



**COUNTRY
GARDEN**

SINCE 2016

FOREST CITY HOTEL

MUHAMMAD AQIL BIN MOHD SUHAIDI

2022458736 | BA243 | 12 AUG 2024 - 24 JAN 2025



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UNIVERSITI
TEKNOLOGI
MARA

SURAT KEBENARAN

Tarikh : 24/1/2025

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Nama Pelajar	Muhammad Aqil Bin Mohd Suhaidi		
No. Matriks	2022458736	Nama Program	Business Administration (Human Resource)
Tajuk Laporan	Internship Report	Nama Syarikat	Country Garden Pacificview Sdn Bhd

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Yang Benar



.....
Nama Pegawai : MUHAMMAD DANIAL BIN YUSRI

Jawatan : HR OFFICER

No. Tel. :

No. Faks :

Cop jabatan/organisasi:





Executive Summary

From 12th August 2024 to 24th January 2025, I had the privilege of completing my internship as an HR Intern at Forest City in Gelang Patah, Johor. Forest City is a large-scale, multi-dimensional property development that includes a variety of assets such as hotels, resorts, and marinas. The company's commitment to excellence in the hospitality and real estate sectors has provided me with the opportunity to work alongside a talented and diverse HR team, managing a range of HR functions across its three distinct properties: Golf Hotel, Golf Resort, and Marina Hotel.

During my internship, I was actively involved in multiple HR operations, including staff engagement, employee relations, training, and performance management. I had the chance to engage with employees across different roles and departments, helping to implement initiatives that aimed to foster a positive work environment and enhance employee performance. My responsibilities included assisting in the design and execution of training programs, addressing employee concerns, and contributing to various employee engagement activities. These experiences enabled me to gain valuable hands-on knowledge of HR practices within the hospitality industry.

One of the significant projects I undertook during my internship was conducting a detailed SWOT analysis of Forest City's HR operations. The purpose of this analysis was to identify the company's strengths, weaknesses, opportunities, and threats in relation to its human resources practices. I further expanded on this analysis by creating a SWOT matrix, where I developed practical strategies and recommendations to the company's unique needs. The findings from the SWOT analysis were central to my internship report, which not only provided insight into the current HR landscape but also proposed strategies for continuous improvement and development in key areas such as communication, employee retention, and workforce management.

This internship has been a highly enriching experience that has contributed immensely to my professional development. By working at Forest City, I was able to apply my academic knowledge in a real-world setting and gain valuable insights into the challenges and opportunities within HR functions in the hospitality sector. The exposure to different HR operations across Forest City's diverse properties has prepared me to pursue a career in human resource management, equipping me with practical skills and a deeper understanding of how effective HR practices contribute to organizational success.



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1.0 Acknowledgement

First of all, I would like to thank Faculty of Business and Management for requiring this internship program as a course requirement, which allowed me to secure an actual job experience in Forest City Hotel which in the department of Group Human Capital.

I want to express my sincere appreciation to Encik Muhammad Danial Bin Yusri, HR Officer for the three property as my supervisor for giving me the opportunity to hold an administrative internship as my first experience for this position. Thank you for all the guidance and encouragement since day one of my internship in your organization. A big appreciation to all employees of Forest City Hotel for the nice treat and cooperation during my internship period.

Importantly, I want to thank my dear lecturer Encik NorAzlan Bin Hj Anual as my advisor for being patient in guiding me and fellow friends in completing our internship report. I am very grateful for all the kind advice and spirit as the advice from him is very helpful to keep me going until the end of the internship period. This report would have not been possible without the help from my advisor.

Furthermore, I also want to thank my parents for always supporting me and also contributing important inspiration for me. They also contribute for all the costs during my internship period including the cost of travel to work and a few more. I give my deepest gratitude to them.

Last but not least, I am sincere to thank all my friends for their good inspiration, encouraging guidance and morale support in completing my internship journey and report.

2.0 Student's Profile



MUHAMMAD AQIL BIN MOHD SUHAIDI

**Final Year
Student**

**Bachelor of Business Administration
(Hons.) Human Resources Management**

Objective

A dedicated and detail-oriented student to acquire hands-on experience through an internship in the human resource field. Aiming to apply academic knowledge, gain practical insight, and develop professionally within a dynamic work environment to achieve both personal and organizational objectives. Seeking for internship available from 12 August to 24 January.

EDUCATION

Oct. 2022 - Present	Universiti Teknologi Mara Cawangan Melaka Kampus Bandaraya Melaka, Malaysia <i>Bachelor of Business Administration (Hons.) Human Resource Management</i> Current CGPA: 3.39 MUET : Band 4
Aug. 2018 - Feb. 2022	Universiti Teknologi Mara Cawangan Johor Kampus Segamat, Malaysia <i>Diploma in Banking Studies</i> CGPA: 3.34

WORK EXPERIENCES

Aug. 2021 – Sep. 2023	Food Delivery - Managed and organized delivery schedule, optimize route for time efficiency - Handle cash transactions and maintained accurate record of earning
Nov. 2020 – Apr. 2021	Senior Tealive Barista - Experience in managing Tea shop operations - Ensuring customer and training staff to deliver exceptional service

