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UNIVERSITI
TEKNOLOGI
MARA

UiTM KAMPUS BANDARAYA MELAKA

FACULTY OF BUSINESS MANAGEMENT BACHELOR OF BUSINESS

ADMINISTRATION (Hons.) MARKETING

MGT 666 - INDUSTRIAL TRAINING REPORT

COLUMBIA ASIA

Columbia Asia Hospital - Seremban

DURATION:

12 AUGUST 2024 – 24 JANUARY 2025

NAME	MATRIC ID
BALQIS AUNI BINTI MOHD RAMLAN	2022912365

PREPARED FOR:

MADAM ERRATUL SHELA BINTI ESHAK

SURAT KEBENARAN

Tarikh : 23/1/2025.....

Kepada :

Penyelaras Latihan Praktikal

Fakulti Pengurusan Perniagaan
UiTM Kampus Bandaraya Melaka
110 Off Jalan Hang Tuah
75300 Melaka

No Tel : 06-285 7119 / 7190 / 7196

Email : praktikalfppmelaka@uitm.edu.my

Tuan/Puan

Maklumbalas (/)



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Yang Benar

.....
Nama Pegawai :

Jawatan :

No. Tel. :

No. Faks :

DIDI CHAN LI HONG

Marketing Manager

Columbia Asia Hospital - Seremban

Cop jabatan/organisasi:

Marketing Department

Columbia Asia Hospital-Seremban

EXECUTIVE SUMMARY

This report was written as an internship report during my industrial training at Columbia Asia - Seremban for 24 weeks. It is a part of the Bachelor Business Administration (Hons.) Marketing programme at UiTM which is subject MGT666 also known as industrial training for the student to experience and learn the daily workplace. I have completed my internship for 24 weeks at Columbia Asia Hospital - Seremban from 12 August 2024 until 24 January 2024 which is equivalent to six-months. The purpose of this internship report is to analyse the strengths, weaknesses, opportunities and threats also known as SWOT Analysis of Columbia Asia Hospital - Seremban. By doing this, we can identify certain issues and problems in order to improve the company's business growth and performance in the future. For this report, I use secondary data sources as the references.

As for this company, Columbia Asia Hospital - Seremban is one of the prominent healthcare companies in Seremban and they are also known as one of the largest and fastest-growing international private healthcare companies with an extensive network of hospitals across Southeast Asia. During my internship at Columbia Asia - Seremban, I was assigned as a Marketing Assistant for the Marketing Department under my marketing manager Ms. Didi Chan Li Hong. I learned many invaluable lessons about the marketing sector and also in the healthcare industry. As for the SWOT Analysis, Columbia Asia Hospital - Seremban's strengths are experience and skilled staff, positive workplace environment and established brand. For the weaknesses, limited space, potential burnout due to limited staff and lack of social media presence. For opportunities, an aging population leads to increase in healthcare, technological advancement and expansion of 11 level building. Lastly are threats such as new policies of Bank Negara and increase in competition. Therefore, this report shows the details of Columbia Asia Hospital - Seremban as a whole and also my experience or what I gained during my internship. It was an invaluable lesson of my education for being part of the marketing team in Columbia Asia Hospital.

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ACKNOWLEDGEMENT

All praises to the Almighty whereby His guidance, I managed to complete this Industrial Training report as the requirements that needs to be fulfilled in the subject of Industrial Training (MGT666). I am also thankful to Universiti Teknologi MARA (UiTM) for giving me the opportunity to conduct this report and experience the daily workplace. This Industrial Training report could not be completed successfully without the guidance and the help from several people. Therefore, I would like to express my gratitude to the individuals who have helped me directly and indirectly to complete this report.

Firstly, I would like to express my gratitude and appreciation to my lecturer, Madam Erratul Shela for the valuable advice and good guidance for me completing this project. I also want to express my appreciation to my company, especially my supervisor, also known as my marketing manager, Ms. Didi Chan Li Hong, for helping me and providing me the opportunity to work at Columbia Asia Hospital - Seremban under the marketing department. I would like to express a heartfelt thanks to my marketing team including my marketing manager, my executive marketing and all other departments that I work with who have directly and indirectly guided me during my working journey. To the entire staff of Columbia Asia Hospital - Seremban, I am very grateful for their cooperative spirit, teamwork and knowledge they share. I am very grateful for the guidance and the effort that they made for me during my working day. It makes me feel like I am a part of the team of Columbia Asia Hospital - Seremban.

Lastly, I also would like to give my gratitude to my parent, family and my friends that have given me the love and support in order to see me succeed in life. I could not have done it without all the support from everyone. It was an enjoyable and rewarding journey for me.

1.0 STUDENT'S PROFILE



SUMMARY

Seeking a marketing Internship opportunity where can be apply in my academic knowledge and practical skills during my six-month starting from 12 August 2024 to 24 January 2025. Eager to gain hands-on experience in marketing field. Committed to contributing my knowledge and skills to marketing internship position within your company



LANGUAGE

- Bahasa Melayu (Fluent)
- English (Intermediate)

SOFTWARE SKILLS

- Microsoft Office (Intermediate)
- Canva (Intermediate)

MUET RESULT

- BAND ACHIEVE: 4.0

EXTRA CURRICULAR ACTIVITIES

SECRETARY ON CAMPAIGN FOR RESPONSIBLE MARKETING SUBJECT (MKT622)

- Learn how to manage the campaign safe touch for kids including the process of decision making. Ensure the plan of the program ran smoothly and using communication skills.

EXCO LOGISTICS ON WEBINAR LINKEDIN PROGRAM FOR PROFESIONAL ETIQQUE FOR HOTELIER SUBJECT(HTH558)

- Learn to manage and organize the place for the program.

LEADER IN EXCO ACTIVITIES ON SULAM PROGRAM FOR PERSONAL FINANCIAL PLANNING SUBJECT

- Learn to plan for all the activities of the program such as games.

PARTICIPANTS IN COMPETITON OF CULTURE NIGHT (MAYA) AT CAMPUS

- Participate in a group dance competition as a representative from the marketing faculty on campus.

EDUCATION

BACHELOR OF BUSINESS ADMINISTRATION (HONS.) MARKETING

UiTM Bandaraya Melaka
GPA : 3.86
2022 - 2024

DIPLOMA IN ACCOUNTANCY

UiTM Alor Gajah
CGPA : 3.48
2019-2022

SIJIL PELAJARAN MALAYSIA

Sekolah Menengah SRI Setia, Seremban, Negeri Sembilan
SPM: 3A 7B

REFERENCES

Dr Nornajihah Nadia binti Mohd Hasbullah
Pensyarah Kanan UiTM Bandaraya Melaka
Phone: 017-7496525

