

# MGT 666

# INDUSTRIAL

# TRAINING

**SYARIKAT AIR MELAKA  
BERHAD (SAMB)**

**PREPARED BY:  
MUHAMMAD AQIL BIN  
AB AZIZ (2022495184)**

**GROUP:  
MBA2406B**

**SUBMITTED TO:  
MADAM RAFIDAH  
BINTI ABDUL AZIS**



## EXECUTIVE SUMMARY

**Foreword** The report aims to provide a comprehensive account of my 24-week internship exposure at Syarikat Air Melaka Berhad (SAMB), accomplished by Muhammad Aqil Bin Ab Aziz (UiTM Melaka) Bachelor of Business Administration (Hons.) – Marketing student. Internship program provides insights into the actual operation aspect of SAMB, as well as enable me to deepen my knowledge towards a corporate institution. SAMB is one of the GLC granted to operate the supply of water in the state of Malacca. This training is essential towards increasing my knowledge about water supply operation at SAMB.

**Contents of my internship report** Introduction Approached to work Documentation of Learning During my internship, my department was in charge of PEMULIHAN / PENGUATKUASA. My task was to prepare a list of post-account termination claim letters, carry out debt transfers, monthly dormant reports and deal with MSN (Water Services Industry Act 2006) violations. This training involves a combination competency element of two divisions based on the 11th Schedule of Regulators Issuing Commission (RCI-03-SMB). This internship combines the element of two regulatory and marketing, among others; financial operations, customer service, advertising or promotional and creating products for promotional and filming. Perfected financial management, customer interaction, and time management skills switching with real practice using eWBIS, generating financial reports, conduct investigations into the carriage of debt, inquiries by customers and other marketing activities at SAMB.

The article improves the understanding in related to the SWOT analysis for the organization in terms of operations and organizational development for the water industry. The strengths of SAMB are water treatment expertise and excellent customer relations. Failure of document management systems and lack of personnel for (Enforcement Officers). SAMB has the opportunity to improve if effort towards water conservation is done, add to the current business, waste water treatment and water quality monitoring. Ability to expand the business but a little worried about the issue of impact of climate change on the private sector. SAMB also does not have enough personnel to carry out enforcement.

## SURAT KEBENARAN

Tarikh : 07/08/2025

Kepada :

**Penyelaras Latihan Praktikal**  
Fakulti Pengurusan Perniagaan  
UiTM Kampus Bandaraya Melaka  
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No Tel : 06-285 7119 / 7190 / 7196

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Tuan/Puan

**Maklumbalas (/)**



Setuju



Tidak Bersetuju

### KEBENARAN UNTUK MEMUAT NAIK HASIL LAPORAN PELAJAR LATIHAN INDUSTRI SEBAGAI "PUBLIC ACCESS" DI REPOSITORI UTM

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|               |                             |               |                            |
|---------------|-----------------------------|---------------|----------------------------|
| Nama Pelajar  | MUHAMMAD AQIL BIN AB - A222 |               |                            |
| No. Matriks   | 2022495184                  | Nama Program  | BA 240                     |
| Tajuk Laporan | Report Intern               | Nama Syarikat | Syarikat Air Melaka Berhad |

2. Tindakan ini adalah di bawah tanggungjawab dan kesedaran penuh oleh pihak organisasi.

3. Sekiranya terdapat sebarang masalah atau kebocoran maklumat sulit pihak organisasi tidak boleh mengenakan sebarang tindakan undang-undang kepada pihak universiti.

Yang Benar



Nama Pegawai : AZIZEE BIN SUPARI  
Jawatan : Eksekutif Kewangan  
No. Tel. : 016-307 0999  
No. Faks :  
AZIZEE BIN SUPARI  
Eksekutif Kewangan  
Unit Pemulihan & Penguatkuasaan  
Syarikat Air Melaka Berhad

Cop jabatan/organisasi:



## ACKNOWLEDGEMENT



Assalamualaikum WBT and Salam UiTM DiHatiku. All praises and thanks to Allah SWT for His endless mercy and guidance, without which I would not have had the strength to complete this report for the course MGT 666. I am truly grateful for His help and support, which have been the driving force behind the successful completion of this project. Indeed, it is only through His will that I have managed to accomplish the tasks and assignments that have been entrusted to me.

I would also like to express my deepest gratitude to my lecturer, Madam Rafidah Binti Abdul Azis, for her continuous support, guidance, and dedication throughout this assignment. Her expertise and insights were invaluable, helping me navigate the complexities of the report with confidence. The feedback and suggestions she provided throughout the process were constructive and incredibly helpful in refining my work. Without her encouragement and understanding, I would not have been able to complete the report on time. I am truly appreciative of her patience and the opportunities she provided to enhance my academic skills.

