



CASUARINA @KUALA KANGSAR Redefining Hospitality

INDUSTRIAL TRAINING REPORT

1 March - 15 August 2023



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EXECUTIVE SUMMARY

Every university requires its students to participate in practical training at least once during their studies. This industry training aims to give exposure to students about culture in the workplace. I interned for six months, from March 1 until August 15, 2023. For me, it was a life-changing experience since it educated me about the working world. Lanai Casuarina Kuala Kangsar is a tourism and hospitality company located in Kuala Kangsar, Perak. In Perak, there are a few casuarina companies, such as Casuarina Meru Ipoh, Casuarina Pangkor, Casuarina Kuala Kangsar, and lastly, Casuarina House Boat at Tasik Banding.

Next, I identified the Casuarina Kuala Kangsar SWOT analysis in this study. As a result of this study, I can identify the strengths, weaknesses, opportunities, and threats of this hotel package. It also helped me identify how this hotel operates, especially how to handle the existing packages. Based on this SWOT analysis, I continue to make the SWOT matrix, which is to give the new idea generation and the recommendation for the package in this hotel.

I had a good experience during my six months as a trainee at the Hotel Casuarina Kuala Kangsar. I have also been exposed to work related to sales, such as the preparation of quotations and pro forma invoices and room and hall inspections when welcoming the arrival of honoured guests. Other than that, I also do field work, such as going out to find strategic places to display banners about the hotel. Last but not least, I would like to thank the Casuarina Hotel Kuala Kangsar for accepting me as a trainee at this hotel, and the experience I got during my stay here is something I will never forget.



3.1 COMPANY'S BACKGROUND

Lanai Casuarina Sdn. Bhd., also known as Hotel Casuarina Kuala Kangsar, is one of the subsidiaries of the company under Perak Corporation Berhad. Perak Corporation Berhad (PERAK CORP) is a key subsidiary of Perbadanan Kemajuan Negeri Perak Group (PKNPk Group). Its key activities are to support the PKNPk Group as the primary driver of economic development in Perak. Perak Corporation's main activities are streamlined into three core businesses: property development, ports and logistics, and hospitality & tourisms an investment holding company, Perak Corporation has 21 subsidiaries in its stable, all of which take on individual roles and functions to contribute to the economic development of Perak.



The location of Lanai Casuarina Sdn. Bhd. is at Jalan Bukit Kerajaan, 33000 Kuala Kangsar, Perak. This company has a strategic location because it is near the city and other access points, such as hospitals, railways, and station buses. Other than that, Lanai Casuarina also has a nice view, and all guests can enjoy the river view from here.

Lanai Casuarina @ Kuala Kangsar officially started its operations in 2019. The total number of rooms is 46. This room is divided into 4 types: Deluxe Room, Family Room, Suite Room, and Royal Suite. Next, they have one the dining hall, namely Matahari Coffee House, which can load up to 150–200 pax. This hotel also provides two halls that can be used as meeting and event halls namely Kenanga Hall and Multipurpose Hall. Lastly, the total number of departments that are available in this hotel is nine, and all of these departments are enough to enable this hotel to operate well

3.2 VISION & MISSION

Vision

The vision of this company is to be a dynamic, viable, and global-minded state agency and act as a leading contributor to the state's socio-economic growth.

Mission

Hotel Casuarina Kuala Kangsar's mission is to act as a prime mover for the state's economic growth. Then they want to act as a Trustee for the Bumiputera's economic interests. Lastly, Hotel Casuarina Kuala Kangsar's mission is to develop the Bumiputera Commercial and Industrial Community (BCIC).

3.4 GOAL

The goal of this company is in the tourism industry that want to develop hotels and resorts and rebranding rest houses in the state take centre stage under PERAK CORP's hospitality and tourism division.