Figure 1: Resume

2.0 COMPANY PROFILE

2.1 COMPANY'S NAME, LOGO, LOCATION AND OPERATION HOUR

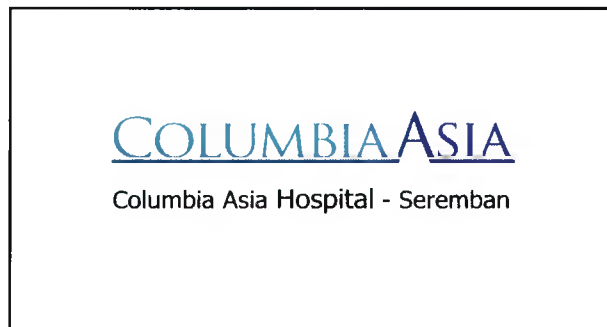


Figure 2: Company's Logo



Figure 3: Main Building of Columbia Asia Hospital - Seremban

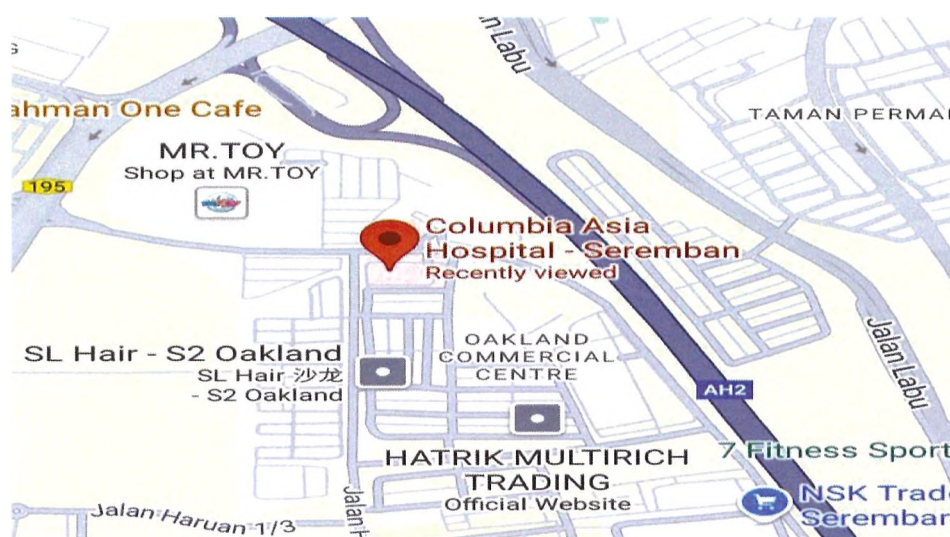


Figure 4: Location

Columbia Asia Hospital - Seremban is located at 292 & Lot PT1904, Jalan Haruan 2, Oakland Commercial Centre, 70300 Seremban, Negeri Sembilan, Malaysia. For the operation hour, Columbia Asia Hospital - Seremban has different time hours based on the department. The operation of the hospital, especially the Inpatient or Nursing Ward and Emergency Room operates 24 hours. For the administration office such as the Human Resources department, Marketing department, Finance department, Customer Care department and others will be working on Monday until Friday from 8.00 am to 5.00 pm and on Saturday from 8.00 am to 12.00 pm.

2.2 VISION

To provide the best care possible closer to home

2.3 MISSION

To deliver the best clinical outcomes in the most effective, efficient and caring environment.

2.4 CORE VALUES

- **Customer First**

Anticipating customer needs and exceeding their expectations.

- **Excellence**

Delivering the highest standard of patient care.

- **Teamwork**

Working together with mutual respect towards a common goal.

- **Integrity**

Honesty and a commitment to always doing the right thing.

- **Caring**

Nurturing a culture of caring for our patients, their families, and each others.

- **Community**

Sharing and being involved in the life of the communities we serve.

2.5 BACKGROUND OF ESTABLISHMENT

Columbia Asia Hospital is a well-known private healthcare company in Malaysia since its founding in 1996. The hospital was first launched in Sarawak in 1997 providing healthcare services. The company has grown across Southeast Asia to the populations and now has 20 hospitals such as in Malaysia, Indonesia and Vietnam. There are 14 Columbia Asia Hospitals in Malaysia, 5 in Indonesia and 1 in Vietnam. They target residents and surrounding neighbourhoods in populated areas by serving the high quality of healthcare services to their potential clients.

They also aim to provide the best services closer to homes and easily accessible to the community. This is what makes the hospital so special to the individuals, families and companies since they provide high quality healthcare services such as professional doctors, nurses, and other employees. With their innovative and advanced medical technology with health promotion, they aim to build healthier communities by preventing disease in early detection and hoping in reducing patients in hospital. Their motto is Right Here for You, means Columbia Asia Hospital prioritizes empathy and accessibility to their patients and gives the best outcomes.

For Columbia Asia Hospital - Seremban, it is located at Oakland Commercial Centre in Seremban 2 and it has been established since 1999. They have two separate buildings which are south wing and north wing together with a bridge walkway to link them to make it easier to serve the populations of Seremban, Senawang, Nilai, Sendayan and all Negeri Sembilan communities. Not only that, Columbia Asia Hospital has won several awards such as Nursing Category Award in 2019 where it was rewarded for its Touch the Heart Project (Columbia Asia, 2020). In 2022, Columbia Asia Hospital - Seremban has an award of Best Hospital at Natural Health Readers' Choice Awards 2022 (Columbia Asia, 2023). All these awards show the capabilities of the hospital through their high-quality healthcare services.

2.6 ORGANIZATIONAL STRUCTURE

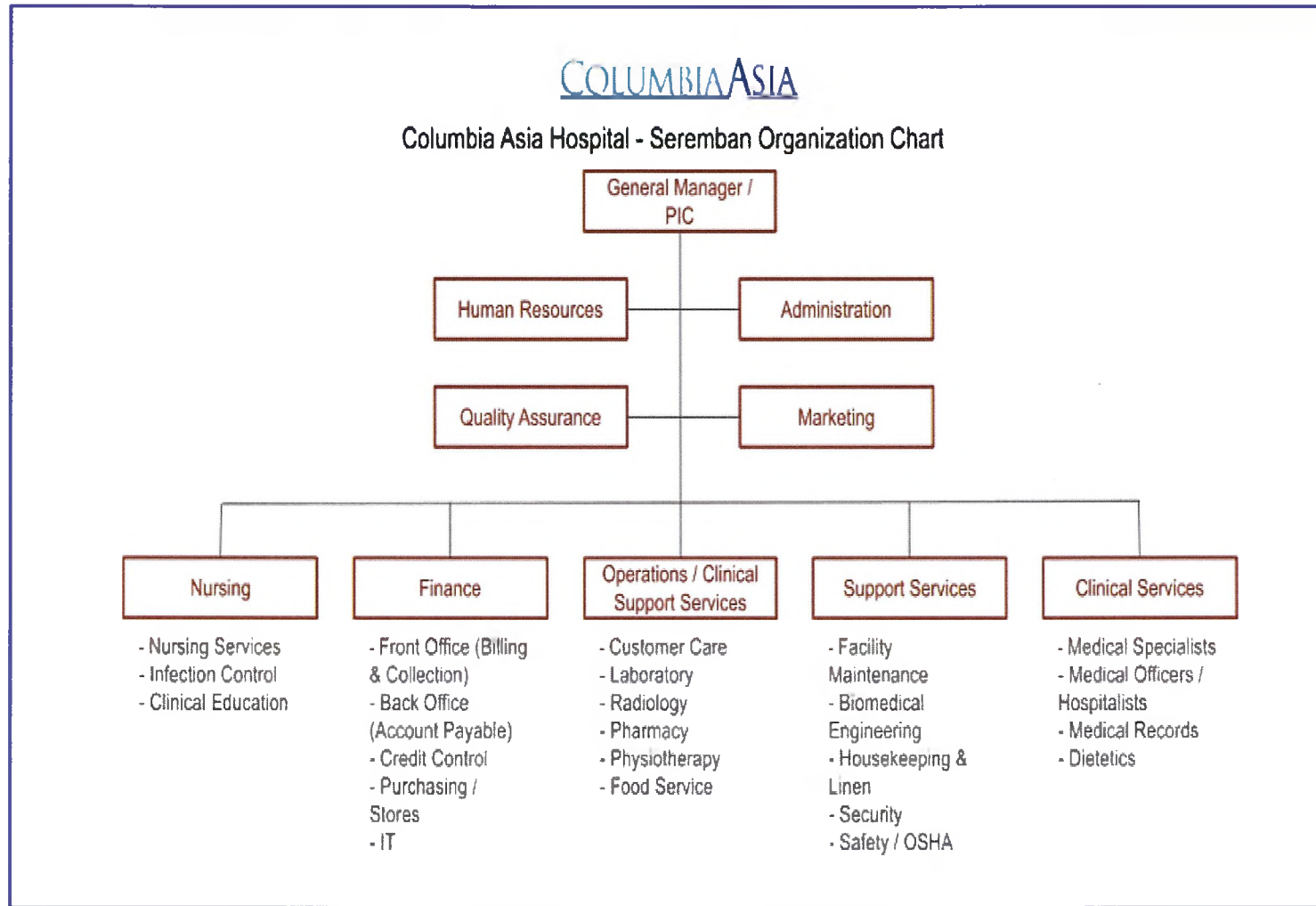


Figure 5: Columbia Asia Hospital – Seremban -Organizational Chart

2.7 PRODUCTS AND SERVICES OFFERED

Columbia Asia Hospital - Seremban has been founded for more than two decades in Malaysia. It has become one of the hospitals where most individuals, families and businesses come to get the treatment and services. The hospital has provided a variety of medical care such as Accident & Emergency (24H), Pharmacy (24H), Ambulatory & Surgical Center, Day Surgery, Endoscopy / Laparoscopic Surgery, Lithotripsy, Clinical Laboratory, Biochemistry, Immunology, Diagnostic Imaging, Mammography, Computed Radiography, Magnetic Resonance Imaging (MRI), Multi-slice CT, Ultrasound, Dietary Consultation Based on Medical Issue, Group Nutrition Education / Workshop, Health Screening, ECG and Stress Test (Treadmill) and Multidisciplinary Specialist Clinic. Not only that, they also have Intensive Care (ICU), Isolation Care, Labor and Delivery, Multidiscipline wards, Nursery, Acute haemodialysis, Operating Theatre, Major & Minor Surgery, Physiotherapy, Anaesthesiology, Cardiology (Non-Invasive), Dermatology, Ear, Nose & Throat, General Surgery, Gastroenterology, Internal Medicine, Nephrology, Obstetrics & Gynecology, Ophthalmology, Oral & Maxillofacial Surgery, Orthopaedic, Paediatrics, Radiology and Urology.

