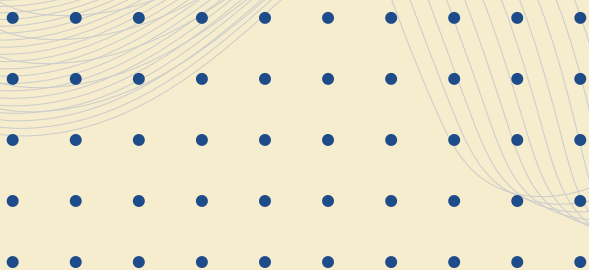


PRACTICAL TRAINING REPORT MGT666

**Industrial Training Report
SWOT Analysis of Industry Outlook,
Corporate Governance & Sustainability
Bersatu Lagenda Management
1 March - 9 August 2024**

**Prepared by:
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EXECUTIVE SUMMARY

As part of my Bachelor's degree requirements, I had the chance to work as an intern at Bersatu Lagenda Management, a well-known Malaysian company that helps Bumiputera buy and sell homes all over the country. I had many jobs to do during my internship. I helped keep clients and other important people updated by talking to them and making sure they knew what was going on. I also worked on projects linked to sustainability and made sure that the company's digital files were well organised. A big part of my internship was looking at the company's chances, threats, strengths, and weaknesses. This meant looking at a lot of different things, such as politics, the economy, social problems, technology, the environment, and the law. The good things I found are that Bersatu Lagenda Management knows how to help Bumiputera buy and sell homes. Weaknesses: They spend a lot of money and depend too much on certain ways. Opportunities: Going into new areas could be profitable, and the economy is getting better. Threats: The housing market isn't always stable, and rivals are putting pressure on you. I gave Bersatu Lagenda Management some ideas to help them. They should keep making their services better and make choices based on more data. Plus, they need to find ways to work smarter and get to more people. They could grow if they moved into new areas and made their processes better. They also need to be ready to change with the times and what people want from them. It might be hard for Bersatu Lagenda Management to keep up with the changes in the home market if they don't listen to these ideas.

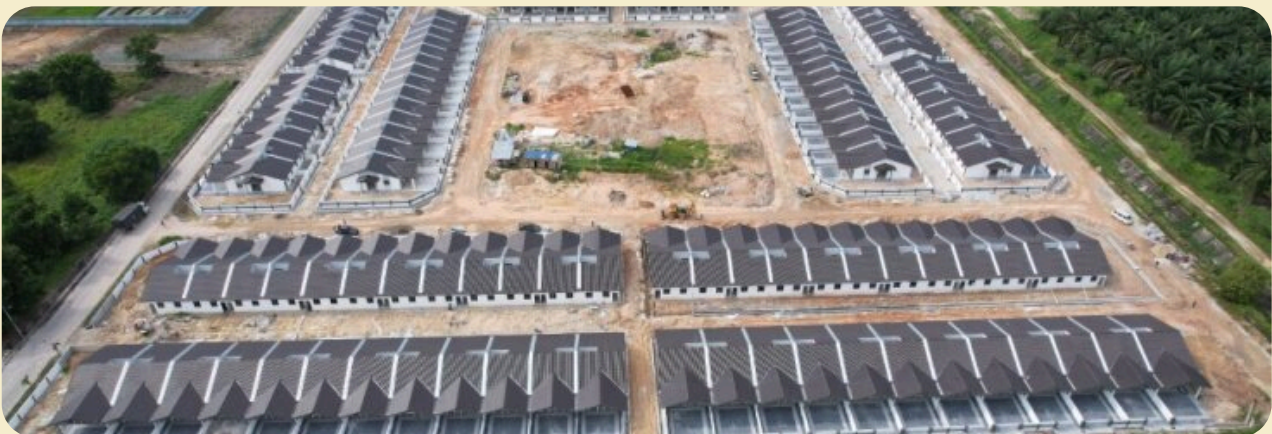


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COMPANY PROFILE

Background of Establishment

The SV Partners Sdn. Bhd. @ Bersatu Legenda Management Sdn. Bhd. was set up in 2016. This business is registered with the Malaysian Companies Commission and has the registration number 1232639-M. All of its shares are owned by bumiputera. The real estate marketing that SVPSB @ BLMSB handles includes sales and paperwork that needs to be sent to banks and the Public Sector Housing Finance Board (LPPSA) for prospects that are government and private employees. SVPSB @ BLMSB improves management in the real estate consulting and marketing field by having professionally trained consultants who are good at sales and know how to do them.

