



UNIVERSITI
TEKNOLOGI
MARA

INDUSTRIAL TRAINING REPORT

12 AUGUST 2024 – 24 JANUARY 2025



Prepared For

Madam Nurhafizah Mohd Zolkapli

Prepared By

Fathimah Asyakirah Binti Norhisham

2022949589

BA246



1.0 EXECUTIVE SUMMARY

This report outlines the practical experience I gained during my internship with CelcomDigi, as part of the MGT666 course. In my role within the Human Resources department, specifically as part of the Workspace Management team in the Property and Asset division, I handled HR administrative responsibilities, coordinated external events, and performed property site visits. These roles offered significant insights into workspace management and event coordination, enhancing my problem-solving, multitasking, and communication abilities. My experience in an environment of rapid change has increased my adaptability and efficiency, both of which are essential characteristics for future positions in human resources and property management.

The report presents a comprehensive overview of CelcomDigi, including a SWOT analysis that highlights its strengths, weaknesses, opportunities, and threats, along with recommendations for improvement in these areas. This analysis presents strategies aimed at enhancing operational efficiency and tackling external challenges. The support and mentorship provided by seasoned HR professionals allowed me to translate theoretical knowledge into practical applications, establishing a strong foundation for my career. The inclusive and dynamic learning environment at CelcomDigi significantly enhanced my internship experience.



SURAT KEBENARAN

Tarikh : 26 March 2025

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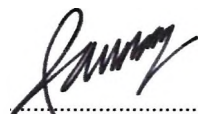
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Nama Pelajar	Fathimah Asyahirah binti Norhisham		
No. Matriks	2022949589	Nama Program	BA246 - Bachelor of Business
Tajuk Laporan	SWOT ANALYSIS: CELCOMDIGI BERHAD	Nama Syarikat	Administration (Hons.) in Business CelcomDigi Berhad

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Nama Pegawai : Abdul Al-razzaq Bin Kepal @ Nasir
Jawatan : HEAD OF PROPERTY & ASSET MANAGEMENT
No. Tel. :
No. Faks :

Cop jabatan/organisasi:

ABDUL AL-RAZZAQ BIN KEPAL @ NASIR
Head of Property & Asset Management
Workspace Management Division
Celcom Axiata Berhad



2.0 TABLE OF CONTENT

1. ACKNOWLEDGEMENT

2. STUDENT PROFILE

3. COMPANY PROFILE

4. TRAINING REFLECTION

5. SWOT ANALYSIS

**6. DISCUSSION &
RECOMMENDATION**

7. CONCLUSION

8. REFERENCE

9. APPENDICES






3.0 ACKNOWLEDGEMENT

Throughout my internship at CelcomDigi, I would like to express my sincere gratitude to all those who have helped me prepare this report.

I am deeply appreciative of the exceptional guidance and mentorship provided by my superintendent, En Razzaq. His support has been essential in guiding me through the intricacies of HR practices, particularly in Workspace Management, and has greatly enhanced my professional development.

I am deeply grateful to the members of the Human Resource team and my colleagues in the Property and Asset division, whose expertise and perspectives have greatly improved my comprehension of HR operations. I sincerely appreciate the invaluable support provided by Madam Nurhafizah bin Mohd Zolkapli in the areas of data collection, guidance, and analysis. Her insightful feedback on the report has significantly improved the quality of my work.

Lastly, I would like to express my gratitude to the entire CelcomDigi team for providing me with this extraordinary opportunity. My experience in a dynamic and inclusive environment has equipped me with exceptional practical skills in property management and event organisation. It has been a gratifying experience to learn and develop alongside a team that is so supportive.



4.0 STUDENT'S PROFILE



FATHIMAH ASYAKIRAH BINTI NORHISHAM

Phone

Email

Address

About Me

A dedicated International Business student with practical experience in event coordination, communication, and operational support. My strength lies in my systematic work style, proactiveness, patience, high energy, and creative thinking. I am skilled in organization, teamwork, and problem-solving, and eager to apply these strengths in a role where I can contribute to the success of the team and the organization as a whole.

