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# INDUSTRIAL TRAINING REPORT

1ST MARCH - 15TH AUGUST 2023

**FACULTY OF BUSINESS AND MANAGEMENT**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS.)  
FINANCE (BA242)**

**PREPARED BY:  
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**STUDENT ID:  
2021125999**

**PREPARED FOR:  
MADAM ROS ANITA YAHYA**



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# EXECUTIVE SUMMARY

Being a trainee or an intern staff at Ames Hotel for about six months which equivalent to 24 weeks has taught me a lot of experiences. Generally, this report is about my internship journey in Ames Hotel, Melaka. I have had a lot of opportunities throughout my time as an internship student that have enabled me become equipped to enter life as an employee. Looking at the skills that were acquired and executed during my internship time, they will extremely beneficial for me to implement the knowledge and experiences in my future endeavours. This piece of writing is one of the requirements to complete my Bachelor of Business Administration (Hons.) Finance. Thus, this report includes information on the company's history along with its vision, mission, aim, and objectives. Moreover, the organizational chart of the department that I work in is also attached in this report. In conjunction with the company's fundamental facts, the company's products and services, as well as the facilities provided by the company are also described. I was reported as a trainee under the sales and marketing department, which is the crucial team in generating income for the company. Besides, the SWOT analysis of the company has been carried out, which therefore acts as the report's focal point. Lastly, I provide suggestions for the company on how to expand on its strengths, get rid of its weaknesses and threats, and seize any opportunities in ways for them to becomes one of the most popular choices for hotels in the future.

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First of all, I would like to express my gratitude to Miss Carol Fok, the Director of Event and Catering Ames Hotel for giving me the opportunity to be part of their team for approximately six months of my industrial training. Besides, I would like to thank my advisor of my industrial training subject, Madam Ros Anita Binti Yahya, who motivate and guide my friends and I in completing our internship report and presentation. Not to forget, the support that I received from my parents, family, and friends. Last but not least, I want to express my appreciation to the managers and staffs in sales and marketing department for guiding me to complete my tasks assigned during my intership days. I would not have complete my industrial training efficiently if I do not receive the motivation and guiding from them. Thank you.





## NURUL AMALIN BINTI AZMAN

### ABOUT ME

I am a motivated fresh graduate looking for a position placement in finance department where I can utilize and enhance the knowledge I have gained during my studies, as well as gaining valuable experiences.

### EDUCATIONAL BACKGROUND

#### UiTM Bandaraya Melaka

Bachelor of Business Administration (HONS.)  
Finance  
2021 - 2023  
CGPA: 3.26

#### UiTM Alor Gajah, Melaka

Diploma in Business Studies  
2018 - 2021  
CGPA: 3.57

### SKILLS

- I am able to use technology computer skills like MS Office Words, Excel, and Powerpoint.
- I have knowledge of photo and video editing skills in Canva, Capcut, and Inshot.
- I am able to work in group.
- I excel in communication skills.

### AWARD

- Achieved 3rd place in "Bring-to-Light" the portfolio investment video competition.

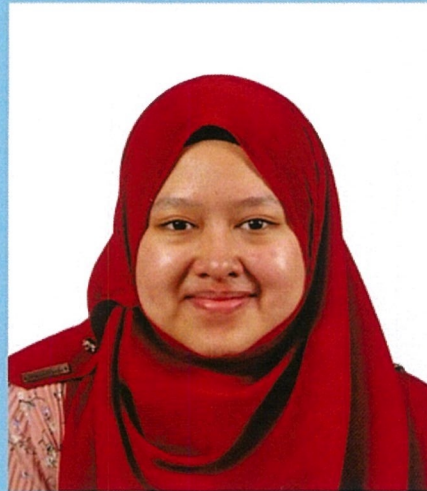
### REFERENCES

#### Miss Nurhaslinda Binti Hashim

Lecturer  
Faculty of Business and Management

#### Miss Amirah Hazimah Binti Borhanordin

Lecturer  
Faculty of Business and Management



### CONTACT



### EXPERIENCES

- Committee member of "Running Math 2018" program.
- Member of Activity and Game Bureau for Hotel Professional Etiquette event (2022).
- Participated in Virtual Video Competition Investment Ace (VVCIA) (2022).
- Member of Protocol Bureau for "Bring-To-Light" The Investment Portfolio Competition (2022).
- Member of Multimedia Bureau for Leveraging Entrepreneurial Finance & Innovation Towards Brighter Future event (2022).

### LANGUAGE

- Malay (Native)
- English (Intermediate)





AMES Hotel located at Ayer Keroh, Melaka, which is five minutes distance from Ayer Keroh toll. It can be said that the location is strategic as it is close to the historic city centre and is encircled by local places of interest, governmental buildings, the international trade hub, educational institutions, and Malacca Airport. It is a 24 hours operated company.

Apart from that, their mission is to satisfy the requirements of their guests, as well as increasing guest satisfaction and being the go-to option for corporate and leisure travelers by providing outstanding customer service, exceed the customers' expectation, and providing great service hospitality through their well-trained and committed team. Meanwhile, the vision of AMES Hotel is their dedication towards offering excellent and effective hospitality that is most appreciated by those travelling for both business and pleasure.

Furthermore, AMES Hotel was developed by Sheng Tai International on 6th May 2019, managed by Alorie Hospitality Management, which is a skilled and experienced hotel management expert with a portfolio of hotels of the world's finest properties all over the world, and also a member of LSL Hotel Group.

Moreover, there are five function rooms available for rental, which are Walinong Sari, Bidasari, Hang Li Po, Lela Wangsa, and Raja Chulan Ballroom. The meeting and function packages available for the guest are full day and half day meeting, wedding, lunch, hi-tea, dinner and others. Besides, there are 302 rooms available here at this hotel, which include Deluxe King Room, Deluxe Twin Room, Patio Suite Room, Family Room, Merchant Suite, and Presidential Suite. As for food and beverages, the customers can enjoy them at The Munch Restaurant which placed at the ground floor, and The Moonbar which located at the rooftop. The other facilities available here are gym, swimming pool, and soon to be open, spa.





## ORGANIZATIONAL CHART 2023 - SALES & MARKETING DEPARTMENT

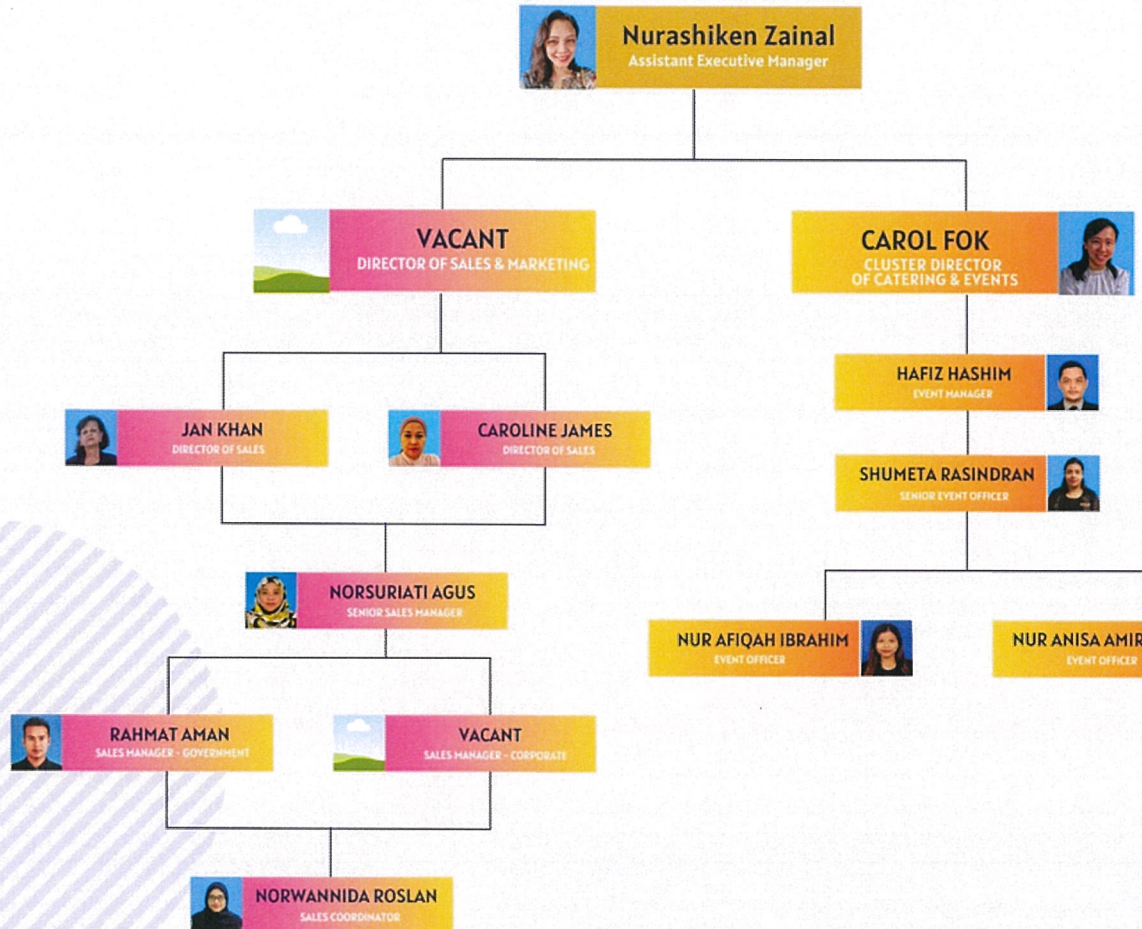


Figure 1.0 Organizational Chart



# TRAINING'S REFLECTION

## 1. INTRODUCTION

The six months internship journey started from 1st March until 15th August 2023. Furthermore, the working hours starts from 9am to 6pm daily, and I work five days a week. On my first day of internship, I went to the Public Bank as the senior HR executive, Puan Awah, asked me to open a Public Bank account for the transaction of allowance purpose. After that, she gave the briefing on the do's and don'ts in the office, as well as informing about the dress etiquette required by the company. During the division of the department, it turns out that I am reported under the sales and marketing department because there was no vacancy in finance department. Thus, it is quite challenges for me to adapt of being in this department at first because it needs me to communicate with a lot of people, while I am an introvert person. However, after months of working in this department, I am more confident to communicate with the guests and the staffs from other departments. Moreover, in sales and marketing department, it is divided by two teams, which are the sales, and catering and events team. I am working under catering and events, which is led by Miss Carol Fok.



