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UNIVERSITI  
TEKNOLOGI  
MARA

# HRM666 INDUSTRIAL TRAINING

REPORT AT

MY ISKANDAR



MY ISKANDAR

05 August 2024 - 17 January 2025

**Prepared By :**

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2022844312

BA243 HUMAN RESOURCE MANAGEMENT

**Presented To :**

FATANAH JISLAN

## SURAT KEBENARAN

Tarikh : 28/1/2025

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Maklumbalas (/)



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<b>Tajuk Laporan</b>	INDUSTRIAL TRAINING	<b>Nama Syarikat</b>	MY ISKANDAR SDN. BHD.

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Yang Benar

**BANU REKHA MICHAEL**

Head,

~~Iskandar Malaysia Academy~~

~~MP Iskandar~~ **MY ISKANDAR SDN BHD**

Jawatan :

No. Tel. :

No. Faks :

Cop jabatan/organisasi:



# EXECUTIVE SUMMARY

All students are required to do industrial training in order to complete their studies. Now, I have almost finished my industrial training at MY Iskandar Sdn. Bhd (MISB) for 6 months. MY Iskandar Sdn. Bhd. is a management and holding business that focuses on developing sufficient and sustainable human capital and talent. During my industrial training at MY Iskandar Sdn Bhd, I gained valuable experience and information.

I started my industrial training on August 05, 2024, and I finished it on January 17, 2025. I have learned so many things in my department. I was given roles and responsibilities that I need to carry are including providing marketing materials and promoting the programme for Iskandar Malaysia Academy (IMA). During my internship I'm responsible for administering and monitoring our company's social media pages on Facebook, LinkedIn, and Instagram in addition to my responsibilities as a marketing intern.

Besides, there are many valuable skills that I have developed which are organizational skills, interpersonal skills and communication skills. Furthermore, I also manage to participate in team meetings and discussion for talent development and event management. Turnout, I was able to analyze the strengths, weaknesses, opportunities and threats of My Iskandar Sdn Bhd. The company's competitive position, including its strengths, weaknesses, opportunities, and threats, will be assessed using a SWOT analysis.

In this report will provide an outline of how I performed throughout my industrial training while monitoring the company and conducting a SWOT analysis, as well as an evaluation of how My Iskandar Sdn. Bhd. performed, and specific recommendations for future development. Therefore, doing an internship at MISB provides me a good experience, hands on learning, skill development, learning outcome and understanding the company's operation where it can help in my personal growth and development.

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# ACKNOWLEDGEMENT



First and foremost, thank to Allah SWT, the Almighty God, for His endless blessings and guidance, which I rely on for sustenance. I would like to first express my deepest gratitude to all those that helped and supported me throughout my experience on finishing my report on the journey in this Industrial training.

A special thanks to my subject lecturer, Madam Fatanah binti Jislan, for her insightful suggestions, guidance, and encouragement throughout the HR Internship (HRM666) course. I also deeply appreciate Ms Banu Rekha Michael as my supervisor, that had contributed much support and guided me in getting around in MY Iskandar Sdn. Bhd.

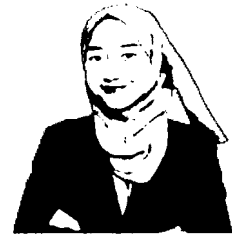
Not to forget, a big thank you to the staff members Mr Aris (General Manager), Balasundaram Sinnathambi (Executive), Nur Azeera Abd Aziz (Executive) and Nurul Fatihah (Admin Executive) They have always helped me out when I have encountered problems or work-related tasks. Also, my family for their direct and indirect assistance in helping me with this report. Their support has been invaluable and motivated me to improve in my work.

Finally, I am grateful for the opportunity to finish the assignment on time. I hope that the knowledge gained will allow me to contribute to society in the future, and may Allah SWT reward and bless all my efforts and those who helped in preparing this report.

# 2.0 STUDENT PROFILE

**Noor Zaireen binti Zohaiman**

Skudai, Johor



Goal-oriented Human Resources undergraduate with 6 months of marketing internship experience in talent development, event coordination, marketing strategy, and customer engagement. Eager to apply my skills and knowledge to contribute to HR functions and support organizational growth.

## Professional Experience

**MY ISKANDAR SDN. BHD.**

Marketing Internship

Iskandar Puteri, Johor

August 2024 – January 2025

- Designed and executed engaging promotional content for major events, including the conferences driving audience engagement through visually appealing social media posts and event materials to maximize public outreach.
- Assisted in preparing and amending proposals for initiatives and contributing to the development of key marketing strategies and event planning to ensure all event-related documents were ready for submission.
- Conducted post-event analysis by preparing reports on event performance and identifying areas for improvement and providing key insights to enhance future event strategies and marketing efforts.

## Education

**UNIVERSITI TEKNOLOGI MARA (UiTM)**

Bachelor of Business Administration (HONS.) Human Resources Management CGPA: 3.36

Bandaraya Melaka, Melaka

Oct 2022 - Present

**UNIVERSITI TEKNOLOGI MARA (UiTM)**

Diploma in Banking Studies  
CGPA: 3.53

Segamat, Johor

July 2019 - February 2022

- Dean's List Academic Achievement Award recipient for 3 semesters

## Co-Curricular Activities

**Webinar - The Role of Talent Onboarding**

June 2024

- Led the initiative to facilitate information and knowledge exchange by enhancing participants' understanding of key talent management principles
- Empowered attendees by imparting practical skills and invaluable insights essential for successful talent onboarding processes.

# 2.0 STUDENT PROFILE

## Iskandar Malaysia Law Conference

November 2024

- Coordinated event communication efforts by managing email blasts and social media updates, while overseeing META ads to ensure timely promotion and maximize visibility for the Iskandar Malaysia Law Conference.
- Supported speaker verification and maintained conference documentation, while assisting in database management by collecting email to facilitate targeted email campaigns.

## Iskandar Malaysia Leadership Series: IR 4.0

November 2024

- Coordinated the Iskandar Malaysia Leadership Series by managing email communication, speaker updates, and social media content to ensure effective event promotion.
- Managed email collection from the Federation of Malaysian Manufacturers and developed targeted outreach campaigns, ensuring consistent event updates across digital platforms to drive engagement and raise awareness.

## K-Youth Programme - Hybrid Electric Vehicle (HEV) Technologist

November 2024

- Compiled and managed reports for EduCity Iskandar by ensuring accurate data entry and on-time submission, while designing and issuing certificates for participants to maintain program standards to ensure compliance with administrative procedures.

## MY Iskandar E-sports Community Championship 2024

November 2024

- Supported in finalizing the proposal by ensuring accuracy while collaborating on the design of promotional materials to enhance event branding to sustain engagement, contributing to increased post-event visibility and positive attendee feedback.

### Certifications

- Certificate of Completion eUsahawan Course (Level 1 - Go Digital) MDEC
- Malaysian University English Test (All Session) Band Achieved: 3.5
- Certificate of Participation Webinar: The Role of Talent Onboarding
- Certificate of Completion: Cyber Security Risk Management Training

### Related Skills & Languages

**Technical Skills:** Microsoft Word, PowerPoint, Excel (Intermediate), Canva (Advanced), Adobe Premiere (Intermediate), META Ads Manager (Intermediate), SPSS (Beginner)

**Soft Skills:** Able to prioritise tasks effectively, willing to learn and open to new ideas, ensuring efficient allocation of time and resources to maximise productivity.

**Languages:** English (Professional Proficiency), Bahasa Malaysia (Native)

### References

- Banu Rekha Michael (Head Iskandar Malaysia Academy, MY Iskandar)

## 3.0 COMPANY PROFILE



Figure 1: MISB Logo

MY Iskandar Sdn Bhd (MISB) is a subsidiary of the Iskandar Regional Development Authority (IRDA) established in June 2016 with a focus on participating in profitable and sustainable business ventures that benefit Iskandar Malaysia. Their dedication to talent development and training, especially by organizing events and training programs for various communities and groups. The Iskandar Malaysia Academy (IMA) is the solution identified under Iskandar Malaysia's Human Capital, to develop sufficient and sustainable human capital or talent needs to support the growth of Iskandar Malaysia at is at the top of Iskandar Regional Development Authority 's (IRDA) agenda. Also, to support state initiatives in increasing the capacity of talent development in Iskandar Malaysia and Johor.

In addition, MISB actively involved in various aspects of event and conference organization, particularly in the fields of education, development, and digital marketing. The collaboration with well-known partners and the organization of events like law conferences dedicated to fostering knowledge exchange and professional development within their focus areas. Moreover, offering certifications for over 30 program or workshop courses demonstrates their commitment to upskilling the workforce and aligning with their main goal of contributing to the profitability and sustainable development of IRDA. The establishment of IMA under MISB to developing and nurturing a skilled and sustainable workforce that will play a pivotal role in the region's continued growth and development. Such initiatives are vital for economic and social progress in Iskandar Malaysia. These educational initiatives not only benefit the local community and various stakeholders but also support the broader goals of regional development and human capital enhancement.