3.4 SERVICES OFFER

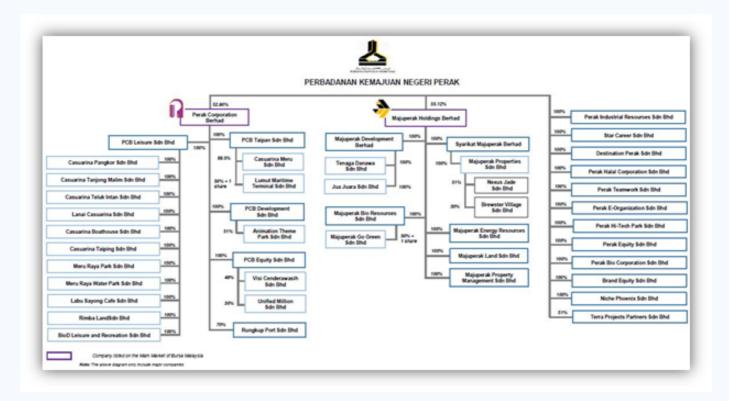
The services offer of this Hotel are their rooms, FnB and their hall. They sell their room every day, and they also make the hall rental charges if needed. Most guests who stay here take the full board package, which means they book the rooms and the hall together. Other than that, in this hotel, they also provide the dining hall, namely Matahari Coffee House, which is open for bookings for lunch, high tea, and dinner. So guests can make an order based on the menu package they have through the sales department. The salesperson in charge will take the detailed order and make a quotation for them.

In this hotel, the accommodations are the main product. They have around 46 room's namely deluxe room, family room, suite room and royal suite. Based on this four types of rooms, 38 rooms from that is deluxe room, 2 room is family rooms, 3 suite room and lastly 3 royal suite. When there are reservations for events, usually the rooms in this hotel will be full, and that is one of the reasons why the rooms here are sold. Therefore, the total number of guests who can stay here per night is limited, and it is very important for those who want to stay here to book in advance to avoid full rooms.

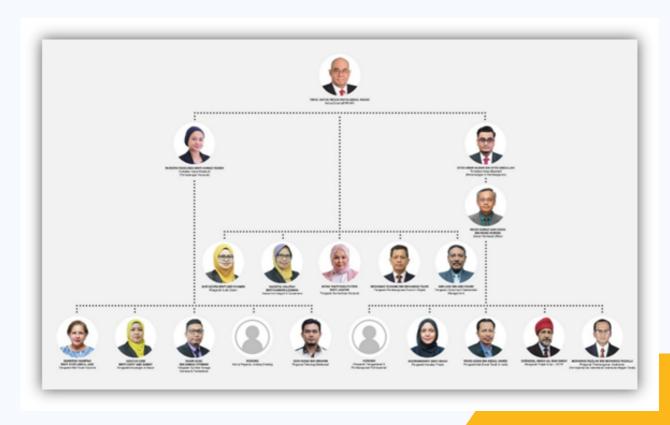
Next is hall rental. In the Hotel Casuarina Kuala Kangsar, we only have two halls. First is Kenanga Hall at level 1, and the other is Multipurpose Hall. Kenanga Hall can accommodate 60 to 80 people, depending on the type of hall setup they choose. The rental rate of this hall depends on the number of participants or price rates, if applicable. For example, if the government department wants to rent the hall, then the rental rate charged is RM500 per day and can be free of charge if the number of participants in the seminar exceeds 30. This is because the hall rental rate is included in the meal package they choose. For corporations, hall rental charges are Rm800 per day, with a minimum of 30 people per day.

3.5 ORGANIZATIONAL STRUCTURE

Perbadanan Kemajuan Negeri Perak:

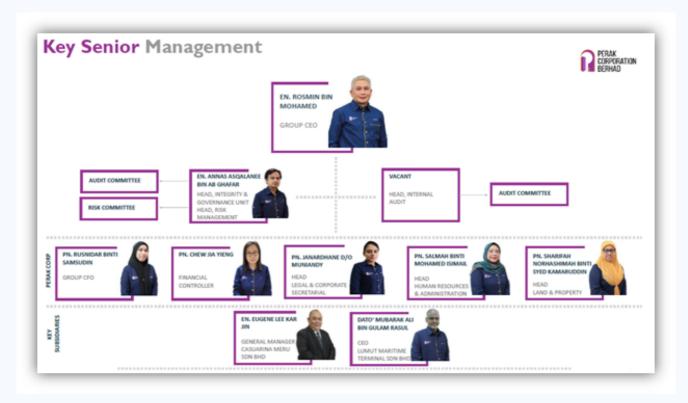


Top Management Of PKNP:

