuala Lumpur City Centre can provide tour packages where tourists will be taken to visit historical places, mosques, temples and villages to introduce them more closely to the cultures in Malaysia. Apart from that, Perdana Kuala Lumpur City Centre can also provide a booth equipped with a variety of traditional attires, traditional games and traditional art products for visitors to see more closely. Visitors can also try on the traditional attires for pictures without any charge.

4. Create membership loyalty to retain existing and future guests' loyalty

Today's people are more inclined to make a purchase from a business that offers its customers a loyalty program membership. Through the loyalty program, every time they purchase things, they can collect points which can be used to claim special gifts or special prices. Moreover, a customer with a membership card always benefits from discounted prices for all products, especially during sales.

Perdana Kuala Lumpur City Centre should establish its own membership loyalty program. The hotel should allocate a budget to develop this program. Of course, it is costly to do when it comes to technology. However, this 39-story hotel needs to think critically about the future impact of this loyalty program. This loyalty program will play a significant role in generating revenue for Perdana Kuala Lumpur City Centre. Moreover, a loyalty program encourages existing customers to repeat their purchases more frequently than new customers. Perdana Kuala Lumpur City Centre guests or clients retention will also increase because they feel valued as customers at Perdana KLCC. As all of us know, customers are the "VIPs" for any business because without them, businesses are unable to market and sell their products or services.



CONCLUSION

PERDANA KUALA LUMPUR CITY CENTRE





7.0 Conclusion

To sum up, carrying out my industrial training at Perdana Kuala Lumpur City Centre is one of the best decisions I have ever made! I not only learned in more detail about the field of human resources, but it also helped me to improve my communication skills as well as my soft and hard skills. As someone who is not a talkative person, I initially felt very awkward since I have to talk with many people in a day. Being a human resource has made me friendly with everyone since the human resource department is one of the must-stop departments. Every day, I will hear many complaints from employees who seek help to solve the issue that arises between that employee and the mentioned party. It can be said that being a human resource is quite challenging. However, I enjoyed every moment of being a Human Resource, even as an intern. Before, I had doubts about whether I wanted to work in human resources, but now I know the answer.

Regarding the hotel I carried out my industrial training, Perdana Kuala Lumpur City Centre has shown excellent performance and competes competitively to remain strong in the hospitality industry. This hotel undeniably has its strength, considering it can remain competitive for more than 20 years after its establishment. This may be due to the positive workplace environment implemented in the hotel, making people enjoy working here. Moreover, employees who receive a maximum level of satisfaction in their job tend to give their best in how they carry out their duties. Even though Perdana Kuala Lumpur City Centre is not as famous as other international hotels like InterContinental, Grand Hyatt and Shang Ri La, this 39-floor hotel is still able to offer the best services for its guests as same as services provided by 5-star hotels.

Overall, being a Muslim-friendly hotel puts Perdana Kuala Lumpur City Centre at an advantage since the majority of people in Malaysia are Muslims. This is because implementing Shariah Law in the way it operates business will attract more Muslim tourists, whether domestically or internationally, since only halal food and beverages will be served to the visitors. Despite being a Muslim-friendly hotel, Perdana Kuala Lumpur City Centre does not practice religious discrimination. The non-muslim guests are still allowed to enjoy their non-halal food and beverages privately in their rooms, showing how Perdana Kuala Lumpur City Centre treat its guest equally and fairly without making them face difficulties just because of the Shariah law implementation. By doing so, both domestic and international existing and future guests will keep their loyalty toward Perdana Kuala Lumpur City Centre as their first choice hotel whenever they are on vacation in Kuala Lumpur. Clearly, this will not only raises the image of Perdana Kuala Lumpur City Centre as a 4-star Muslim-friendly hotel but also helps this hotel to generate massive revenue to ensure it can stay strong and competitive in the hospitality industry.



