



INDUSTRIAL TRAINING REPORT

LiveIn Sdn Bhd (Hostel Hunting Sdn Bhd)

AUGUST 2023 - FEBRUARY 2024

SWOT & PESTEL Analysis of
Online House Rental Industry
LIVEIN SDN BHD

Prepared By:

Wan Fatin Ilyana Binti Wan Mohd Asraf
2021855592
RBA2426B



As a bachelor student majoring in finance at UiTM, I am thrilled about the 6-month internship program at LiveIn Sdn Bhd since it allows me to do something really inspiring. It is with great excitement that I accept this internship offer, which will allow me to learn by doing as I immerse myself in the transformative methods that are reshaping the online real estate technology industry. I was able to deepen my knowledge of the online rental sector through my close collaboration with LiveIn Sdn Bhd's talented professionals, who taught me all about accounting and financials in this sector and helped me build strong relationships across departments.

LiveIn Sdn Bhd, a dynamic technology company established in 2015, is in the lead of revolutionizing the online real estate market by providing innovative solutions and reshaping the way people experience living spaces, as their unwavering mission is to create a better living experience for all. Among their remarkable achievements, LiveIn Sdn Bhd has successfully implemented cutting-edge solutions in the rental market, particularly catering to students' unique needs. Their official website provides customers with an all-encompassing platform that ensures convenience, efficiency, and reliability. It has seamless functionalities to search, book, and receive expert advice on rental properties.

A comprehensive SWOT analysis has been conducted to further explain LiveIn Sdn Bhd's position in the market. This analysis highlights the company's strengths and opportunities, enabling it to leverage and nurture its competitive advantage. Moreover, it draws attention to areas that may require improvement and potential threats that must be addressed. By identifying and capitalizing on internal strengths and opportunities, LiveIn Sdn Bhd continues to fortify its position in the market while efficiently tackling any weaknesses and reducing external threats.

In conclusion, the 6-month internship program in LiveIn Sdn Bhd proves to be transformative, offering not only a unique opportunity but also equipping individuals, including myself, with the essential skills, motivation, and drive needed to pursue our career goals beyond academic studies. Undoubtedly, the knowledge and experience gained throughout this internship will serve as a solid foundation for my future success, propelling me confidently into the next phase of my professional journey.



1.0	EXECUTIVE SUMMARY	I
2.0	ACKNOWLEDGEMENT	II
3.0	TABLE OF CONTENT	III
4.0	STUDENT PROFILE	
4.1	CV	1
4.2	ATS FRIENDLY RESUME	2
5.0	COMPANY PROFILE	3
6.0	BACKGROUND OF ESTABLISHMENT	4
7.0	COMPANY'S VISION & MISSION	5
8.0	ORGANIZATIONAL CHART	
8.1	TOP MANAGEMENT	6
8.2	FINANCE & DATA DEPARTMENT	7
9.0	SERVICES PROVIDED	8
10.0	TRAINING REFLECTION	
10.1	DURATION	9
10.2	DEPARTMENT ROLE	10
10.3	GAINS	11
11.0	SWOT & PESTEL THEORY	12
12.0	FINDINGS OF SWOT & PESTEL ANALYSIS	13
13.0	SWOT DISCUSSIONS	14-17
14.0	PESTEL DISCUSSIONS	18-23
15.0	SWOT RECOMMENDATIONS	24-27
16.0	CONCLUSIONS	28
17.0	REFERENCES	29-33
18.0	APPENDICES	34-39

COMPANY PROFILE



Formerly known as HostelHunting.com



LiveIn Sdn Bhd



No 291, Jalan Tebing, Brickfields, 50470

Kuala Lumpur



(+60)1-0288 8328



home.livein.com/my



HEADQUARTERS AND OTHER BRANCHES



Brickfield, KL (HQ)



Sunway, Selangor



Kampar, Perak



Bangkok, Thailand



Nonthaburi, Thailand

COMPANY VALUE

People First

Treating employees, customers, and stakeholders with respect, fairness, and empathy

Agile

Company is adaptable and capable of adapting quickly to changes and challenges

Result Driven

Company's commitment to achieving tangible and measurable results by setting clear goals and expectations

Think Global,

Act Local

Knowing about global markets, trends, and chances while adapting plans and actions to fit the local situation

Integrity

Being honest, transparent, and trustworthy in all interactions with employees, customers, partners, and the broader society

Accountability

Taking responsibility for one's actions, decisions, and their consequences



BACKGROUND OF ESTABLISHMENT



LiveIn Sdn Bhd, formerly known as Hostel Hunting Sdn Bhd, is a Malaysia-based organization that specializes in student housing within the real estate and accommodation industries. The organization furnishes a platform and services designed to assist students in their search for shared living quarters, hostels, and residences. The establishment of the business concept was to furnish students with a streamlined and user-friendly platform that showcased various housing options, hence streamlining the search and reservation procedures, and furnishing pertinent information regarding student life

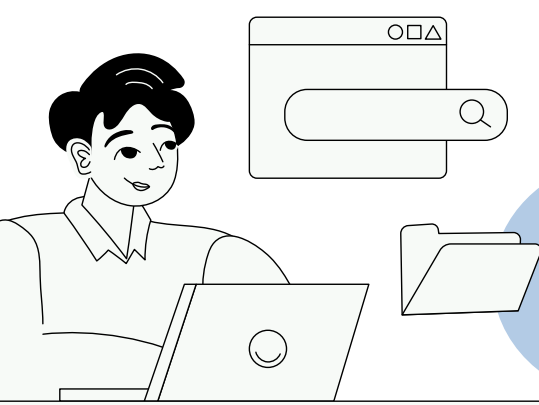
Originally known as Hostel Hunting Sdn Bhd. Four entrepreneurs (Wen Khai, Marcus Low, Joey Lim and Loke) founded a student-oriented room rental platform in January 2015 in response to the housing challenges faced by students attending surrounding institutions and schools

2015

2018

2020

With the start of the future stage of market development on February 6, 2020, Hostel Hunting undertook a rebranding initiative by redesigning their organization as LiveIn Sdn Bhd. The group is eagerly looking forward to their company's next strategic step, which involves regional expansion into rising economies such as Thailand, Indonesia, and Vietnam.



As Hostel Hunting enters its second year of uninterrupted operation, it has earned a reputation for improving the housing search procedure through the provision of a wide array of rental options tailored to the varied needs of students