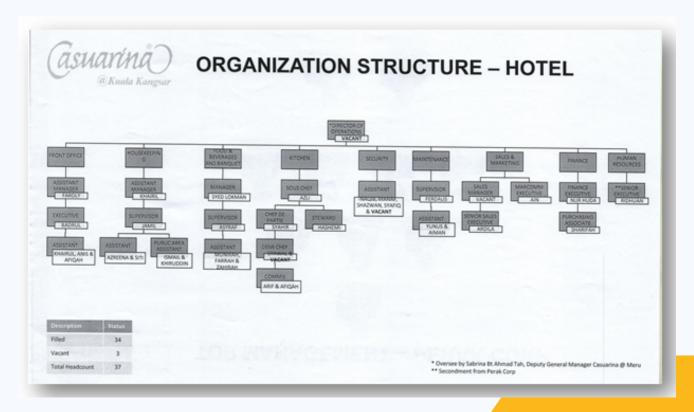


3.5 ORGANIZATIONAL STRUCTURE

Top Management of Perak Corp:



Organization Structure In Hotel



3.6 Organization Layout

1. Ground Floor



2. First Floor



4.0 TRAINING REFLECTION

Duration: Specific Date, Working Days and time.

DATES:

1 MARCH - 15 AUGUST 2023

WORKING DAYS:

MONDAY TO SATURDAY (ALTERNATE HALF DAY ON SATURDAY)

TIME:

MONDAY TO FRIDAY (8:30 AM - 5:30 PM) SATURDAY (8:30 AM - 1:00 PM)

4.1 EXPERIENCE

I never thought that I could be a part of the sales staff at the Hotel Casuarina Kuala Kangsar. It's like a dream to me because when I was a student in semester 3, I had a dream to work here as it has a nice view and I can see my opportunities here. On my first day at this hotel, I was informed that I would be seated in the sales department, which is not a big difference from my major course, which is marketing.

As a member of the sales department staff, my primary duties include making quotations, making proforma invoices, assisting guests to the hall, and sometimes having a small discussion with guests if needed. I need to be familiar with all the packages, especially the different prices and the accommodation in this hotel. Every day, I will wait for my senior executive in sales to give me information about guests and the events that they want to attend. After that, I will proceed to make the quotations and send them back to her for confirmation.

During my internship here, the most challenging experience that I had was when I needed to do face-to-face meetings with guests. Which is, I need to give an explanation about the package and the benefits from that package. At that time, I need to be confident and careful to avoid misleading information. Other than that, I have an experience in make the sales call witch is I went to some government company and promote our package. While I'm here, I've got support and encouragement from other staff especially from my supervisors. She guide me to be more confident and also help me in dealing with guests.

4.2 ROLES AND RESPONSIBILITIES

As a trainee in sales departments, it is supposed to be my responsibility to take orders or bookings from guests. But my supervisor, who is the senior executive sales, will arrange with the customer and also take the booking order. If needed, she will send the customer's details to me, and I will proceed to make the quotation based on their needs. I will deal with guests directly if they call through the office number or if they walk in to the hotel to discuss the package we provide. I also do research and collect the necessary data to make sales calls. Among the data that I managed to collect were data about the list of companies in Kuala Kangsar and the surrounding area, data about strategic areas for advertising banners, and also data about the standard of living of parents in Kuala Kangsar based on their children's kindergarten fees.

Besides being a salesperson, sometimes I also help the F&B department. For example, during Ramadhan, this hotel provides a Ramadhan buffet, which is a package for iftar at the hotel. Because of that, every day I will take the order for iftar either from a direct call or from an online booking through WhatsApp. I also need to confirm the number of guests every day so that the staff at the kitchen department will be ready with the appropriate amount of food.

As a salesperson, we need to be punctual, which means sending the quotations according to the guest's request on time. At this moment, my supervisor will send me the information as soon as possible so that I can continue to make quotations and pro forma invoices. Besides that, I also have to meet guests to discuss the quotation or the events that they want to do. At this moment, I usually take the guest's information and proceed with the quotation. As per their demand, I also assist guests in looking around the hall or the Matahari Coffee House if needed. Last but not least, I have good experience here, and I am eager to learn more about how to fulfil the sales department's requirements.

4.3 BENEFITS

4.3.1 STAFF WELFARE

The Hotel@Casuarina Kuala Kangsar provides staff meals three times a day, which are breakfast, lunch, and dinner. This food will be prepared by the kitchen staff every day. This advantage means that all staff in this hotel can enjoy the meals together and don't need to buy outside food. In addition, all staff can also save their money.