Skills

- Microsoft Office - Advanced
- Data Analytic - Intermediate
- Adobe Animate - Intermediate
- Adobe Photoshop - Intermediate
- SPSS - Advanced

Achievement

May 2024
CORPORATE SOCIAL
RESPONSIBILITY (CSR) ACTIVITIES
AT BUMRUNGSUKSA ISLAMIC
SCHOOL

December 2023
FACULTY CHOIR COMPETITION
Third Place

March 2023
COLLEGE REPRESENTATIVE
COMMITTEE (CRC) 2023/2024
Internal, Corporate, and International
Relations Committee Exco

Languages

Malay
English

Work Experience

INTERNSHIP | CELCOMDIGI BERHAD

August, 2024 – January, 2025.

Workspace & Real Estate Department (Property & Asset Management)

- Managed various external events, including planning, execution and coordination.
- Actively communicated with external parties to ensure smooth event operations.
- Supported the department in tasks related to property and asset management, including site visits and documentation.
- Monitored event progress and resolved issues in real-time to achieve desired outcomes.
- Contributed to internal team meetings with insights gained from external collaborations.

STORE ASSISTANT | BASKIN ROBBINS

August, 2023 – September, 2023.

- Provided excellent customer service by greeting customers, taking orders accurately, and addressing inquiries to ensure a positive experience.
- Maintained store cleanliness and organization, managed inventory levels, and adhered to health and safety guidelines.

SALES ASSISTANT | HOUSES LIGHTING

August, 2022 – October, 2022.

- Contributed to the achievement of sales targets by providing excellent customer service and actively engaging with customers to understand their needs.
- Responded to customer inquiries, resolved issues, and provided product information to drive sales.

ASSISTANT CLINIC | THE WR CLINIC

July, 2022.

- Assisted healthcare professionals in providing patient care by performing tasks such as taking vital signs, preparing examination rooms, and documenting patient information accurately.
- Scheduled appointments, managed patient records, and handled phone inquiries to ensure efficient clinic operations.

Education

UiTM MELAKA CITY CAMPUS

March, 2022 – January 2025.

Bachelor of Business Administration (Hons.) International Business

- College Representative Committee 2022 – 2023

Current CGPA: 3.44 | MUET: Band 4

UiTM SEGAMAT CAMPUS

August, 2019 – February, 2022.

Diploma in Information Management

- Internal Relations Committee 2020 – 2022

CGPA: 3.48

SMK TAMAN DAYA

January, 2015 – December, 2018.

SPM

- School Prefect - Secretary



5.0 COMPANY'S PROFILE

VISION

Guided by core values and driven by purpose, the company aspires to be Malaysia's top Telco-Tech company in 5 years, transforming beyond core connectivity to lead digitalization and innovation as part of nation-building.

MISSION

The company believes that connectivity improves everyone's lives. The aim is to serve the growing digital needs of customers by leveraging the newly combined widest network footprint, distribution touchpoints, innovative range of digital products and services, and superior customer experience.

CORE VALUE

Customer Obsessed

- Customers are prioritized in everything that is done.


Performing Relentlessly

- The team strives to explore, learn, innovate, and grow to perform better every day.

Stronger Together

- The organization operates as one team with diverse perspectives, experiences, and ideas. Together, achievements are made possible for stakeholders.

Responsible And Caring

- The organization cares courageously about things that matter and acts responsibly to create a positive impact.
- 




5.2 BACKGROUND OF ESTABLISHMENT

Celcom Axiata Berhad and Digi.com Berhad, two of Malaysia's largest telecommunications providers, merged in 2022 to establish CelcomDigi Berhad. This merger aimed to create a more competitive and potent organisation in Malaysia's digital market by leveraging the combined infrastructure, clientele, and experience of both businesses. CelcomDigi, a newly established company, is committed to enhancing innovation, expanding its digital product line, and providing Malaysian consumers with superior network coverage and connectivity.

Celcom, which was established in 1988, was a pioneering telecommunications company in Malaysia. It was distinguished by its robust network infrastructure and exhaustive service offerings. Digi, which was established in 1995, initially focused on prepaid services before gradually expanding its scope to become a leader in digital solutions and customer-focused innovations. Both businesses have been at the forefront of Malaysia's digital transformation, with a commitment to enhancing connectivity, digital inclusivity, and sustainable growth.

The merger has enabled CelcomDigi to enhance digital services, streamline operations, and expand 4G and 5G coverage, all of which are in accordance with the increasing demand for reliable, fast connectivity. CelcomDigi aspires to become a significant digital connection provider and make a substantial contribution to Malaysia's digital economy by leveraging its combined subscriber base and resources.



