



INDUSTRIAL TRAINING REPORT

SWOT ANALYSIS OF JAYAMAS PROPERTY SDN BHD

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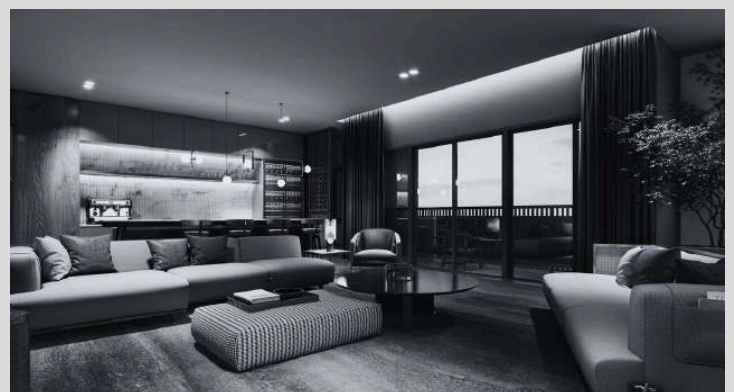
Date

EXECUTIVE SUMMARY



In spite of great respect along with excitement, I am marking the end of the semester in my final year of a bachelor's degree by beginning my practical training at Jayamas Property Sdn. Bhd., a housing and property company that operates in the sale of properties like affordable homes, condominiums, and other types of products investments like hotels and serviced apartments. I was given a variety of duties and job scopes as a marketing trainee at Jayamas Property Sdn Bhd. In addition, I am being taught how to perform administrative duties that involve paperwork, and other marketing activities while receiving a lot of intrinsic and extrinsic benefits.

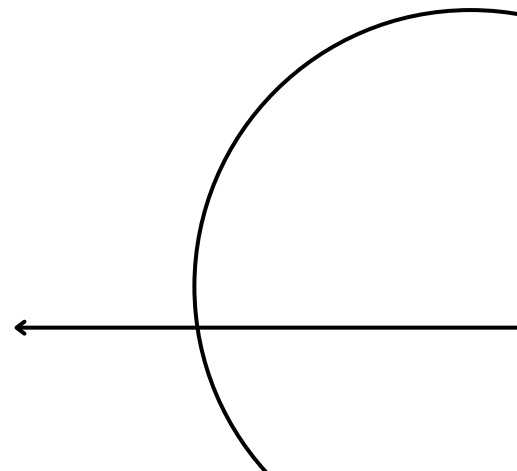
My internship's purpose is to assess and conduct the company's strengths, weaknesses, opportunities and threats from terms of social, technological, and economic factors. The strength of Jayamas in terms of reputation and a strong and broad corporate portfolio has to be highlighted in this report. Of course, it is also possible to pinpoint the company's weaknesses such as its limited staff size and limited technology integration. There are some opportunities to seize, such as joint ventures and market expansion. Then, among the acknowledged threats are intense competition and reliance on market conditions. The company is recommended to sustain the company's success and strength by acting with integrity and exploring diversification. Next, to overcome internal weaknesses, the company should do training initiatives and utilize the internet of things (IoT). Do market analysis and attend events to take advantage of opportunities. Lastly, overcome the threats by concentrating on uniqueness and form partnerships.



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Background of Jayamas Property

✕ Mission

Our mission is to develop outstanding and remarkable homes that improve people's lives.

✕ Vision

A company's ability to succeed is largely dependent on its employees' confidence. Our goal here is to create leaders who are capable of offering excellence.

✕ Goal

Jayamas Property Group's foremost goal is to consistently provide the best quality products and services. The ultimate goal of all business methods and procedures must be a successful fulfillment of this goal. It will act as the main standard that guides the design, development, and construction of Jayamas Property products as well as the provision of services with the specific goal of consistently going above customer expectations.



Considering its incorporation in 1984, Jayamas Property has been a part of the Jayamas Motor Group of Companies. The background of our company started in the beginning of the 1960s when we worked in a variety of industries, including hotel management, property development, motorcycling, and the rattan furniture industry. Jayamas Motor was then founded in 1984 to engage in the sale of imported and used automobiles, earning it an excellent track record as a dealer of choice for both new as well as fully imported automobiles. The founders of Airmas Group of Companies established a property development branch in 1986 with the primary focus being for property development, construction, including management. In a determination to grow our property sector, Jayamas Property Group was founded in 2011. Similar in nature to its real estate development division, Jayamas Property endeavors to flourish and provide properties of superior quality together with the tagline "Your Home, Our Pride."

Jayamas Property Shared Value

- Commitment to Quality
- Building Quality Homes
- Quality Design