ACHIEVEMENTS

2022	Dean List(AD) Semester 2 <i>Bachelor of Business Administration (Hons.) Human Resource Management</i>	GPA: 3.54
2020 - 2021	Dean List(AD) Semester 4 & 5 <i>Diploma in Business Studies</i>	GPA: 3.69 3.69

PERSONAL SKILLS

Team Player	Analytical and Detail Oriented	Leadership Skills
Adaptable	Strong Work Ethic	Good Time Management

2.0 Student's Profile

PROFESSIONAL SKILLS

Microsoft Word	Advanced	Capcut Editor	Advanced
Microsoft Excel	Intermediate	Light Room	Advanced
Microsoft Powerpoint	Advanced	Adobe Photoshop	Advanced
Canva	Advanced	Adobe Premier	Intermediate

LANGUAGES

Malay	Native Speaker	English	Highly Proficient	Arabic	Elementary Proficiency
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LEADERSHIP / PROJECTS

April – May 2024	<u>Project Leader of Zoo Volunteer</u> - Developed the program tentative and activities - Generated ideas to satisfied each member involved. - Managed the flow of the program and handling the participants in well-mannered.
May – July 2023	<u>Biro Program Leader of Oh My Cikgu!</u> - Managed the operation of the program from conception to completion. - Provide training and engage with IPG Perempuan Melayu Melaka Students - Developed and maintained relationships with bureau, lecturers and external authorities.
October - December 2022	<u>Bureau of Activity of Corporate Social Responsibility Program (Program Khidmat Masyarakat Minda Cergas)</u> - Managed to fulfill the requirement of the minimum number of participants. Managed - to create many interesting postings in our social media to attract the Designed - suitable activities for the participants
Jan - March 2021	<u>Latihan Intensif Brassband In UiTM Segamat (Snare Section)</u> - Develop teamwork skills to create harmonious music while moving in sync - Builds confidence and stage presence through public performances - Fosters discipline through regular practice sessions and performances, enhancing time management skills

REFERENCES

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Dr. Juan Rizal Bin Datuk Hj.Sa'ari
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COUNTRY GARDEN 碧桂园

给您一个五星级的家

3.0 Company Profile

The Forest City Golf Hotel, Forest City Marina Hotel, and Forest City Golf Resort are premier properties within the expansive Forest City development in Gelang Patah, Johor, Malaysia. These three properties are managed under the same umbrella, ensuring consistent quality, shared resources, and unified branding. The properties operate as part of the larger Forest City ecosystem, a visionary project by Country Garden Holdings in partnership with Esplanade Danga 88, with an emphasis on luxury, sustainability, and community integration. **Yang Guoqiang** is the founder of Country Garden, the company that is involved in the Forest City project in Malaysia. **Yang Guoqiang** resigned as chairman of the board in 2023, but remains a special adviser to the company. His daughter, Yang Huiyan, succeeded him as chairman.



Background Of Leader :

Li Junwei, also known as Anson Li, serves as the General Manager of Forest City Golf Resort and Forest City Golf Hotel in Johor, Malaysia. Under his leadership, the resort has achieved significant accolades, including being named Malaysia's Best Golf Course and Golf Hotel in 2024. The Forest City Classic Course, under his management, has been recognized among the "Top 100 Golf Courses in Asia" for five consecutive years.



VISION STATEMENT

"MAKE THE WORLD A BETTER
PLACE FOR HAVING US IN IT."

MISSION STATEMENT

"COUNTRY GARDEN IS A DIVERSIFIED
TECHNOLOGY COMPANY THAT CREATES
A HAPPY LIFE FOR THE WORLD."

CORE VALUE



COUNTRY GARDEN IS AIMED TO BECOME A STRONGER AND BIGGER CORPORATION IN CONJUNCTION WITH THE WORLDMARKET COMPETITION. COUNTRY GARDEN CARRIES RESPONSIBILITY TO BE AN EXEMPLARY AND EXCELLENT ENTERPRISE FOR THE ROLE OF HEALTHY AND GREENER ENVIRONMENT DEVELOPMENT AND A HAPPIER LIVING LIFESTYLE FOR THE PEOPLE.



WITH A CONSTANT IDEAL BEING A CONSCIENTIOUS, RESPONSIBLE, HONEST, CLEAN AND ENERGETIC COMPANY, COUNTRY GARDEN ENDEAVORS TO DEVELOP A BETTER LIFESTYLE FOR THE PEOPLE. HENCE, COUNTRY GARDEN WILL DO THEIR BEST TO REWARD AND RETURN TO THE SOCIETY WITH A GRATEFUL HEART. IN ORDER TO CONTINUE THEIR EFFORT TO BUILD A 100-YEAR-OLD COMPANY, COUNTRY GARDEN NOT ONLY FOCUSES ON THE CULTIVATION OF CHINESE MARKET, BUT ALSO KEEPS PACE WITH THE NATIONWIDE MARKET, AS TO PURSUIT THE DREAM OF FIVE-STAR LIVING STANDARD FOR MORE AND MORE PEOPLE ASPIRING TOWARDS THE ACHIEVEMENT OF SUCCESSFUL AND HAPPINESS LIFESTYLE.



THESE VALUES GUIDE COUNTRY GARDEN'S BUSINESS PRACTICES AND INFORM THEIR APPROACH TO DEVELOPING AND MANAGING THEIR PROPERTIES, INCLUDING PROJECTS LIKE FOREST CITY.