5.3 ORGANIZATIONAL CHART



Datuk Idham Nawawi
Chief Executive Officer



Azmi Bin Ujang
Chief Human Resources Officer



Azlan Ismail
Head Of Workspace & Real Estate



Abdul Al-Razzaq Bin Kepal @ Nasir
Head Of Property & Asset Management



Fatin Nur Affnan binti Rohaizad
Property & Asset
Management Specialist



Nur Atiqah binti Abidin
Property & Asset
Management Specialist



Izzudin Bin Zainal Abidin
Property Operations &
Services Specialist



Ong Cheong Mei
Property & Asset
Management Specialist



Fathimah Asyakirah Norhisham
Internship




5.4 PRODUCTS AND SERVICES

CelcomDigi offers an extensive array of digital and telecommunications services in Malaysia, tailored for both individual and enterprise users.

- **Mobile Services:** Provides prepaid and postpaid plans, as well as unlimited data add-ons and family sharing options.
- **Internet & Broadband:** High-speed residential fibre broadband and wireless broadband options are available, with 5G coverage expanding.
- **Digital Solutions:** This category encompasses enterprise solutions such as cloud services and cybersecurity, as well as roaming packages and IoT services.
- **Lifestyle Add-ons:** Offers digital services, including insurance, mobile payments, streaming, and gaming permits.
- **Customer Service:** Users can access support, manage accounts, and monitor usage through the Celcom Life and MyDigi applications.

CelcomDigi is focused on improving connectivity throughout Malaysia, catering to the digital requirements of individuals and businesses alike.






6.0 TRAINING'S REFLECTION

My internship experience at CelcomDigi from 12 August 2024 to 24 January 2025 was a rewarding opportunity that enabled me to connect theoretical knowledge with practical applications. The internship was organised as a five-day work week, running from Monday to Friday, with regular working hours from 9:00 a.m. to 6:00 p.m. This regular routine enabled me to cultivate effective time management skills and a sense of discipline.

A significant aspect of my internship was the chance to engage in external events. I played a key role in coordinating multiple events, which involved engaging with vendors, obtaining necessary approvals, and ensuring smooth execution. These experiences refined my communication and problem-solving abilities, particularly in managing unexpected challenges or last-minute adjustments.

This position enhanced my organisational skills and highlighted the significance of adaptability in handling various responsibilities. Through my involvement in event planning and support for property management tasks, I acquired important knowledge about corporate processes and developed skills for effective teamwork.

The internship provided a valuable experience that equipped me for future positions in a corporate setting. This experience enhanced my comprehension of event management and stakeholder engagement, motivating me to seek additional opportunities in Human Resources and other vibrant sectors.





6.1 ROLES AND RESPONSIBILITY

In my position as an intern in the Workspace Department of Property and Asset Management, I was assigned a variety of responsibilities that enabled me to make a significant contribution to the team. These comprised:

1. Assistance in Event Management

- Coordinating external events, such as roadshows and exhibitions, include vendor management, logistics preparation, and on-site assistance. I contributed to the organisation of the BYD and Lexus car roadshow, a mini MATTA exhibition, and the Nasi Kandar Line Clear event.
- Facilitating the development of event proposals, financial plans, and post-event evaluations. I developed comprehensive reports and suggestions for the Glam & Glow event, which centred on skincare and beauty items.
- Coordinating seasonal bazaars for Deepavali, Christmas, and Chinese New Year, where vendors establish booths for employees to get a diverse array of products, fostering a lively and welcoming environment.
- Facilitating the seamless execution of events by resolving last-minute challenges and ensuring transparent communication with all parties. I participated in the organising committee for the career fair, facilitating effective coordination and execution.





6.1 ROLES AND RESPONSIBILITY

2. Public Communication

- Communicating with external parties, including event organisers, purveyors, and property management teams, to simplify the process of organising events.
- The ability to promptly resolve issues or provide updates is achieved by maintaining clear and professional communication.

3. Visits to the Property Site

- Conducting site visits to evaluate the appropriateness of venues for corporate events.
- Assisting the team in the inspection of facilities to guarantee that they met the company's standards.

4. Tasks of an Administrative Nature

- Preparing and organising documentation that pertains to ongoing initiatives, such as contracts and event plans.
- Creating and disseminating internal reports and meeting minutes.