*Figure 2.0 Sales and Marketing Teams*



# TRAINING'S REFLECTION

## 2. RESPONSIBILITIES, TASK & ASSIGNMENT

### 2.1 QUOTATION

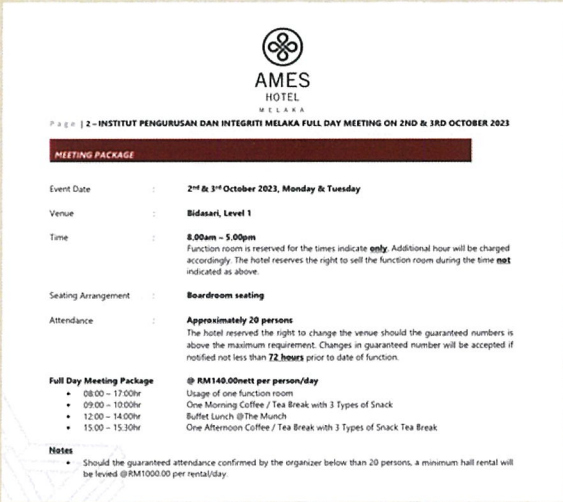


Figure 3.0 Quotation

The first task that I learnt on the first day of my internship was the quotation. Before preparing the quotation, I need to ask the details from the guests. For instance, when the guests asked me for a quotation for their upcoming events through calls or WhatsApp, I must first get their details such as the type and date of the function to check on the availability of the meeting rooms, and the number of persons that will attend the function as I need to check if the available meeting rooms can accommodate the number of persons said. If there is no meeting room available during the date required, I will ask the guests if they can change the date of their functions according to the availability.

It takes about 10 to 15 minutes to prepare the quotation. The quotations prepared contain the package and type of functions required by the guests, the accommodation price, and the menu. As an illustration, the most frequent quotation required by guests are the full day meeting quotations. Thus, the quotation will include with the price of full day meeting package, which are RM180 and RM150 per person. The RM180 package include usage of function room, welcome breakfast, morning tea break, lunch, and afternoon tea break, meanwhile the guests will entitled for usage of function room, morning tea break, lunch, and afternoon tea break for RM150 package. The other quotations required by the guests are hi-tea, wedding, dinner, birthday and others.



## 2.2 INVOICE

DATE	DESCRIPTION	Unit Price (RM)	Unit/Pax	Night/Day	Total (RM nett)
<b>Deluxe King Room Inclusive 01 Person Breakfast @Ames Hotel, Melaka</b>					
2nd - 3rd June 2023	01 x Unit Deluxe King Room Inclusive 01 person breakfast @Ames Hotel, Melaka Guest Name : - Ms. Chaiwen Chok	240.00	1	1	240.00
	<b>Heritage Tax</b>	2.00	1	1	2.00
7th - 8th June 2023	01 x Unit Deluxe King Room Inclusive 01 person breakfast @Ames Hotel, Melaka Guest Name : - Dr. Patrick Lai	240.00	1	1	240.00
	<b>Heritage Tax</b>	2.00	1	1	2.00
12th - 13th June 2023	01 x Unit Deluxe King Room Inclusive 01 person breakfast @Ames Hotel, Melaka Guest Name : - Dr. Patrick Lai	240.00	1	1	240.00
	<b>Heritage Tax</b>	2.00	1	1	2.00
27th - 28th June 2023	01 x Unit Deluxe King Room Inclusive 01 person breakfast @Ames Hotel, Melaka Guest Name : - Mr. Chen Ming Shui	240.00	1	1	240.00
	<b>Heritage Tax</b>	2.00	1	1	2.00
<b>(Payment by LOU) Total Nett</b>					<b>968.00</b>
<b>Outstanding</b>					<b>20.00</b>
<b>Balance Payment</b>					<b>948.00</b>

Figure 3.1 Invoice

Next, the task that I frequently do is the pro-forma invoice. Generally, I will prepare the invoice after the guests have confirmed their booking for their upcoming events, which is after they received and agree with the package stated in the quotation. Some of the company like Malaysian Refining Company Sdn Bhd usually make a payment by Letter of Undertaking (LOU), while some of the company make a payment using the other payment methods, which are by credit card, cash or online payment.

The invoice is prepared for the purpose of asking for a deposit from the guests upon their confirmation of booking. Hence, they will need to pay for the deposit according to the date stated in the invoice, usually in a week from their date of confirmation. Apart from that, the invoice is used to let the guests know the total payment that they need to make according to package chosen.



# TRAINING'S REFLECTION

## 2.3 BANQUET EVENT ORDER AND BILLING INSTRUCTION

BANQUET EVENT ORDER

LAST MINUTE

BEO NO: #3409/23 @13TH JULY 2023, THURSDAY

Account : MELAKA MUNAJAT - TYT DURIAN PARTY & SUPPER

Post As : DURIAN PARTY & SUPPER

Address : Melaka

Event Date : 13TH JULY 2023, THURSDAY

Contact : Mr. Nisam

Phone : 014-7131555

Sales Mgr : Hafiz Hashim

Event Person : Hafiz Hashim

13TH JULY 2023, THURSDAY

TIME	ROOM	FUNCTION	SETUP	PERSONS
2300 - 0000	ATRIUM FOYER BLOCK AB	DURIAN PARTY	ROUND TABLE	35
2300 - 0000	ATRIUM FOYER BLOCK AB	SUPPER	ROUND TABLE	35

KITCHEN

Food to be ready: 10.45pm to 12.00 midnight

Supper @Atrium Foyer Block AB (OPEN SPACE AREA NEARBY OLD TOWN) - 35 persons

SUPPER

Own Durian

Fried Bee Hoon, Sandwiches, Mixed Fruit Platter

Coffee & Tea

Mineral Water

Attn To: CHEF, KIT, BQT

- Food to be ready @ 10.45pm

Breakdown :

- 01 x VVIP Tables @ 07 pax / table - food to be serve & pre plated
- 01 x VIP Tables @ 07 pax / table - food to be serve & pre plated
- 03 x Normal Tables @ 07 pax / table

BEVERAGE

- Coffee/Tea and mineral water

BILLING SUMMARY

EXT: MELAKA MUNAJAT

Breakdown as follow : @ 35 Persons

Supper + Coffee/Tea & Mineral Water @MYR 35.00nett per person x 35 persons

Arrangement & Cleaning Fee @RM800.00nett per day

TOTAL REVENUE : MYR 2,025.00

- Payment : Received full
- Refer to attached billing summary for internal breakdown
- Any MISC expenses to be charges directly to guest
- No room posting allowed. Except by authorized personal signatory

SECURITY

- Ensure all security personnel are well briefed regarding event arrangements
- Please ensure guest safety & security
- Patrolling event venue for safety & security matter
- To blocked TYT CAR PARKING SPACES

Prepared by: Amalin Azman

Reviewed by: Hafiz Hashim

BANQUET SETUP

ATRIUM FOYER BLOCK AB - OPEN SPACE AREA NEARBY OLD TOWN

- 01 x VVIP table for 7 pax - food to be pre plated & serve
- 01 x VIP table for 7 pax - food to be pre plated & serve
- 03 x normal table - 7 pax per table
- Own durian - to prepare dustbin

VVIP & VIP ARRIVAL

- Tuan Yang Di-pertua Tun Seri Setia (Dr.) Haji Mohd Ali bin Mohd Rustam & Toh Puan Datuk Wira Hajah Asmah Abdul Rahman
- Melaka EXCO
- Delegates coming from Dataran Sejarah Ayer Keroh Melaka.