## 3.1 COMPANY PROFILE



Figure 2: Iskandar Regional Development Authority (IRDA) Logo

MISB is a management and holding company that is wholly owned by Iskandar Regional Development Authority (IRDA). It was incorporated in 2016 to embark on sustainable and commercial business ventures that would focus on realizing the tangible outcomes and benefits for Iskandar Malaysia.

### **MISB Address:**

Level 1, Wisma Sunway,  
Persiaran Medini 5,  
Sunway City Iskandar  
Puteri, 79520 Iskandar  
Puteri, Johor, Malaysia

### **IRDA Address:**

Level 3, Wisma Sunway,  
Persiaran Medini 5,  
Sunway City Iskandar  
Puteri, 79520 Iskandar  
Puteri, Johor, Malaysia

**Operation Hour:** 9 a.m to 6 p.m (Weekday)

**Phone:** 019-705 0554

**Email:** MISB.Admin@irda.com.my

**Website:**

**SSM:** 201501035234 (1160554T)

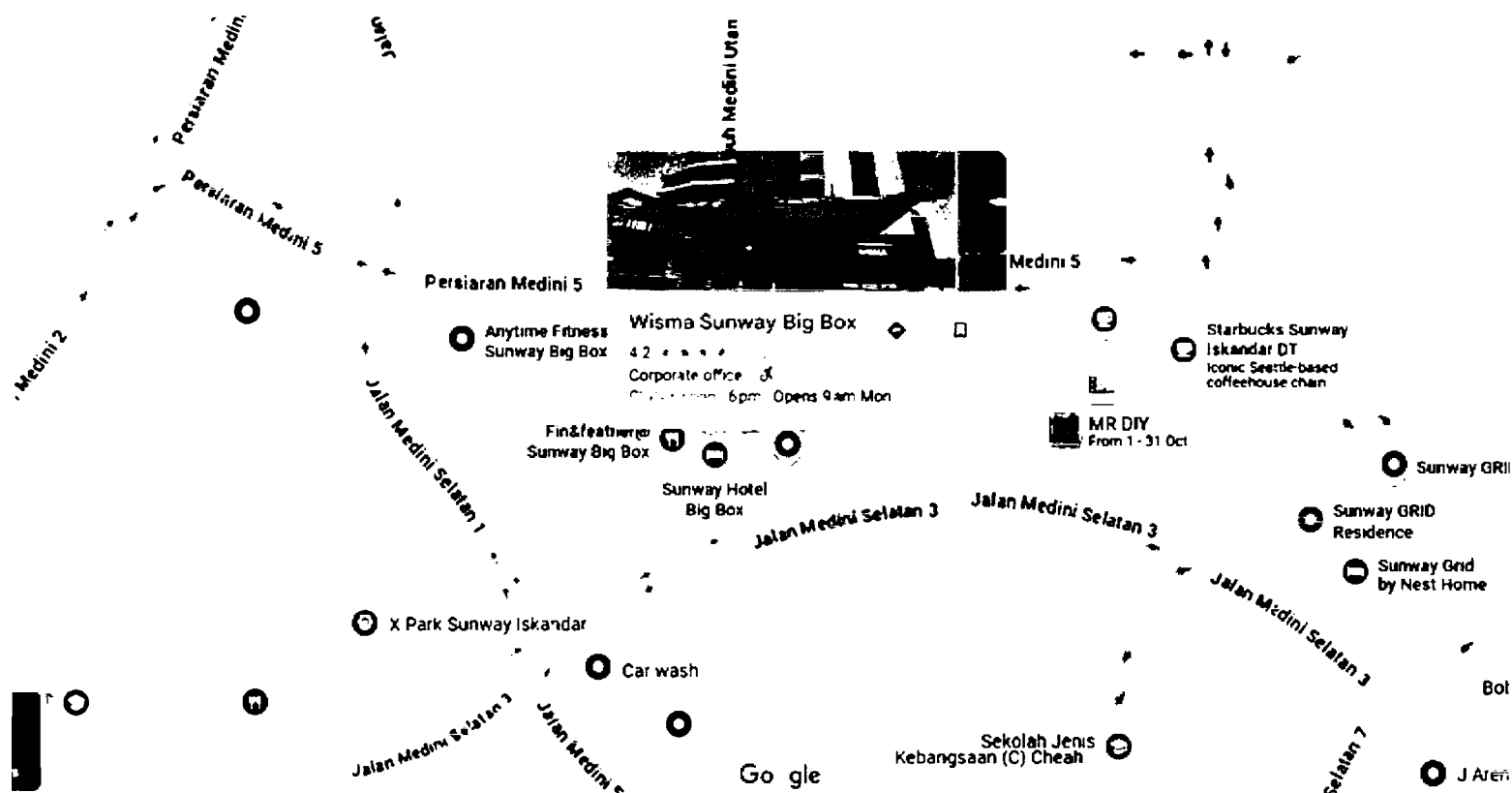


Diagram 2: Maps of MY Iskandar Sdn. Bhd

## 3.1 COMPANY'S VISION AND MISSION

### VALUE PROPOSITION

To act as a conduit to stimulate the growth and sustainability of Iskandar Regional Development Authority and Iskandar Malaysia. To embark on various commercial activities and initiatives promoting various sustainability programs and focusing on talent and youth development, social entrepreneurship, cutting edge technology, digitalization and innovative implementation.

#### VISION

To generate income for IRDA and deliver strategic value for Iskandar Malaysia

#### MISSION

To be IRDA's strategic commercial arm in responsibly delivering products and services for sustainable financial returns and in support of the vision of Iskandar Malaysia

## 3.2 ORGANIZATIONAL STRUCTURE



### ORGANIZATIONAL STRUCTURE

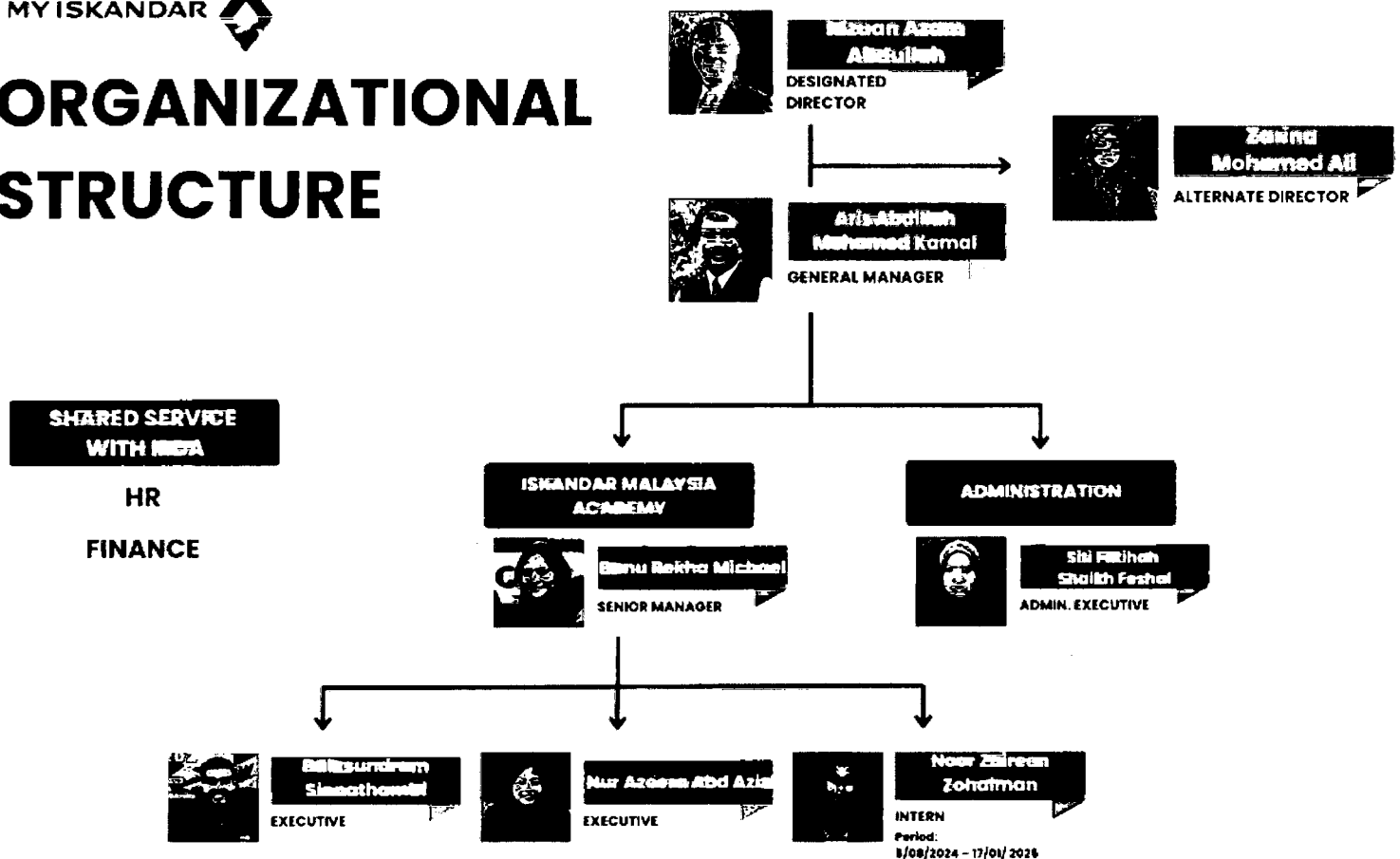


Diagram 4.0 MISB's Organizational Structure

The organizational structure of My Iskandar Sdn Bhd (MISB) is led by Designated Director, Mr. Idzuan Azam Abdullah, who provides strategic direction. Supporting him is Alternate Director, Ms. Zarina Mohamed Ali, and General Manager, Aris Abdillah Mohamed Kamal, who oversees the company's operations. Ms. Siti Fatimah Sheikh Feshal serves as the Admin Executive, ensuring smooth administrative processes.