I acquired practical experience in corporate event planning and property management by balancing these responsibilities within the structured working hours. This experience has significantly improved my capacity to work efficiently in a professional environment and under deadlines.





7.0 GAINS : INTRINSIC & EXTRINSIC BENEFITS

My internship at CelcomDigi provided me with a wealth of both intrinsic and extrinsic benefits, shaping my personal and professional growth.

INTRINSIC BENEFITS

1. Developing Skills

I improved my organisational, multitasking, and time management abilities by managing several tasks, including stakeholder communication and event preparation. As I overcame difficulties while executing events and visiting sites, my problem-solving skills considerably improved.

2. Development of the Self

Because I followed set working hours and fulfilled deadlines, the internship helped me develop a strong sense of discipline. Being employed in a formal corporate setting increased my self-assurance and decision-making ability.

3. Growth in Knowledge

My future profession will benefit from the knowledge I acquired about company operations, event management, and property asset management. I gained experience in efficiently communicating with stakeholders, modifying my style based on the audience and situation.





7.0 GAINS : INTRINSIC & EXTRINSIC BENEFITS

EXTRINSIC BENEFITS

1. Professional Exposure

Collaborating with a respectable organisation like CelcomDigi gave me personal exposure in the business sector, which expanded my professional network and awareness of workplace dynamics. Also, participating in external events provided me with experience in large-scale event organising, which will be useful for future career chances.


2. Career preparation

The jobs I completed were directly related to my academic background in International Business, providing practical applications for my studies. The experience confirmed my professional goals and provided me with abilities that will be useful in HR or other positions in dynamic industry.

3. Practical benefits

My technical knowledge was reinforced by hands-on experience with event planning and property management tools, methods, and systems. The RM1,000 monthly salary and additional allowances granted throughout the internship helped cover my living and commuting costs, increasing the financial worth of the total experience. I also received 20 days of medical leave and 5 days of yearly leave, which allowed me to maintain a healthy work-life balance. In addition, I had access to a variety of amenities such as a gym, arcade, cafe, and shuttle service, which made my work environment more comfortable and fun.

Overall, my internship with CelcomDigi was a fantastic experience that taught me not just practical skills but also essential lessons that will help shape my future endeavours.



8.0 SWOT ANALYSIS



A SWOT analysis is a fundamental framework for evaluating an organization's internal strengths and weaknesses, as well as external possibilities and threats. This method assists organisations in aligning their resources with market conditions in order to build actionable plans (Gürel and Tat, 2017). Organisations that understand their competitive landscape can identify areas for improvement and capitalise on emerging possibilities while limiting potential hazards.

During my internship at CelcomDigi, I was able to examine and analyse the company's plans using the SWOT framework. This report offers vital insights into CelcomDigi's operating dynamics, identifying its strengths, addressing its flaws, capitalising on opportunities, and navigating challenges.



8.0 SWOT ANALYSIS

8.1 Strengths

- 1.Strong Brand Presence in Malaysia and Established Customer Loyalty
 - CelcomDigi has a robust local presence and enjoys a loyal customer base, a significant competitive advantage in the Malaysian telecom sector.
- 2.Experienced Workforce with Expertise in Digital Transformation
 - The team is skilled in both traditional and digital services, positioning the company as a leader in innovation and transformation.


8.2 Weaknesses

1. Internal Processes and Systems May Not Be as Agile as Global Competitors
 - Merging with a company that has more agile processes or advanced systems could improve CelcomDigi's ability to adapt quickly to changing market conditions.
2. Risk of Customer Attrition During Transition
 - The ongoing merger process poses risks of service disruptions and customer dissatisfaction.

8.3 Opportunities

1. Adoption of 5G and Emerging Technologies
 - The global advancements in 5G and IoT present opportunities for CelcomDigi to lead in providing innovative services.
2. Expansion into Regional Markets in Southeast Asia
 - CelcomDigi has an opportunity to expand into neighboring Southeast Asian markets where telecom services are growing, leveraging its strong brand and network infrastructure.