4.3.2 SALARY

The allowance provided by this company is RM500 per month. I will receive my allowance on the second week of every month. There is no allowance deduction if I am on MC or take a leave to meet the lectures but when I was MC because of COVID 19, I found that my allowance was deducted by RM150.14, and I was very disappointed with it, even though the confirmation letter from the Doctor had been submitted. Besides that, I have no additional allowance for overtime. However, sometimes I get an offer from the F&B department to work part-time at the hotel, especially on Saturdays when they have a 'Santai Night' that really needs additional manpower. I am paid as much as Rm7 per hour, and my working time is between 8 and 9 hours.

5.0 SWOT ANALYSIS

STRENGTHS • ALL IN ONE PACKAGE • BRAND RECOGNITION • NEW SERVICE • NEW MARKETS • SUSTAINABILITY • PACKAGE COMPETITION THREATS

6.0 DISCUSSION & RECOMMENDATION

6.1 STRENGTH

Every company has its own strengths which can give satisfaction to the guest. The strength for this company is their full board package. The hotel's revenue depends on the full board package because, with this package, other departments also work. The full board package is complete with room booking, hall rental, food, and drinks. Most guests who stay more than 2 days will definitely choose this full-board package because it is easier and also suits their needs.

Next is brand recognition. Casuarina Kuala Kangsar is under the same subsidiary company with Casuarina Meru. Brand recognition is the point at which a customer can accurately identify a certain product or service just by looking at its logo, tag line, packaging, or advertising campaign. Most guests who stay here have a good experience when they check into Casuarina Meru. As a result, customers put their confidence in the fact that the hotel's quality and services are the same. They are also considering booking the full board package at this hotel.

6.2 WEAKNESS

Hotel Casuarina@Kuala Kangsar reported having some difficulties with their company. Starting from the first day of their opening until today, they are still facing the same problem, which is a lack of certain essential facilities. In this hotel they do not have complete equipment. For example, in full board package this hotel does not provide additional laptops for current guests who attend events here. So they need to bring their own laptop if needed. While in their rooms, they do not provide extra bed or safety box. This lack of facilities can decrease the satisfaction of guests here.

Next, the weakness faced by this hotel is that it has limited function space. This hotel only has two halls, which are the Kenanga Hall and the Multipurpose Hall. The maximum number for the Kenanga hall is 80 people with a round table setup, while the maximum capacity for the multipurpose hall is 30 people with a theatre setup. This weakness makes this hotel not a suitable place for events booking with a large number of participants and only accept events with a small capacity of participants.

6.3 OPPORTUNITY

The opportunities of this package is adding new service. This hotel can provide something new about their packages to facilitate the affairs of guests who want to make an events here. For example, the hotel can make a wedding package or a birthday celebration package which is this hotel also provided the Cake too. I'm very sure that there is no doubt that this package will receive a warm welcome from brides-to-be who are interested in having a wedding ceremony at the hotel.

Next is, new markets. Because this hotel has gained the trust of a lot of people, there is an excellent chance for it to build further Casuarina hotel branches in Perak. Like Kuala Kangsar there is a lack of hotels equipped with a hall suitable for the needs of the ceremony, there is a big chance for the government to build more hotels in Perak, especially around Kuala Kangsar. This hotel can also add a new hotel branch in another state that has the potential to develop, like Tanjung Malim or Teluk Intan. This is because Tanjung Malim has UPSI and several other educational institutions, while Teluk Intan is a developing tourism area. This location is very suitable if a Casuarina Hotel branch is developed there.

6.4 THREAT

Since this is a small hotel, sustainability is a threat to it. This is because the hotel's annual revenue is still moderate. If this hotel makes a big change for their company, then it is certain that they will have a hard time staying stable in this business. Because of that, this hotel should make more revenue to maintain its position in this industry. In addition, it is also rumoured that this hotel also has a debt with the Perak state government. Therefore, it is a challenge for this company to maintain its stability and avoid bankruptcy.

Lastly, the threat of this full-board package is that they are facing package competition with other resorts. There are several suitable locations, which also became people's choices for where to stay and for hall rental. For example, here is a resort called USAS Resort, which is located next to Sungai Perak. This resort has provided rooms and spacious spaces that are suitable for events such as weeding, open houses, and so on. While in Casuarina Kuala Kangsar, we have limited space for events and only provided 1 hall with a maximum of 80 pax per time. This may cause the guest to choose another resort or hotel to arrange the events. My recommendation for this threat is that Hotel Casuarina needs to improve its image, which is not like at the USAS resort. For example, the USAS resort is an old building, while the Casuarina hotel is still new and stylish. Therefore, if this hotel takes care of its image well, then guests of standard quality will prefer this hotel based on its style and quality.

