

FINAL INDUSTRIAL TRAINING REPORT AT
HOLIDAY VILLA ALOR STAR, KEDAH

By

SALRINI BINTI JASRI

Bachelor of Management (Marketing)

Final Industrial Training Report Send To

Department of Management and Marketing

Faculty of Management and Economics

Universiti College of Science and Technology Malaysia

(KJSTEM)

2005

1100045046



LI 88 FPE 4 2005



1100045046
Final industrial training report at Holiday Villa Alor Star, Keda
/ Salrini Jasri.

PERPUSTAKAAN
KOLEJ UNIVERSITI SAINS & TEKNOLOGI MALAYSIA
21030 KUALA TERENGGANU

1100045046		

Lihat sebelah

HAK MILIK
PERPUSTAKAAN KUSTEM

**FINAL INDUSTRIAL TRAINING REPORT AT
HOLIDAY VILLA ALOR STAR, KEDAH**

By

**SALRINI BINTI JASRI
Bachelor of Management (Marketing)**

Final Industrial Training Report Send To

Department of Management and Marketing
Faculty of Management and Economics
University College of Science and Technology
Malaysia (KUSTEM)

2005

1100045046

Approval Sheet

I, Salrini Binti Jasri, metric number UK 8618

Herely declare that the report of industrial training for the course of PGN4799 is based on my original work. The contents of this report are my personal views based on the theories and experiences gained during my industrial training. Faculty of Management and Economic (FPE), KUSTEM are not involved with the contents of the report.

Signature,



Name : Salrini Binti Jasri

Date : 20.11.2005

Confirmed By,



Supervisor of KUSTEM

Faculty of Management and Economic

KUSTEM

PREFACE

Industrial training is one of the most important aspects in the studies programs at the Faculty of Management and Economics in KUSTEM. By going through industrial training, students located at public and private sectors have the opportunity to learn by direct observation and involvement in many fields of work.

The objective of this industrial training is to provide exposure, experience and basic professional skill related to student's respective courses, which will not only assist and strengthen their studies during the last few semester but also to help prepare them better for their work life.

Industrial training also builds and displays student's ability to survive in the working world and gain opportunities of employment soon after graduating.

So, as the student majoring in management (marketing), the training will help them to be more competent in marketing and management and expose them to the reality of marketing environment

ACKNOWLEDGEMENTS

Praise be upon Allah the Most Gracious Most Merciful for His blessing to enable me timely to finish the preparation of Industrial Training Report. Here I would like to thank many people that assisted me in my training and preparation of this final report.

I extend my warmest appreciation to:

Holiday Villa Alor Setar, Kedah for accepted me as trainee for 12 weeks started from 21 March until 12 June 2005

Tuan Haji Abdul Manan, the University Supervisor

En. Muhd Alif Khoo, Sales Manager

Ms. Syafinas Che Ahmad, Sales Executive

En. Ghazali Yusuf, Human Resource Manager

En. Ghazali Jasin, Food & Beverage Executive

Pn. Noraza, Front Office Asst. Manager

My gratitude also goes to all who had put their efforts together tirelessly in preparing and guiding me in learning through working. Without their contributions and commitments, this report would not have been materialized.

May Allah bless you all for your commendable contribution.

Amin.

CONTENTS

	Page
Preface	
Acknowledgements	
List of Figures	
List of Charts	
List of Appendices	
Executive Summary	i
CHAPTER ONE: ORGANIZATION BACKGROUND	
1.1 Introduction Of Holiday Villa	1
1.1.1 Holiday Villa Alor Star Background	3
1.1.2 Core Business Strategies	5
1.1.3 Organization Vision and Mission	
1.1.4 Organization Values	8
1.1.5 Awards and Recognitions	9
1.2 Organization Information	
1.2.1 Logo and Theme	13
1.2.2 Company Information	14
1.2.3 General Information	14
1.2.4 Organization song	15

1.3	Organization Charts	
1.3.1	Boards of Directors	17
1.4	Holiday Villa Alor Star Organization Chart	23
1.5	Organization Activities & Major Functions	24
1.6	Focused Skills	28

CHAPTER TWO: PROBLEM IDENTIFICATION & SUGGESTED SOLUTIONS

2.1	Sales & Marketing Department	29
2.1.1	Findings/Discovery	
	The System	29
	Problem Identification	35
2.1.2	Problem Analysis & Overall Discussion of Findings	
	Conclusion of Analysis & Discussion	35
	Suggestion of Solution	36
	Implementation & Implication	37
2.2	Front Office Department	38
2.2.1	Findings/Discovery	
	The System	38
	Problem Identification	40
2.2.2	Problem Analysis & Overall Discussion of Findings	
	Conclusion of Analysis & Discussion	41

Suggestion of Solution	42
Implementation & Implication	43
2.3 Human Resource Department	44
2.3.1 Findings/Discovery	
The System	44
Problem Identification	51
2.3.2 Problem Analysis & Overall Discussion of Findings	
Conclusion of Analysis & Discussion	51
Suggestion of Solution	52
Implementation & Implication	53
CHAPTER THREE:	
Conclusion	54

APPENDIXES

LIST OF FIGURES

	Page
Figure 1: Holiday Villa Malaysia. International's Logo	1
Figure 2: Holiday Villa Malaysia Alor Star	3
Figure 3: Holiday Villa Malaysia Alor Star's Logo	13
Figure 4: Holiday Villa Malaysia Alor Star's Theme	13
Figure 5: Deluxe Room	25
Figure 6: Lagenda Restaurant	25
Figure 7: Szechuan Garden Chinese Restaurant	27

LIST OF CHARTS

		Page
Chart 1:	Holiday Villa Alor Setar Organization Chart	23
Chart 2:	Sales & Marketing Working System	31
Chart 3:	Working System in Front Office Department	39
Chart 4:	Recruitment System in Human Resource Department	45

EXECUTIVE SUMMARY

As a third year student of Bachelor in Management (Marketing), under the Faculty of Management and Economic, I have to undergo industrial training for three months to further one of the requirements to the graduation.

Holiday Villa Alor Star is the only 4-star hotel in the heart of Alor Star that cater primarily the business and meeting market segment, which offers warm Malaysian hospitality. It was established on 23rd February 1995 under Antara Holiday Villas (formerly known Antara Hotels & Resorts), which is a leading Malaysian hotel management company and a member of the Advance Synergy Group (ASB). During my industrial training at Holiday Villa Alor Star, I was assigned to the Sales and Marketing Department; I recognized and identified the company's strengths and weakness through personal observation.

The main problem identified in Sales and Marketing Department was in the preparation of event order such as communication breakdown and last minute cancellation of functions. Due to this matter, the department work goes very slow and unsmooth. In solving the problem, the department should improve their inter-communication by organize the sales briefing to all departments to make sure they keep on track of what other department are doing regarding the hotel's function.

The problem occurred in Front Office Department pertaining to serve and fulfill the guest's request. In short, Front Office Department has problems with their staffs that are shorthanded and not portraying a good image to the guest. This problem will lead guest dissatisfactions with the hospitality. Thus, the department should improve customer service in serving and fulfilling the guest's request.

In the Human Resource Department, the problem was due to the shortage of employees. This problem occurred in certain departments such as Food and Beverage Department and Front Office Department. To overcome this problem, the department should employ more staff to reduce workload according to the needs of the departments. Recruiting new employees can solve the shortage of employees.

As the conclusion, trainee hopes that the management of Holiday Villa Alor Star will considered implementing the suggestion presented as the guidelines to facilitate and enhance the organization's operation and maximizing the profitability.