The structure also includes the Iskandar Malaysia Academy (IMA) department, led by Senior Manager and Head, Ms. Banu Rekha Michael, who supervises the IMA team. The team includes Executives Mr. Balasundram Sinnathambi and Miss Azeera Abd Aziz, along with me, Noor Zaireen Zohaiman, currently an intern. This structure highlights the diverse skills within MISB and IMA, fostering teamwork to achieve organizational goals.

I was assigned to be Iskandar Malaysia Academy (IMA) department. Where Ms. Banu Rekha Michael serves as the Senior Manager and Head of Manager. In this dual role, she not oversees the managerial aspects but also provides guidance to the IMA team. Also she is my supervisor. The IMA team, reporting to Ms. Banu Rekha Michael comprises dedicated professionals. In IMA departments Mr. Balasundram Sinnathambi and Miss Azeera Abd Aziz contribute as executives, leveraging their expertise in their respective roles. IMA Departments focusing on cultivating and enhancing the skills, knowledge and professional growth of individuals within organization through targeted training programs, mentorship initiatives and skills-building opportunities.

## 3.3 PRODUCT AND SERVICES

### TALENT DEVELOPMENT

IMA is a Talent Development arm, set up to support state initiatives in increasing the capacity of talent development within Iskandar Malaysia and Johor.

K-Youth Programme and Cybersecurity Risk Management program is one of MY Iskandar committed to Centralized people development center, Channel for talent development and change management, Conduit between various talent/training institutions, Capture, document and institutionalize “experiences” of Iskandar Malaysia, Positioning Iskandar Malaysia as the main southern talent development hub, Custodian of Iskandar Malaysia’s Intellectual Property (IP)



### EVENT MANAGEMENT



MY Iskandar specialize in seamless event execution and impactful experiences through meticulous planning and coordination of a diverse range of events, from conferences and workshops to corporate gatherings, fostering engagement and networking.

The **Iskandar Malaysia Leadership Series** and the **Law Conference** are flagship events since 2016 that stood as a testament of our commitment to staying at the forefront of business excellence. Each year, we meticulously curate topics that dynamically reflect the latest industry trends and prominent issues, ensuring an unparalleled experience that keeps our audience abreast of the ever-evolving business, economic and legal landscapes.

## 4.0 Training's Reflection

The Industrial training experience at MY Iskandar Sdn. Bhd. lasted from 5 August 2024 to 17 January 2025, with a total duration five and a half month. The working hours were Sunday to Thursday, from 8:00 a.m to 5:00 p.m. my working hours are flexible; we can choose whenever we want, from 7:30 a.m. to 9:00 a.m. If I come to the office at 7:30 a.m., I can go home by 4:30 a.m. Meanwhile, on Thursday, we only worked 8 hours, including lunch break.

### Iskandar Malaysia Academy (IMA) Task

Provided marketing materials. and promoted the program.

The IMA Departments are dedicated to the development and advancement of skills, knowledge, and professional growth within the organization through targeted training programs, mentoring initiatives, and skills-building initiatives. Since Iskandar Regional Development Authority has a subsidiary called MY Iskandar Sdn Bhd, I was assigned to be under Iskandar Malaysia Academy (IMA). Where I was assigned to design posters for programs such as Iskandar Malaysia Law Conference and Iskandar Malaysia Leadership Series. It is my responsibility to create a poster for the program that will appeal to people, such as making a poster suitable for Instagram size, social media posting and wording caption. Besides, I learned that my posters were used primarily to encourage participants and SME start-ups to attend the reskilling and upskilling program by attracting attention from B40 urban youth, fresh graduates and job seekers.

Furthermore, I am responsible for sharing posters on social media such as Facebook, Instagram, and LinkedIn. After I have received approval from my supervisor and executive, the poster will be blasted, such as the public holiday poster, program poster with judges, and speaker name and designation poster, as shown in figures 4 and 8. Aside from that, I have to send out an email blast to promote the program. I need to create good copywriting to attract people to join. I find this to be a good indicator of my skills as a copywriter.

# 4.1 Training's Reflection

## Roles, Responsibilities, Tasks & Assignments

### **Social Media and Promotion**

I was also assigned to draft marketing initiatives for some programs and create social media templates and posts for various events, such as MY Iskandar E-Sports Championship, Iskandar Malaysia Law Conference and Iskandar Malaysia Leadership Series, ensuring appealing visuals for public engagement via social media such as Facebook, Instagram and Linked In or maybe using email blast.

### **Proposal Preparation**

I was also assigned to draft marketing initiatives for some programs and assist in preparing and amending proposals for initiatives like Iskandar Malaysia E-Sports Community Championship 2024 and Digital Marketing Workshops 2025 for MY Iskandar.

### **Event Coordination**

I already assisted in a few conference events, by support the team by attending meetings, taking notes, and assisting in event logistics and coordination, including creating certificates and posters for events or programs. During the event, I was assigned to do registration for participants using Ticket2u code and making sure all the participant is registered. Also, I had to make sure all the participant get the goodies before directing them to the hall events.

Besides, I already assisted 4 physical events that had been managed by MISB. One of the events that I assisted as a committee is the "Seterra Dialogue (SEDIA) 2024" National Caregivers Conference at M-Resort & hotel Kuala Lumpur as you can see in figure 12. Another two are the "Iskandar Malaysia Law Conference 2024" and "Iskandar Malaysia Leadership Series: The Math of IR 4.0" You can see both of these programs in figure 13, and figure 14.

I also assisted one of the youth programs which is the "Iskandar Malaysia E-Sports Community Championship 2024". The program focus on youth age 13 to 35 years old across Johor, with a total of 260 eligible participants will receive a grant of money rewards. Therefore, I was assigned to create a mock cheque designs, and Apart from that, i have learned how to design an certificate template for the completed program and deliver it to the people that attended.

### **Email Blasts & Communication**

I was assigned to make a wording and send email blasts for event promotions and ensuring timely communication to speakers and participants to keep informed and updated to them. Additionally, following the training program, I must prepare a survey form soliciting feedback from participants so that we may incorporate their comments and improve the subsequent program.

### **Collaboration & Meetings**

I was actively participate in team meetings such scrum meeting that been doing weekly every sunday, and collaborate with colleagues to execute various marketing initiatives and tasks effectively.

### **Event Analysis**

Finally, I am responsible for writing drafting, summarize and analyze post-mortem reports for events by identifying strengths and areas for improvement to enhance future event outcomes. The post-mortem report is to improve the upcoming program in the future. It can make us know what we must do to improve next events.

### **General Tasks**

General tasks is the administrative work such as scanning, printing, and sending documents. For instance, I have been doing administartive tasks for K-Youth Programmre Reporting. I was assigned to scan, filing, and complete incomplete infromation requested from my executive. Besides, I also help them to pass the document to the finance department and also to get a sign from a director at the main building.

## **Specific Specialization Tasks**

### **1 Design and Update Promotional Materials**

Design and update posters, brochures, and social media content for MY Iskandar's events, ensuring all promotional materials are engaging and aligned with event branding.

### **2 Participant Engagement**

Assist in engaging participants by creating feedback forms, preparing certificates, and ensuring all relevant documents are ready for submission.