7.0 PESTLE ANALYSIS

7.1 POLITICAL

Like hotels and other businesses. This hotel is not exempt from the SST tax of 6%, which is required by the government. This hotel has charged a tax of 6% for every service provided at this hotel, and the price that has been set at this hotel is inclusive of tax. This tax is a necessity for our hotel, following the demands of the government. Since this tax is not something new in our country, guests can already accept the fact that this hotel will charge a discretionary charge for every service they have.

7.2 ECONOMIC

Economic conditions such as inflation, unemployment, recession, and economic instability directly affect the hotel business. When the economy is improving, people prefer luxury hotels with high-class packages, which bring more profit to them. While people with a smaller budget try to limit their travel expenses. This happens according to our current economic level. For example, we have just been freed from the movement control order, so many people want to go on vacation and spend time with their families, and this has resulted in an increase in the number of visitors to this hotel. Based on the package that this hotel provides, it has offered a package price that is worthwhile and compatible with the facilities that have been provided. However, it still depends on the guest's budget.

7.3 SOCIAL

Cultural standards and expectations, health consciousness, population growth rates, age distribution, career attitudes, health, and safety are all examples of social influences. The common social relations at this hotel are between those who work either in government or corporate departments. In addition, the demographic of guests who regularly visit this hotel is also made up of those who those from the B40, M40, and T20 groups. However, the guests who often visit here are those from M40 and above. This is because, most of the guests who come here are usually from high-ranking workers and also from those who have a high income background. This is because the price rate at this hotel suits to their budget, while for the B40 group, they prefer to book a room at the others hotel that more economic.

7.4 TECHNOLOGY

Usually, bookings for the event are made online only or via WhatsApp with the salesperson. However, there are a few guests who are more comfortable talking directly to the hotel. The technology used for booking at this hotel is through booking apps and social media. The booking apps used are Booking.com and Agoda.com. The reviews and ratings given are very helpful for guests who want to hold an event here. According to Xiang and Gretzel (2010), today, social media plays an increasingly important role in tourist trip planning and as a source of information.

7.5 ENVIRONMENT

Based on the experience of the past few years, during the COVID-19 season, hotels had to close and many operations were stopped. This closure is an order from the government to curb the spread of the COVID-19 epidemic at that time. As a result, the tourism sector and its revenue for hotels are severely affected. Therefore, a healthy and safe environment is very important for this sector to generate high revenue. When the country is hit by other natural disasters, such as floods and others, it will also affect the hotel's income. Because, during that season, it is certain that no one wants to book a seminar at the hotel because they are more concerned about their own lives and their families safety.

8.0 SWOT MATRIX



8.1 S - O STRATEGIES

Sell New Service.

This hotel still uses the same hotel package, starting from the opening of the hotel until now. I'm sure that guests are already well aware of the package here. Since many guests stay on a full board package, which is a staycation for more than two days, the hotel can add a new service, which is a tour service package. For example, the hotel can make a tour package by filling in the itinerary with interesting places in Kuala Kangsar, Sungai Siput, Gerik or event Taiping too. This new service will attract the interest of visitors and also build a sense of excitement for visitors to this hotel.

Use Its Brand To Promote New Markets.

Since this hotel has been known to society, it is convenient for this company to attract the interest of the public, especially government and private department to organise programmes at this hotel. For example, the hotel can advertise the new branch of the hotel through their current social media and through all of their staff and customers so that the information can be spread quickly. In addition, with the addition of this new hotel, the economic sector of the area can be developed, further guaranteeing employment opportunities for the surrounding community.

8.2 S - T STRATEGIES

Offer Affordable Prices.

This hotel has offered their best package, and to avoid high competition from others, they have to offer packages at affordable prices compared to other hotels and resorts in the city. Customers will definitely compare the prices and the package offers provided. Therefore, customers will choose a package with a reasonable price according to their needs and budget. Therefore, if they see the good in this package, they will definitely be more interested and want to take it at this hotel.

Make Sales Calls In B2B.