The Forest City Golf Hotel is a five-star luxury establishment located within the Forest City Golf Resort. The hotel is designed to cater to golf enthusiasts and travelers seeking a tranquil and upscale retreat :

- Stunning Golf Course views
- An infinity pool and wellness facilities
- High-quality dining experiences

The hotel features elegant accommodations, premium dining options, state-of-the-art event spaces, and recreational facilities such as a pool and spa. Its location amidst verdant landscapes makes it an ideal choice for both leisure and business travelers.

The Forest City Marina Hotel serves as the first high-standard hotel in the development. It caters to both leisure and business travelers with luxurious rooms, conference facilities, and marina access for water sports and activities. The hotel's design embodies the vision of Forest City as a smart, sustainable urban hub, offering guests a blend of modernity and natural beauty :

- Stunning sea views
- An infinity pool and wellness facilities
- High-quality dining experiences



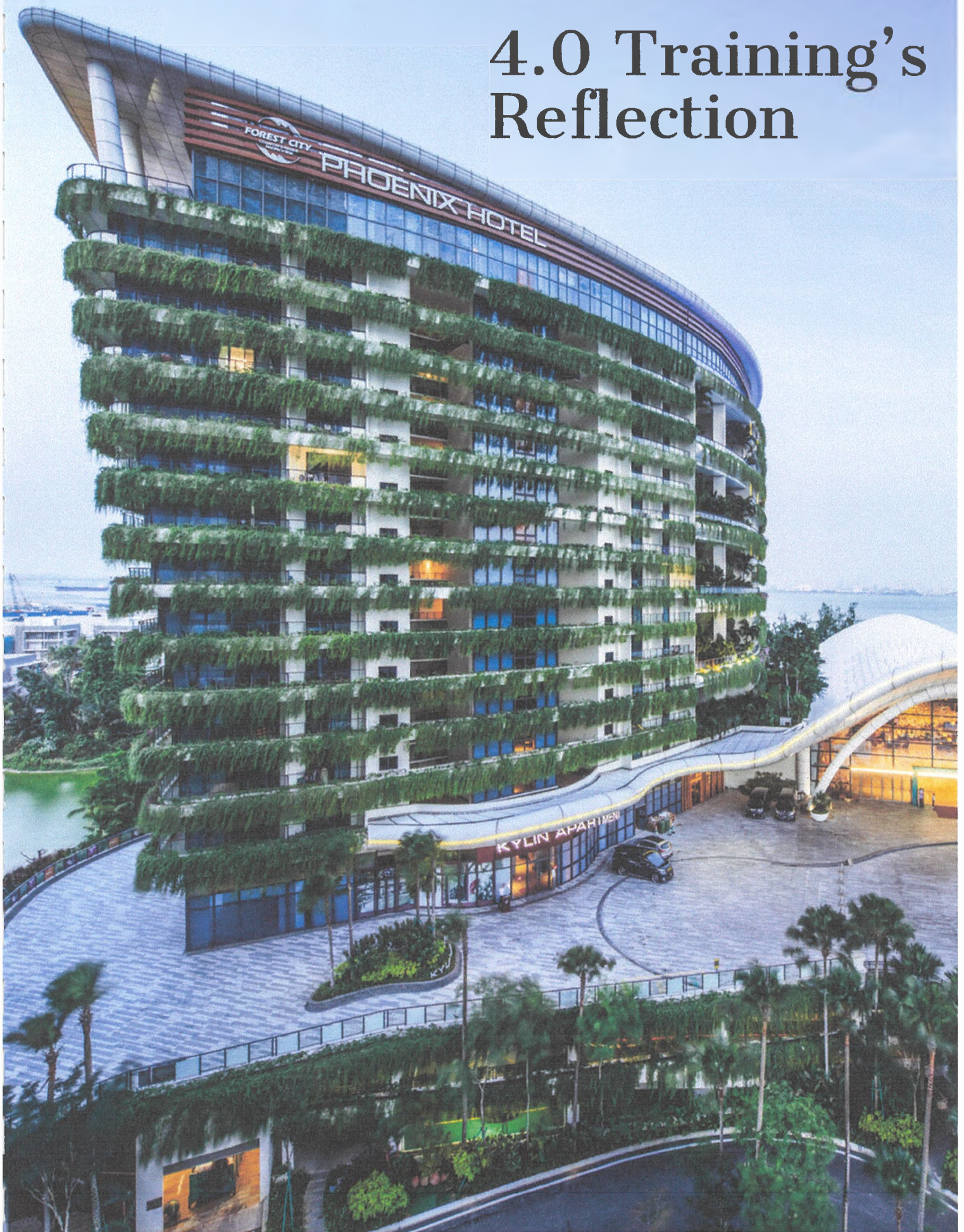
The Forest City Golf Resort encompasses the two signature golf courses and the surrounding amenities, including the Forest City Golf Hotel. The resort is designed to offer an all-inclusive experience for golf enthusiasts, combining world-class courses with luxury accommodations and recreational facilities. It is surrounded by two signature golf courses:

- Legacy Course, known for its challenging layout and exceptional design.
- Classic Course, offering a more relaxed golfing experience.



