



Universiti
Teknologi
Mara



Aubella (MM2H) Sdn. Bhd

MGT666

INDUSTRIAL TRAINING REPORT

1 MARCH 2024 - 9 AUGUST 2024

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EXECUTIVE SUMMARY

During my internship at Aubella (MM2H) Sdn. Bhd. from 1st March 2024 to 9th August 2024, I had the opportunity to immerse myself in the operations of a leading facilitator of the Malaysia My Second Home (MM2H) program. Established in 2006 and based in Penang, Malaysia, Aubella specializes in assisting clients with MM2H visas, accredited by the Malaysian Government, and plays a pivotal role in enhancing Malaysia's appeal as a retirement and investment destination.

My internship primarily focused on the accounting department, where I aimed to apply theoretical knowledge to real-world accounting practices and contribute to enhancing the company's internal controls. Throughout the five and a half months of internship, I managed to conduct a comprehensive SWOT analysis and financial ratio analysis for Aubella. The analysis revealed that from 2020 to 2022, Aubella had improved its liquidity but faced challenges such as a long average collection period and declining profitability due to pandemic-related revenue declines.

The company also reduced debt ratios for stability but showed declining asset turnover efficiency, highlighting the company's operational inefficiencies. Despite Aubella's strategic strengths in location and financial improvements, it encountered challenges such as declining profitability, operational inefficiencies, and a need for brand recognition. However, there are growth opportunities through expansion and partnerships, although the company must navigate threats posed by economic instability and regulatory fluctuations.

Moreover, this internship provided numerous advantages for me, including a deeper understanding of Aubella's business operations. It also underscored the importance of leveraging strengths and opportunities while addressing weaknesses and threats to maintain a competitive advantage and sustain growth. This experience has been instrumental in broadening my knowledge of financial management, internal controls, and strategic analysis within a specialized service visa industry, preparing me to apply academic knowledge to practical challenges in accounting and finance.

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BACKGROUND OF THE COMPANY

Aubella (MM2H) was established by Vincent Fong, who specializes in assisting individuals and families in obtaining Malaysia My Second Home visas. The company is committed to delivering excellent support and ensuring a seamless experience for its clients.

Recognized as an official accredited agency by the Malaysian Government, Aubella (MM2H) also operates offices in Taiwan and Hong Kong, and serves as the official representative at MM2H roadshows and seminars hosted by the Malaysian Government in Taiwan, Hong Kong, China, and Bangladesh. Since its inception, Aubella has catered to numerous clients worldwide. As a participant in the Malaysia My Second Home (MM2H) Programme, the company contributes to promoting Malaysia as an ideal retirement destination. This program functions as a Golden Visa Programme that offers approved individuals the opportunity for the long-term residency in Malaysia, with a 10 year renewals.



COMPANY'S PROFILE



Over 50,000 families have applied for the MM2H program, which enables successful applicants to relocate to Malaysia with their parents (aged 60 and above), children (under 21), and spouse.

Headquartered at Sri Weld the vibrant city of Penang, Malaysia, Aubella (MM2H) Sdn. Bhd stands as a distinguished agency dedicated to collaborating with the Malaysian Government in elevating Malaysia's status as the premier destination for the Malaysia My Second Home initiative. Since its establishment in 2006, the company has impeccably served a multitude of expatriates who have chosen Malaysia for retirement, investment, educational pursuits, or simply to savor life's delights.

Aubella (MM2H) Sdn Bhd also actively serves clients across Malaysia, Hong Kong, Taiwan, Indonesia, China, Bangladesh, Australia, the UK, the US, Japan, and other promising markets. Moreover, the company proudly holds the official partnership designation for MM2H with several esteemed property developers listed on Bursa Malaysia.

Vision

To be the premier facilitator of the Malaysia My Second Home (MM2H) program, fostering a vibrant community of global citizens who choose Malaysia as their second home.

Mission

- To provide seamless and efficient services for individuals and families seeking to relocate to Malaysia through the MM2H program
- To contribute to the growth and development of Malaysia by attracting skilled professionals, entrepreneurs, and retirees to invest their time, talent, and resources in the country.
- To promote Malaysia as a desirable destination for residency, highlighting its diverse culture, modern infrastructure, and high quality of life