Although the brand of this hotel is well known, it receives less response from new guests. One of the main reasons is that the average person here doesn't see or hear about the package promotions available at this hotel. Therefore, the sales person in Casuarina Hotel needs to go out and find sales to hold events at the hotel. In order to be able to cover the cost of operations at the hotel and also increase the hotel's revenue higher than usual. Since this hotel is already well-known, it will be easy to convince the community about the ability and satisfaction of customers so that the hotel's revenue can increase, which in turn can ensure the sustainability of the hotel.

8.3 W - O STRATEGIES

Adding the latest services according to trends.

Most of the guests who stay here ask about other facilities, such as extra beds, and the availability of facilities such as laptops and whiteboards. However, this hotel lacks such facilities and cannot meet the needs of guests who want to stay here. For example, the hotel lacks electrical sockets, which is a difficulty for visitors. Therefore, I suggest that this hotel provide a USB charging port for mobile phones. Guests can charge their phones anytime, and I am sure that it will give them satisfaction. In addition, since this hotel is a branch of Hotel Casuarina Meru, it is certain that guests assume that this hotel already has complete facilities in line with current trends.

Do collaborations.

In order to meet the needs of guests and suit their plans, the hotel can offer a nearby hall as a substitute for the lack of a function hall in our hotel. In my opinion, hotel management and the sales department can make a deal with another resort or hotel's owner to work together. It can generate new income for both sides. For example, this hotel only rents the hall from outside, while the food preparations and accommodation are provided by the hotel. This hotel also can provide catering to those resorts if they need outside catering.

8.4 W - T STRATEGIES

Package with Complete Requirements.

This hotel should provide package facilities that are more complete and attractive than the package packages available around the hotel. This is to guarantee that the package at this hotel is picked up by the guests. Many people prefer a whole package, which includes hotel rooms, a hall, meals, and even transportation. I think, this hotel can meet other needs, such as transportation services like van or lorry. This is because the hotel does not have any transportation of its own. This is because the hotel does not have any transportation of its own. For example, when this hotel has an event outside the area or is involved with outside catering, they has to borrow a transportation from Casuarina Meru. This is because the hotel does not have its own transportation. This is somewhat time-consuming and also a bit troublesome for the employees.

Extensive Promotion.

Last but not least, the hotel needs to do extensive promotion. For example, the hotel's marketing department needs to promote more actively to attract the attention of guests. A good promotion can attract the interest of guests because they definitely want to try something new. The marketing department can promote the package that they have more often, and if possible, every day there must be an event at this hotel. This is because before this, the sales department never did the sales call and only waited for guests to contact them to book a package. However, achieving this sustainability becomes difficult when a country or area is hit by a calamity, such as a natural disaster. For example, during the recent COVID-19 outbreak, hotel activities had to be stopped for a while. As a result, the hotel and its department must devise more thorough plan to raise and stabilise income so that the hotel does not incur big debts and losses.

9.0 CONCLUSION

Finally, as an intern at Hotel Lanai Causarina@Kuala Kangsar, particularly in the sales departments, I am really delighted and satisfied with my position here. This is the best opportunity I've ever had, since I can work and learn new things every day. The experience and skills I learned while here remain with me forever, and I will use it as a guide in the future if I work in the hospitality or sales departments.

This internship has taught me how to work as a sales person. Then I got the opportunity to enter and see all of the hotel's rooms. I was also able to do the initial room and hall inspections with my supervisor and my general manager. Among other things, I was able to collect data on location studies, the income level of the population in the Kuala Kangsar region, and government, private, and corporate operations in the area. I'm pleased since this information will be utilised as a reference by the sales department in the future. Last but not least, I learned from my experiences throughout my six months here and this is an experience I will never forget.

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11.0 APPENDICES

Logo and Front View of Hotel Lanai Casuarina@Kuala Kangsar





View from Front Office



Kenanga Hall view







Deluxe Twin & Deluxe Queen Rooms.





Matahari Coffee House







Others Activities



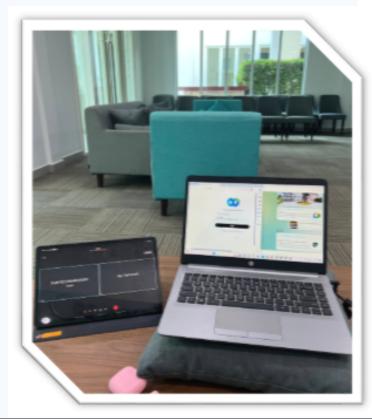




My Presentation Day.







First Meeting With Advisor And Examiner.