INTERSHIP REPORT

4.0 Training's Reflection





Reflection on internship Experience At Forest City Hotel

My internship at Forest City, which went from August 12, 2024, to January 24, 2025, was a life-changing opportunity that gave me practical experience with a variety of human resources tasks at a sizable, multi-property company. During the roughly 24-week internship, regular office hours were 9:00 AM to 6:00 PM, Monday through Friday. With its vast operations spanning the Golf Hotel, Golf Resort, and Marina Hotel, Forest City offered the perfect environment for me to put the theoretical ideas I had learned in school to use while also honing the practical skills necessary for a prosperous human resources career.

EXPERIENCE'S GAIN

Recruitment and Onboarding



During the internship, one of my main duties was to assist with the hiring process. In order to determine candidates' qualifications and fit for available opportunities, I actively participated in the resume screening process. After scheduling interviews with candidates, I made sure that all necessary paperwork was finished on time. I coordinated interview sessions in close collaboration with the recruiting managers, ensuring that managers and candidates had all the information they needed for a successful interview process. This helped me have a better understanding of the hiring process and the abilities required to choose the best applicants for the company.

In addition, I had a significant role in the new hire onboarding process. I examined employment contracts, assisted in creating onboarding materials, and made sure that all new hires were properly introduced to Forest City's operating procedures, culture, and rules. As an example, I led orientation training, introducing new hires to the company's core principles, safety procedures, and values. Assuring adherence to legal standards, I also assisted in gathering the required paperwork, including employment and identity forms. This experience made it clearer to me how important it is to make a good first impression and make sure that new hires feel supported from the start of their career.



Reflection on internship Experience At Forest City Hotel

Training and Development



A significant portion of my internship involved coordinating and monitoring training programs across Forest City's properties. I assisted in the organization of several key training sessions, such as ERT (Emergency Response Team) training, Chemical Cleaning Selection Class, and Customer Service Training. Emergency Response Team (ERT) one of the training that was particularly significant as it allowed me to gain practical knowledge about the procedures and systems involved in handling emergencies, specifically focusing on fire safety. The training included valuable insights into the role of the Emergency Response Team (ERT), which consists of firefighters and other trained personnel. I learned the necessary steps to take when a fire occurs, including evacuation protocols, fire safety measures, and how to safely handle emergencies in a hotel, resort, and marina environment. Additionally, I assisted in department-specific training such as product knowledge sessions and departmental training programs funded by HRDC.

I assisted with duties including verifying participant attendance, making sure the required materials were ready, and monitoring session completion rates for these training sessions, which were designed to upskill staff members. In order to set up specialized training, I also collaborated with other trainers and vendors, making sure that every detail was handled. I was exposed firsthand to the value of ongoing staff development in this role, as well as the critical role HR plays in creating an environment where learning and development are valued inside the company.

Employee Relations and Discipline



Participating in disciplinary and employee relations issues was another essential component of my job. I helped with the **preparation of warning and show-cause letters** for staff members who had engaged in misconduct or broken corporate rules. As an example, I was in charge of writing professional, understandable letters that complied with Forest City's disciplinary guidelines and gave staff members a chance to defend their actions. The tricky balance between upholding corporate policies and preserving good ties with employees was made clearer to me by this experience. Additionally, I discovered how crucial it is to document these procedures thoroughly so that all acts are properly documented and compliant with labor regulations.

One of the most difficult and instructive experiences I had during my internship was being allowed to serve as a secretary in three domestic investigation cases. I was in charge of taking minutes, making sure that all paperwork was in order, and helping to **prepare the inquiry reports** in my capacity as secretary. I learned from this experience how crucial it is to maintain objectivity and meticulous documentation during these processes. I gained experience in handling delicate circumstances, making sure that everyone was treated equally while abiding by corporate regulations.



Reflection on internship Experience At Forest City Hotel

Employee Engagement



The most fulfilling aspect of my internship was helping to plan staff engagement events, which were essential in creating a productive workplace and raising morale among employees. A marathon, bowling, and volleyball tournament were among the thrilling events I got the opportunity to participate in. Employees from many departments throughout Forest City's properties participated in these activities, which promoted healthy competition and teamwork. The Christmas gift exchange and the Deepavali kolam celebrations were among the joyful events I assisted in planning. Employee engagement and satisfaction were raised by these activities, which also fostered a sense of community and collaboration.

Through these experiences, I gained insight into how employee engagement programs may foster a positive workplace culture, which in turn boosts job satisfaction and employee retention. I came to see that human resources is about more than just rules and regulations; it's also about giving workers a sense of worth, encouragement, and support.

Payroll and Attendance Management



Finally, I dealt with internship allowance payroll and attendance monitoring. This duty involved estimating hours worked, making sure attendance records were accurate, and helping to process interns' monthly payouts. In addition, I assisted with salary counting and made sure that all benefits were distributed in accordance with corporate guidelines. I gained important knowledge about the operational side of human resources from this experience, including how crucial precision and meticulousness are when managing payroll data.