Other than that, Columbia Asia Hospital - Seremban also provided various health packages such as Pre-employment packages, Health Screening packages and many more. Columbia Asia Hospital - Seremban have expert consultants in every medical specialty to guide and provide the treatments to the patients. For example, Columbia Asia Hospital - Seremban have Anaesthesiology, Cardiology, Dermatology, ENT, Gastroenterology, General Surgery, Internal Medicine, Neurology, Nephrology, Ophthalmology & Vitreoretinal Surgery, Obstetrics and Gynecology, Occupational Health, Orthopaedic Surgery, Paediatric, Radiology and Urology. Below are the list of the services and facilities that Columbia Asia Hospital - Seremban provided and what the specialists that Columbia Asia Hospital - Seremban have.

Services and Facilities:

24-hour Services Accident & Emergency Pharmacy Clinical Laboratory Biochemistry Haematology Immunology Microbiology Lithotripsy Operating Theatre Laparoscopic Surgery Major & Minor Surgery Dietary Consultation & Counselling Dietary Consultation Based on Medical Issue Group Nutrition Education / Workshop Multidiscipline Specialist Ambulance Café Columbia	Nursing Unit Intensive Care (ICU) Isolation Care Labour and Delivery Multidiscipline Wards Nursery Paediatrics Acute Haemodialysis Diagnostic Imaging Computed Radiography Magnetic Resonance Imaging (MRI) Mammography Multi-slice CT Picture Archival Communication System Ultrasound Physiotherapy Inpatient and Outpatient Physiotherapy Ambulatory & Surgical Center Day Surgery Endoscopy	Clinic Health Screening Annual Check Up Pre-Employment Screening Pre-Marital Screening Pre-University Screening Occupational Health Medical Surveillance Umrah & Hajj Screening Cardiac Care 24-hour Holter Monitoring 24-hour Ambulatory Blood Pressure Monitoring Ankle-Brachial Index Cardiac Catheterization Lab Cardiac Magnetic Resonance Imaging (Cardiac MRI) Coronary Angiography Coronary Angioplasty CT Coronary Angiography Echocardiography Electrocardiogram (ECG) Pacemaker Stress Test
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Figures 6: List of services and facilities of Columbia Asia Hospital – Seremban

Specialities:

- Anaesthesiology
- Cardiology
- General Surgery
- Dermatology
- Ear, Nose & Throat
- General Surgery
- Gastroenterology

- Haematology
- Maternal Fetal Medicine
- Neurology
- Nephrology
- Internal Medicine
- Obstetrics & Gynaecology
- Ophthalmology & Vitreoretinal Surgery
- Oncology
- Orthopaedic
- Paediatrics
- Radiology & Musculoskeletal Radiology
- Urology
- Vascular Surgery

Figures 7: List of specialities of Columbia Asia Hospital - Seremban

3.0 TRAINING REFLECTION

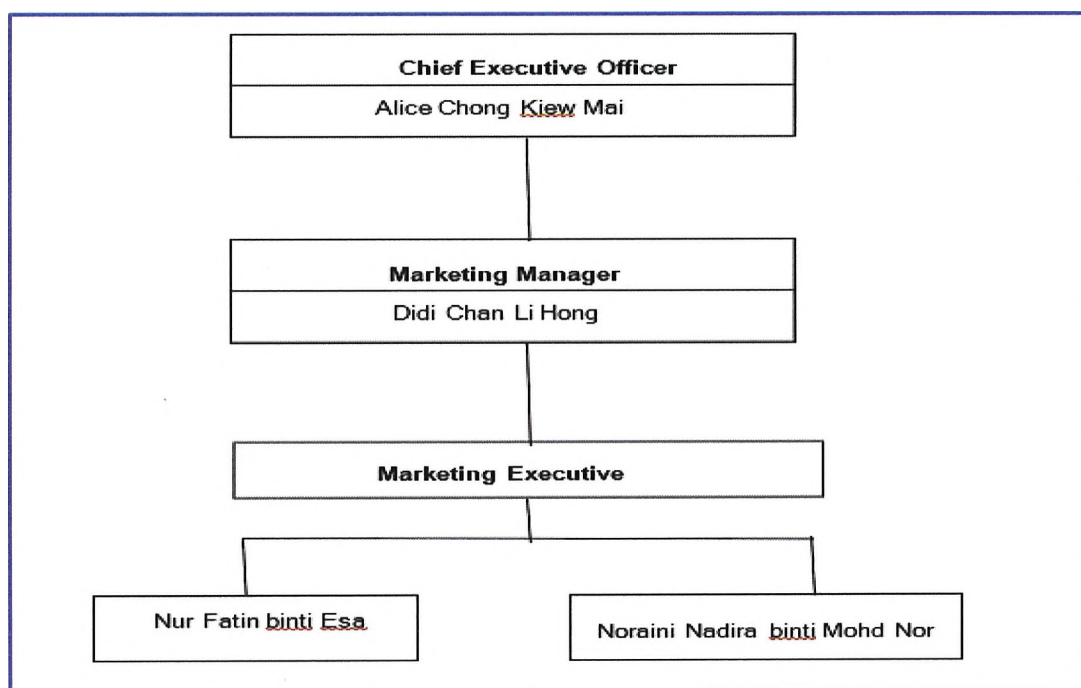
3.1 DURATION

The duration of my industrial training starting from **12 August 2024 until 24 January 2025** equivalent to 24 weeks. My working hours are from **Monday to Saturday** which is from Monday to Friday at **8.00 am until 5.00 pm**. For Saturday, my working hours are from **8.00 am until 12.00 pm**.

3.2 DETAILS: DEPARTMENT, ROLES, RESPONSIBILITIES AND TASKS

- **Department**

I am working under the department of marketing where we help the company's growth by promoting the company's services and regenerating sales through corporate clients in Hospital Columbia Asia - Seremban. The marketing department has one marketing manager which is Ms. Didi Chan Li Hong alongside with two marketing executives which are Ms. Nur Fatin binti Esa and Ms. Noraini Nadira binti Mohd Nor. Marketing department was located at level two in the office building together with the clinical educator. This is the organization chart marketing department.



Figures 8: organizational chart - marketing department

In order to sustain and keep relevant to the healthcare industry, the marketing department has many responsibilities and tasks to be done in order to help the growth of the company. There are many functions of the marketing department in Columbia Asia Hospital - Seremban which are building brand awareness, event planning and management, corporate sales and engagement, doing promotions, digital marketing, data management to analyze and store for future purposes, supporting the internal teams, media and public relations such as handling media during crisis situation like code red and others, customer relationship management where they search for the feedback from community through survey, google review and also community engagement.

Columbia Asia Hospital - Seremban always focuses on building brand awareness by promoting the company's brand within the community and ensuring its values align with healthcare excellence. In order to do this, the marketing department always made promotions such as posters, social media content and any event that can show the brand of Columbia Asia to the community. They also organize many events such as Pink October event, corporate health screening event, community events and others. Since event planning is also one of their tasks, they have done many events related to health such as antenatal class and others to promote the services. They also do the community events where they are supporting the school, community and by providing the first services and doing many corporate social responsibilities also known as CSR to gain community attention.