Services Offered

The company strengthened its sales group by establishing Bersatu Property Cooperative Berhad. To build a sales group by becoming a member of Bersatu Property Cooperative Berhad.

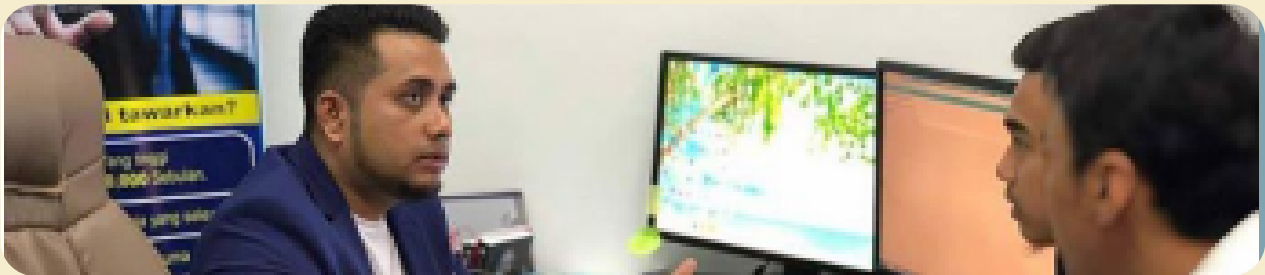
Koperasi Hartanah Bersatu Berhad (202071401101) has been registered under Subsection 7(1) of the Cooperative Act 1993. Koperasi Hartanah Bersatu Berhad is responsible for providing sales services and as a real estate sales consultant for the developer's housing units using the agency concept.

Each appointed agency is a member of a registered cooperative that is subject to the Bersatu Real Estate Cooperative Bylaws. In addition, Koperasi Hartanah Bersatu Berhad also develops the real estate sector through collaboration with external entities either through Join Venture (JV) collaboration or as a housing developer, Koperasi Hartanah Bersatu. (2020).

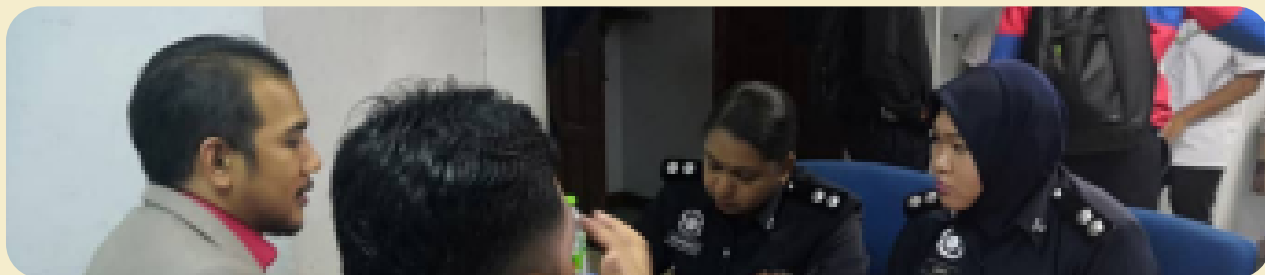




Providing marketing, consulting and selection services in the property ownership and investment sector.



Provide financing, legal and real estate investment management advisory services to prospects.



Manage the documentation of real estate purchases to related work or private agencies.



Providing early education related to the accurate property ownership process and helping to provide basic knowledge of real estate investment that can give high profits to buyers.



Provide services and negotiations related to LPPSA, KPKT and Land Office related to the loan approval process and claims at the progress stage