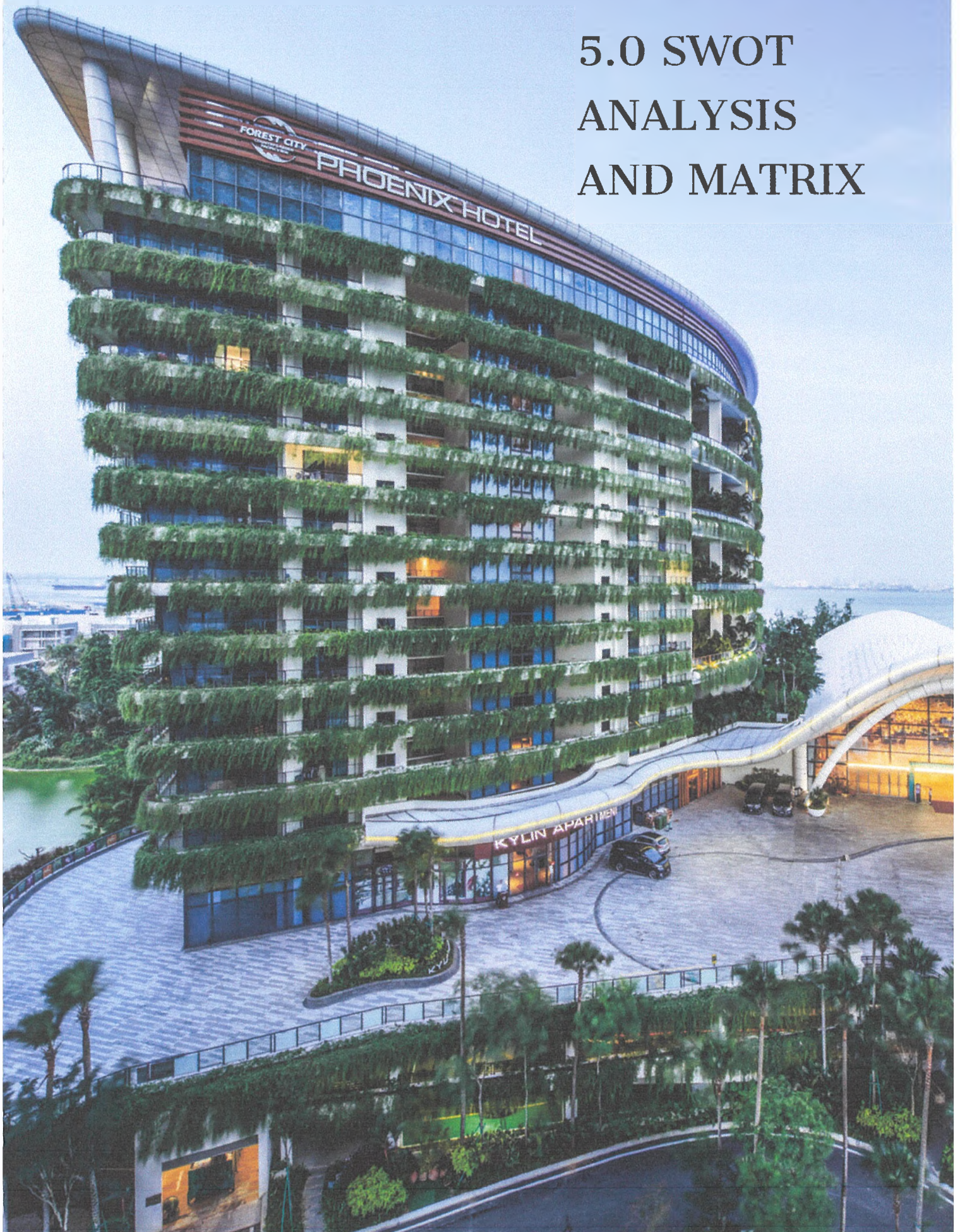
Conclusion

In conclusion, my internship at Forest City has been a highly enriching and educational experience. From recruitment and onboarding to employee engagement, disciplinary matters, and training coordination, I was able to contribute meaningfully to various HR functions within the organization. This internship not only enhanced my practical HR knowledge but also reinforced the importance of creating a positive work culture, fostering employee development, and managing complex HR tasks with efficiency and professionalism. Being involved in domestic inquiries gave me a deeper appreciation for the delicate balance of fairness, transparency, and adherence to company policy. I am grateful for the opportunity to have worked with such a dynamic team at Forest City, and I look forward to applying everything I have learned as I pursue my career in HR.



INTERSHIP REPORT

5.0 SWOT ANALYSIS AND MATRIX



Strengths

- Diverse Workplace
- Comprehensive Employees Development Programs
- Cross-Industry Exposure

Weaknesses

- Complex Workforce Needs
- Possible Gaps in Communication
- Limited Empowerment

Opportunities

- Learning from Cross-Functional Teams
- Growth in Hospitality Industry

Threats

- Economic Fluctuation
- Competitive Job Market

SWOT Analysis



As an HR intern at Forest City Property, which operates in a number of industries such as golf hotels, golf resorts, and marina hotels, I can say that performing a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis provides insightful information about the business and its HR departments. Human resource management is directly impacted by the dynamic opportunities and difficulties of the hospitality and real estate development sectors.