8.4 Threats

- 1.Intense Competition from Telecom Providers
 - Both local and international telecom players present constant challenges, requiring continuous innovation.
 2. Economic Volatility and Regulatory Changes in Malaysia
 - The swift pace of technological change could outpace CelcomDigi's capabilities if not addressed proactively.
- 

9.0 DISCUSSION & RECOMMENDATION

9.1 STRENGTH

Strong Brand Presence in Malaysia and Established Customer Loyalty

CelcomDigi has established a strong position in Malaysia through years of building customer trust and delivering excellent service. The merger between Celcom and Digi has resulted in a significant telecom entity, boasting a larger customer base and an improved service portfolio, thereby reinforcing its position in the market. The strong brand loyalty demonstrates customers' trust in the company's reliability, positioning it as the preferred option for mobile, broadband, and business solutions. The robust local brand presence gives CelcomDigi a distinct advantage in broadening its service offerings, including bundled enterprise solutions and digital services designed for both individual customers and businesses.

- Additionally, the company can leverage this brand loyalty by promoting its new technological services such as 5G and AI-powered solutions, which will increase the likelihood of customers remaining loyal to the brand as it expands its offerings (Omar, 2020). In a competitive market, utilising a strong brand to launch innovative services and loyalty programs can assist in alleviating competitive pressures from both local and international rivals. CelcomDigi's broad market presence is further bolstered by its collaborations with various brands and stakeholders, reinforcing its standing in Malaysia and Southeast Asia. The extensive network enables the company to provide dependable and swift services, even in remote locations, thereby reinforcing its position as a leader in the telecommunications sector.

It is recommended that CelcomDigi utilise its strong brand presence to initiate regional partnerships with international telecom players. This may assist the company in broadening its customer base beyond Malaysia, especially in ASEAN countries where there is a significant demand for digital services. CelcomDigi can leverage its brand strength to develop cross-border value propositions, including joint ventures or roaming agreements, thereby strengthening its competitive advantage (Dwivedi et al., 2019).

9.0 DISCUSSION & RECOMMENDATION

9.1 STRENGTH

Experienced Workforce with Expertise in Digital Transformation

CelcomDigi's workforce is a significant internal strength, blending a comprehensive understanding of traditional telecom services with proficiency in advanced digital technologies. The team's expertise in overseeing extensive digital transformations, including the deployment of 5G networks and the incorporation of IoT solutions, guarantees that the company stays competitive and innovative in a fast-changing industry. CelcomDigi prioritises ongoing skill development for its employees to sustain its competitive advantage. The company offers regular IT training programs, specialised workshops, and access to online learning platforms, enabling its workforce to remain informed about the latest technological trends, such as AI, machine learning, and the Internet of Things (IoT). This strategy guarantees that employees possess the essential knowledge to propel CelcomDigi's digital transformation, allowing them to stay at the forefront of emerging technological advancements and maintain adaptability in a rapidly evolving industry (Dwivedi et al., 2021) .

Alongside its training programs, the workforce at CelcomDigi is crucial in fostering innovation in the telecommunications industry. With the emergence of new technologies such as AI-driven predictive analytics, smart devices, and next-generation network solutions, the company's employees are not only adapting but also playing a significant role in shaping these developments. Their expertise may play a crucial role in developing smart city solutions in partnership with local governments, thereby enhancing CelcomDigi's presence in digital innovation. Additionally, the company's workforce is prepared to seek partnerships with technology firms to create and launch AI-driven telecom solutions, providing businesses with better customer insights, predictive analytics, and enhanced decision-making abilities. The continuous emphasis on skill development and innovation positions CelcomDigi as a leader in digital transformation and technology-driven solutions (Dharfizi, 2020).

To leverage its skilled workforce and maintain its leadership in digital transformation, CelcomDigi should enhance its employee training initiatives. This may include forming collaborations with international technology firms or academic institutions to provide employees with specialised certifications or advanced training in emerging technologies like artificial intelligence, cloud computing, and blockchain. Furthermore, establishing an internal innovation hub that encourages employee collaboration on new projects and solutions may cultivate a culture of creativity and ongoing learning, thereby positioning CelcomDigi as a prominent innovator in the telecom sector.

9.0 DISCUSSION & RECOMMENDATION

9.2 WEAKNESSES

Internal Processes and Systems May Not Be as Agile as Global Competitors

A significant challenge for CelcomDigi stems from the intricate task of integrating and aligning internal processes and systems following the merger of Celcom and Digi. Each company functioned with unique internal systems, characterised by their individual workflows, technologies, and management practices. Consolidating these various systems into one cohesive process can lead to considerable disruptions. The process of integrating two large and diverse organisations can be slow and challenging, as it necessitates both technological changes and cultural adjustments among the workforce. Consequently, CelcomDigi might encounter inefficiencies in its internal operations, potentially limiting its capacity to respond swiftly to market demands or technological shifts, thereby placing it at a disadvantage relative to more agile global competitors (Gürel & Tat, 2017).