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PERDANA KUALA LUMPUR CITY CENTRE





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APPENDICES

PERDANA KUALA LUMPUR CITY CENTRE





My workspace



With Mr. Zakaria, our
General Manager



With Ms. Fadzilah,
Secretary to General
Manager



With Mr. Mazuan,
Head of Finance



With Ms. Zaihan,
Head of Sales



With Ms. Hartini,
Head of Front Office



Attana Hotels &
Resorts Training
Manager, Mr. Fauzie
bin Mokhtar



With Mr. Azri,
General Cashier



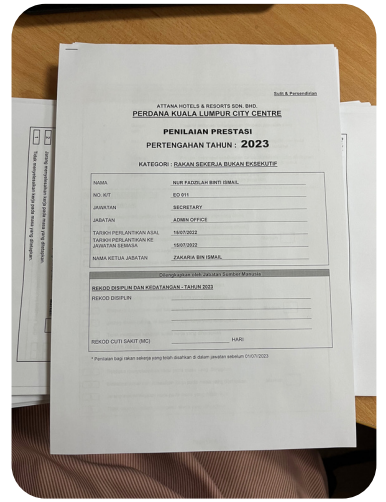
With Mr. Rosdin,
Head of F&B



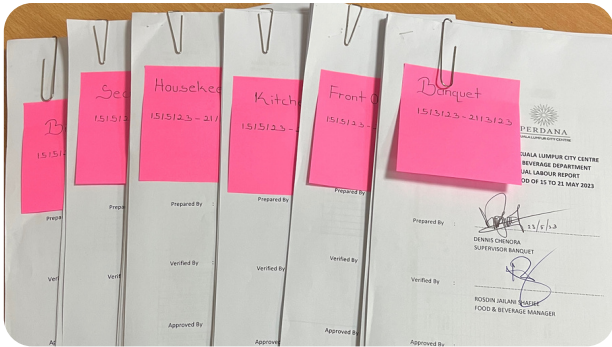
Onboarding session with new employees



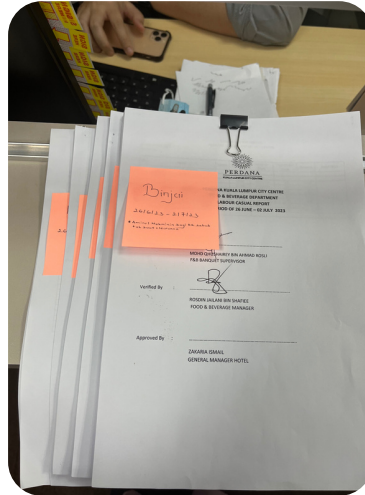
Sent and collected documents at Attana Office



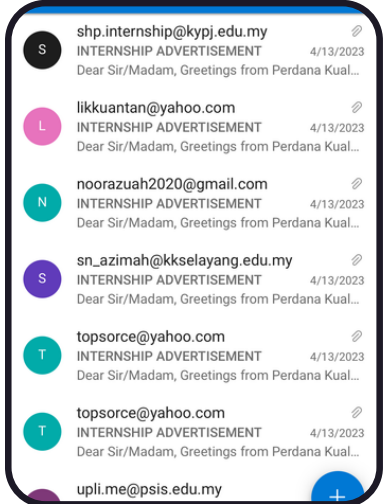
Prepared Appraisal Forms for PKLCC employees



Calculated Casual Labour Forms



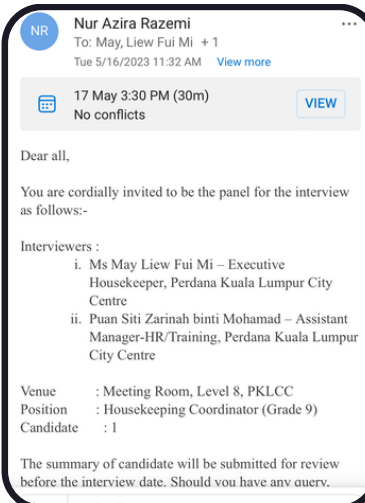
Sent completed Casual Labour Forms to Mr. Azri



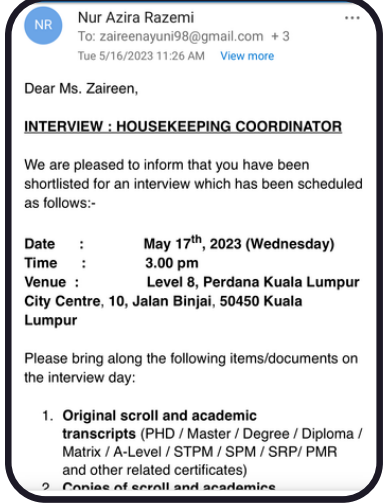
Sent PKLCC internship advertisement to colleges emails