### **3 Operational Support**

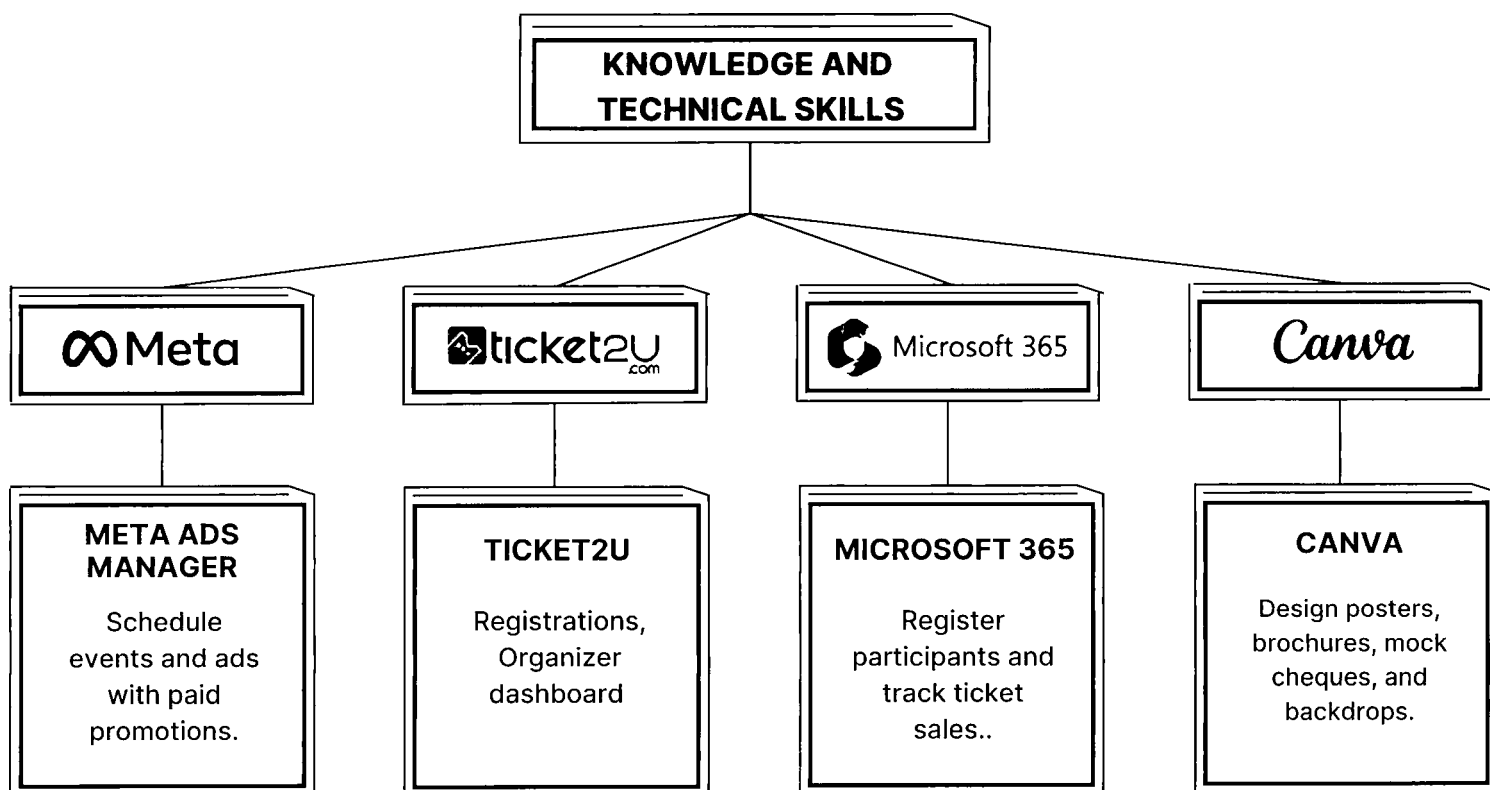
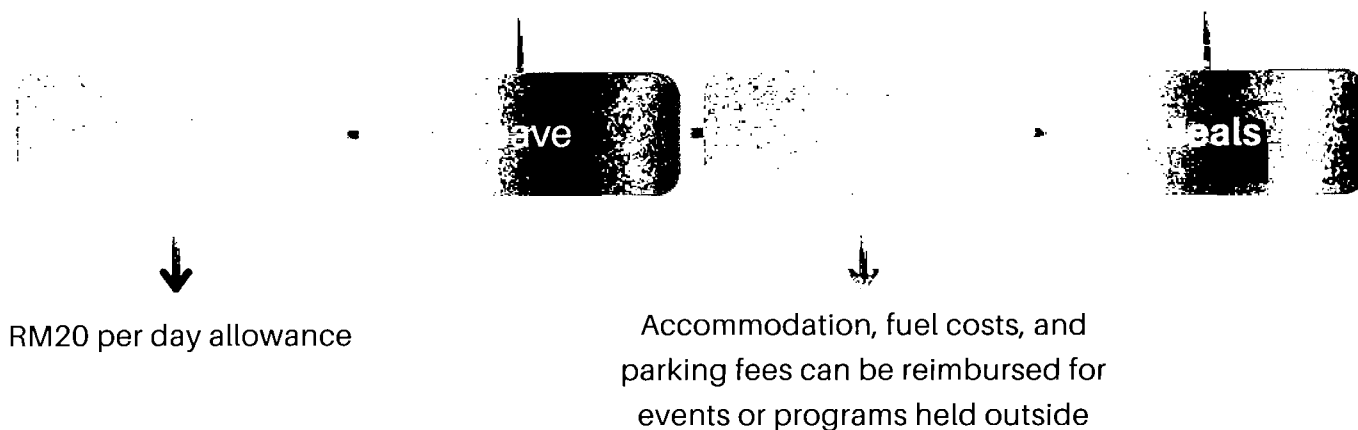
Provide administrative support during events by assisting with registration, preparing event materials, and ensuring smooth event operations

# Benefits Received & Gained

During the industrial training period, I received various benefits and gained valuable knowledge and skills as a marketing internship. I had a dedicated workplace, and certain tools to help me with the job, including a desktop, Wi-Fi, access cards, staff parking that was free of charge, and compensation. I get a daily allowance of RM20. I'm appreciative of getting an allowance as a trainee while completing my industrial training and learning priceless skills.

Intern leave policy, which requires filling out a leave application form

For every event or program, meals including breakfast, lunch, and hi-tea are provided.



Other software that is used on a daily basis is Microsoft Outlook and Microsoft OneDrive. Both are crucial during the daily life of my internship. On the first day of the internship, the interns are provided with their personal email, which ends with name@irda.com.my. This is advantageous and serves to remind the intern that they are representing IRDA. While OneDrive is used for online storage of any file or document, Outlook is mostly used to send emails, manage tasks, schedule, and set reminders for upcoming events or meetings.

By mastering tools such as Microsoft 365, Canva, Meta Ads Manager, and Ticket2u, I became more adept at streamlining workflows, organizing tasks, and producing high-quality work in less time. This hands-on experience not only deepened my technical proficiency but also taught me several time-saving strategies, enabling me to prioritize tasks effectively and achieve more in a shorter period. As a result, I am now able to work more productively, allowing me to focus on the creative and strategic aspects of my tasks while minimizing the time spent on routine processes.

### META ADS MANAGER



Utilized for the creation, scheduling, and management of paid advertisements across social media platforms. It plays a pivotal role in promoting events such as the Iskandar Malaysia Law Conference and MY Iskandar E-sports Championship, allowing for precise targeting of relevant audiences to increase event visibility and participation.

### TICKET2U



A platform is used for the registration of participants and the tracking of ticket sales. It facilitates efficient management of attendee information and provides valuable insights into ticket sales performance, enabling data-driven decisions to optimize event planning and ensure maximum participation.

### MICROSOFT 365



Microsoft 365

Utilized for daily communication, email correspondence, and the preparation of proposals. It serves as a central tool for organizing and managing event-related documents for conferences and programs such as the Iskandar Malaysia Law Conference, Leadership Series, and MY Iskandar E-sports Championship, ensuring effective coordination and administrative efficiency.

### CANVA



Used for designing a variety of promotional materials such as posters, brochures, mock cheques, and event backdrops. This tool is essential in crafting visually appealing content that supports the promotion of events, ultimately driving participant engagement through effective visual messaging.

# Personal Development

During my marketing internship, I gained significant **confidence** in communication, particularly in networking and interacting with professionals. Attending conferences and participating in networking sessions allowed me to engage with individuals from various companies and backgrounds. This experience greatly enhanced my ability to initiate conversations, build rapport, and express my thoughts clearly. As a result, I now feel more comfortable communicating with others, whether it is in formal or informal settings, which has undoubtedly strengthened my professional interpersonal skills.

Furthermore, I developed strong **teamwork skills** throughout my internship. I learned the importance of collaboration and how to contribute meaningfully to group efforts. During team meetings, I became more confident in offering my opinions and ideas, while also providing assistance to colleagues when needed. This experience taught me the value of collective input and the impact of working together towards a common goal. By actively participating in team discussions, I not only honed my ability to work in a group but also became more receptive to feedback, further enhancing my collaborative skills.

Additionally, my internship has significantly improved my **punctuality and time management skills**. I consistently completed assigned tasks ahead of deadlines, which helped me develop a sense of responsibility and professionalism. Managing my time effectively allowed me to prioritize tasks and focus on delivering quality work within the given time frame. This habit of completing tasks early not only reflects my commitment to meeting expectations but also taught me how to manage my workload efficiently, which will be valuable in any future professional setting.

Lastly, I learned to handle **multiple tasks** simultaneously, a crucial skill in a fast-paced work environment. Throughout my internship, I was often tasked with managing several responsibilities in a single day. By organizing my workload and setting clear priorities, I was able to complete different tasks without compromising quality. This experience improved my multitasking abilities and helped me adapt to changing demands. It reinforced the importance of staying organized and flexible, skills that will undoubtedly benefit me in any future role I undertake.