Not only that, they are also focusing on generating sales to the company where the marketing department always deals with the corporate clients. Marketing department collaborating with companies for health screenings, workshops, and campaigns. They also develop good relationships with corporate clients such as CPF Growth Company, Koito Malaysia, and others to promote the OHD promotion to their employees. Columbia Asia Hospital - Seremban also has tasks like social media management where we need the poster and captions, supporting the internal teams such as HR, customer care and others by helping make posters and others.

- **Roles**

I have been assigned as the Marketing Intern and also as the Marketing Assistant in the Marketing Department in Columbia Asia Hospital - Seremban. My job covered

many aspects of marketing such as event planning, content creation, and corporate engagement. One of my main tasks was supporting event coordination where I helped them organize events that related to health such as antenatal classes, and the Pink October Dance it Out. My tasks involved preparing promotional materials, distributing corporate t-shirts with the people involved and ensuring all logistics were in place. Not only that, I am also learning to design some creative items like posters, round fans, and digital content using Canva, Filmora and Microsoft Designer. I also need to do data management where I need to update information for clients, send the health report to corporate clients, record t-shirt inventories and maintain an organized database.

- **Responsibility and tasks**

1. Supporting event coordination

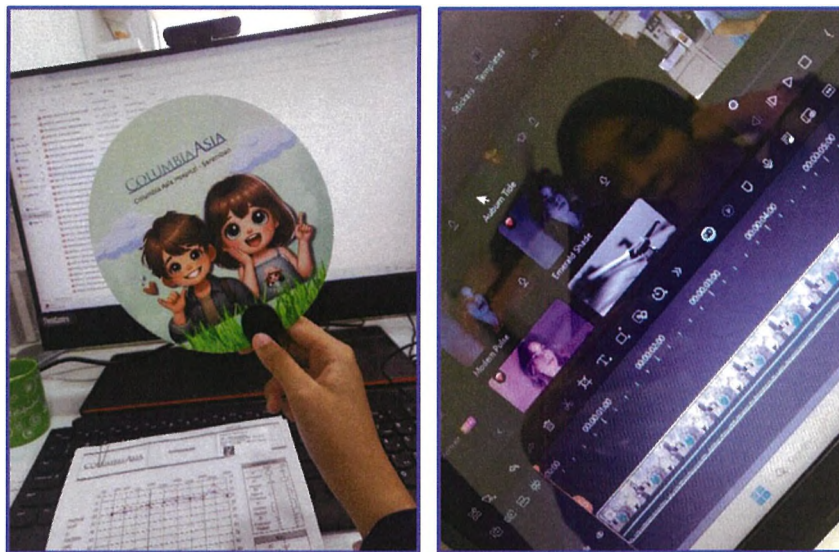
During my internship, I got the opportunity to help and assist some of their internals such as Deepavali day, HR day, Client Appreciation Day and also for external events such as Antenatal Class, Corporate Client event, Pink October event and others. One of the tasks that I usually do to help the team is to help in packing the gift for lucky draws such as packing fridge magnet, mug, lucky draw gift and so on. Not only that, I also help them in preparing the items for any events. For example, helping to design the poster for the internal events, preparing items to bring to external events, ensuring the logistics were in the place like distributing the corporate t-shirt to every nurse and employees that join the external marketing events. Not only that, I am also responsible to help them in promoting the packages or promotion during the external events and assist potential clients.



Figures 9: Supporting event coordination

2. Design creative items

Other than that, I am also responsible for designing some of the creative items such as posters, kid round fan, making video for their 25 anniversary at annual dinner and many more. It is one of the valuable lessons that I got during my internship day. I will do some of the designing if they need to have loads of work. I have done some of the design for internal and external use. For example, I did feedback posters for the customer care team, several bunting for doctors, FB posters, note staff board posters and others. Furthermore, I got to experience their 25 annual dinner anniversary where the marketing department became the lead to handle the dinner. It was such a rewarding journey where I got the responsibility to create their annual dinner video and contribute to their 25 years journey of Columbia Asia - Seremban. It was a challenging and fun experience where I worked with all HODs, other departments and suppliers to succeed at the dinner. My other tasks are assisting in writing the captions and creating content for Columbia Asia Facebook page to increase brand awareness of the hospital where I will send the materials to Columbia Asia Hospital digital marketing team to upload in the Facebook page to spread to the community.



Figures 10: Design creative items

3. Organize data and administrative supports

I also helped organize the data management for the marketing team department such as inputted data of doctors, partners, and clients into the shared folder of the marketing department for future use. My job is to organize the data in a shared folder and also in the marketing department's tablet. The tablet contains various data such as contact number of the important clients, doctors, insurance partners and others. I have to clear unused data and update the records to maintain an organized system. Not only that, I am also responsible for administrative support for the marketing department where I have to record the corporate t-shirts inventory and stay updated. Other administrative support that I do are taking the minutes meeting, dealing with the supplier of seasonal gifts such as during Deepavali and Christmas Day. I have to deal with the supplier to order gifts, supplier printing and approach several suppliers for marketing events. This experience helped me to improve my communication skills. I also do some usual tasks such as courier the gift to a corporate client, send email and other administrative works.

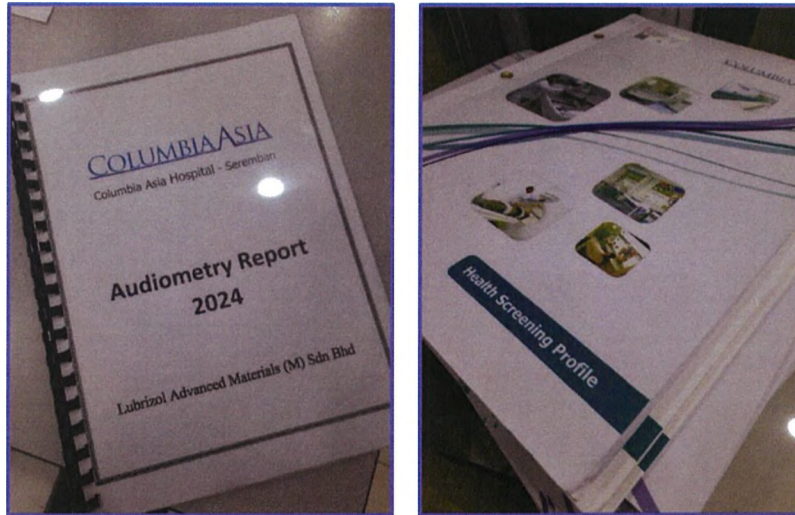


Figures 11: Administrative supports

4. Assist in Corporate clients reports

Next, I also gained experience handling the medical reports of corporate clients. I will cooperate with the Health Screening Unit together with Dr. Chew Gim Chee to make summary excel and presentation slides for the Dr to present to the corporate client's company about their employees' reports. My tasks also involved sending the medical reports softcopy to the companies, delivering or courier the hardcopy report to their company's door, analyze the reports and make summary for them and lastly, make the Powerpoint Presentation slides for doctors. Most of the reports that I need to send are

pre-employment reports, medical surveillance reports, audiometry reports and many more. By doing this, I got many valuable lessons such as handling many tasks at the same time, becoming more organised and others.



Figures 12: Assist in corporate client reports

3.3 GAINS

From my internship in Columbia Asia - Seremban, I have gained many benefits like intrinsic benefits and extrinsic benefits that make my internship journey very enjoyable and fun. Intrinsic benefits refer to when someone drives to do things because they are motivated by personal and internal desire or reward such as feeling joy and others while extrinsic benefits refer to the external reward such as salary and certificate.

During my internship journey, I gained intrinsic benefits where I improved communication skills. Communication is one of the skills most people need to have to cooperate with other people better. During my work days, I got to meet many people of different ages from kids to old. My communication has become better since there are many events that involve me contacting and dealing with various people. This helps me to improve better and communicate well with people. Other than that, I also gained more confidence in handling various tasks. Through my internship journey, I gained more confidence to speak up to people and do my tasks efficiently. My boss gives me her trust for me to handle the reports of clients and always hearing my opinion regarding work and others. Presenting ideas and handling many challenging tasks help me to boost my self-confidence.