PERDANA KUALA LUMPUR CITY CENTRE											
CASUAL LABOUR CLAIM		EMPLOYEE'S NAME MOHAMMAD AMIN BIN ZULKEPPELI				EMPLOYEE'S NO PARTIMER				B64 BANQUET	
DATE	FROM	TO	FROM	TO	NO OF HOURS	FROM	TO	NO OF HOURS	NIGHT SHIFT	TRANSPORT	REASONS
22-05-23	0700	2000			13						DENNIS COVER BANQUET OPERATION
23-05-23	0700	2000			12						DENNIS COVER BANQUET OPERATION
24-05-23	0700	1900			12						DENNIS COVER BANQUET OPERATION
25-05-23	0700	2000			13						DENNIS COVER BANQUET OPERATION
26-05-23	0700	2000			13						DENNIS COVER BANQUET OPERATION
27-05-23	0700	1500			8						DENNIS COVER BANQUET OPERATION
TOTAL OVERTIME HRS					70	TOTAL REST DAY HRS					
FINANCE USE ONLY		NO OF HOURS	RATE	AMOUNT (RM)		SUPERVISOR SIGNATURE / DATE		RECORDED BY / DATE			
1 Casual Labour		20	12.00	240.00							
2				(43.00)							
3 EPH				(4.33)							
4 Sals				(1.30)							
5 EPH											
TOTAL (RM)				291.05							

Example of a completed Casual Labour Form



Scheduled interview (For interviewers)



Sent interview invitation (For candidate)



Made temporary name tag for new employee

SUMMARY OF CANDIDATE FOR SALES MANAGER (GRADE 13)
PERDANA KUALA LUMPUR CITY CENTRE

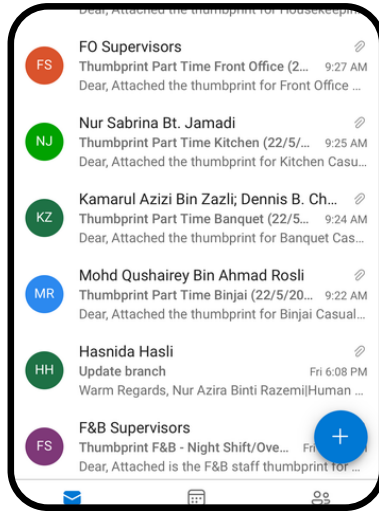
No	Name	Academic Qualifications	Related Working Experience	No. Of Years Working	Present Salary	Expected salary	Remarks
1	Muhammad Farhan bin Abdul Rahman Age: 33 ... muhammadfarhan9006@gmail.com Total years of experience: 8 years 3 months	Degree in Hotel Management Universiti Teknologi MARA (UTM) Dungarpur, Terengganu – 2014	January 2022 – Present Sales Manager at Capcombe, Cameron Highlands, Pahang May 2019 – October 2020 Sales Manager at Belum Rainforest Resort, Perak November 2016 – April 2019 Assistant Sales Manager at Hotel Maya, Kuala Lumpur March 2015 – October 2016 Sales Executive at ATAmosa Resort Hotel Sdn. Bhd., Melaka March 2014 – February 2015 Customer Service Executive at RHB Bank Berhad, Kuala Lumpur October 2011 – December 2011 Room Service at Impiana RLCC Hotel and Spa, Kuala Lumpur.	1 year 4 months 1 year 6 months 2 years 6 months 1 year 8 months 1 year 3 months	RM 3,800	RM 4,500 (negotiable)	

Interview summary (Prepare before an interview)

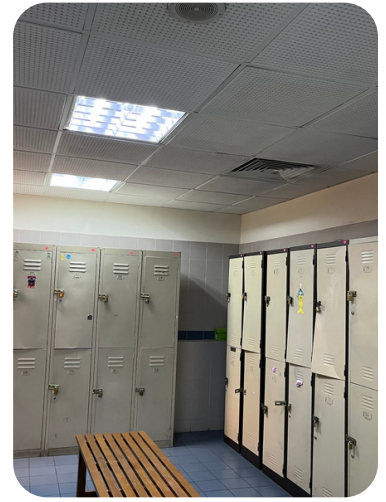
CANDIDATE RECOMMENDED FOR THE POSITION OF SALES MANAGER (GRADE 13)
PERDANA KUALA LUMPUR CITY CENTRE