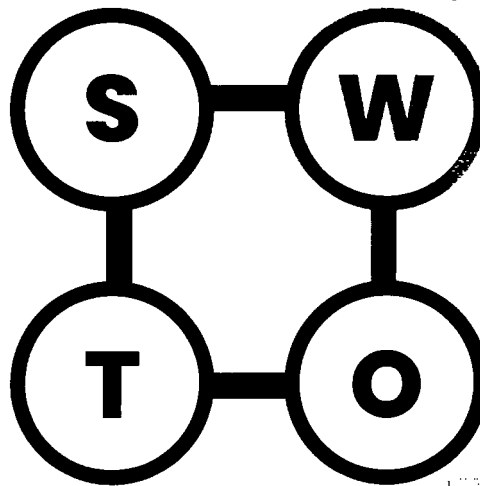
# 5.0 SWOT ANALYSIS

## STRENGTHS

1. Well-known talent development & wide-experience training provider in Johor
2. Frequent review on MISB Projects
3. Flexible working hours

## WEAKNESSES

1. High workloads due to lack of manpower
2. Lack of marketing collateral
3. Reliance on IRDA for HR and Finance Services



## THREATS

1. High competitions
2. Instability of government rules in Malaysia due to political situations

## OPPORTUNITIES

1. Strong Networking with selected IPTA & IPTS
2. Strategic Partnership with high-profile companies
3. High engagement with well-known companies

# STRENGTH

## Discussion and recommendation of strength

### **Well-known talent development & wide-experience as training provider in Johor**

MY Iskandar Sdn. Bhd is a well-known talent development company in Johor and can get a lot of participants for every training and event that MISB organized. MISB had been organize diverse service catering to various needs such developing talent through tailored training, mentorship, and skill-building for organizational growth and individual advancement. According to my research, MY Iskandar Sdn. Bhd. has been offering many program in Johor such as 5-day Cybersecurity Risk Management Program, Public Classroom Training with Garranto Academy Malaysia, Iskandar Malaysia Leadership Series, Iskandar Malaysia Law Conference where by competencies in industry from various organizations such private sectors in law firms, manufacturing firms, education firms and many more are involved. Due to this, MISB's programs emphasize innovation, strategic thinking, and leadership excellence, which help clients reduce employee turnover and enhance employee skills through training. My recommendations is MISB should keep its strength and its reputation as a trusted advisor to companies that are looking to upskill their executives by focusing on leadership development. By doing so, MISB can create long-term relationships with the clients and can promote their expertise in talent development in Johor.

In addition, MISB already has wide experience as a training provider in Johor. For example, the Iskandar Malaysia Leadership Series program. That is one of the major events that has been successfully organized by MISB where many organizations such Iskandar Investment, Umobile, MDEC have been collaborated with MISB and sharing their expertise in industry. Each year, they hold a conference in conjunction with an exhibition featuring other companies, organizations, and other fields of interest. It shows that MISB is able to handle a big event even though they are a small company. Therefore, I recommend that MISB organizes more big events so that they can prove that they are among the most successful training providers and event management by establishing partnerships through networking, which can lead to referrals, client introductions, and joint ventures, which improve an organization's credibility and reach (Davey, 2023)

# STRENGTH

## Discussion and recommendation of strength

### **Frequent review on MISB Project**

There will be a SCRUM meeting held by MISB on Sunday every week in order to review the project progress on each team member. As part of the agile project management framework known as Scrum, scrum meetings are structured gatherings. As an important part of the Scrum process, these meetings serve to facilitate the effective coordination among the team members, serve as a means of communication, and serve to promote communication among participants in the project (Eric Brechner, 2015). The purpose of this is to be aware of the progress of every project and also to make sure that the project runs smoothly at all times. In order to be able to improve in the future, MISB will discuss every project that is still in progress or even the post-project so that it will make the event even better in the future. With this weekly meeting, it offer several benefits that contribute to the success of MISB's initiatives by provide a structured opportunity for team members to communicate openly about challenges and solutions, create collaborative environment. Moreover, weekly meetings ensure that if there are any issues, they can be identified in time to prevent potential problems and enhance the overall quality of project outcomes. Accordingly, I recommend that MISB continue these SCRUM meetings so that each project may proceed smoothly. at the same time, these meetings can serve as a platform for recognizing individual contributions, boosting morale, and creating a sense of belonging among team members (Shibeal O'Flaherty, 2021)

### **Flexible working hours**

In the MY Iskandar Sdn. Bhd, they have flexible working hours. For example, the employees can have an option to start working earlier at 7:30 am or 9:00 am and to get home at 4:30 pm or 6:00 pm as long as the total working hours are 9 hours. Also, they are given a lunch break every day between 12:30 and 2:00 pm and on Fridays, they are given a lunch break between 12:15 and 2:45 pm. I believe this shows that the employees have the right to choose when they work and not only be restricted to having to start work at a specific time and are only required to adhere to the working hours that are nine hours excluding lunch time. The culture of work is really important in order to make their employee comfortable and dedicated. Max Shepherd-Cross, 2024 studies has demonstrated that employees who have flexible work schedules are able to balance their personal and professional commitments without compromising their performance. As a recommendation, I recommend that MISB maintain their flextime policy, which allows them to create a more flexible and supportive working environment that benefits both team members and your organization, since flextime allows employees to balance life better and stress less, as well as being happier and more productive for everyone.

# WEAKNESSES

## Discussion and recommendation of weaknesses

### **High workloads due to lack of manpower**

During my internship with MISB, I had recognized some weaknesses in MY Iskandar. MISB are facing shortage of staff that leads to increased workloads for existing employees and leading to mistakes and delays in project completion. Somehow, the high workloads restricts the company's ability to take on new projects and limiting their growth potential because of lack of manpower. When there are not enough people to do multiple tasks at the same time, a job will take longer to complete. As an example, the administrative executive, head of Iskandar Malaysia Academy , and general manager of MISB had to make an email blasting promotion to gain more participants and sponsorship for upcoming events. Aside from promotion task, they need to follow up with client, organize speakers' accommodation in advance, follow up with Municipal council(Majlis Perbandaran). Due to the high workload resulting from the lack of staff, the employee has to make sure that they multitask their tasks in case there are upcoming events in the near future such as conferences and training programs, which can causing stress and burnout among the employees. My recommendation would be MISB should recruit more staff especially in marketing position so that team members would spend less time working on labor intensive tasks in the future. Due to the fact that some members of the team are not capable of multitasking effectively as a result it may negatively impact their health and job satisfaction, leading to higher turnover rates (StaffAny, 2023).

# WEAKNESSES

## Discussion and recommendation of weaknesses

### **Lack of marketing collateral**

A marketing collateral is any type of media or material used by a company to promote its products, services, or brand (Van Kevin Li, 2022). The marketing collateral provided by the MISB was also insufficient which leading to fewer interactions and sign-ups for events and training programs. In an industry where effective marketing is key, failing to produce strong collateral puts MISB at a disadvantage, it is because The company could experience a decline in revenue, impacting its ability to reinvest in future initiatives and sustain operations. It is very important to have marketing collateral especially when they are planning an event include brochures, goodies and digital assets such as websites and social media content. Additionally, MISB should think that it is important to realize that leveraging digital tools and platforms can help their streamline the process and allow for the possibility of quick updates and distribution. Therefore, it may be possible for the company to gain a higher level of visibility by doing so. MISB marketing collateral is one of the most important parts of marketing because when someone uses MISB's merchandise, they become associated with the MISB brand and they at the same time make people aware of their brand. My recommendation is that MISB should add more marketing collateral so that people will bring along MISB names everywhere and hiring a dedicated team or engaging freelance designers and copywriters to ensure high-quality content. It is because, developing high-quality visuals and professionally designed materials can enhance brand perception and improve customer engagement.

# WEAKNESSES

## Discussion and recommendation of weaknesses

### **Reliance on IRDA for HR and Finance Services**

Iskandar Regional Development Authority (IRDA) is a key government agency responsible for the development of the southern Johor region of Iskandar Malaysia. As MY Iskandar Sdn Bhd is a wholly-owned company of Iskandar Regional Development Authority (IRDA), they use IRDA services for HR and Finance. It represents a modern organization strategy designed to maximize efficiency and lower operational costs (J. Meijerink, 2013).

However, The human resources and financial aspects of MISB have to go through the IRDA first. For instance, if the employees of MISB intend to claim anything such as fuel, they have to go through IRDA as well. This is due to the fact that IRDA is responsible for the financial and human resources departments of their subsidiaries. Other example is, when MISB needed more staff, they had to discuss the matter with IRDA and wait for its approval. There is another recent example where IRDA recruitment process has been frozen due to a change in upper level people, such as the chief executive of the IRDA. They have to wait until the recruitment process is open again. As a recommendation for the MISB in this situation, I would like to suggest establishing at least a human resources department in the organization, so that the welfare of all employees will be prioritized for the organization. In order to be successful, companies must enhance their employer branding through welfare initiatives in order to attract high-caliber talent, giving them a competitive edge (Forbes, 2023)

# OPPORTUNITIES

## Discussion and recommendation of opportunities

### **Strong networking with selected IPTA & IPTS**

MISB has good relationships with academy institutions both IPTA and IPTS, including UiTM and EduCity. As an example, MISB has collaborated with UiTM Pasir Gudang to offer the Professional Certificate of Electrical and Electronic Technology (PCIEET) program. For this program, MISB is the organizer and UiTM is the training partner. After completing this program, participants were awarded a professional certificate by UiTM as a result of their participation. The recommendation that I would make is for MISB to maintain its great relationship with UiTM and engage with more universities so that the company's brand image will be enhanced by engaging with more universities. It is because, by taking advantage of this opportunity, MISB can provides a lot of valuable opportunities to attract a large number of individuals to joining MISB programs to upskills and gain knowledge in the future.