Not only that, I also learn the importance of teamwork and collaboration. I have done a lot of events that involved every department helping each other. Working closely with nurses,

doctors and other departments taught me that every department is important to the success of the business. It taught me to always be kind and supportive since we all work together in the same company. During the preparation of the annual dinner, many departments and people help each other and have good teamwork. Lastly, I gained satisfaction from contributing to the good course of events. Being part of meaningful events like helping people to raise awareness of illness and the importance of health screening gave me the sense of fulfilment and joy. It has positively impacted me knowing that the event and my efforts can give benefits to the community.

For extrinsic benefits, Columbia Asia Hospital - Seremban gave me an allowance every month during my internship which is RM 1500 per month. I was very satisfied with my allowance together with lessons that I gained during my internship. I also got the computer in the marketing department during my internship to do my tasks. Other than that, I also got to learn new skills such as using Canva Pro, Microsoft Designer and Filmora. This has improved my skills in the marketing field. All these rewards motivate me to work better in Columbia Asia Hospital - Seremban.

4.0 SWOT ANALYSIS

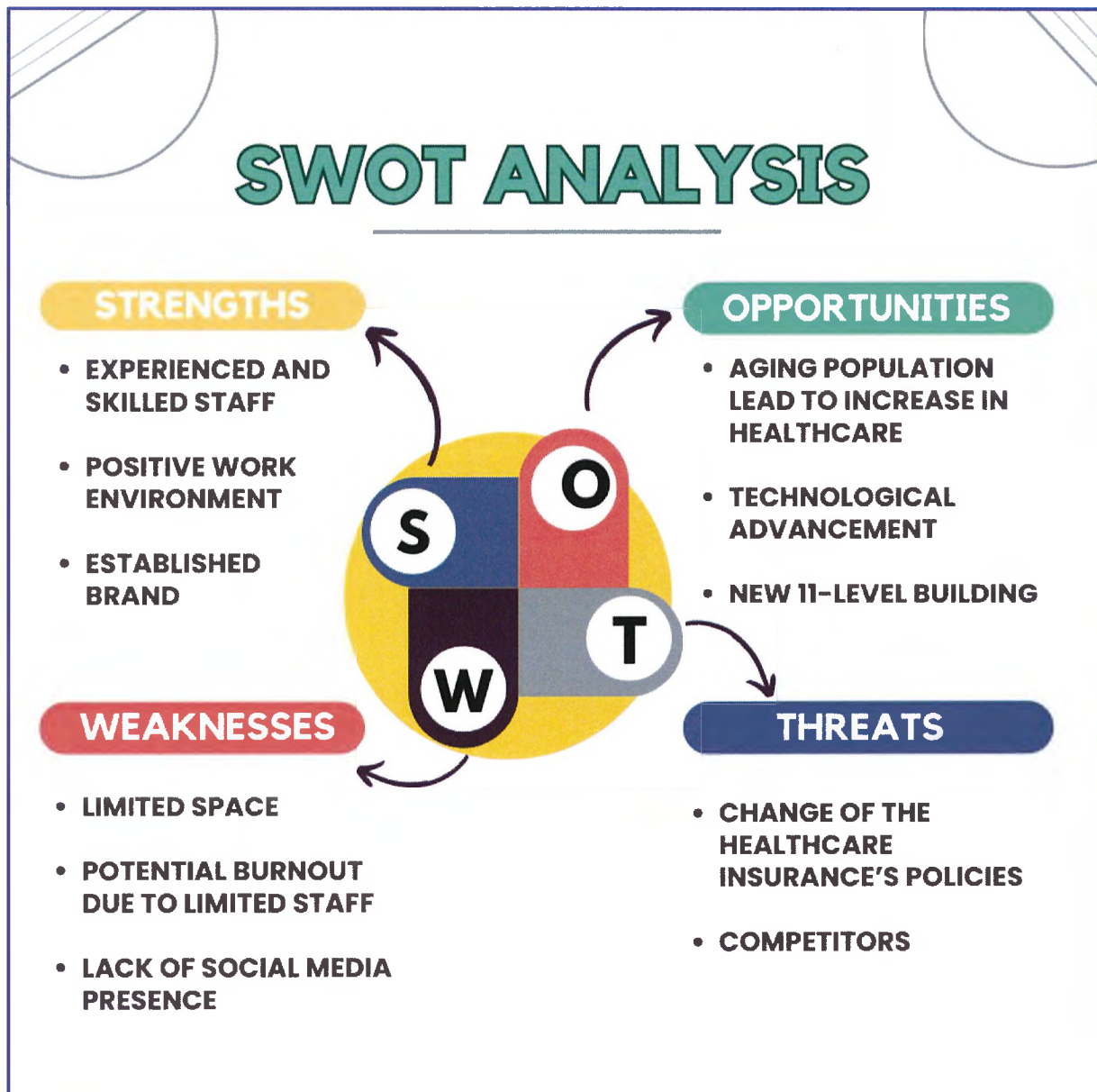


Figure 13: SWOT Analysis of Columbia Asia Hospital - Seremban

5.0 DISCUSSION AND RECOMMENDATION

5.1 STRENGTHS

1. Experience and Skilled Staff

One of the most valuable strengths of Columbia Asia Hospital - Seremban is that they have a team that has many experienced and skilled staff. Certain companies could not know the importance of having skilled and experienced workers. Work experience can be measured by the length of time or work that a person has taken in understanding the tasks of a job and has done well in the companies (Rivaldo, 2023). By having experienced workers or staff, the implementation of work will be done smoothly as they already have tons of knowledge, skills, attitudes and know his duties efficiently. Same goes with the skills staff, skills staff also play an insignificant part on the success of a certain company and could become the backbone of the company.

Columbia Asia Hospital - Seremban have offered exclusive services such as Hematology, Maternal-Fetal Medicine and Sport Medicine that need specialised advanced skills of the doctors that can only be found in this hospital in Seremban. This is one of the evidences that skilled staff is one of the strengths that Columbia Asia Hospital has. Not only with their doctors and nurses but also in the office too such as Human Resources department, Marketing department, Finance, Medical Records and others. All of them play an important role for the company to operate smoothly throughout 25 years since its founding. As I observed during my internship. Most of them have good qualifications and experience with many patients and also with clients. For example, most of the doctors in this hospital have the work experience for almost 10 years or longer than 20 years with handling many severe cases and can be known as veteran doctors. Due to their long experience, many consumers have a strong trust and loyalty to this hospital. With their skills throughout 25 years, Columbia Asia Hospital - Seremban has the legacy of high-quality services. This strength can influence the hospital's ability to attract patients in seeking specialized treatment with the best services.

Other than that, the office department also plays a crucial role in the success of the Hospital such as the marketing department. Without their skills to promote and introduce the hospital to various potential customers, the growth of the company could be slower. By having a marketing team, it can help to reach the highest potential of

Return of Investment also known as ROI by promoting brands, products and services. Same goes to the other departments. As a result, skilled staff and experienced staff are essential in professional companies. With the skills and experience of staff, it can foster positive word-of-mouth among customers and potential customers. This also will lead to brand awareness and good brand image.

Recommendations

- **Improve staff appreciation and recognition for employees**

One of the strengths of Columbia Asia Hospital - Seremban is having experienced and skilled staff. They really ensure high-quality patient care and upholding the hospital's reputation and due to that, it has established a foundation of trust within the community. To maintain the motivation of the veteran staff and skills staff, Columbia Asia Hospital - Seremban can improve their staff appreciation and recognition to veteran and skills employees by social media showcasing and improving their incentives programs. By doing this, they can show their appreciation to the staff and increase the morale of the employees.

Columbia Asia Hospital can do social media showcasing where they can feature staff accomplishments, milestones, and behind-the-scenes moments on social media to give appreciation to their hard work throughout the years. By doing this, the employees will feel appreciated and motivated to perform better in the future. Not only that, sharing their achievements and their accomplishments in social media can attract other talented people to join the company and improve the company reputation while retaining the veteran employees.