AUDIO VISUAL

- To ensure all fan is switch on
- To ensure all lighting is functioning

FRONT OFFICE

- No room posting allowed.
- Any incidental charges to be collected by cash/credit card.
- Except by authorized personnel signatory.
- Refer to attached billing summary for internal breakdown

HOUSEKEEPING

- Please ensure cleanliness of ATRIUM FOYER BLOCK AB, GROUND FLOOR

INFORMATION TECHNOLOGY

- To Ensure hotel wifi are well functioning

CONCERGE

- Ensure all concierge personnel are well briefed regarding event arrangements

BACKDROP / SIGNAGE

MELAKA MUNAJAT

- Arrow signage to ATRIUM FOYER
- Reading signage at ATRIUM FOYER

Printed on 12th July 2023

5.00pm

Figure 3.2 Banquet Event Order

The banquet event order is important to ensure every functions or events run smoothly. This is because in the banquet event order, it included the details of the flow for that events. For example, the tentative of the events, the menu for the kitchen and chef to prepare, the total revenue, the setup that the banquet teams need to do, the guests' requirement about the facilities like the microphone, the signage of the event, and others.

On the other hand, the billing instruction is the breakdown of the total revenue. In example, the RM150 full day meeting package will be divided by the costs for the AM tea break, lunch, PM tea break, and the hall rental. In general, the banquet event order and billing instruction are the reference for each of the department team in this hotel in ensuring the events will run as planned. Thus, it usually need to be prepared two weeks before the date of event, but sometimes there is a last minute confirm event by the guest, so the banquet event order will also be prepare in last minute.

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# TRAINING'S REFLECTION

## 2.4 DAILY PACKET



Figure 3.3 Daily Packet

The task that i need to do daily is updating the daily packet. Before I being a trainee here, this task is the other staff's responsibility, but after a week of doing my internship in events, this task has been passed to me. The daily packet need to be updated daily before 2pm. In the daily packet document, it shows the tentative for each events that takes place on each day, which listed separately by different companies. The purpose of updating the daily packet is to ensure the upper management know what events takes place on that day.



# TRAINING'S REFLECTION

## 2.5 MORNING BRIEFING



***Figure 3.4 Morning Briefing***

Being in the sales and marketing department, I have to attend their morning briefing which are held on every Monday, Wednesday, and Friday at 9am until 9.30am. The briefing usually attended by the director, managers and staffs of the sales and events team. During the briefing, they brief about the upcoming events, as well as discuss about the issues arise from the guests' complaints. As for me, I will update on the tasks that I am going to do on that day.



# TRAINING'S REFLECTION

## 2.6 SALES AND WEDDING KIT



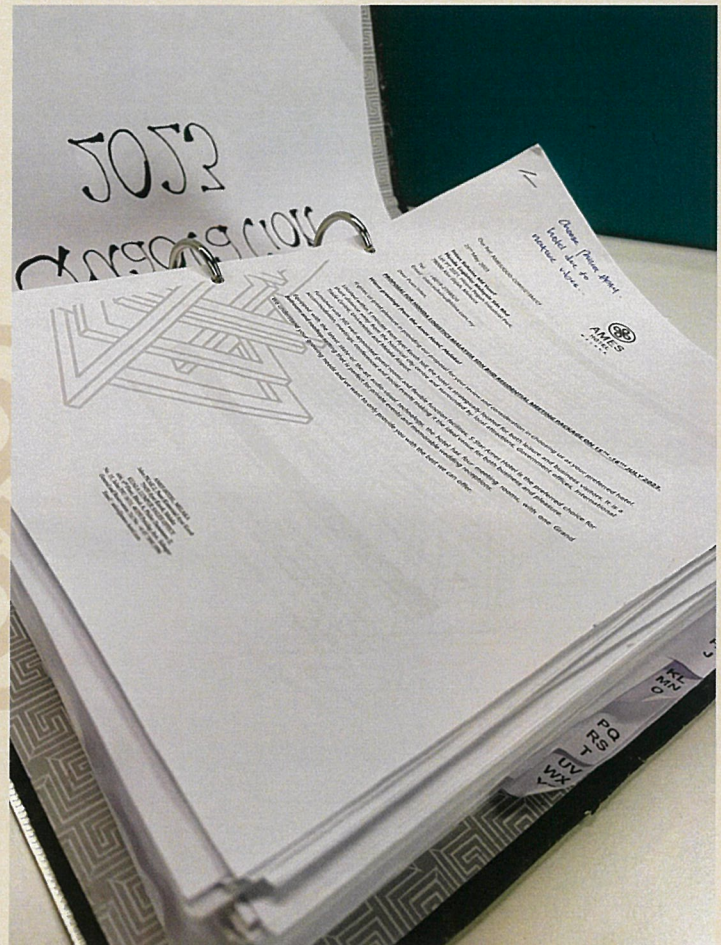
Figure 3.5 Sales and Wedding Kit

On the other hand, I have been assigned to prepare the sales and wedding kit where I need to put in the meeting and accommodation packages in the sales files, while the wedding packages which are the Malay, Chinese, and Indian packages in the wedding files. Hence, when the staffs are going to do a sales call or sales blitz, they will bring the sales kit along to distribute them to the potential guests. Meanwhile, the wedding kit will be given to the walk-in guests who are planning to organize their wedding ceremony at this hotel.



# TRAINING'S REFLECTION

## 2.7 FILING



**Figure 3.6 Filing**

In doing the filing, I need to arrange the documents in the different files according to their alphabet and the date. As an illustration, the name of the company is Malaysian Refining Company Sdn Bhd, so I will place it in the 'M' alphabet file, and arrange it by the date of the function. The documents that need to do the filing are the quotations and event orders, which usually attached together with its invoice.



2.8 FOOD TASTING COMMENT FORM

FOOD TASTING FORM

Details of the Confirmed Function

Details of the Food Tasting

Food Tasting Date : 29<sup>th</sup> MAY 2023, MONDAY

Time : 12.30pm

Venue : Holding Room, Level 5

Menu Price : RM1580.00nett per table

Number of Pax : 8 pax

Note : Wedding Reception of Mr Steven Tan Her Soon

Function Name : WEDDING RECEPTION OF MR STEVEN TAN HER SOON

Actual date : 18<sup>th</sup> JUNE 2023, SUNDAY

Time : 7.00pm – 11.00pm

Venue : RAJA CHULAN GRAND BALLROOM, LEVEL 5

No of table/pax : 40 tables

Menu

Comment

1. Blossom Four Seasons Combination

2. Double Boiled Herbal Chicken Soup

3. Roasted Chicken with Crispy Garlic Crumbs

4. Steamed Garoupa ~ Hong Kong Style

5. Fried Prawns with Salted Egg

6. Braised Fish Maw with Black Mushrooms & Garden Greens

7. Hong Kong Style Fragrance Glutinous Fried Rice

8. Chilled Longan with Sea Coconut

9. Chinese Tea

\*\*Note: BQT to handle and assist during food tasting

Note: ENT – Carol Fok

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FOOD TASTING COMMENT FORM

NAME OF THE FUNCTION : MAJLIS MAKAN MALAM, IPK NEGERI MELAKA

FOOD TASTING DATE : 9<sup>TH</sup> JUNE 2023, FRIDAY

TIME : 3.00PM

VENUE : THE MUNCH RESTAURANT

NO. OF PERSONS : 8 PAX

ACTUAL DATE : 14<sup>TH</sup> JUNE 2023, WEDNESDAY

NAME OF THE FUNCTION : MAJLIS MAKAN MALAM, IPK NEGERI MELAKA

TIME : 07.00PM – 11.00PM

VENUE : RAJA CHULAN, GRAND BALLROOM, LEVEL 5

NO. OF PERSON : 250 PERSONS

MENU

COMMENTS

1. AMES FOUR HOT & COLD COMBINATION

2. EIGHT TREASURES SOUP

3. DEEP FRIED CRISPY BONELESS CHICKEN WITH LEMON SAUCE

4. STEAMED RED SNAPPER HONG KONG STYLE

5. FRIED PRAWNS WITH A SPICY GARLIC SAUCE

6. STEWED BROCCOLI WITH THREE VARIETIES MUSHROOM

7. YONG CHOW FRIED RICE

8. RED BEAN CREAM WITH SAGO

Acknowledged by:  
Client: \_\_\_\_\_

Name : \_\_\_\_\_  
Date : \_\_\_\_\_

Hotel Representative: \_\_\_\_\_

Name : \_\_\_\_\_  
Date : \_\_\_\_\_

Figure 3.7 Food Tasting Comment Form

Generally, the customers that request to have a food tasting before their events are the guests that will organize a big event such as the wedding ceremony, and dinner. Thus, the food tasting form is the list of the menu chosen by the guests that will be pass to the chefs. On the other hand, the food tasting comment form will be use during the food tasting, where the guests' comments on the food taste will be recorded on that comment form, for the chefs to improve or maintain the taste of food during the actual event.