Furthermore, I must extend my sincere appreciation to Mr. Azizee Bin Supari, the Executive of the Pemulihan Dan Penguatkuasaan Unit at Syarikat Air Melaka Berhad, for his consistent support and mentorship during my 24-week internship. His guidance was essential in helping me understand the practical aspects of my field of study, and I am grateful for the time and effort he dedicated to ensuring that I was able to gain hands-on experience. His wisdom, patience, and detailed feedback were crucial in shaping my understanding of the industry. I will always be thankful for the opportunity to learn under his leadership and for the trust he placed in me, which gave me the confidence to perform my tasks effectively.

Moreover, I would like to take this opportunity to express my profound gratitude to the entire team of the Pemulihan dan Penguatkuasaan Unit for their unwavering support, guidance, and kindness throughout my internship. The collaborative and encouraging environment they fostered allowed me to grow both professionally and personally. Their willingness to share their expertise and provide constructive feedback was instrumental in my development, and I am incredibly fortunate to have had the chance to work with such a dedicated and talented group of professionals. The positive work culture within the team made every challenge more manageable and every achievement more rewarding.



## 1.0 STUDENT'S PROFILE

### 1.1 RESUME

#### MUHAMMAD AQIL BIN AB AZIZ

BACHELOR OF BUSINESS ADMINISTRATION (HONS.) MARKETING

Kajang, Selangor, Malaysia | +60 18-3215393 | [muhanumadaqil4253@gmail.com](mailto:muhanumadaqil4253@gmail.com)



#### PROFESSIONAL SUMMARY

A highly motivated University Teknologi Mara (UITM) honors graduate, capable of managing complex projects, actively looking for a business administration entry-level job, possesses expertise in communicating with leaders, intervening in workplace issues, and implementing work processes. Future-oriented business administration that is enthusiastic about creating a dependable and effective workplace. Have a great desire to work in the field and are eager to take on new challenges. I'm eager to learn new things and welcome new experiences.

#### PROFESSIONAL EXPERIENCE

**Internship | (November 2021 – April 2022)**

**Admin Assistant**

**FNC Corporate PLT**



- Provided comprehensive support to management and team members, including calendar management, scheduling meetings, and coordinating travel arrangements.
- Supported leaders in problem-solving and simplifying presentation slides for enhanced clarity.
- Acted as a key point of contact for internal and external communications, fostering strong relationships with clients and stakeholders.
- Organized and streamlined office procedures, implementing systems to enhance productivity and efficiency.
- Created an Excel file to compile data for the listed contact number, extract data from company portal to get information.

**Sales Associate | (April 2022 – July 2022)**

**Super Seven (Full Time)**



- Assisted customers with inquiries, product recommendations, and complaint resolution.
- Developed strong product knowledge to effectively upsell and cross-sell items.
- Managed inventory by stocking shelves and tracking inventory levels.
- Utilized POS systems and inventory management software.
- Handled customer feedback and resolved complaints promptly to ensure satisfaction and retention.

**Retail Sales worker | (December 2018 – April 2019)**

**Parkson Group**



- Skilled in building strong relationships with customers by understanding their needs and delivering tailored recommendations.
- Consistently achieving and surpassing sales targets through strategic approaches and a results-driven mindset.
- Maintained a clean and organized sales floor by restocking merchandise, arranging displays, and adhering to visual merchandising standards.
- Monitored inventory levels, reported shortages, and participated in stock-taking and replenishment act

**Internship | (March 2025 – August 2025)**

**Admin Assistant**

**Syarikat Air Melaka**



- Assisted in the enforcement and monitoring of water supply regulations, ensuring compliance with local laws and company policies.
- Collaborated with senior officers to conduct field inspections and investigations on illegal water usage, tampering, and unpaid bills.
- Supported the preparation and processing of legal documents related to water-related offences, including notices, summons, and investigation reports.

## EDUCATION BACKGROUND

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- **UNIVERSITI TEKNOLOGI MARA (UiTM Cawangan Bandaraya Melaka)** | (September/2022 – Current)  
Bachelors in Business Administration (HONS.) Marketing  
CGPA: 3.22  
MUET : 3.5
- **KOLEJ POLY-TECH MARA (KPTM Cawangan Bangi)** | (July/2019 – November/2021)  
Diploma in Business Management  
CGPA: 3.52

## PROJECT EXPERIENCE

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### Corporate Social Responsibility – University

University Teknologi MARA (UiTM), Kampus Bandaraya, Melaka

- Involve in community to give educational awareness for them to implied by giving them activities and team building.