Other than that, the company can also maintain the morale and motivation of its skilled employees by improving incentive programs. The company can do performance-based rewards such as bonuses when they gain high patient satisfaction ratings or have success in doing events. Not only that, they can also give opportunities like professional development programs. By doing this, the employees will become more productive since they believe their contributions are valuable to the company's progress and success. Recognising staff members for their hard work is another way to show appreciation for their contributions since productive workers are an organisation's greatest asset (Hancock, 2024). As a result, the employees will grow in the company and give the benefits to the company in the long run. This method not only sustains the

hospital's internal culture of excellence but also elevates its external reputation as a leader in healthcare.

2. POSITIVE WORK ENVIRONMENT

Other than that, one of the strengths of Columbia Asia Hospital - Seremban is they have a positive working environment where I feel comfortable and encouraged to do better. In the current dynamic business environment, most of the businesses are targeted to pursue extraordinary success. But only some companies could achieve that because most companies take for granted the importance of having a positive work environment. Based on the Catalina Radu (2023), the concept of a positive workplace environment or culture has its roots in the principles of positive psychology and organizational structure. Once the company can foster a positive workplace, employees will voluntarily thrive and deeply engage in the success of the company.

A positive workplace culture can be seen by fostering a harmonious and productive working atmosphere. Based on my observation, Columbia Asia Hospital - Seremban has a positive work environment where this organization encourages cooperation between every department and also teamwork to achieve the targeted goals. Most of them feel very comfortable sharing their ideas to thrive better for the company. Other than that, they are also very supportive in encouraging their employees to speak up to provide the best ideas for the success of the event. This culture can motivate employees to be more productive and lead them to work better in the future.

By having this strength, it can boost the productivity of their employees. This strength can give a big impact to the company and the ripple effect to the company. Since most of the employees feel psychologically safe, the implementation of effective communication also enhances the likelihood of achieving the organization's objectives and goals. Furthermore, companies that make investments in their employee's growth can cultivate high performance with continuous improvement and adaptability. This will encourage employees to provide the best services to their customers. All of these will lead to the efficiency of work and can bring a good image to the company. The customers also can be satisfied with the quality of the services and cooperation of the Columbia Asia Hospital - Seremban show.

Recommendation

- **Increase training development**

One of the recommendations that Columbia Asia Hospital – Seremban can do is to increase the training development to the staff in order for them to build their teamwork and develop the growth in the company. By doing this, the employees will increase their morale and improve their productivity. The company can do online training programs where using the network platform such as google drive, zoom and others online platform. By using this online method, it can help the company to save the money and it is convenient to the employees (Greenhalgh, 2024). Topics they can include is from medical advancements to communication and leadership skills. Online training also allows employees to learn at their own pace without disrupting their work schedules.

The company can also organize regular team-building training and workshop in order to enhance the collaboration among departments. This team building training can improve their teamwork and strengthen the relationship among departments. This can lead to better communication and coordination during daily operations. They can include the training like problem-solving exercises and interactive activities to build trust and improve teamwork. By doing this, it can increase staff competency leading to enhance patient experience.

3. ESTABLISH BRAND

Next, Columbia Asia Hospital - Seremban also has one of the strengths which is they have established brand. Columbia Asia Hospital – Seremban that has successfully built a reputable and trusted brand in the healthcare industry since its founding in 1999. This company is well- established and it became represent a legacy of the high-quality care. Due to that, it enables the hospital to attract patients and gains the trust of patients and corporate partners. The reputation of the company is a significant important to the company to enables community to acknowledge them. Due to that, the good reputation and established brand is one of the things that Columbia Asia Hospital – Seremban take care of.

Based on Columbia Asia website (2025), Columbia Asia Hospital – Seremban has been providing healthcare services to populations across Southeast Asia for more than two decades. This reputation not also attract patients but also making the Columbia Asia Hospital – Seremban the preferred healthcare provider in Negeri Sembilan. During my internship, I have observed how their brand influence the decision of the patients to get the treatment and choose Columbia Asia Hospital as first choice. This is because their already have the consistent of trust that have been built through years. Due to that, it has maintained the strong relationship with patients and retains the patients.

By having this strength, Columbia Asia Hospital – Seremban have the advantages like providing competitive edge in healthcare industry and ensure the engagement of patient's inflow. This strength can make sure the hospital to continue growth and success.

Recommendation

- **Increase Marketing Initiatives**

One of the recommendations that the company can do is increase their marketing initiative to strengthen their brand visibility. Columbia Asia Hospital – Seremban can do marketing initiatives by partnering with local influencers who align with the hospital's values. This can expand its reach and attract a broader audience. By doing this method, the local influencers can promote the hospital's services and activities using social media platforms. They can provide the

healthcare information and promote the services of the hospital and the community will find the information more relatable and accessible to the public.

Other than that, Columbia Asia also can organize or hosting an open house events that allows Columbia Asia Hospital to showcase their advanced services with their facilities to the public. They can do activities like guided tours, doing health talks by consultant, live demo of medical equipment, and free health screenings to the visitor for one day. This method build trust since the company is allowing the visitor to connect with the hospital in a more personal way. The hospital can also promote the branding of the Columbia Asia Hospital – Seremban. By doing this, it can enhance the community engagement towards the hospital and increase the brand awareness.

5.2 WEAKNESSES

1. LIMITED SPACE

Despite Columbia Asia Hospital - Seremban reputation and strengths, they also faced several challenges that could be the weaknesses to their company. The weaknesses can also impact the company's operational efficiency and overall performance. One of the weaknesses that Columbia Asia faced is limited space and confining layout within their facilities. It may seem simple but this problem can worsen the hospitality's ability to provide patient a seamless care and also can affect the focus of the staff.

Based on my observation during my internship, Columbia Asia - Seremban has limited space and a confining physical layout since this hospital only has two levels inside the building. This can restrict the expansion of the facilities to accommodate a growing patient base in the hospital. Other than that, the waiting area is quite small particularly in high-traffic zones such as the Emergency Room also known as ER. This can be an issue to the patient especially during peak hour. There could not have rooms for the patient and some of them have to wait longer than usual to get treatment. This can create discomfort for patients and impact the satisfaction of the patients. It could also be a problem to the nurses and add pressure to the healthcare staff since they are working in such conditions.

Furthermore, the administrative offices such as the marketing department and human resources are located in separate buildings in order to leave the space in the hospital for the important department such as the lab, medical record and consultant's room. This separation can create communication problems between every department. Not only that, the marketing department also faced challenges since there are many sponsorship items, gifts, other promotional items, corporate client medical reports and event- materials to store. But the team lacks adequate storage space to store all these items. Due to that, the marketing office is quite unorganized due to the absence of the proper storage facilities and this can lead to inefficiencies to the company.

Recommendation

- **Reorganize Workflow**

For this weaknesses, Columbia Asia Hospital – Seremban can reduce the reduce congestion and improve service delivery by reorganize the workflow. This method can ensure the specific tasks guided with the standard procedure to organize the flow of outpatient to get the treatment. By doing this, the employees can provide services more efficiently.

Columbia Asia Hospital – Seremban can do standardize procedure. For instance, they can set and establish a step by step procedures for nursing task like patient admissions, medication administration, and discharge processes. By doing this, it can prevent any delays from nursing part and ensure the nurses can perform their tasks efficiently without unnecessary overlaps or confusion. There are many advantages if hospital implemented this recommendation. One of it is it can smooth the flow without causing bottlenecks even during busy hours in the hospital. It can also increase the staff productivity and enhance patient experience by giving the fast services to them.

2. POTENTIAL BURNOUT DUE TO LIMITED STAFF

Next, another weakness that can be identified is potential for staff burnout. This happens due to limited manpower at the workplace. Limited staff always become one of the problems in every organization, especially the medical profession either in private hospitals or government hospitals. It became an issue that never-ending in the healthcare industry. Due to that, it can create potential burnout to the staff. Burnout can be referred as a form of exhaustion due to constantly feeling swamped (Begum, 2024). Feeling burnout happen due to stress from too much mental and physical pressure.