### **Strategic Partnership with high-profile companies**

The Strategic Partnership MISB can be a powerful tool for expanding the scope of training programs and events. During my internship, I have discovered that MISB has partnered with a number of companies including Vin Sa & Ian Law Chambers, Educity Iskandar, Iskandar Investment, SKS Group and many others. In the past few years, there have been quite a few companies who have approached MISB for collaboration and to engage with MISB. It is because MISB organizes a variety of programs that meets a variety of needs. As a results, MISB is able to receive sponsorships because MISB has approved the company as having potential in organizing events because they believe that MISB has a good reputation and is worthy of their sponsorship. Whenever IMA organizes a program, I can see that the program has still been a success, and they are still able to get the sponsorship amount that was targeted. Even though they are difficult to get to in the last minutes, but because of strong partnerships, they are able to attract sponsorship.

As a recommendation, I would recommend that MISB provide a list of their past events as proof that they are eligible to receive sponsorship and have done the events successfully in the past. It is because the company that approaches MISB may have an excellent reputation. By doing so, MISB has the chance to gain trust from other industries in the future, which will give the company the opportunity to increase its revenue if it wishes in order to reach its goals. Also, In order for MISB to thrive in the increasingly competitive business environment, the organization should build good relationships with its partners. It is because trust plays an integral role in any successful partnership. When companies build trust, they foster loyalty, which can lead to long-term collaborations and shared success in the future (Christina Efthymiadou, 2021)

# OPPORTUNITIES

## Discussion and recommendation of opportunities

### **High engagement with well-known companies**

MISB has made great strides in the last few years as a result of collaborations with well-known companies like Iskandar Investment, Umobile, MyDigital and many more. The company has collaborated with MISB on the Iskandar Malaysia Leadership Series at the Opero Hotel, Southkey, Johor Bahru. The majority of them came from big names in business and became speakers at the MISB events over the years. In addition to that, MISB has also been collaborating with the Setterra Group. Setterra Group collaborated with MISB on "Seterra Dialogue (SEdia'24) National Caregivers Conference" held at M Resort & Hotel in Bukit Kiara, Kuala Lumpur. The event marked an important step in Malaysia's journey toward a more caring and inclusive society. In this event, MISB was able to establish itself as a brand known by all the large companies in Malaysia as it was attended by Deputy Minister Hajjah Hanifah Hajar Taib from the Ministry of Economy. As a result of this collaboration, MISB now has the opportunity to grow up the name of MY Iskandar and making it a more recognized with well-known companies. The recommendation I would like to make is that MISB should get engaged with many of the other big names in order to build up a reputation as a well-known company in the talent development and event planning industry. At the same time, it expands audience reach by allowing companies to tap into each other's customer bases, which can lead to increased brand awareness and better business results. As an example, joint marketing efforts can increase the reach of advertising campaigns, engaging new participants (N. Bhasin & A. Rajesh, 2021)

# THREATS

## Discussion and recommendation of threats

### **High competitions**

There are many event management and training companies that compete with MISB. Every day, there are an increasing number of companies that provide the same type of products and services as MISB, and this trend is expected to continue. For instance, Institut Dato' Onn (IDO) is an institute dedicated to producing national-level youth leaders for Johor and Malaysia through the development of transformative leadership programs. Hence, IDO is empowered to build the competencies and values necessary for young talents to enable them to drive progress by training and mentoring them as they continue on their journey to success. As a result of this, my recommendation to MISB would be to come up with some business plans, develop more products and services with professional certificates that are produced by universities, provide services with good and legal companies in order to create more young talents in Johor and Malaysia. In this regard, MISB can also provide consultancy services, which are also in high demand by our society at this point in time. It is due to the fact that, by diversifying offerings, businesses can cater to a variety of demographics and preferences of participants (Kurnia Faizah, 2024)

### **Instability of government rules in Malaysia due to political situations**

Political situations can indeed contribute to unstable government rules in Malaysia, impacting various sectors and businesses within the country. There is a possibility that a government that experiences instability might have an unpredictable regulatory environment. Due to the fact that different political parties are likely to implement divergent policies, resulting in confusion and unpredictability, and businesses may be unable to adapt to new regulations, potentially affecting compliance and operational plans (W.G. Bonga, 2021).

Since every political party has its own rules and regulations in terms of political situations, this may pose a risk to MY Iskandar Sdn Bhd as a company. This might be a possibility that there will be major changes in the Iskandar' Regional Development Authority's operations if there is a change in state government or federal government. Due to the fact that MY Iskandar Sdn Bhd is a wholly-owned company of the Iskandar Regional Development Authority (IRDA), MISB might be at risk if IRDA were to order the closure of the company. It is possible that MISB may have to shut down the company should there be any regulatory changes made by the government in order to minimize the costs. This is because each party that governs the state has its own financial plans, strategies, and specific projects and goals for Johor. As a result of certain factors, some departments may need to be dissolved. As an example, if they are not seeing growth in MISB, and if they are also seeing losses in their subsidiary, it is possible that they might discontinue MISB at some point in the future. The recommendation I have is that MISB should generate income for IRDA and provide strategic value to Iskandar Malaysia, which could result in the reduction of costs through improved efficiency, supply chain management or better resource allocation within Iskandar Malaysia.

# CONCLUSION

Internship at MY Iskandar Sdn.Bhd has been an exciting experience and given significant personal growth. During this internship period, I managed to get an opportunity to work on several projects such as posters for company's event, career progression and cooperate with team or colleagues where this can enhance my understanding of the company's culture and operation.

This internship also allows me to apply my theoretical knowledge that I have learned during my university life to real work situations. This will enhance my understanding of the Business Administration field. Not only that, I also manage to develop necessary skills which include organizational, communication, problem-solving skills which are crucial for my future career. Furthermore, I am also proud of myself for the accomplishment that I managed to achieve during this internship . I managed to gain some skills and learned to do posters for the company's event, and participated in doing employee's career progression. This also will provide me valuable experiences. Next, being able to collaborate with colleagues especially in my department can help in creating a good and positive environment to work. Not only that, my colleagues are also helpful and willing to teach me if I made a mistake.

I am very grateful to have this kind of opportunity that I have obtained during my internship. The valuable lessons that I have learned and skills that I have gained will help me in finding a job and starting new environment. Therefore, I would like to express my gratitude to everyone at MY Iskandar Sdn. Bhd, especially the Iskandar Malaysia Academy department for giving me the opportunity to do industrial training and support throughout my journey there. I believe that all the knowledge and experiences that I have acquired will benefit me in my future career.