Additionally, the absence of agility in internal processes may result in delays in decision-making and a slower implementation of new initiatives. Global telecom companies, known for their advanced and flexible systems, can swiftly adjust to changes in technology, market conditions, or customer preferences. Conversely, the more intricate and less cohesive systems of CelcomDigi may result in extended lead times for product development, network enhancements, or market entry. This internal limitation affects operational efficiency and impacts the company's ability to remain competitive in an increasingly fast-paced and innovation-driven industry (Singh et al., 2021).

To tackle this weakness, CelcomDigi should focus on enhancing its internal processes and systems to achieve greater agility. The company has the opportunity to modernise its IT infrastructure and adopt cloud-based solutions, which would improve flexibility, scalability, and the speed of decision-making. Furthermore, enhancing communication and collaboration among various departments may lead to reduced inefficiencies and promote faster responses to market changes. CelcomDigi might consider adopting agile project management methodologies to enhance workflow efficiency and accelerate the execution of critical initiatives, thereby ensuring the company stays competitive in the fast-changing telecom market (Dwivedi et al., 2019).

9.0 DISCUSSION & RECOMMENDATION

9.2 WEAKNESSES

Risk of Customer Attrition During Transition

One of the internal difficulties that CelcomDigi encounters is customer attrition during the merger and transition phase. As Celcom and Digi integrate, customers might encounter disruptions, including alterations in service quality, pricing, or brand perception, which could result in dissatisfaction. Telecom customers exhibit a strong sensitivity to changes in aspects like billing, customer service, and network performance. If these changes are not managed carefully, they may result in a decrease in customer loyalty and an increase in churn (Barakabitze et al., 2019). Ensuring that these changes are communicated clearly and effectively to customers presents an internal challenge. It is also essential to address any service disruptions promptly to maintain their trust.

Furthermore, the transition period may put pressure on CelcomDigi's customer support systems, particularly if customers express concerns regarding the merger or encounter technical difficulties. In this context, it is essential to uphold effective communication channels and offer continuous support to resolve any issues that may arise (Dwivedi et al., 2019). It may be necessary to optimise internal processes to ensure that customer enquiries are addressed promptly and effectively. Not addressing this issue may lead to increased customer dissatisfaction, which could cause higher attrition rates during the transition period. Consequently, internal initiatives aimed at facilitating seamless service delivery, providing clear communication, and enhancing customer engagement are crucial for reducing the effects of changes on customer retention (Omar, 2020).

To reduce the risk of customer attrition, CelcomDigi should prioritise clear and transparent communication with its customers during the merger and transition period. The company ought to establish a comprehensive customer retention program that provides regular updates regarding changes, new offerings, and enhancements stemming from the merger. Offering focused customer support during this phase, including dedicated helplines or live chat services, can effectively address concerns in a timely manner. Additionally, providing incentives like loyalty rewards, discounts, or exclusive offers may motivate customers to stay loyal throughout the transition (Nikhashemi et al., 2020). By prioritising exceptional customer service and effectively managing expectations, CelcomDigi can uphold customer trust and loyalty during this crucial time.



9.0 DISCUSSION & RECOMMENDATION


9.3 OPPURTUNITIES

Adoption of 5G and New Technologies

The introduction of 5G technology presents a significant chance for CelcomDigi to enhance its leadership role in Malaysia's telecommunications industry. 5G can greatly enhance internet speeds and connectivity, enabling CelcomDigi to provide more advanced services for consumers and businesses alike. CelcomDigi can offer 5G-enabled IoT solutions in various industries, such as manufacturing, healthcare, and agriculture. In healthcare, 5G allows for real-time monitoring of patients through wearable devices. In manufacturing, it enhances automation and data analytics, leading to smarter production lines. CelcomDigi has the ability to offer focused, valuable services that enhance customer satisfaction and foster loyalty by leveraging 5G capabilities (Wong, 2022).

Additionally, CelcomDigi's adoption of 5G technology enables the company to engage in markets related to smart city projects, self-driving vehicles, and smart home innovations. As the demand for smart technologies grows, CelcomDigi has the opportunity to offer complete solutions to enhance these infrastructures. Working together with major tech companies or local governments to create public-private partnerships for smart city initiatives could enable the corporation to establish itself as a progressive leader in digital transformation (Singh et al., 2021).

