

FINAL REPORT OF INDUSTRIAL TRAINING AT
ALLSON KLANA RESORT, SEREMBAN
NEGERI SEMBILAN

BY

CHAN CHEE PIN

BACHELOR OF MANAGEMENT
(MARKETING)

INDUSTRIAL TRAINING REPORT PREPARED FOR
MANAGEMENT AND MARKETING DEPARTMENT
FACULTY OF MANAGEMENT AND ECONOMICS
UNIVERSITY COLLEGE SCIENCE AND TECHNOLOGY MALAYSIA
(KUSTEM)

2005

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Department of Management and Marketing
Faculty of Management And Economics
Kolej Universiti Sains dan Teknologi Malaysia
(KUSTEM)


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APPROVAL SHEET

I, **CHAN CHEE PIN**, hereby declare that the Report of Industrial Training for the course **PGN 4799** 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.

Signature



Name : CHAN CHEE PIN

Date : 14/11/2005

Approved by:



Prof Madya Dr. Mahadzirah Mohamad
Supervisor of KUSTEM
b/p Chairman of Industrial Training
Faculty of Management and Economics
KUSTEM

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EXECUTIVE SUMMARY

Allson Klana Resort, Seremban, was established on 10 January 1993 under the management of Allson International Hotels and Resorts. This resort is a joint venture between Negeri Sembilan Township Development, a subsidiary of Peladang Kimia Bhd, and the Negeri Sembilan State Government. It is a four star resort that is strategically located in the city of Negeri Sembilan.

Allson Klana Resort, Seremban, providing the 4 main major services, such as providing residential services, providing banquet and meeting facilities for organizations' conferences, providing restaurants & bar services, and providing the Teambuilding activities for the company to motivate their employees.

During the Industrial Training at Allson Klana Resort, Seremban, I was assigned to the Sales and Marketing Department. I can recognize and identified the hotel's strengths and weaknesses through personal observation while undergoing the 3 months Industrial Training. There are 3 systems that I can recognize and identified is the Sales and Marketing System, Customer Relationship Management System, and Customer Feedback System.

The main problem that I can identify in the Sales and Marketing System is the confirmation problems and the shortage of employees. There is always a last minute cancellation of the guests function. When the guests cancel or postpone the function at the last minute, then all the preparation done by the entire department must be cancelled and this can lead to waste of hotel resources. To overcome this problem, the salesperson must always follow-up with the guests.

The second problem is the wastage of promotion resources in the Customer Relationship Management System such as the wastages of brochures, menus or flyers. This is caused by the lack of estimation before handling the promotions. Due to this matter, there are a lot of wasted brochures although the promotion period has over. So the department has to do estimation and forecasting before handling the promotion.

The third problem is the cooperation of the guests in the Customer Feedback System. The comments forms provided to the guests are not getting good responses. To overcome this problem, the Front Office and Sales and Marketing staffs have to show a good manner to the guests and explain to them about the important of the comment forms for the hotel.

The Allson Klana Resort, Seremban, should always have a high level of awareness from time to time in order to solve the problems that occurred in the hotel. After the implementation of the solutions that suggested in this report, it might serve as guidelines for the hotel to enhance the operation and increase the hotel's good image, reputation and its business revenue in order to achieve its mission and vision.