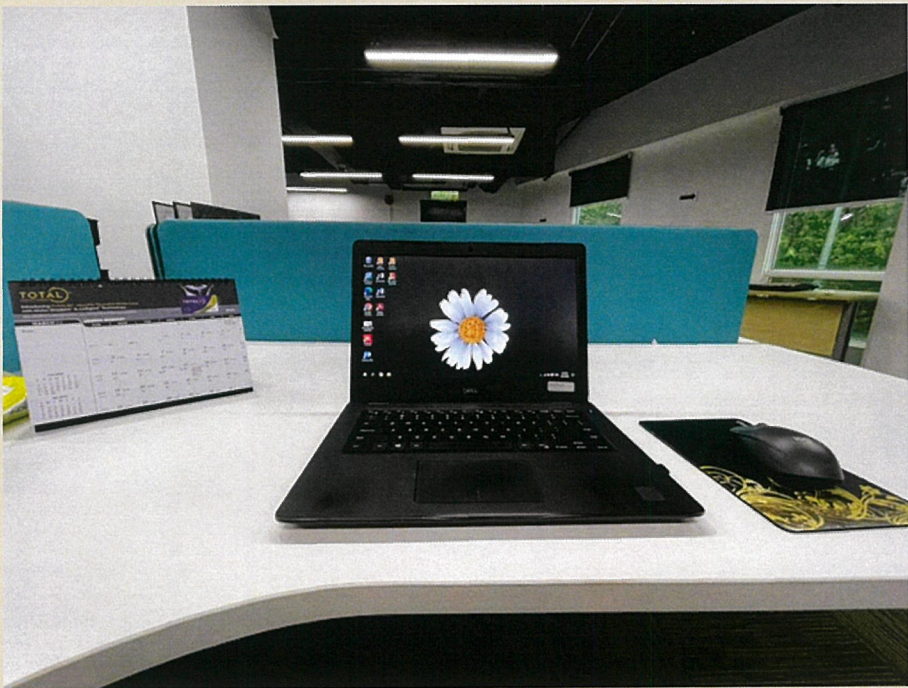




# TRAINING'S REFLECTION

## 3. BENEFITS GAIN

### 3.1 EXTRINSIC BENEFITS



*Figure 4.0 Company's Laptop*

I received some extrinsic benefits during my internship days at Ames Hotel, included being provided with a laptop to do the tasks assigned. This is because all the files and documents are linked with the staffs' personal computer (PC), hence all the tasks and assignments done by me must have an access for the other staffs as well. Sometimes, the paperwork such the quotation, invoice, and event order need to be revise or make an amendment due to some changes made by the organizer or guests, so when the files and documents can be access by all the team members, the amendment can be made by anyone who is available on that time. For example, if the staff who is in charge for that particular event is on leave but suddenly the organizer requires some changes, the person in charge can ask me to help in doing amendment as I have the access to the documents using the company's laptop.



# TRAINING'S REFLECTION



Figure 4.1 Duty Meal

Moreover, I also been provided with duty meals. I am entitled to have a breakfast and lunch provided by the company during my working days, even though sometimes I am working on weekend. As for the drinks, I can refill the drinks whenever I want as there is a coffee machine and filtered water machine at the staff cafe, which is next to my office.

TARIKH DATE	URUS NIAGA TRANSACTION	DEBIT DEBIT	KREDIT CREDIT	BAKI BALANCE
	Balance From Last Statement			0.00
01/03	DEP-CASH CDT 1114 009310		50.00	50.00
31/03	CR CYCLE HIBAH		0.01	50.01
01/04	DEP-ECP 000019		198.80	248.81
	PLENTIFIELD MARKETING SDN. BHD. MARCH 2023 PAYROLL			

Figure 4.2 Allowance

Lastly, the monthly allowance allocated to me is RM200. However, for the trainee, if I apply for leave due to any reasons including medical case, the amount of allowance will be deducted according to the number of leaves that has been approved by my supervisor and human resource person. In consequences, the trainees including me will not apply for leave without any important reasons to avoid the allowance from being deducted.



## 3.2 INTRINSIC BENEFITS

Generally, the purpose of industrial training is to expose the students with working environment before they enter the actual working world. As for me, the intrinsic benefit that I experienced during my internship at Ames Hotel is able to improve my communication skills. Working in the events team needs me to communicate with a lot of people, including the guests and the staffs from other departments. As an illustration, my manager usually asked me to pass the complimentary form to the secretary to get the general manager's signature, and pass the order form to the staff in the purchasing department. As a result, I am improved in terms of conveying the message to others.

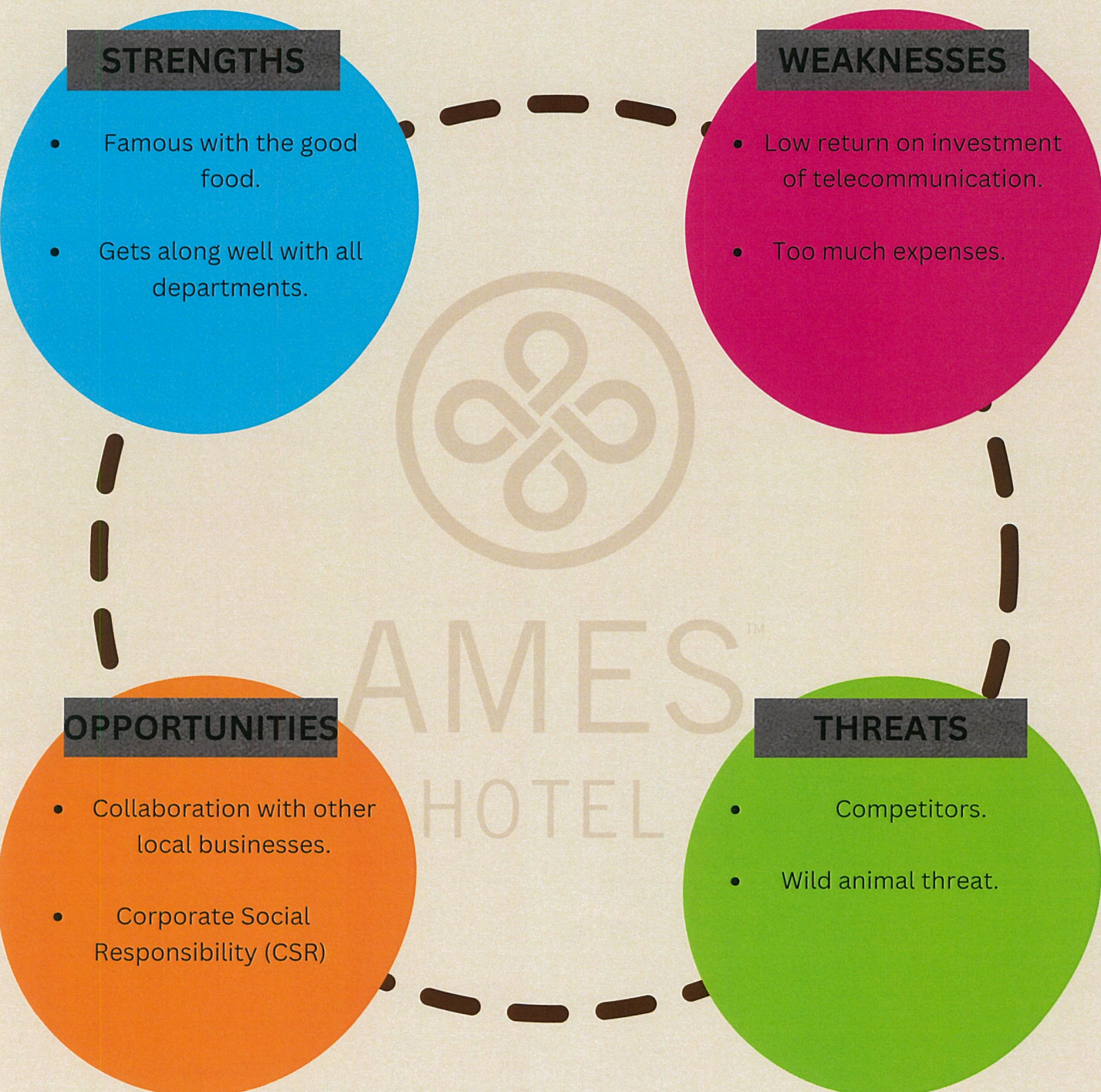
Besides, being a trainee help me to boost my confident level. This is because the sales and events team will have a morning briefing on every Monday, Wednesday, and Friday at 9am. Thus, I have to update on the tasks that I will be doing for that day or a day before in front of the other staffs including the managers.

Apart from that, I noticed that time management is vital in working life. For example, when I have been assigned multiple tasks from my supervisor, manger and other staffs at one time, I must know which task that I need to prioritize to ensure that I will able to complete the tasks assigned within the allocation time.

Lastly, doing the internship here taught me to be a flexible person. Even though I work in sales department, I experienced working in food and beverages, and banquet department as well. It happened when my supervisor asked me to help up at The Munch Restaurant for three days due to the lack of staffs there during April, and help the banquet teams during Chinese wedding on May due to the lack of part timers on that day. So, instead of just working in the office using a laptop, I also experienced being a helper at The Munch, who responsible to clear the plates and cutlery.



# SWOT ANALYSIS



*Figure 5.0 SWOT Analysis*



# DISCUSSION AND RECOMMENDATION

## STRENGTHS



**Figure 5.1 Screenshots from Ames Hotel's Facebook Page**

Ames Hotel is one of the well-known hotel in Melaka, and it is because of their good taste of food. This is resulting from an observation that there are return guests who said they return to this hotel because of the good food. Apart from that, Ames Hotel has been chosen for several times to serve as a catering during the events that TYT Tun Seri Setia (Dr.) Haji Mohd Ali bin Mohd Rustam attend, including Majlis Rumah Terbuka TYT Tun Ali which was held at MITC Melaka, outside catering at Istana Melaka, outside catering for TYT's birthday at Seri Negeri Ayer Keroh Melaka which will be held on next month, which is August, and the latest previous event was Majlis Perasmian Kejohanan 19th Asian Senior Karate Championship and 2nd Asian Para-Karate Championship 2023 which takes place at MITC Melaka, where also attended by Yang Di-Pertuan Agong, YB Hannah Yeoh, and YB Tuan Adam Adli.