# APPENDICES

## SUMMARY OF PROGRAM THAT I HAVE ASSISTED

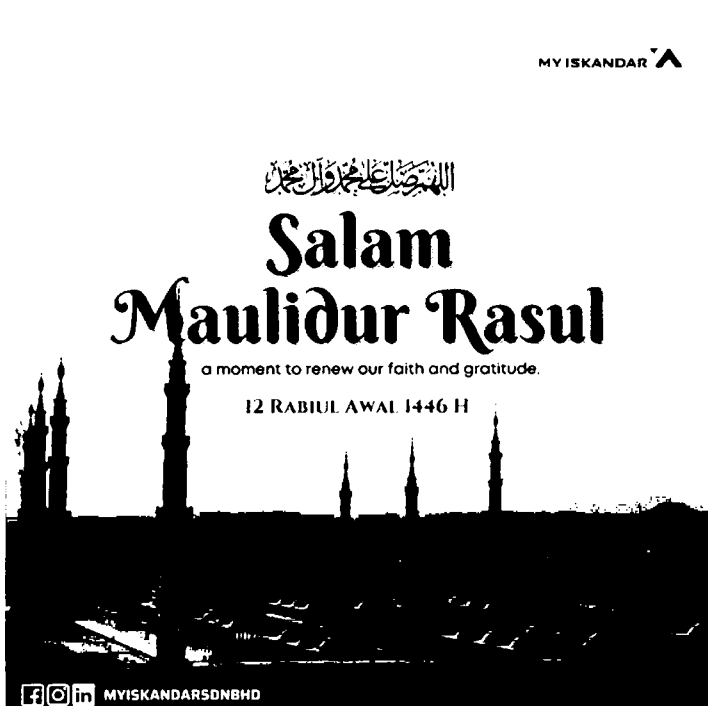


Figure 3: Festive Poster Design



Figure 4: Appreciation Poster

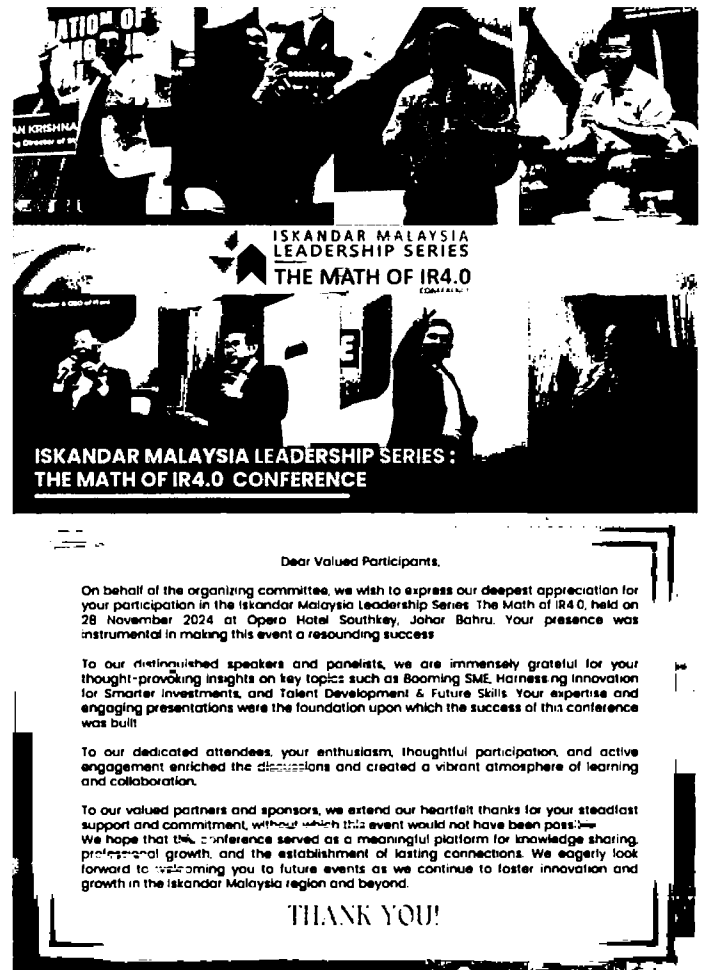
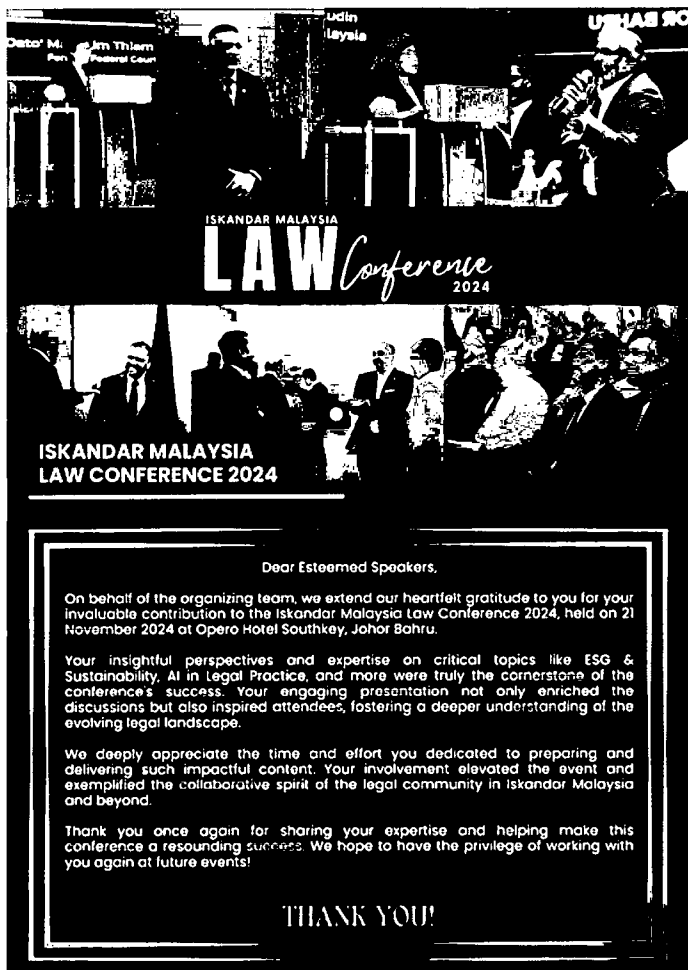


Figure 7: Thank-You Note for Post-Event



Figure 5: HRDC Claimable Poster in Brochure



Figure 6: MockCheque for E-Sports Programme

In this economic, where adaptability and connections are key to success, conferences have become vital platforms for growth and collaboration. They provide opportunities to exchange ideas, build networks, and uncover potential partnerships that can drive innovation and resilience.

The global market potential driven by the aging population trend is estimated to reach USD 4.56 trillion by 2025



On the 8th of August 2024, the Seterra Dialogue 2024 (SeDA24) National Caregivers Conference unfolded at the M Resort & Hotel in Bukit Kiara, Kuala Lumpur, marking a pivotal chapter in our nation's journey towards a more compassionate and inclusive future. This year's gathering was more than just a conference; it was a catalyst for change in the Care Economy of Malaysia.



EVENT HIGHLIGHTS

**THE INTERNATIONAL CONFERENCE**

ICMLP 2024 featured an exhibition offering companies the chance to showcase their products and engage with industry leaders. On 3rd to 5th September, the Netherlands Maritime University College (NMUC), in collaboration with the Port Training Institute, SITC International, My Iskander, SDN Bhd and the Chartered Institute of Logistics and Transport was successfully hosted at the International Conference on Maritime Logistics and Ports (ICMLP) 2024 at the Putrajaya International Convention Centre. This event marks the beginning of a transformative journey for NMUC as they pioneer innovation and leadership in the fields of maritime logistics and ports.



**EVENT HIGHLIGHTS**

**AMERICAN AND E-SPORTS COMMUNITY**

The MY Iskandar E Sports Community Championship 2024 took place at Suteria Mall, Johor Bahru on November 9, 2024. The event aimed to strengthen community, engagement and boost My Iskandar San Rhd's brand presence by hosting an offline Mobile legends Bang Bang (MIBB)

A total of 32 teams, with 160 players from across Johor participated in the tournament which included both group stages and knockout

In this newsletter you will find:  
Latest events, Keep Reading!

**ISKANDAR MALAYSIA  
LEADERSHIP SERIES  
THE MATH OF IR4.0**



The Iskender Malaysia Leadership Series The Math of IR40 took place on November 28, 2024, at the Opera Hotel Southkey, Johor Bahru. The event's success was made possible by the valuable contributions of all involved. Distinguished speakers and panelists provided insightful discussions.



Attendees enthusiastic participation and engagement enriched the event, creating a dynamic atmosphere for learning and collaboration. Appreciation is also extended to the partners and sponsors for their essential support.



Experts shared practical strategies and success stories, emphasizing the importance of integrating digital tools to streamline operations, enhance customer experiences, and drive innovation.

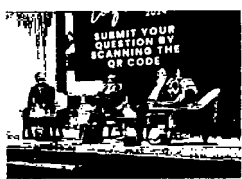
ISKANDAR MALAYSIA  
**LAW** Conference  
2024

Co-organized by MY Iskandar Sdn Bhd (MISB) and  
The Law Chambers of Vin Sa & Ian (VSI)



The Iskandar Malaysia Law Conference 2024 (IMLC) was held on November 21, 2024, at the Opus Hotel Southkey, Johor Bahru. Organized by MY Iskandar Sdn Bhd (MISB) and the Law Chambers of Vin Sa & Ian (VSI), the conference offered a unique opportunity to engage with leaders in the legal field and explore the future of the profession.