Name / Age / Qualification / Current Job / No. Of Years Working Experience	Panel's Remarks Interview – May 23 rd , 2023
Personal Details Name : Aisha Amalina binti Zulkhairi NOC : ■■■■■ Age : 29 Mobile : 09 ■■■■■ Email : aishazul@gmail.com Academic Qualifications Bachelor of Mass Communication (Honours) (Public Relations and Event Management) Taylor University, Selangor – 2017 Current Position Assistant Sales Manager Total Years of Experience 6 years 3 months	1. Ms. Hsu Pei Jin - Suitable to hire. - Smart and able to pick up fast. - To plan her succession as no 2 to Head of Sales. - To hire, start on 1/7/2023. - Serving her notice currently. - Asking salary of RM 5,000. 2. Miss Eliz Natasah binti عثمان - RM 5,000. - Early July. - Highly recommended. - Well exposed, mature, independent. - Corporate segment - Well guided. - Recommended to hire. - Salary to review. 3. Puan Siti Zarinah binti Mohamad - 2 months notice period. - Current salary RM4,400 and expected salary RM 5,000. - Can join on 1/7/2023.

Panel remark (Prepare after an interview)



Emailed part-time workers thumbprint records



Monthly male and female lockers checking session



Internship Visit at Kolej Vokasional ERT Setapak



Internship Visit at Institut Kemahiran MARA Kuala Lumpur



Internship Visit at IKBN Dusun Tua



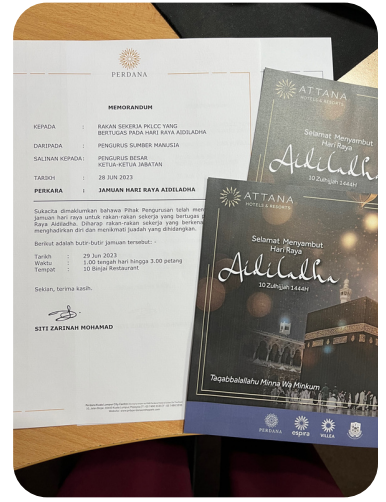
PKLCC received 3 HAPA awards



Packed "Bubur Lambuk" with my Human Resource team



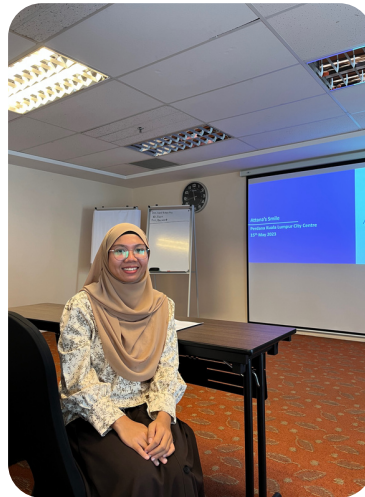
"Bubur Lambuk" distribution (For PKLCC employees)



Put notice/ memorandum on notice board



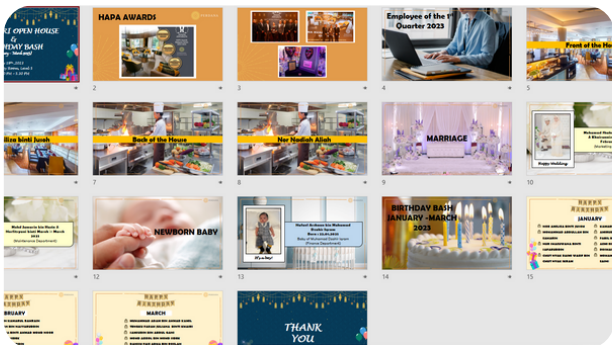
Won 3rd place in badminton competition with PKLCC staff



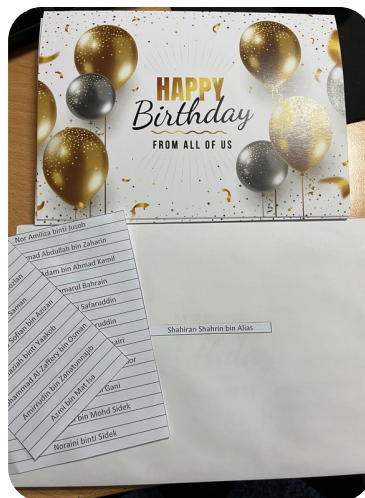
Joined one of Attana's training session



Monitored training session (Distributed materials, attendance & took photos)