Ames Hotel must implement a few important procedures to maintain a high standard of food quality, just like the other five-star hotels. Firstly, they need to use only the best ingredients, which purchased from trustworthy suppliers. Next, the hotel is able to cook these ingredients in an effort that maximizes their taste and attractiveness since they are served by a team of knowledgeable and professional chefs, just like the Ames Hotel, there were five chefs who received winning award during the Melaka Culinary Challenge 2023 which was held on June 2023. Lastly, the management team at the hotel should continually reviews the quality of the food and makes changes as needed to guarantee that guests consistently enjoy a satisfying dining experience. Therefore, according to Sebastyan Papp (2021), the hotels are able to preserve a continually high standard of food quality by complying to these rules.



# DISCUSSION AND RECOMMENDATION

The second strength is that the sales and marketing teams gets along well with all departments. This can be said because we need to cooperate with all departments in ensuring every events will went smoothly as planned. As an example, we have to discuss with the chefs regarding the menu request by the guests, communicate with the reservation staffs to check the availability of the rooms when the guests choose the meeting package along with accommodations, submit order for the flowers or cakes to the purchasing staffs for certain events, inform the banquet team to setup the seating arrangement required by the guests, notify the security team to reserve the parking for the guests, and others. Therefore, those situations indirectly able to develop a peaceful environment at work which is important to maintain.

In order to maintain good relationship among the colleagues, the team must have a good manners (Springworks, 2022). All of us prefer to be surrounding by people who are encouraging. The relationships with others in the workplace will be strengthened as a result of the motivation it produces. A pleasant personality goes beyond simply smiling and being positive when other people are present. Hence, having a colleague with good manners will ease us to cooperate as we will feel comfortable to work with them.

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# DISCUSSION AND RECOMMENDATION

## WEAKNESSES

The less population density, the lower return on investment of telecommunication, that is how to describe one of the weaknesses of Ames Hotel. As a consequences, it is quite difficult to get the telecommunication line in this hotel, so the Wi-Fi is important to us here. Thus, this problem need to overcome in ways for this hotel to stay in good rating.

Referring to Jessica (2023), for a deeper comprehension of consumer preferences, telecommunications businesses need to implement a number of methods and techniques, which include customer questionnaires and feedback surveys. Thus, the telecommunications parties will know regarding their customers experiences on their service and will take an action to improve on the deficiency.

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# DISCUSSION AND RECOMMENDATION

The second weaknesses of Ames Hotel is too much expenses occurred. From my observation, there is too much use of electricity like the lamps and the air conditioner in the office. All of the lamp and air conditioner are turn on from early in the morning until night everyday, even though there is no people in the office at that time. Besides, the company has been experiencing losses because of too much payroll due to overtime payment. Hence, this issue must consider as a serious matter and it should be overcome.

The company must reduce the expenses which consists of operating cost, which is considered as essential costs. According to Megan Sullivan (2022), the company should have lowering the cost of operations as it can increase the profits. The Company can cut wasteful spending and minimize costs by continuously analyzing operating expenses. In this case, Ames Hotel should reduce the use of electricity. They should make sure all the lamps and the air conditioner in the office are switch of when the staffs are not around. Meanwhile, the human resource person should control on the payroll by hiring more intern students to overcome excessive overtime payment.

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HOTEL



# DISCUSSION AND RECOMMENDATION

## OPPORTUNITIES

In order for the company to expand the market, the hotel can do collaboration with the other local businesses. As an illustration, Ames Hotel able to expand their market by organizing the wedding fair, and collaborate with the local business and invite them to be as the vendors. As a result, the guests that attend the wedding fair may want to organize their wedding ceremony at Ames Hotel and use the service from the wedding vendors. Thus, the company should grab this opportunity to experience a better growth.

According to Elizabeth Harr (2023), the company should regularly get in touch with significant contacts to show them that the company are willing to work with them and interested in their business. For example, the events team should get in touch with the vendors that joined the wedding fair by email them the hotel's promotions. Hence, the particular business will always remember Ames Hotel and happy to organize any events in this hotel or to collaborate with this hotel in the upcoming events.

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# DISCUSSION AND RECOMMENDATION

Generally, giving back to society as a whole is what corporate social responsibility (CSR) is all about. As for the businesses, they have the ability to create a good reputation for themselves. Moreover, businesses that participate in CSR also frequently experience healthier internal cultures, which effectively contributes to higher levels of engagement and retention. For example, Ames Hotel is searching for an exciting outside-the-office building teams physical activity to raise productivity and improve employee relationships. Thus, they can choose recreation park nearby such as Taman Botanikal to organize the team building. All employees are invited to join and enjoy some leisure time with their coworkers. Therefore, this helps to improve bonds and enables the workforce to have a beneficial impact on the neighbourhood.

In order for the company to participate in corporate social responsibility (CSR) campaigns, the leadership styles of upper management are considered as significant motivators (Athirah & Ann, 2023). In CSR involvement, leaders should be given the greatest attention. Leaders should act in the best possible way to demonstrate their duties to their team members. As a result, when it comes to CSR activities, the leader should take initiative and at the same time, they can motivate their staff to participate as well. The majority of employees typically do not show a passion in CSR. Therefore, it is the responsibility of the leader to constantly share to the staff the significance of CSR.



# DISCUSSION AND RECOMMENDATION

## THREATS

The obstacle that Ames Hotel facing is the competitors. This is because there are a lot of hotels and homestay located nearby in Ayer Keroh and Bukit Katil, so the throw rate may happen in order to gain customers. Furthermore, Ames Hotel is lack of meeting rooms that caused the meeting rooms are not available on the specific date required by the customers, thus the people will tend to choose the events space nearby. Besides, some people prefer to stay at town which have choices of hotels, so this will indirectly be an obstacle for Ames Hotel to generate revenue.

According to Neha Jangid (2022), the company may evaluate their competitors' online image and visibility in ways to become outstanding from the competitors. The company might find out that their nearest rivals have an influential social media existence, a user-friendly website with a visually pleasing booking interface, and a stream of positive online reviews praising their individualized service by researching their online presence. Thus, the company can improve on their social media to compete with their competitors.

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# DISCUSSION AND RECOMMENDATION



***Figure 5.2 Garbage Bins and Monkeys***

The second obstacle that Ames Hotel faces is when wild animals such as monkeys can be considered a threat to the guests. This is because the monkeys usually wandering around the parking, where the guests park their vehicles. Hence, this scenario would caused the guests feel threatened which will make the guests to not return to this hotel.

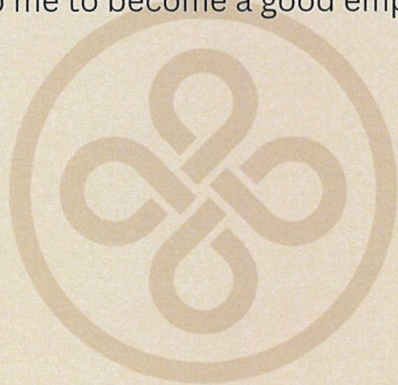
According to Jagdish (2022), the hotel should use secured garbage bins. This is because monkeys are attracted with the things or place that they can easily get the food. The hotel management should use flexible straps to secure the bin lids, as well as ensuring there is no leftover food visible or overflowing out of the garbage bins. Besides, the hotel management may report this issue to Jabatan Perhilitan for them to take an action. Therefore, it is clear that this issue must be overcome as the hotel must prioritize the staffs and guests' safety.





# CONCLUSION

In a nutshell, this report is all about my internship days at Ames Hotel. It contained the tasks and responsibilities of me being a trainee, and extrinsic and intrinsic benefits that I gained during my industrial training. Apart from that, I came out with the SWOT analysis of this hotel based on my observation during my time here. I could not have gained the beneficial knowledge that I earned throughout my industrial training here anywhere else. As an intern who had just been exposed to an actual working environment, it was a challenging path for me. Regardless of the difficulties, I am grateful that I am successfully complete my six months of internship here at Ames Hotel. Therefore, I am hoping that the valuable experiences that i gained during my internship will help me to become a good employee in the future.