The internal characteristics of Forest City Property, such as its diversified workplace and solid reputation as a brand, will be examined in this analysis. These strengths can significantly advance an HR intern's career. The intricacy of overseeing a workforce across several business divisions and seasonal variations are two possible flaws that we will simultaneously look at. While taking into account external concerns like shifting economic conditions and high employee turnover that may have an impact on HR strategies, we will also look for learning opportunities like cross-functional collaboration and participation in creative HR projects.

Strengths



1. Diverse Work Environment

As an HR intern, I get to connect with a diverse range of people from a variety of backgrounds and job roles because Forest City Property operates in many sectors, including golf hotels, resorts, and marina hotels. From the specialized positions of golf instructors at the golf resort to the more general hospitality personnel at the marina hotel, each domain has unique manpower requirements. Because of this diversification, I've been exposed to a range of HR procedures, such as performance management, employee relations, and recruitment. Gaining an understanding of the particular difficulties faced by each industry would enable me to expand my skill set and use it in a range of HR situations in different sectors.

2. Comprehensive Employees Development Program

As a resort management and high-end hospitality company, Forest City Property probably prioritizes staff development to maintain excellent service standards. HR processes for onboarding, training, and developing staff at all levels may be well-established at the organization. During my internship, I had the chance to watch and even take part in a variety of activities. For instance, our HR department, which was funded by HRDC, provided me with **ERP (Emergency Response Training), Orientation Training, and Customer Service Training**. Being exposed to official employee development programs can greatly increase my comprehension of HR procedures, particularly those pertaining to performance enhancement and ongoing learning.

3. Cross-Industries Exposure

The combination of Forest City Property's golf, resort, and marina operations exposes me to a range of human resources issues and solutions. Due to their nature, these industries frequently need for distinct methods of managing human resources and workforce. In contrast to hiring a marina hotel with specialized skill sets, I was helping to manage seasonal employees for the golf resort. Because of the variety of corporate operations, I am able to have a deeper comprehension of different HR methods. I will have a more comprehensive understanding of the hotel industry and its workforce requirements since I will be able to compare the way HR operations are performed in various company divisions.



Recommendation



Developing Leadership Talent for Internal Growth

Investing in leadership development ensures Forest City's workforce remains future-ready and reduces reliance on external hiring for key positions. A targeted initiative could be the Leadership Pipeline Program, where high-potential employees are trained for strategic decision-making, people management, and operational leadership. For instance, mid-level managers across the hotel, resort, and marina could participate in workshops focused on conflict resolution and team leadership. Additionally, creating career growth pathways for employees—such as clear criteria for promotions and opportunities to shadow senior leaders—will prepare them to take on major roles. This ensures that Forest City can fill senior positions with experienced internal talent, saving on external recruitment costs while boosting employee morale and retention.

Customized Team-Building Activities

Organize property-specific team-building activities tailored to the unique work environments of the golf hotel, resort, and marina hotel. For instance, host interdepartmental challenges or events like a friendly sports day for golf instructors, hospitality staff, and marina personnel. This practical approach can help build stronger interdepartmental relationships and foster understanding of each other's roles. Additionally, HR can facilitate property-based cultural exchange sessions to bridge communication gaps and enhance collaboration among employees from various cultural and professional backgrounds.



Weakness



1. Complex Workforce Needs

The different business units under Forest City Property's umbrella, such as the golf resort and marina hotel, cater to distinct customer bases and have unique staffing needs. Managing employees in these areas requires HR professionals to tailor their strategies based on the type of work, seasonality, and customer expectations. For example, **the recruitment process for a golf course might focus on niche skills, while hotel staff may require a broader range of hospitality competencies.** As an intern, this diversity might make it challenging to address the distinct HR needs of different employee groups effectively without a deep understanding of each sector's specific requirements.

2. Possible Gaps in Communication

Communication breakdowns can occur in large, multi-location organizations, especially if there are departments located in different parts of the property (hotel, resort, marina) or even across different regions. Inconsistent communication may lead to HR policies and procedures being applied unevenly or misunderstood. This can affect key HR functions such as performance management, employee benefits, and recruitment processes. As an HR intern, I might observe these issues or be tasked with helping bridge communication gaps, which could sometimes hinder efficient HR operations if not managed carefully.

3. Limited Empowerment

As an intern, my involvement in the decision-making process will be limited. My role is typically supportive helping with administrative tasks, gathering data, or assisting with employee relations but **I may not have the opportunity to influence higher-level HR strategies or decisions.** This limitation might sometimes feel restrictive, especially if I have innovative ideas or suggestions for improving HR practices. However, this is also a learning opportunity, as it gives me a chance to observe the decision-making process from a higher perspective and understand how decisions are made in a corporate setting.



Recommendation

Create Sector-Specific HR Guidelines

Since every property has different staffing requirements, HR may create precise, industry-specific policies for hiring, training, and performance evaluation. Develop specific HR guides for each area, like the golf resort, marina hotel, and golf hotel, to make managing their unique needs easier. These guides should include the skills needed for each role, recruitment tips, and clear instructions for handling seasonal or specialized positions. For example, for golf instructors, include interview questions that test their knowledge of golf and teaching skills. Review these guides regularly with feedback from department managers to make sure they stay up-to-date and helpful. This will help the HR team work more effectively with each business unit and reduce confusion.