Prepared PowerPoint slides for the Birthday Bash Event



Prepared birthday cards for Birthday Bash Event



Prepared goodies for Birthday Bash



PKLCC AIDILFITRI OPEN HOUSE AND BIRTHDAY BASH EVENT



With my friends (From left: Aini, Aziela and Rainun)



With Mrs. Zarinah (HR Manager) & Mrs. Hasnida (HR Exec)



Majlis Khatam Al-Quran 1444H/2023 PKLCC



Prayer mat sponsored by Mr. Mazuan



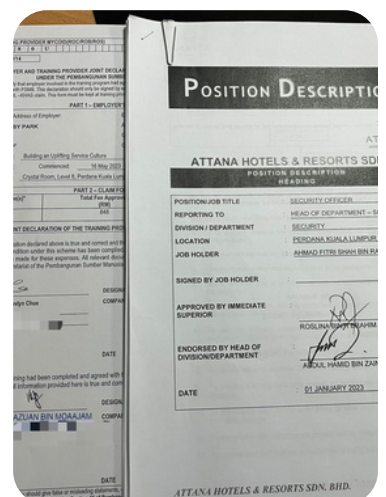
Made Mediviron medical card for new permanent staff



Shoot for the Kitchen new uniform guidelines



Filed the employee form



Documents for HOD to sign

OUR ORIGINAL FORM



UNIVERSITI TEKNOLOGI MARA
ENDORSEMENT OF OUR ORIGINAL REPORT

Coordinator

Unit Jaminan Kualiti Akademik (UJKA)
Universiti Teknologi MARA Cawangan Perlis
02600 Arau
Perlis

Sir

**ENDORSEMENT OF OUR ORIGINAL REPORT FOR PROPOSAL/DISSERTATION/THESIS/PROJECT PAPER/
ASSIGNMENT**

With reference to the work of the candidate below:

Name : Nur Azira binti Razemi
Matric No. : 2021101713
Faculty : Business and Management
Programme : Human Resource Management (BA243)
Title : Industrial Training Report at Perdana Kuala Lumpur City Centre

Percentage of Our original Report : 1%

I am pleased that the proposal/thesis/dissertation/project paper/ assignment of the above candidate has fulfilled the Original percentage of the university's requirement.

Thank you.

8/8/2023

1st advisor's signature and stamp

Name: **DR. NURWAHIDA BINTI FUAD**
PENYARAH KANAN
FAKULTI PENGURUSAN DAN PERNIAGAAN
UNIVERSITI TEKNOLOGI MARA,
CAWANGAN PERLIS,
KAMPUS ARAU,
02600 ARAU, PERLIS.

Date

** Please attach 1st page of original report.

OUR ORIGINAL RESULT



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Sources included in the report

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TRAINING REPORT HRM666 INDUSTRIAL PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION (HONS) HUMAN RESOURCE MANAGEMENT (BA243) PREPARED FOR: DR. NURWAHIDA BINTI FUAD NAME OF SUPERVISOR: MADAM SITI ZARINAH BINTI MOHAMAD 2 MARCH 2023- 16 AUGUST 2023 MISS NIK AZLINA BINTI NIK ABDULLAH NAME OF COMPANY: PERDANA KUALA LUMPUR CITY CENTRE (PKLCC) SUBJECT: HUMAN RESOURCE INTERNSHIP (HRM666) PREPARED BY: NUR AZIRA BINTI RAZEMI 2021101713 RBA2436B

This internship report has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees. This internship report is the result of my independent work and investigation, except where otherwise is stated. All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledge. I, NUR AZIRA BINTI RAZEMI (2021101713) hereby declared that: BACHELOR OF BUSINESS ADMINISTRATION (HONS) HUMAN RESOURCE MANAGEMENT FACULTY OF BUSINESS AND MANAGEMENT DECLARATION OF ORIGINAL WORK Date 28/05/2023 Signature PERDANA KUALA LUMPUR CITY CENTRE

Keep yourself active by grabbing every opportunity that comes your way! AUTHOR OVERVIEW My advice to my juniors (Future interns) Don't get too worked up if you make a mistake. Every mistake teaches you something that lets you be better at your job. Overall, all the best for your internship!

- Nur Azira Razemi, 2023 - Learn as much as you can from your superiors. ASK them to assign you tasks; don't just sit around or hang out when you have nothing to do. Okay I Got It! PERDANA KUALA LUMPUR CITY CENTRE



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