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# APPENDICES

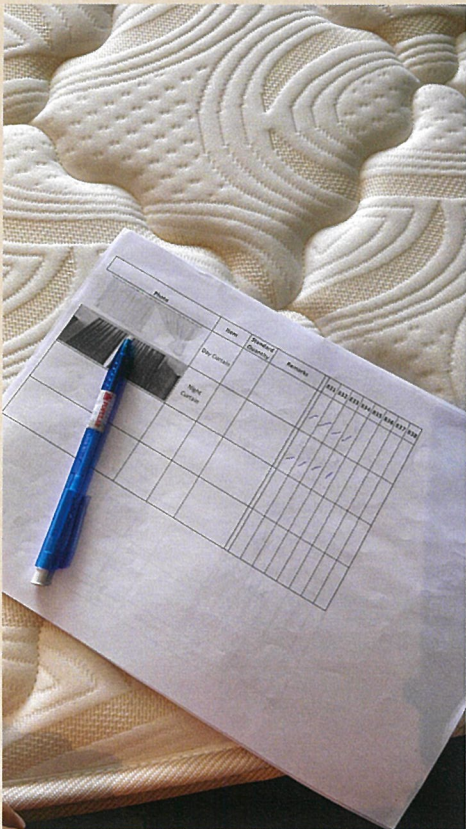
Figure 6.0 Orientation





# APPENDICES

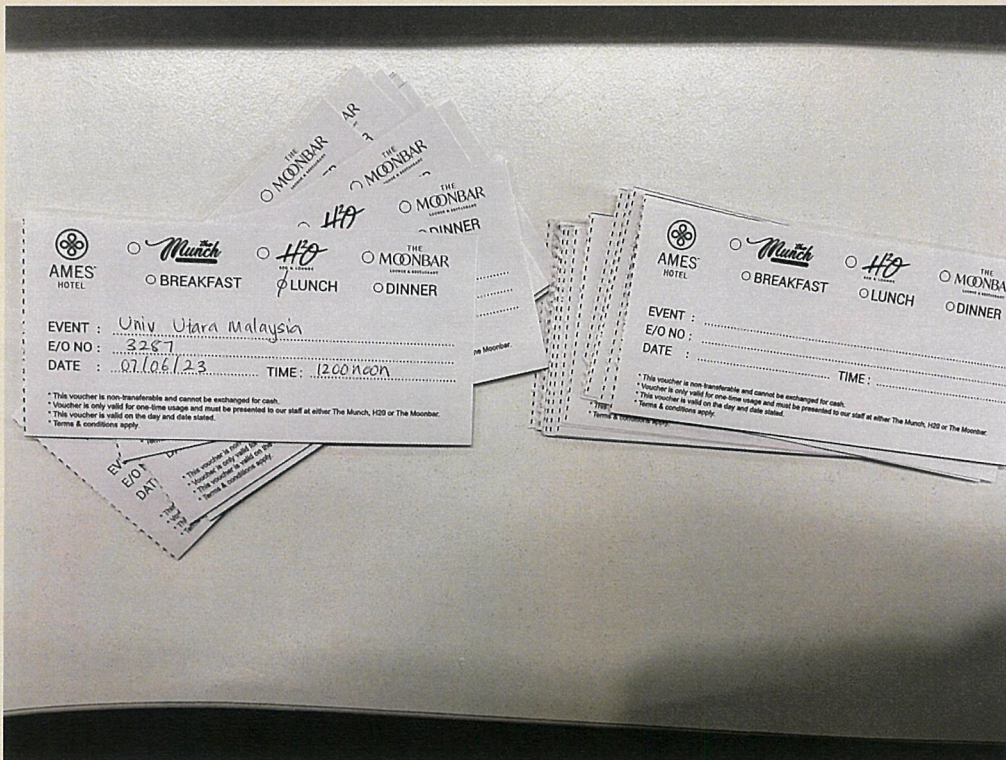
Figure 6.1 Helping Mr. Joseph to setup the renovated rooms





# APPENDICES

Figure 6.2 Vouchers and tables tagging for the guests





# APPENDICES

Figure 6.3 Helping banquet teams during the Chinese wedding





AMES  
HOTEL

APPENDICES

Figure 6.4 Helping my supervisor to do the manager on duty task

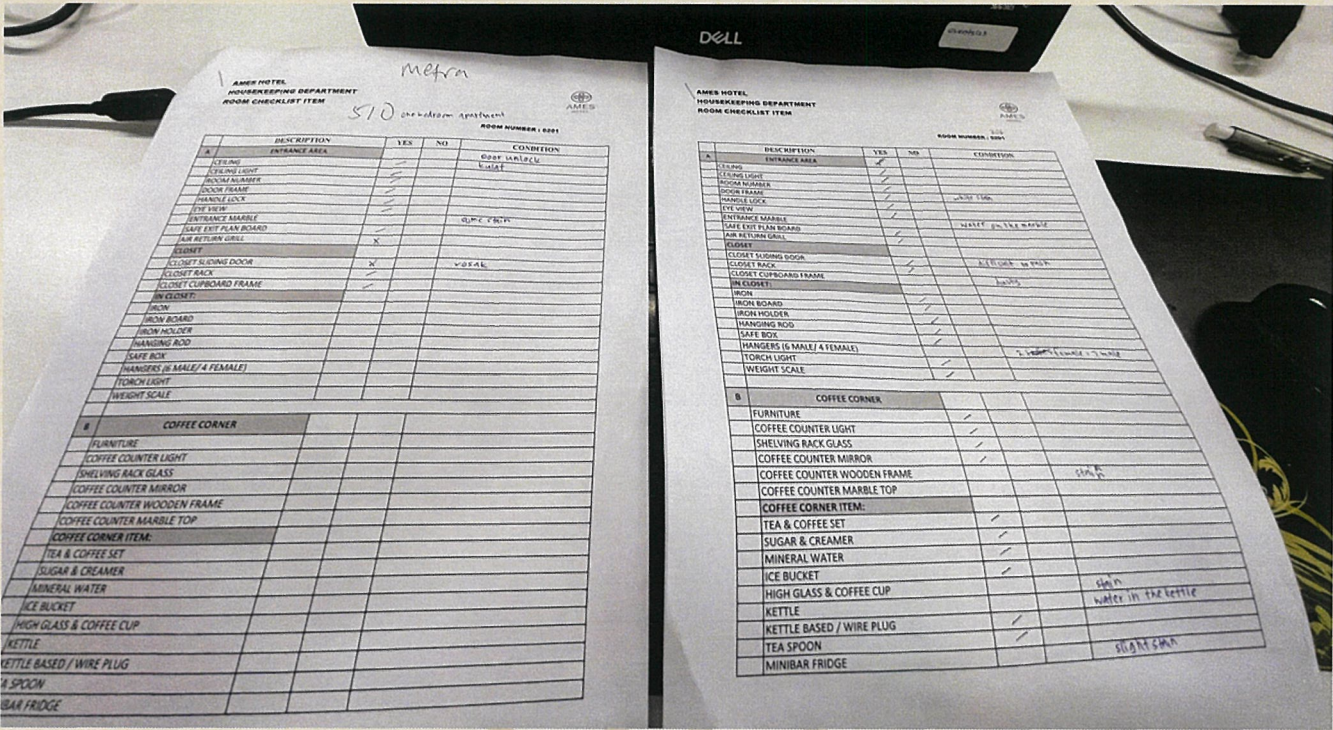
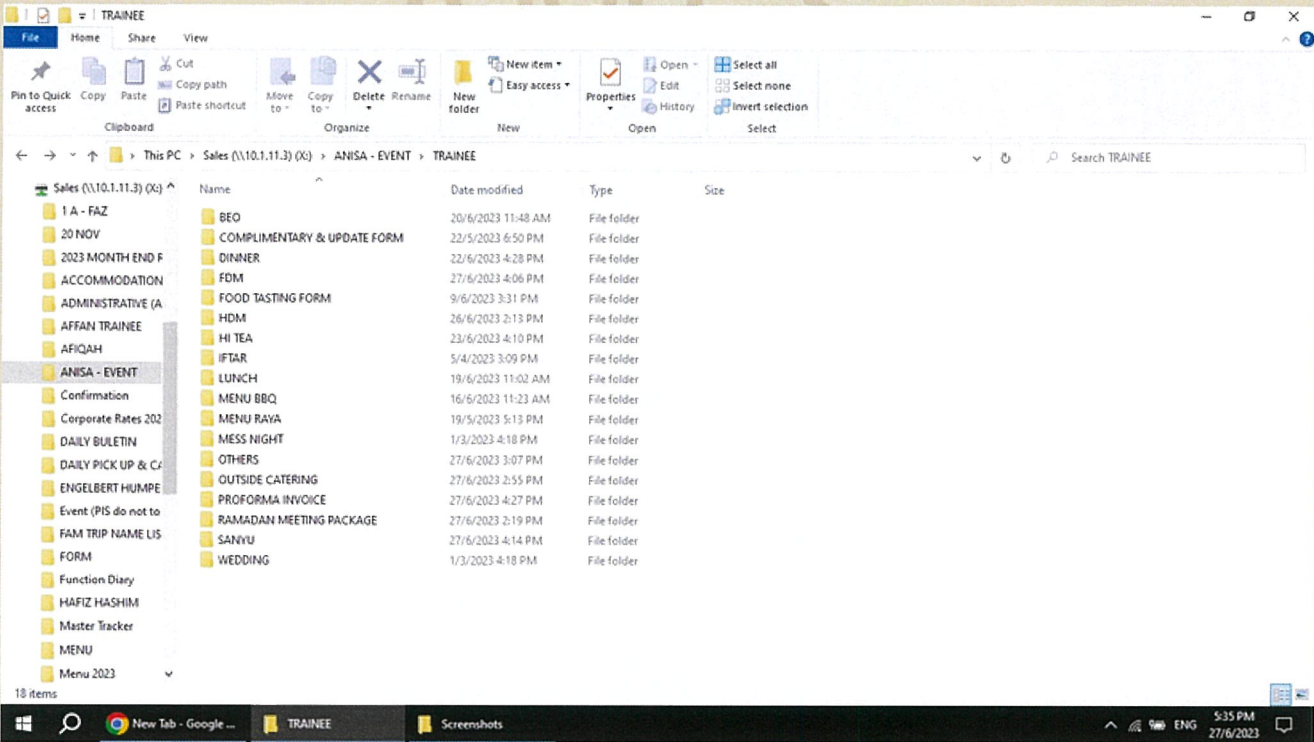