Use a Central Communication Platform

Set up a single communication tool, like Microsoft Teams or Slack, to connect all employees across the different properties. Create specific channels for sharing HR updates, policies, and announcements to make sure everyone gets the same information. Schedule regular virtual or face-to-face meetings with department heads to address any concerns and ensure policies are applied consistently. HR can also send out short weekly newsletters summarizing key updates to keep everyone informed. These steps will help reduce misunderstandings and make communication smoother.



Opportunities



1. Learning from Cross-Functional Teams

Working in a variety of divisions, including hotels, resorts, and marinas, allows me to work with a range of human resources specialists, each with their own area of expertise. Through this, I may be exposed to a variety of HR-related tasks, such as hiring, training, payroll, and employee involvement. I'll learn more about the various circumstances in which HR teams function and the range of difficulties that employees in various departments of the company encounter. I will be able to increase my knowledge and acquire real-world experience from this exposure, both of which will be beneficial to my career.

2. Growth in Hospitality Industry

Forest City Property's emphasis on growing its real estate holdings and interests in the hospitality and tourist industries presents substantial growth opportunities for both the business and myself as an intern. The requirement for qualified HR specialists increases with the company's size. An increase in employment prospects may result from the growth of upscale resorts and other leisure assets, and my background in overseeing human resources operations in these settings may eventually make me a valuable asset to the business.





Recommendation



Organize Knowledge-Sharing Sessions

Proactively organize or participate in knowledge-sharing sessions with HR specialists from different divisions, such as the golf resort, marina hotel, and golf hotel. For example, schedule short meetings or workshops where HR team members from each area can share insights about their specific challenges, best practices, and strategies. This will help them understand the nuances of HR operations in various divisions while fostering stronger collaboration among team members. Take notes during these sessions and compile them into a resource that can serve as a reference for them.

Enhance Skills Through Targeted Training

Implement training programs focused on hospitality-specific HR needs, such as strategies for recruiting high-demand roles, improving employee retention, and enhancing customer service skills. Encourage participation in internal or external workshops and webinars tailored to the hospitality and tourism industry to ensure staff stays updated on industry trends. Maintain detailed records of HR contributions, such as successful hiring campaigns or impactful training initiatives, to showcase the team's expertise and demonstrate value to the organization as it expands in the hospitality sector.



Threats



1. Economic Fluctuations

Economic factors, such as consumer spending, travel trends, and economic downturns, are frequently directly linked to the performance of hospitality properties. A downturn or global financial crisis may result in less demand for travel and leisure, which may directly affect hiring practices, employment rates, and HR strategy as a whole. As the organization adjusts to these challenges, this could mean less opportunities or different work for me as an intern.

2. Competitive Job Market

The HR sector is very competitive, with numerous elite organizations fighting for qualified HR specialists. Being in the competitive real estate and hotel industries, Forest City Property may have a difficult time luring and keeping talent. To remain competitive in this profession as an HR intern—especially if I want to eventually land a full-time job, I will need to continuously improve my knowledge and abilities.

4





Recommendation



Flexible Workforce Planning

One of the best ways to manage economic fluctuations is by developing a flexible workforce strategy that can quickly adapt to changes in demand. HR should consider creating a pool of on-call, part-time, or temporary staff who can step in during peak seasons or when demand is higher. During slower periods, this strategy allows the company to scale back without resorting to layoffs or reducing employee hours. Additionally, HR should regularly assess staffing needs based on changing trends in consumer behavior, such as seasonal shifts, public holidays, or unexpected economic changes, to ensure the right number of employees is always available.

Promote Internal Growth

Clear career growth possibilities are essential for Forest City to remain competitive in luring and keeping talent. For instance, they may launch skill-development-focused programs like advanced hospitality management certificates or leadership workshops. In addition to lowering hiring expenses, encouraging internal promotions would increase employee loyalty. Giving current workers the opportunity to head smaller teams could serve as an example, preparing them for future promotions.

SWOT MATRIXS

	STRENGTH - S • Diverse Workplace • Comprehensive Employees Development Programs • Cross-Industry Exposure	WEAKNESS - W • Complex Workforce Needs • Possible Gaps in Communication • Limited Empowerment
OPPORTUNITIES - O • Learning from Cross-Functional Teams • Growth in Hospitality Industry	SO STRATEGIES • Maximizing Workforce Diversity for Innovation and Growth • Building on Employee Development Programs to Scale with Growth	WO STRATEGIES • Streamlining Communication Across Properties for Greater Efficiency • Leveraging External Growth to Address Complex Workforce Need
THREAD - O • Economic Fluctuation • Competitive Job Market	ST STRATEGIES • Adaptive Staffing Strategies & Data-Driven Adjustments • Fostering Internal Advancement & Employee Development Programs	WT STRATEGIES • Create A Structure Workplan Across All Department • Enhance Employee Development and Retention Programs to Combat Job Market Competition



SO STRAGIES

1. Maximizing Workforce Diversity for Innovation and Growth

Staff satisfaction and performance can be enhanced by new, innovative ways to HR procedures that result from the diverse viewpoints of workers across several properties. Implementing fresh, cross-departmental projects that boost performance and engagement throughout the entire organization is a fantastic opportunity. By creating cross-functional teams that unite varied staff members from several departments (golf hotel, golf resort, marina hotel) to work together on enhancing retention and employee engagement initiatives.