From what I observed, the hospital only has one Occupational Medicine doctor that handles all the corporate employees' cases from marketing clients. This can lead to workload. Other than that, the marketing department also faces the same situation. During my internship. Most of the events have several big items to bring such as an Inbody machine and several boxes. Even though they have fostered a positive work environment, the excessive workload on individuals can drain the staff's productivity and well-being overtime. Burnout can affect the performance and also the quality of services that the staff provides to the patients.

The effect of burnout can lead to many disadvantages to the company. One of it is feeling burnout can keep the employees from productive. This can happen due to some factors such as unmanageable workloads, confusing work responsibilities, too much work, feeling that work is out of control or feeling unrecognized and unrewarded. All of these factors can affect the productive of the employees. Thus, the company need to acknowledge this weakness in order to improve the services quality of Columbia Asia Hospital – Seremban.

Recommendation

- **Flexible Working Hours and Strategic Staffing Solutions**

In order to prevent this weaknesses, Columbia Asia Hospital – Seremban can implement a flexible working hours and strategic staffing arrangements to the hospital to decrease burnout of the employees. This method is aim to provide relief for overburdened staff and can also maintained operational efficiency. What they can do is provided flexible working hours for office staff. They can allow the office staff to adopt hybrid work like work from home during specific days or non-peak

periods. For instance, they can implement work from home on Saturday to prevent stress and provided work-life balance to the office employees.

Other than that, the company can also hire locum staff during peak hours such as temporary nurses in order to assist full-time employees during peak periods. This strategy can ensure that sufficient manpower will be available to help the nurses and decrease workload pressures on regular nursing staff. By doing this, the company will decrease the risk of burnout and retain the staff in the company.

3. LACK OF SOCIAL MEDIA PRESENCE

Lastly, the weaknesses of Columbia Asia Hospital – Seremban is lack or limited social media presence. Nowadays, a strong social media presence is one of the vital for any companies including in healthcare industry since it can attract community using network platform. Social media platform can give many benefits to the companies such as increase brand visibility and increase the awareness to the community especially for younger generation today.

From my observation, Columbia Asia Hospital – Seremban always using Instagram and Facebook to showcase their activity and share their promotion and service. This method is good but also in today world, most of the people are using more than 1 social media other than Instagram and Facebook. In order to stay relevant and increase the brand awareness to many ranges of generation, they need to utilize more than 2 social media.

Younger generation like Gen Z and Millennials today crave for the platform that offer quick and more dynamic rather than Instagram and Facebook. Other than that, people always have perception that majority of users using Facebook is being 35 and older than that. Due to that, many people nowadays seek out for platform that feel more aligned with their peers such as Tik Tok. Due to that, Columbia Asia need to explore more about TikTok, Youtube or others social media that currently becoming trends in order to stay relevant.

Recommendation

- **Utilize Emerging Social Media Platforms**

In order to strengthen their online presence, Columbia Asia Hospital can use and utilize platforms like TikTok and YouTube Shorts. Their target can be reach to wider audience, not only to older generation but also younger generation to stay competitive and relevant to the community. By doing these platforms, the company can attract people and at the same time, they can build stronger connections with the public.

Columbia Asia Hospital can create a health content such as produce a short and informative video on healthcare topics that resonate with the public. For example, such as fitness tips, healthy eating, mental health awareness or maybe provided a quick health fact. One of things the hospital can do is collaborate with doctors or

nurses to give the informative contents. By doing this method, the videos can educate the viewers and also create more a dynamic work environment in the hospital as everyone helping to promote the hospital. They can also make some videos sharing their hospital facilities, culture and events they have been doing. Lastly, they also can participate in popular trends or challenges to increase the brand visibility and attract public. While doing this, they need to maintain a professional tone but engaging trends such as making the videos that more shareable but not too casual. This can be one of the most cost-effective marketing promotions for Columbia Asia Hospital – Seremban.

Columbia Asia Hospital – Seremban will get many benefits such as increased brand visibility where they can reach more people and showcase their services especially younger audiences. Younger generation nowadays are consent about the healthcare where they prioritize the healthy lifestyles. This is one of the opportunities to the hospital to provide the best services and showcase the specialities in healthcare industry to attract the younger community to get the treatment in Columbia Asia Hospital – Seremban.

5.3 OPPORTUNITIES

1. AGING POPULATION LEAD TO INCREASE IN HEALTHCARE

In this new current life, Malaysia now is experiencing the demographic changes with the growing aging population that basically will need healthcare services. According to the Department of Statistic Malaysia (2024), most of the population aged 60 has significantly increased for years to years where now the population of aging population is 11%.

Based on the Malay mail newspaper (2024), Malaysia will become ageing nation by 2030. This demographic shift will definitely create a rising demand for specialized healthcare services and this will become an opportunity to all private hospital. Columbia Asia Hospital Seremban can capitalize on this demographic trend by offering targeted healthcare solutions for community especially for senior citizens.

This opportunity which is increase aging population can give a lot of benefits to the Columbia Asia Hospital – Seremban. One of it is increase revenue since many people especially older generation want to have the best treatment for their health in the future. The Hospital can also need to promote more of their services such as health screening test and other conditions related to senior citizen illness.

Recommendation

- **Offer Health Packages for Senior Community**

Columbia Asia Hospital – Seremban can utilize this opportunity and to cater the growing aging population by create full health packages specifically for senior citizens. These packages can focus on preventive care, chronic disease management and program like wellness in order to support healthy aging.

One of packages they offer is health screening for common conditions for ageing citizen. For example, illness like diabetes, hypertension, heart disease, osteoporosis, vision or hearing impairments. By doing this, it can improve the quality of life of senior citizen by doing this early detection health screening packages.

Not only that, they can also cater tis growing aging population by provide an affordable package that can include services like dietary consultation, routine health screening and physiotherapy for targeted people. It can be one of most effective

method by targeting them since they already have the stable life. The hospital can improve their reputation as a thinking forward to the future and care for community.

2. TECHNOLOGICAL ADVANCEMENT

In today world, there have many rapid advancements of technology in every sector of industry including the healthcare industry. It can be the machine of the healthcare like ECG machine, radiology machine and many others. This technological advancement can also be one of the opportunities to the Columbia Asia Hospital – Seremban towards future. The hospital can cater the growing of technology in order to improve their patient care and services.

Other than that, by having this technological advancement in hospital, it can also enhance overall operational efficiency in the hospital. For example, Columbia Asia Hospital totally enhancing with the technology such as they are using CARE21 to smooth the process of documentation within doctors, nurses and others related employees regarding the patient report, appointment, medicine and other tasks that related to hospitalization.

As they already good with CARE21 platform, they can also use other innovative tools that trending nowadays for instance, utilize artificial intelligence (AI) and others. By integrating these modern technologies to their hospital, Columbia Asia Hospital Seremban can stay ahead of the competition and increase the efficiency of the operation of the hospital.

Recommendation

- **Enhance Technology Development**

The recommendation that Columbia Asia Hospital – Seremban do is enhance technology development can have been giving to us such as using telemedicine platform and utilize artificial intelligence (AI) chatbot for the patient support. The first one is using telemedicine platform where they can cater especially for certain serious patient that need 24 hours observation.

Telemedicine services is services that offer remote consultations for patients who are unable or prefer not to visit the hospital physically. This platform can connect the patients to doctors for video consultations, prescription management, and follow-ups. For example, the doctors can make an online consultation with patient that need consultant after receive the health report. This service can be beneficial to people especially for elderly patients, patient with mobility issues,

patient from rural areas with limited access to healthcare facilities and serious patient that need 24 hours care. It is a convenient and cost-saving to the hospital and also enhance experience of the patient.

Other than that, Columbia Asia Hospital – Seremban can also utilize an artificial intelligence (AI) chatbot on website of hospital to assist patients that having questions. For instance, they can ask and make appointment scheduling, ask about service information and health advice. Furthermore, using this chatbot, it can be operated 24 hours and 7 days for the patients to access anytime and anywhere. The technology of AI chatbot can provide a quick and accurate responses while reducing the workload on office staff. By doing these, it can increase efficiency and enhance brand image of the hospital.