The conference brought together an impressive gathering of legal firms, including professionals, esteemed law firms, and prominent judicial figures from all corners of Malaysia. It served as a vibrant hub for exchanging expertise, sparking thought-provoking discussions, and delving into the latest trends and innovations shaping the legal



MYISKANDAR 



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For any further inquiries or future collaboration for events and programs, do reach us at

**ADMIN MISC**  
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Website www.iskandermalaysia.com.my

Figure 7: Newsletter for 2024 Programme





Figure 9: SEDIA'24 Conference at Kuala Lumpur

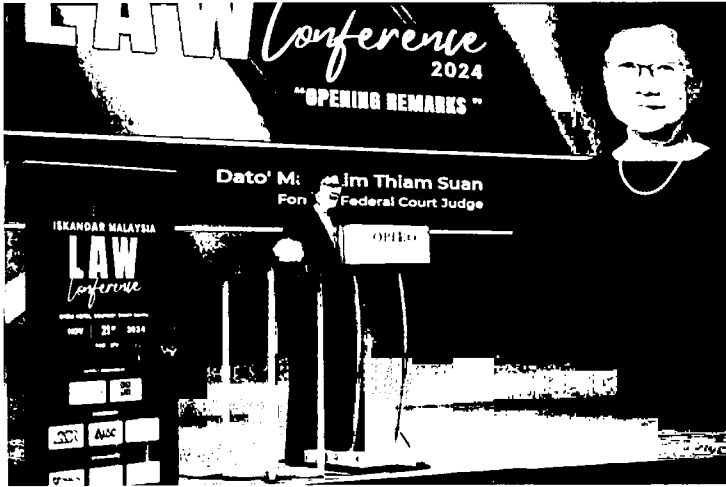
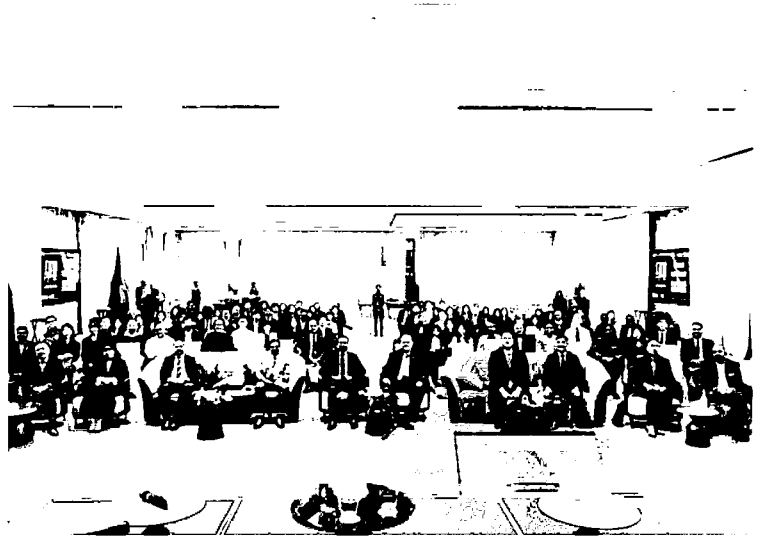


Figure 10: Iskandar Malaysia Law Conference 2024  
Conference at Opero Southkey Hotel, JB



Figure 11: Iskandar Malaysia Leadership Series  
Conference at Opero Southkey Hotel, JB

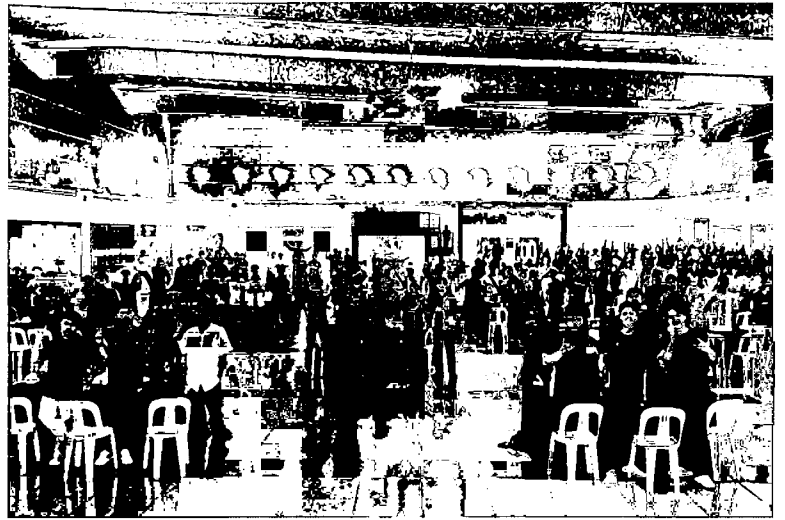


Figure 12: MY Iskandar E-Sports Community Championship 2024

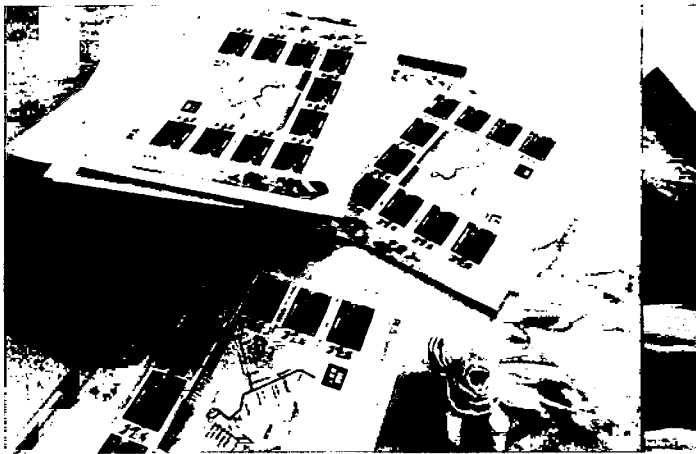


Figure 13: Committee Members for IRDA Staff  
Appreciation and Service Awards 2024



Figure 14: Joining Cybersecurity Risk Management  
Training



Figure 15: Site visit to Sutera Mall for program venue planning

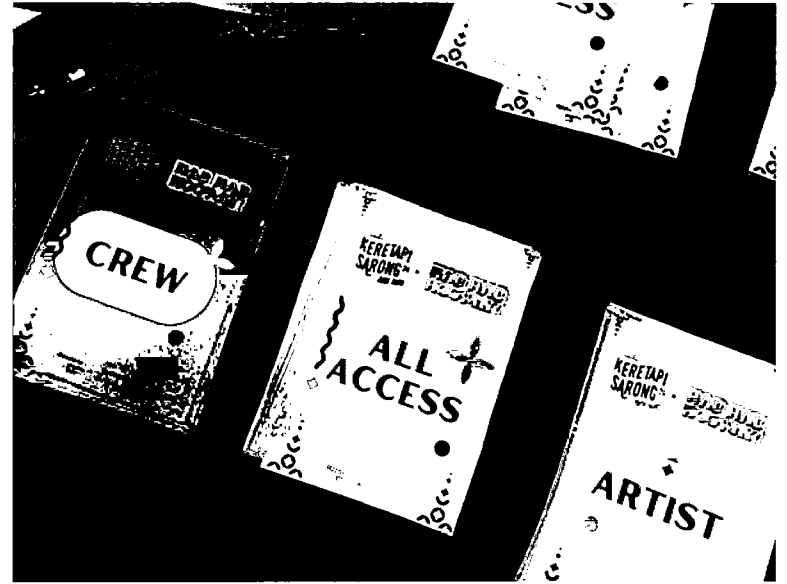


Figure 16: Volunteering for Keretapi Sarong Johor 2024 x HAB HAB Hooray event



Figure 17: Joining IRDAs March and Parade Contingent



Figure 18: Onboarding session for internship

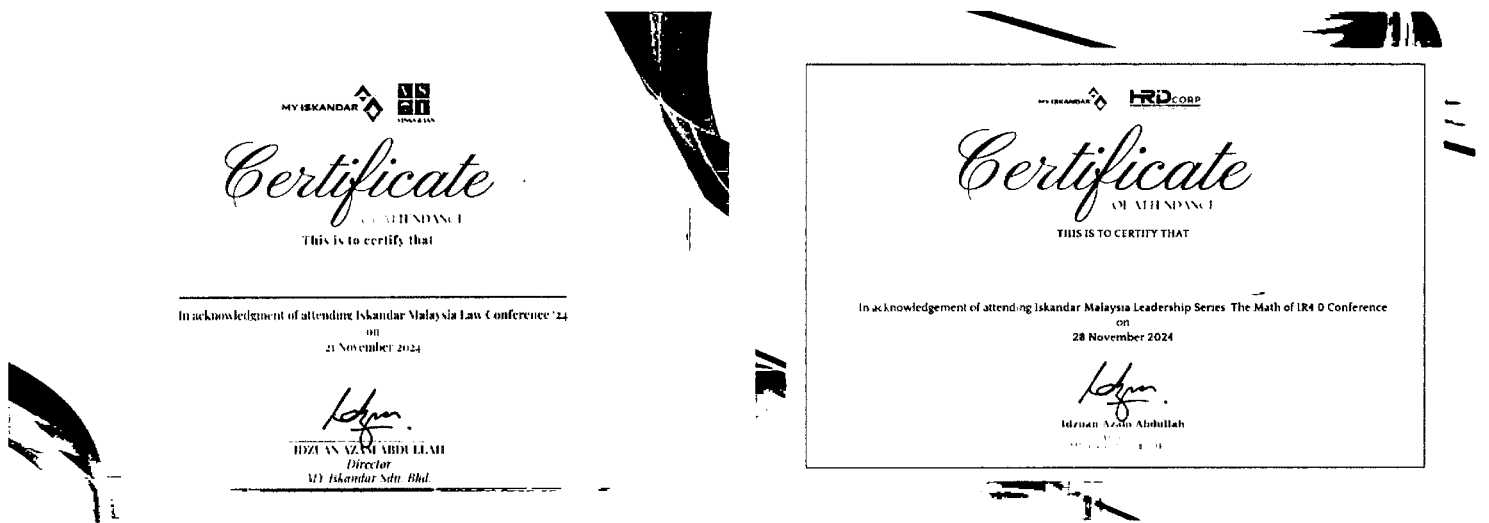


Figure 19: E-Certificate Design

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