2. Building on Employee Development Programs to Scale with Growth

By encouraging internal talent and making sure staff members are prepared to take on greater responsibility as additional properties are constructed, these programs can be further improved to meet the expanding demands of the hospitality industry. For example, by providing high-potential staff with specialized leadership development courses to assist them progress into senior positions when the business expands and opens more facilities.

WO STRAGIES

1. Streamlining Communication Across Properties for Greater Efficiency

The expanding hospitality sector offers an opportunity to solve communication issues by putting in place more uniform and cohesive communication systems throughout all of Forest City's establishments. It will be simpler to monitor HR procedures, handle employee feedback, and preserve openness across the company with a consistent strategy. HR may, for example, set up property-specific lines of communication on the platform to handle local problems while keeping a broad overview of the entire business. In addition to improving coordination, regular virtual meetings with HR officials from each property could facilitate prompt problem solving.

2. Leveraging External Growth to Address Complex Workforce Needs

The management of a heterogeneous staff across several locations becomes more difficult as Forest City grows. These demands can be met, though, by taking advantage of the chance to apply fresh HR best practices. HR can create more individualized and flexible solutions to meet each property's particular needs by leveraging external trends in the hotel sector. HR might introduce modular training programs that let staff members select classes related to their duties and career objectives in order to further manage workforce complexity. This would encourage flexibility and boost satisfaction with work.



ST STRATEGIES

1. Adaptive Staffing Strategies & Data-Driven Adjustments

To effectively address the challenges of economic fluctuations, HR should implement adaptive staffing strategies, such as utilizing part-time, on-call, or temporary employees to meet peak demands. By using data analysis, HR can make informed decisions about staffing levels, adjusting quickly to changes in consumer behavior, seasonal demand, or economic shifts. This approach enables the company to stay agile, scaling staffing levels up or down without resorting to layoffs or negatively impacting employee morale during slower periods.

2. Employee Development Programs to Maintain Competitiveness in a Tight Job Market

By enhancing its substantial staff development initiatives, Forest City can lessen the chance of losing top talent to rivals. Even when the competition for qualified workers heats up, providing employees with clear career growth possibilities and continual training can help retain their loyalty and engagement. To enhance employee retention during times of intense competition in the job market, for example, a mentorship program that matches junior staff members with senior executives can be implemented.

WT STRATEGIES

1. Create A Structure Workplan Across All Department

HR should ensure that all departments (golf hotel, golf resort, marina hotel) collaborate and follow the exact same procedure when implementing flexible staffing solutions, such as part-time or on-call employees. To guarantee that temporary workers are properly handled and do not interfere with business operations or employee morale, HR can establish clear staffing procedures and communication channels for every area. In order to maintain balanced staffing levels during busy or slow periods, HR should also routinely assess how well these staffing plans are doing and make necessary adjustments based on real-time data.

2. Enhance Employee Development and Retention Programs to Combat Job Market Competition

To mitigate the risks of employee turnover in a tight labor market, HR should focus on enhancing existing development programs to ensure staff feel valued and supported. Implementing initiatives such as a mentorship program, continuous leadership development, and regular performance feedback will increase employee engagement, even in challenging economic conditions. This proactive approach can help reduce turnover, as employees are more likely to stay with the company if they see clear growth paths and feel supported through training and development opportunities.



6.0 CONCLUSION

My experience as an intern at Forest City has been life-changing, providing me with invaluable insight into the ever-evolving realm of human resources in the hospitality sector. I now have a better grasp of the subtleties and complexity of workforce management in a multicultural and cross-functional setting because to my experience managing HR operations across three different properties: the Marina Hotel, Golf Hotel, and Golf Resort. I've gotten practical experience in everything from hiring and training to employee engagement and retention, which has improved my problem-solving, communication, and organizing abilities in addition to my HR knowledge.

During this internship, the SWOT analysis and matrix were an essential tool for assessing Forest City's human resources operations. By identifying key strengths such as a diverse workplace, comprehensive employee development programs, and cross-industry exposure, I have realized the immense potential for creating a cohesive and engaged workforce. However, I've also identified areas for improvement and growth, such as communication gaps and difficult labor requirements.

The opportunities identified such as learning from cross-functional teams, leveraging industry growth, and focusing on employee engagement align closely with the company's potential to adapt and thrive in a competitive landscape. By addressing these opportunities while mitigating threats such as economic fluctuations and a competitive job market, Forest City can solidify its position as a leader in the hospitality industry.

Using the SWOT matrix, I investigated approaches that combine opportunities and strengths, like encouraging innovation through a diverse workforce, and devised ways to deal with threats and weaknesses, such as empowering HR teams in times of crisis and expediting communication. These realizations have reaffirmed how crucial flexibility, proactive planning, and resource utilization are to the success and resilience of a company.

To sum up, this internship has been an enlightening experience that has helped me grow both personally and professionally and has enabled me to make a significant contribution to Forest City's HR objectives. I am incredibly appreciative of the chance to work for such a vibrant and forward-thinking company, and the experience has given me the abilities, know-how, and self-assurance I need to succeed in my HR career.



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8.0 APPENDIX

Training And Development



Employee Engagement



8.0 APPENDIX

Product And Knowledge