3. EXPANSION OF A NEW 11-LEVEL BUILDING

Lastly, one of the exciting opportunities for Columbia Asia Hospital – Seremban is the expansion of Columbia Asia Hospital Seremban with the addition of a new 11-level building. This can attract many people coming to their hospital to get the best treatment and services that they have. By having this new building that will be expected to be completed in 2028.

This one of exciting news as this opportunity can give a lot of benefits to the company. The hospital can get more opportunity to introduce new medical services such as dental services. This can enhance their hospital' s existing clients and accommodate a higher volume of patients for the hospital.

Not only that, this new accommodation can become springboard to the Columbia Asia Hospital – Seremban to increase brand image, high-quality services and others more to the community of Negeri Sembilan. It can also attract people from various place such as Kuala Lumpur, Melaka and people that closer to Negeri Sembilan. This opportunity can provide a unique change to diversify the offering of hospital. It can also place the Columbia Asia Hospital – Seremban as a more comprehensive healthcare provider in the region.

Recommendation

- **Introduce New Services in New Building**

One of the recommendations that Columbia Asia Hospital – Seremban can do is they to introduce new services in the new building and maximize this potential. With more infrastructure and space in the new building, they can provide more specialized services such as cancer center, trauma center and others services. By doing this, Columbia Asia Hospital – Seremban can increase their revenue and ensure their financially stable to the company.

The first things they can do is establish a specialized cancer center in the hospital. The center need to be equipped with their specialized tools, treatment choice and oncologists who is specialized in various types of cancer. This center can offer comprehensive and full care. For instance, the hospital will be at services from early detection and prevention until treatment and post-treatment support.

This center can help many patients and can attract patients seeking specialized care. They can also provide trauma center and create bigger emergency room for the patient and other specialized services that can be beneficial to the company. This recommendation can increase the patients' visit to the hospital, increase brand recognition and improve the patient satisfaction toward the services of Columbia Asia Hospital – Seremban. Lastly, by having this opportunity, not only it can attract the community but also top talent such as specialist, doctors and healthcare professionals to the hospital. This can boost the quality care and innovation in the healthcare industry.

5.4 THREATS

1. NEW POLICIES OF BANK NEGARA TO HEALTHCARE INSURANCE

Every organization definitely will face some threats to their company either in external or internal force such as legal, environment and others. Same goes to Columbia Asia Hospital – Seremban, they also have some threat that could harm their business in the future. Therefore, they need to know how to handle the uncontrollable threats and this threat is the important part to analyze.

There are several threats that could impact the success of the hospital. Firstly, their threat is the implementation of new policies for healthcare insurance imposed by Bank Negara Malaysia. Bank Negara has imposed the new policies requiring co-payment for healthcare insurance (Embargo, 2024). This policy can harm the private hospital including Columbia Asia Hospital – Seremban. This is because this policy will lead to increased out-of-pocket expenses for patients.

According to CodeBlue article (2024), co-payments are referred to the payment that the patient need to pay when they get their treatment for 5% of their medical expenses. For example, the insured patient needs to pay 5% of their hospital bill even though they have been regularly paying monthly premiums. This can be disadvantages to the private hospital since it can potentially reduce their willingness to seek private medical care. This policy not apply to emergency treatment like accident, outpatient treatment for follow up and treatment sought at government facility (Fuad, 2024)

Recommendation

- **Adapt to Policy Changes**

Columbia Asia Hospital - Seremban can do this recommendation which is they need to adapt top policy changes. Columbia Asia Hospital need to overcome this threat by make good strategic such as they need to prioritize quality healthcare services in the hospital. The hospital needs to maintain a strong focus on delivering exceptional patient care. By doing this, the hospital can differentiate them from other competitors.

Not only that, even with co-payment, patients will be more inclined to choose Columbia Asia since the hospital give the best services as superior than what they pay. Columbia Asia can make regular training for staff in order to enhance the overall patient experience. By doing this, they can increase the patient retention to

the hospital and enhance reputation of Columbia Asia Hospital – Seremban. The hospital can also continue to thrive in being better hospital.

2. COMPETITORS

Lastly the threat that could also harm Columbia Asia Hospital - Seremban is the growing of the new competitors and existing healthcare provider especially in Negeri Sembilan. The growing of private healthcare hospital in Negeri Sembilan has been increased. Due to that, the patients will have more options and choice for their healthcare needs and financial capability. These options can lead to increase the competition for loyalty of patients and for revenue.

During my internship, my manager has informed us about the potential competitors for us since we are from marketing department. For instance, CMH hospital also known as Chinese Maternity Hospital will expanded their building which is expected to be completed within three years. Furthermore, in Sendayan, new hospitals will also be built. By having all these competitors in Seremban, it can harm Columbia Asia Hospital – Seremban places as one of the excellent private hospital.

Before this, Columbia Asia Hospital – Seremban has already strong competitors such as Chinese Maternity Hospital (CMH), KPJ hospital, Salam Hospital, Mawar Hospital and government hospital. Nowadays, the government hospital also continues to improve their services particularly in the maternity and labour care. They have been provided a high-quality service at affordable price. In order to stay competition in the healthcare industry at Seremban, Columbia Asia Hospital need to overcome and address this challenge for the success of hospital in the future.

Recommendation

- **Stay Competitive Through Differentiated Marketing**

One of the recommendations that Columbia Asia Hospital – Seremban can do is they need to stay competitive through differentiated marketing. By doing this, they retain their loyal client. One of it is Columbia Asia Hospital – Seremban can make differentiation by developing an exclusive healthcare package such as family packages, maternity packages at the affordable price. By offering such packages, many communities will feel satisfied by the quality services and at the same time, it can enhance the value proposition of Columbia Asia Hospital – Seremban.

Other than that, they can also launch a patient loyalty program in order reward returning patients. This can encourage the patients to come and build a long-term

relationship with them. What they do is giving them discounts on repeat services or free gift for loyal patients. This can build trust and improve retention of the clients. All this recommendation can strengthen Columbia Asia Hospital – Seremban dan foster a long-term success.

6.0 CONCLUSION

In conclusion, this internship report analyze the Columbia Asia Hospital in details by using a SWOT analysis in order to evaluate the organization operation. This report shows the key points into the hospital strengths, weaknesses, opportunities and threats. For instance, their strength are experience and skilled staff, positive workplace environment and established brand together with the weaknesse such as limited space, potential burnout and lack of social media presence the weaknesses of Columbia Asia Hospital - Seremban. For opportunities, an aging population leads to increase in healthcare, technological advancement and expansion of 11 level building. Lastly for threats are new policies of Bank Negara and increase in competition. This analysis based on my experience and observation for improvement in the future.

During my internship at Columbia Asia Hospital – Seremban, it has been an invaluable learning experience. It helps me to apply my knowledge in a real-world work environment. Throughout this internship, I have gained hands-on experience in the marketing department by learning how work with the teamwork, corporate communication, and event management. This experience has enhanced my understanding of healthcare marketing and has improve my work ability in such environment. It was a rewarding and educational journey for me. I have gained the new knowledge and skills for the improvement to be better in the future.

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8.0 APPENDICES



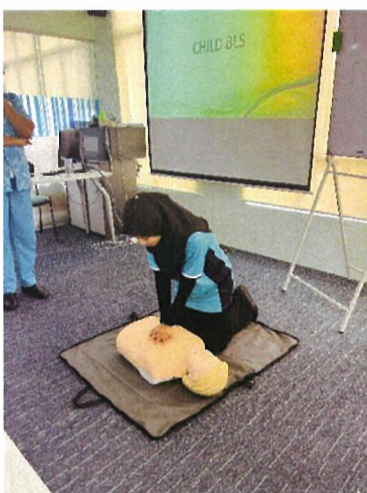
Meeting with CPF company



Assist in Kayaku 5KM Fun Run



Assist in Merentas Desa – Hill Side Cross Country



Join BSL Training



Antenatal Class



Join Yellow Code Drill



Assist in event for Koito Malaysia Sdn Bhd



Assist in Daihatsu Mini Health Screening



Event Dance It Out – A Pink Flashmob



Columbia Asia Hospital – Seremban Annual Dinner-25 Years Anniversary



Chinese New Year's Celebration



Assist in Safran Landing System Fitness Event