To take advantage of the opportunities offered by 5G, CelcomDigi should concentrate on expanding its service offerings to include tailored solutions for sectors such as healthcare, manufacturing, and agriculture. Working together with stakeholders, including tech companies and local governments, can result in solutions that effectively address market demands. Furthermore, CelcomDigi ought to prioritize partnerships with local governments to spearhead smart city initiatives, positioning itself as a frontrunner in digital transformation and promoting sustained success.



9.0 DISCUSSION & RECOMMENDATION

9.3 OPPURTUNITIES

Expansion into Regional Markets in Southeast Asia

CelcomDigi has a significant chance to grow in nearby Southeast Asian markets where telecom services are seeing fast expansion. The company's strong brand presence in Malaysia and its reliable network infrastructure give it an advantage in entering these markets. As the demand for digital services grows in Southeast Asia, CelcomDigi can leverage its existing strengths to cater to both individual consumers and businesses in these emerging markets. To support the expansion, it may be necessary to form strategic partnerships with global technology companies, local telecom providers, or startups. This can enhance digital services and utilize insights from the local market (Bilderback & Kilpatrick, 2024).

Expanding into new regions could significantly boost CelcomDigi's market share and revenue potential. Southeast Asia has a large, young, and tech-savvy population, making it an attractive market for digital and mobile services. CelcomDigi can build a strong customer base and gain a competitive edge in the region by offering tailored solutions that address the specific needs of these markets. Additionally, forming partnerships in areas like content streaming, e-commerce, and cloud services could create new growth opportunities and improve CelcomDigi's position in the Southeast Asian telecom market (Singh et al., 2021).

CelcomDigi should focus on identifying high-growth markets in Southeast Asia, where it can leverage its strong brand and infrastructure to quickly establish a presence. Forming partnerships with global technology leaders and local telecom companies can help the organization accelerate its market entry and enhance its digital service offerings. The company should concentrate on forming partnerships in high-demand sectors such as content streaming, cloud computing, and e-commerce, as these areas offer significant growth potential. By customizing its services to meet the unique needs of these markets, CelcomDigi can boost its growth potential and solidify its position in the region (Wong, 2022).

9.0 DISCUSSION & RECOMMENDATION

9.3 THREATS

Intense Competition from Local and International Telecom Providers

CelcomDigi is facing growing competition from local rivals such as Maxis and international telecom giants like Singtel. These competitors are constantly innovating and heavily investing in new technologies, particularly in the 5G area, which pushes CelcomDigi to uphold its market leadership. Domestic businesses are improving their 5G infrastructures and refining client experiences, while multinational corporations are leveraging global partnerships and advanced customer service technology. If CelcomDigi does not set itself apart with innovative services or technological advancements, it risks losing customers to more agile competitors. In the fast-changing telecommunications industry, failing to adjust to market changes or improve technology can result in missed opportunities and a weaker competitive position (Barakabitze et al., 2019).

CelcomDigi should focus on forming strategic partnerships with global telecommunications companies and tech innovators to stay competitive. Collaborating with leaders in 5G, AI, and other innovative technologies would accelerate CelcomDigi's progress in technology. These partnerships could enable unique content deals with global streaming platforms such as Netflix and Disney+, setting CelcomDigi apart from its competitors. Additionally, working together with global telecommunications firms could give CelcomDigi access to the latest advancements in 5G infrastructure and implementation techniques (Errichiello & Pianese, 2021).

Additionally, using AI-driven customer care tools like predictive analytics, chatbots, and automated problem-solving systems can enhance the customer experience while reducing costs. Offering personalized service options, like customized content suggestions or loyalty rewards programs, can strengthen client relationships. Working together can help put smart home and IoT solutions into action, positioning CelcomDigi as a leader in providing integrated digital services. CelcomDigi can maintain its competitive edge and promote sustainable growth in a fast-changing industry by focusing on innovation and improving its partnerships (Economic Transformation - EN | Digital Nasional Berhad, n.d.)