Figure 6.5 My folder in the teams linked file



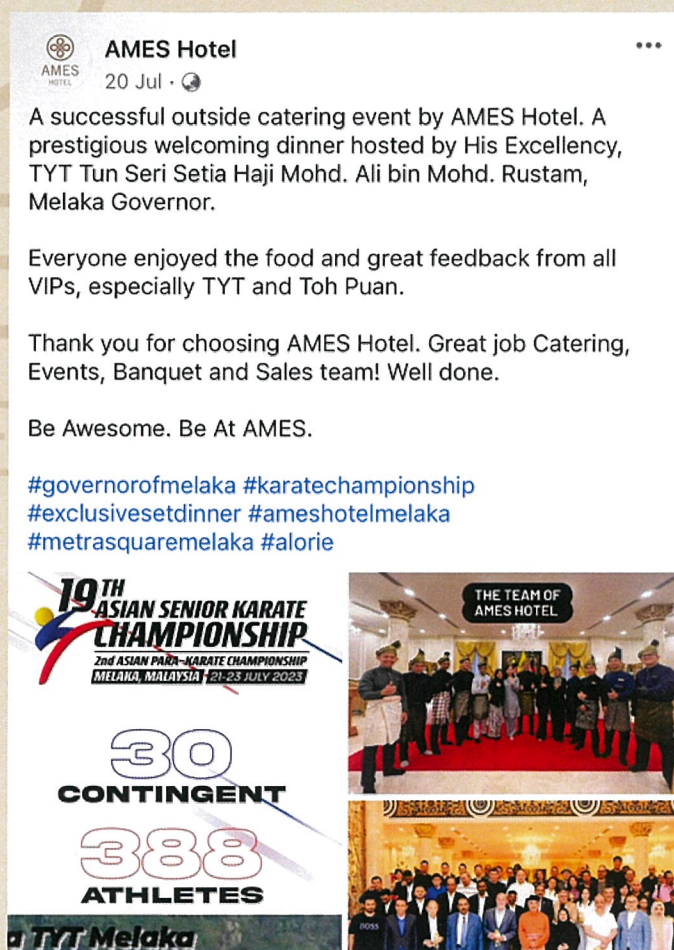


# APPENDICES

Figure 6.6 HR Townhall



Figure 6.7 Screenshot from Ames Hotel's Facebook page





# APPENDICES

Figure 6.8 Filing the proposals

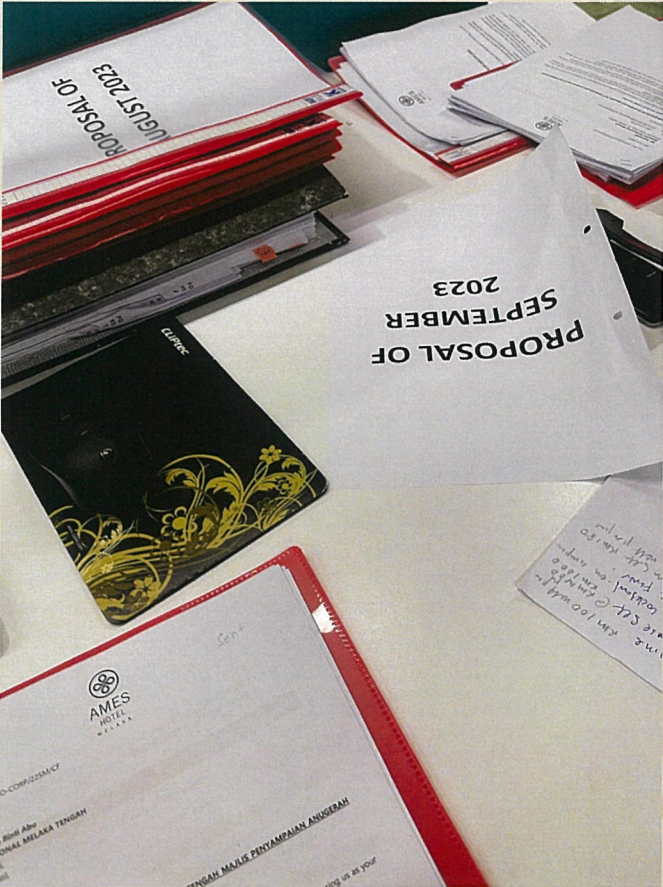


Figure 6.9 Meeting packages

AMES HOTEL

MEETING PACKAGE

FULL DAY PACKAGE

RM150.00

2x tea breaks

1x lunch

HALF DAY PACKAGE

RM130.00

1x tea break

1x lunch

- Meeting package is available for MINIMUM 20 PERSONS
- Full day meeting room usage for eight (8) hours
- Half day meeting room usage for four (4) hours
- Meeting amenities include pencil, paper, bottled water & mints
- Standard PA System with maximum two (2) microphones
- One (1) Flipchart with assorted markers
- LED TV / LED screen
- Wi-Fi access
- Free parking

2 DAYS 1 NIGHT RESIDENTIAL CONFERENCE PACKAGES

SINGLE RESIDENTIAL PACKAGE

RM480

20 persons

TWIN RESIDENTIAL PACKAGE

RM380

20 persons

Day 1:

- 1x Afternoon tea break with selection of two (2) snack items
- 1x Set dinner or buffet dinner
- 1x Supper with selection of two (2) snack items

Day 2:

- 1x Daily Breakfast
- 1x Morning tea break with a selection of two (2) snack items
- 1x Set lunch or buffet lunch

- One night accommodation in Deluxe Room
- MINIMUM 20 PERSONS
- Usage of one meeting room
- Free flow of coffee & tea during the meeting
- LED TV / LED screen, standard PA system with two (2) microphones
- Inclusion of meeting amenities (pencil, paper, bottled water & mints)
- Wi-Fi access
- Free parking

AMES HOTEL

MEETING PACKAGE

FULL DAY PACKAGE

RM120.00

2x tea breaks

1x lunch

HALF DAY PACKAGE

RM100.00

1x tea break

1x lunch

- Meeting package is available for MINIMUM 20 PERSONS
- Full day meeting room usage for eight (8) hours
- Half day meeting room usage for four (4) hours
- Meeting amenities include pencil, paper, bottled water & mints
- Standard PA System with maximum two (2) microphones
- One (1) Flipchart with assorted markers
- One (1) unit LCD Projector with screen
- Wi-Fi access
- Free parking

2 DAYS 1 NIGHT RESIDENTIAL CONFERENCE PACKAGES

SINGLE OCCUPANCY PACKAGE

RM300

20 persons

DOUBLE OCCUPANCY PACKAGE

RM250

20 persons

Day 1:

- 1x Afternoon tea break with selection of two (2) snack items
- 1x Set dinner or buffet dinner
- 1x Supper with selection of two (2) snack items

Day 2:

- 1x Daily Breakfast
- 1x Morning tea break with a selection of two (2) snack items
- 1x Set lunch or buffet lunch

- One (1) night accommodation in Superior Room
- MINIMUM 20 PERSONS
- Usage of one meeting room
- Free flow of coffee & tea during the meeting
- Standard PA System with maximum two (2) microphones
- One (1) Flipchart with assorted markers
- One (1) unit LCD Projector with screen
- Wi-Fi access
- Free parking

