



اَوْنُو سِيَّتِي تِيكُوْلُو كِي مَبَارَا
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BACHELOR OF BUSINESS ADMINISTRATION (HONS)

INTERNATIONAL BUSINESS

INDUSTRIAL TRAINING REPORT (MGT 666)

SWOT ANALYSIS OF MAJLIS PERBANDARAN TEMERLOH (MPT)

10th MARCH – 15th AUGUST 2025

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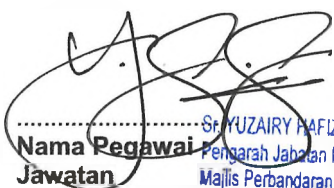
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EXECUTIVE SUMMARY

This report encapsulates the industrial training that was done at Majlis Perbandaran Temerloh (MPT), and it is a part of the requirement of the award of the degree of Bachelor of Business Administration with Honours in International Business. The internship was designed to initiate a matching of academic learning against actual field experience in the governmental sector especially regarding the administration of the local government. This report gives an overview of the activities undertaken, the main observations, and the lessons during the internship period between 10th March 2025 to 15th August 2025.

MPT is a local government in the state of Pahang that is in charge of many aspects of municipal duties such as licensing, enforcement, town planning, solid waste control, and facilities. Nevertheless, in this internship I was assigned under the Department of Valuation and Property Management that deals with assessment tax management, property valuation, and stall rental.

During the internship, I was tasked with many roles including updating the data on tax assessment in the system, preparing and organizing assessment bills ready to be posted, filing of property records and help with stall rental documentation. I also assisted front-desk responsibilities such as responding to queries regarding tax payment, ownership transfers, address as well as providing people with the numbers of their accounts.

It was a practical experience, which enabled me to be technically and socially equipped as well as understand how the local authorities work to provide services effectively to the people. Moreover, a SWOT analysis was taken to determine the most essential strengths, weaknesses, opportunities, and threats that MPT is exposed to especially in terms of its digital service platforms and public outreach strategies.

The report sums up by highlighting the importance of the internship as a way of exposing the individual to the real world operations of a local government. It has reinforced my knowledge on professionalism, civics responsibility and administrative systems. The presented recommendations and findings are intended to assist towards advancing the service delivery of MPT as a way of increasing citizen participation and achieving its long-term objectives of transparent and effective governance.

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