9.0 DISCUSSION & RECOMMENDATION

9.3 THREATS

Economic Volatility and Regulatory Changes in Malaysia

CelcomDigi's dependence on the Malaysian market makes it vulnerable to economic changes and shifts in government regulations. Economic downturns, such as recessions or inflation, can lead to a decrease in consumer spending. In tough economic times, people often cut back on spending for non-essential services like phone plans or upgrades. Customers might cut back on their mobile plans to save money or avoid spending on new services, which could impact CelcomDigi's revenue. The unpredictability of these economic fluctuations makes it difficult for the company to plan effectively and maintain steady growth (Errichiello & Pianese, 2021).

To reduce the risks linked to economic fluctuations and changes in regulations, CelcomDigi should focus on diversifying its revenue streams. By expanding its range of services, the company can reduce its dependence on a single source of income, which helps strengthen its ability to withstand external challenges like economic downturns or changes in regulations. CelcomDigi might explore expanding its services beyond telecommunications by adding value in areas such as digital entertainment, cloud computing, or financial technology solutions. This would allow the organization to reach new customer groups and explore growth areas, especially as the demand for digital transformation increases ((Errichiello & Pianese, 2021).

Additionally, working together with global technology companies could create more opportunities for revenue. By collaborating with businesses in e-commerce, cybersecurity, or streaming, CelcomDigi can bundle services or offer exclusive content to customers, increasing value and generating new revenue opportunities. By entering these complementary areas, CelcomDigi will reduce the impact of regulatory limits on telecom pricing and position itself as a complete digital services provider, thereby enhancing its growth potential and long-term profitability (Singh et al., 2021).




10.0 CONCLUSION

Overall, my internship at CelcomDigi has been a highly beneficial learning experience, providing me with practical skills and deep understanding of the ever-changing telecommunications industry, especially within the Human Resources department. While working at CelcomDigi, I took on various responsibilities that helped me develop a thorough understanding of the complexities involved in HR administrative tasks, event management, and property site evaluations. I have hands-on experience in organizing external events and collaborating with diverse teams, which has enhanced my ability to handle multiple responsibilities in a fast-paced business environment.

Collaborating with the Workspace Management team in the Property and Asset division allowed me to see how important it is to use space effectively and manage properties well to maintain a productive work environment. The skills I gained in managing external stakeholders and handling the operational challenges of large-scale projects will definitely benefit me as I move forward in my career. Additionally, my experience conducting property site inspections gave me a practical understanding of how businesses manage their physical assets to support long-term growth and sustainability.

The knowledge and skills I acquired during this internship will serve as a strong foundation for my future career in business and human resources. My experience in the business environment and the opportunity to participate in important initiatives have given me the confidence and practical skills needed to address future challenges in the field. This internship has improved my professional skills and helped me define my career path, strengthening my interest in HR management, project coordination, and corporate communications.

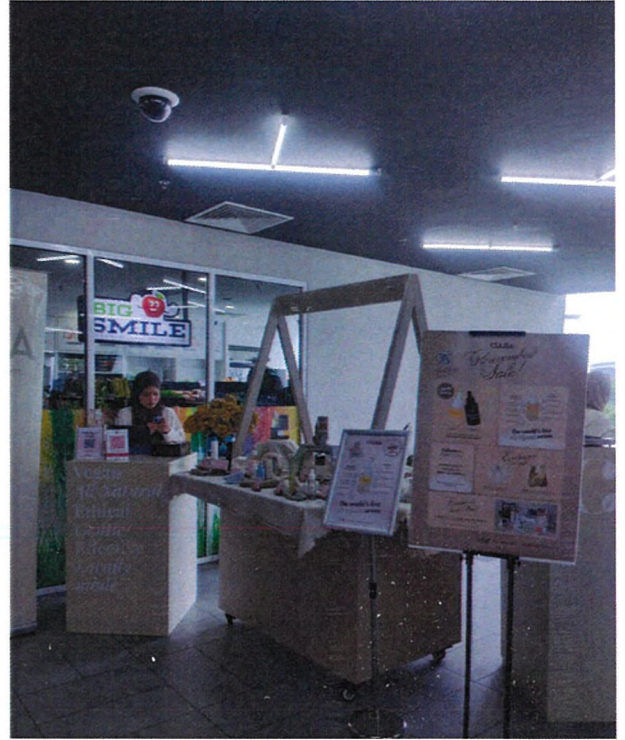


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12.0 APPENDICES

Event Recap



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Event Recap



12.0 APPENDICES

Memoreis with colleagues



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Memoreis with colleagues