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# APPENDICES

Figure 6.10 Rooming list and wedding vendors contact list


MAJLIS DATUK DATUK NEGERI MELAKA 11TH MARCH 2023 AMES HOTEL										
Bil	Guest Name	Check In	Check Out	Hotel	Type of room	Unit	Room rate	Remarks	Term of Payment	Remarks
1	Dato' Ahmad Bhari Abd Rahman	11-Mar	12-Mar	Ames	Deluxe King	2	RM524nett		Own Account	2 Breakfast
2	Aziz Janthan	11-Mar	12-Mar	Ames	Deluxe King	1	RM262nett		Own Account	2 Breakfast
3	Ashok Armaji	11-Mar	12-Mar	Ames	Deluxe Twin	1	RM262nett		Own Account	2 Breakfast
4	Datuk Michael	11-Mar	12-Mar	Ames	Deluxe King	1	RM262nett		Own Account	2 Breakfast
5	Majlis Datuk Negeri Melaka	11-Mar	12-Mar	Ames	Deluxe Twin	2	RM524nett		Master Bill to MDONM	2 Breakfast
6	Dato' Wira Jahaya Mat	10-Mar	12-Mar	Ames	Deluxe Twin	1	RM524nett		Master Bill to MDONM	2 Breakfast
7	En. Shafli	11-Mar	12-Mar	Ames	Executive Deluxe	1	RM352nett		Master Bill to MDONM	2 Breakfast
8	Afieza Binti Arshad	11-Mar	12-Mar	Ames	Deluxe Twin	1	RM262nett		Master Bill to MDONM	2 Breakfast
9	Datuk Ir. Othman Abd Rahim	11-Mar	12-Mar	Ames	Deluxe King	1	RM262nett		Master Bill to MDONM	2 Breakfast
10	Datuk Dr Rahman	10-Mar	12-Mar	Ames	Merchant Suite	1	RM1364nett		Own Account	2 Breakfast
11	Dato Ahmad	11-Mar	12-Mar	Ames	Deluxe King	1	RM262nett		Own Account	2 Breakfast
12	Razali Md Zain	11-Mar	12-Mar	Ames	Deluxe King	1	RM262nett		Own Account	2 Breakfast
13	Noraskin	11-Mar	12-Mar	Ames	Deluxe King	1	RM262nett		Own Account	2 Breakfast
14	Lokman	11-Mar	12-Mar	Ames	Deluxe King	1	RM262nett		Own Account	2 Breakfast
15	Aziz Janthan	11-Mar	12-Mar	Ames	Deluxe King	1	RM262nett		Own Account	2 Breakfast
16	En. Idris	10-Mar	12-Mar	Ames	Deluxe King	1	RM524nett		Master Bill to MDONM	2 Breakfast
17	En. Sannusi	10-Mar	12-Mar	Ames	Deluxe King	1	RM524nett		Master Bill to MDONM	2 Breakfast
18	Aminudin Ali	11-Mar	12-Mar	Ames	Deluxe King & Twin	2	RM524nett	Connecting	Own Account	2 Breakfast
19	Datuk Mohd Saufi	10-Mar	12-Mar	Ames	Deluxe King	2	RM1048nett	Connecting	Own Account	2 Breakfast
20	Haji Jaafar	10-Mar	12-Mar	Ames	Deluxe Twin	1	RM524nett		Own Account	2 Breakfast
TOTAL						24				
HOTEL METRASQUARE										
1	Datuk Michael	11-Mar	12-Mar	Metrasquare	Duplex room	2	RM684nett		Own Account	4 Breakfast
2	Dato' Hj Nazri Bin Kamal AlBentani	11-Mar	12-Mar	Metrasquare	One Bedroom Apartment (2 queen & 1 twin bed)	3	RM686nett		Own Account	2 Breakfast
TOTAL						5				

WEDDING VENDORS CONTACT LIST		
<b>Emcee</b> Company : Emcee Bryan Entertainment Name : Bryan Teh Address : 13-2, Jalan PNBBU 1, Pusat Niaga Bukit Baru Utama, Bukit Baru, 75000, Melaka Cell Phone : 016-681 5891 Email : owentee86@gmail.com	<b>Bridal</b> Company : Lifesview Bridal House Name : Max Goh Address : 10, Jin KSB 12, Taman Kota Syahbandar, 75000, Melaka Cell Phone : 017-8785561 Email : -	<b>Jewellery</b> Company : Pohwin Jewellers Sdn Bhd Name : Klein Address : No.288, 288A, Jalan Melaka Raya 2, Taman Melaka Raya, 75000, Melaka Cell Phone : 012-8990711 Email : -
<b>Bridal</b> Company : NCCC Studio Name : Nicole Wong Address : 21-1, Jin KSB 11, 75200 Melaka Cell Phone : 018-2301800 Email : -	<b>Bridal</b> Company : Taipei Bridal Palace Name : Galvin Gan Address : 23-2, Jalan TAKH 2 Taman Ayer Keroh Heights, 75450 Ayer Keroh, Melaka Cell Phone : 019-6222328 Email : -	<b>Lighting</b> Company : Lasercity Enterprise Name : Danny Lee Address : - Cell Phone : - Email : -
<b>Hair &amp; Makeup</b> Company : M Nicole Make Up & Hair Style Design Studio Name : M Nicole Address : No. 1-1, Jin Kota Laksamana, 2/15, Tmn Kota Laksamana, 75200, Melaka Cell Phone : 016-665 5737 Email : -	<b>Decoration</b> Company : Memes Deco Name : Melissa Tan Address : - Cell Phone : - Email : -	<b>Bridal</b> Company : Weldi Couture Name : Wendy Tan Address : MY Melaka, 72-1, Jalan Rahmat 1, Taman Malim Jaya, 75350 Malim Jaya, Melaka Cell Phone : 010-2136013 Email : -
<b>Photobooth</b> Company : D Photobooth Services Name : Teh Ching Yeu Address : - Cell Phone : 016-6109894 Email : -	<b>Nail &amp; Hair</b> Company : Unique Nail Salon & Academy Name : Joan Ng Address : 7 & 7-1, 75450, Jalan Mp5, Taman Merdeka Permai, 75350 Melaka Cell Phone : 06-3338130 Email : -	<b>Creation</b> Company : Ganesh Creation Name : A.K Ganesan Address : - Cell Phone : 019-6813490 Email : -



# APPENDICES

Figure 6.11 Cake order form

  
**AMES HOTEL**  
Cake Request Form

Complimentary ☐ / ☐ House use ☐ MOD ☐

Guest Name : Encik Nazrul  
Company Name : Istana Melaka  
Contact : -  
Function Date : 23rd August 2023  
Date Pick-Up : 23rd August 2023 - Send to Istana Melaka at 10:00p.m.

Remarks :  
Complimentary of 10kg Pulut Kuning  
For Tuan Yang Terutama Tun Seri Setia (Dr.) Haji Mohd Ali Bin Mohd Rustam  
Sambutan Hari Lahir ke-74


Request By : Carol Fok  
Director of Catering & Events

Approved By : Mr. Ja  
General

cc : Finance Department

*Handwritten notes:*  
Complimentary 10kg pulut kuning  
- En Nazrul  
- ~~for the~~ 47 Istana  
Function Date : 23 Aug 23  
Date Pick up - 11  
Rano

Figure 6.12 Example of the changes in the quotation

  
**AMES HOTEL**  
MELAKA

Page | 2 MALAYSIAN MEDICAL ASSOCIATION ANNUAL DINNER ON 4 NOVEMBER 2023.

**ANNUAL DINNER**

Event Date : 4th November 2023, Saturday  
Time : 7pm - 11pm  
Venue : Raja Chulan Grand Ballroom, Level 5  
Attendance : Minimum 30 - 40 tables  
Menu : Attached please find the Menus for your kind selections:  
Chinese Set A @RM1400.00nett per table of 10 persons  
Chinese Set B @RM1600.00nett per table of 10 persons

*Handwritten notes:*  
4th November 2023, Saturday  
7pm - 11pm  
Raja Chulan Grand Ballroom, Level 5  
Minimum 30 - 40 tables  
Attached please find the Menus for your kind selections:  
Chinese Set A @RM1400.00nett per table of 10 persons  
Chinese Set B @RM1600.00nett per table of 10 persons  
Pre from ~~event~~ date - (Mubshah Dohme Sep  
RM 100' self.)

**INCLUSIVE PACKAGE**

The menu price is inclusive of the following offers:-

- One stage
- Complimentary usage of LED/LCD/White screen
- Basic P.A system
- Two (02) Registration table
- Audio Visual - Complimentary usage of one (01) rostrum or lectern with one (01) wired microphone

Remarks:


- The rates are valid for the above rates only
- The above package is entitled for a minimum 300 persons

*Handwritten notes:*  
- Dance floor  
- Entertainment  
7pm: Pre cocktail at Ayer.

AMES HOTEL, MELAKA  
Jalan PKAK 2, Pusat Komersial Ayer Karoh  
75450 Ayer Karoh, Melaka  
KUALA LUMPUR SALES OFFICE  
406, 6th Floor, Block A, Phileo Damansara II,  
No. 15, Jalan PJU 16/11, 40150 Petaling Jaya, Selangor  
General and Reservation Tel No: +6 03 79901 000



Figure 6.13 TV guide

<div> AMES HOTEL</div> <div>TV GUIDE</div> <table><tr><th>No.</th><th>Channel</th></tr><tr><td>1</td><td>Info Channel</td></tr><tr><td>2</td><td>RTM1</td></tr><tr><td>3</td><td>RTM2</td></tr><tr><td>4</td><td>TV3</td></tr><tr><td>5</td><td>DIDIK TV</td></tr><tr><td>6</td><td>8TV</td></tr><tr><td>7</td><td>TV9</td></tr><tr><td>8</td><td>TV ALHIJRAH</td></tr><tr><td>9</td><td>BLOOMBERG TV</td></tr><tr><td>10</td><td>BBC WORLD</td></tr><tr><td>11</td><td>NHK WORLD</td></tr><tr><td>12</td><td>KBS WORLD</td></tr><tr><td>13</td><td>CELESTIAL MOVIES</td></tr><tr><td>14</td><td>CINEMAX</td></tr><tr><td>15</td><td>AXN</td></tr><tr><td>16</td><td>ASTRO RIA</td></tr><tr><td>17</td><td>DREAMWORKS</td></tr><tr><td>18</td><td>CCTV-4</td></tr><tr><td>19</td><td>ASTRO SUPERSPORT</td></tr><tr><td>20</td><td>ASTRO SUPERSPORT 2</td></tr></table>		No.	Channel	1	Info Channel	2	RTM1	3	RTM2	4	TV3	5	DIDIK TV	6	8TV	7	TV9	8	TV ALHIJRAH	9	BLOOMBERG TV	10	BBC WORLD	11	NHK WORLD	12	KBS WORLD	13	CELESTIAL MOVIES	14	CINEMAX	15	AXN	16	ASTRO RIA	17	DREAMWORKS	18	CCTV-4	19	ASTRO SUPERSPORT	20	ASTRO SUPERSPORT 2
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