### KBM League – Program Leader

University Teknologi MARA (UiTM), Kampus Bandaraya, Melaka

- Facilitate regular meetings with all teams to review progress, address issues, and ensure alignment with event goals.
- Develop and manage the event budget, ensuring all expenses are tracked and within allocated funds.
- Respond promptly and effectively to any issues or emergencies that arise during the planning and execution of the event.

## ACADEMIC ACHIEVEMENT

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### Univerity Teknologi MARA (UiTM), Kampus Bandaraya , Melaka

- Earned Silver Award In Melaka International Intellectual Exposition, MIIEX 2024
- Participant in Corporate Social Responsibility (CSR)
- Participant in Professional Etiquette for Hoteliers

## TECHNICAL SKILLS

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- Microsoft office (power point, word and Excel)
- Adobe Photoshop
- Canva
- Copywriting

## SOFT SKILLS

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- Strong teamwork and communication abilities
- Excellent interpersonal skills
- Proactive in critical thinking to solve complex issues and improve efficiency
- Time management expertise

## LANGUAGE

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- Malay
- English

## PROFESSIONAL REFERENCES

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- Professor Madya Dr. Koe  
Senior Lecturer, UiTM Kampus  
Bandaraya Melaka  
017-293 8320  
[Knoewei516@uitm.edu.my](mailto:Knoewei516@uitm.edu.my)
- Noraishah Binti Kamarol Zaman  
Senior Lecturer, UiTM Kampus  
Bandaraya Melaka  
[Noraiz213@uitm.edu.my](mailto:Noraiz213@uitm.edu.my)

My name is Muhammad Aqil Bin Ab Aziz, a final year Bachelor of Business Administration (Hons) Marketing student at Universiti Teknologi MARA (UiTM) Bandaraya Melaka. I was born and raised in Kajang, Selangor, and have always had a keen interest in how marketing shapes consumer behaviour and business strategies. I am currently gaining valuable practical experience through my internship at Syarikat Air Melaka Berhad (SAMB) in the Enforcement Unit, where I assist in field inspections, legal documentation, and regulatory compliance enforcement putting theory into practice.

Academically, my journey has been built on a solid foundation with a CGPA of 3.52 for my diploma and 3.22 for my degree. I pride myself on being a curious student and an active team player. As the Programme Head for Liga KBM, I manage the timeline, budget and team coordination. My involvement in CSR projects has allowed me to engage directly with the community and develop social responsibility and empathy.

Outside of academic, I have worked in retail and corporate environments from customer-facing roles at Parkson Group and Super Seven to administrative duties at FNC Corporate PLT. This experience has taught me how to stay calm under pressure, multi-task efficiently and remain customer-focused whilst achieving business goals. Over time, I have learned to communicate confidently, problem-solve creatively and take initiative without waiting to be told.

I am technically proficient in tools such as Microsoft Office, Photoshop and Canva, and am comfortable producing visually appealing and well-structured content. I also have a strong understanding of digital communication, teamwork dynamics and project coordination. But more than that, I bring the intangible qualities of adaptability, a strong work ethic, punctuality, emotional intelligence and a willingness to learn and grow. I am someone who values feedback, embraces new challenges and believes in lifelong learning.

Fluent in Malay and English, I am confident in my ability to engage with diverse teams and contribute meaningfully in a professional setting. As I prepare to enter the workforce, I am excited to explore opportunities where I can continue to learn, contribute to meaningful projects, and grow into a valuable asset to any organization I join.

## 2.0 COMPANY'S PROFILE

|                |                                                                                                                              |
|----------------|------------------------------------------------------------------------------------------------------------------------------|
| COMPANY'S NAME | SYARIKAT AIR MELAKA BERHAD                                                                                                   |
| LOGO           |                                           |
| LOCATION       | Lot 897, Wisma Air, Jalan Hang Tuah, 75300, Melaka                                                                           |
| OPERATION HOUR | <ul style="list-style-type: none"><li>• Monday – Friday: 8:00 A.M. - 5:00 P.M.</li><li>• Saturday – Sunday: Closed</li></ul> |

### Vision

'TO BE THE WORLD CLASS WATER PROVIDER'

### Mission

'WE WOULD BE RESOLVED IN WATER MANAGEMENT EXCELLENCE, IN WELLNESS AND GLOBAL DEVELOPMENT '



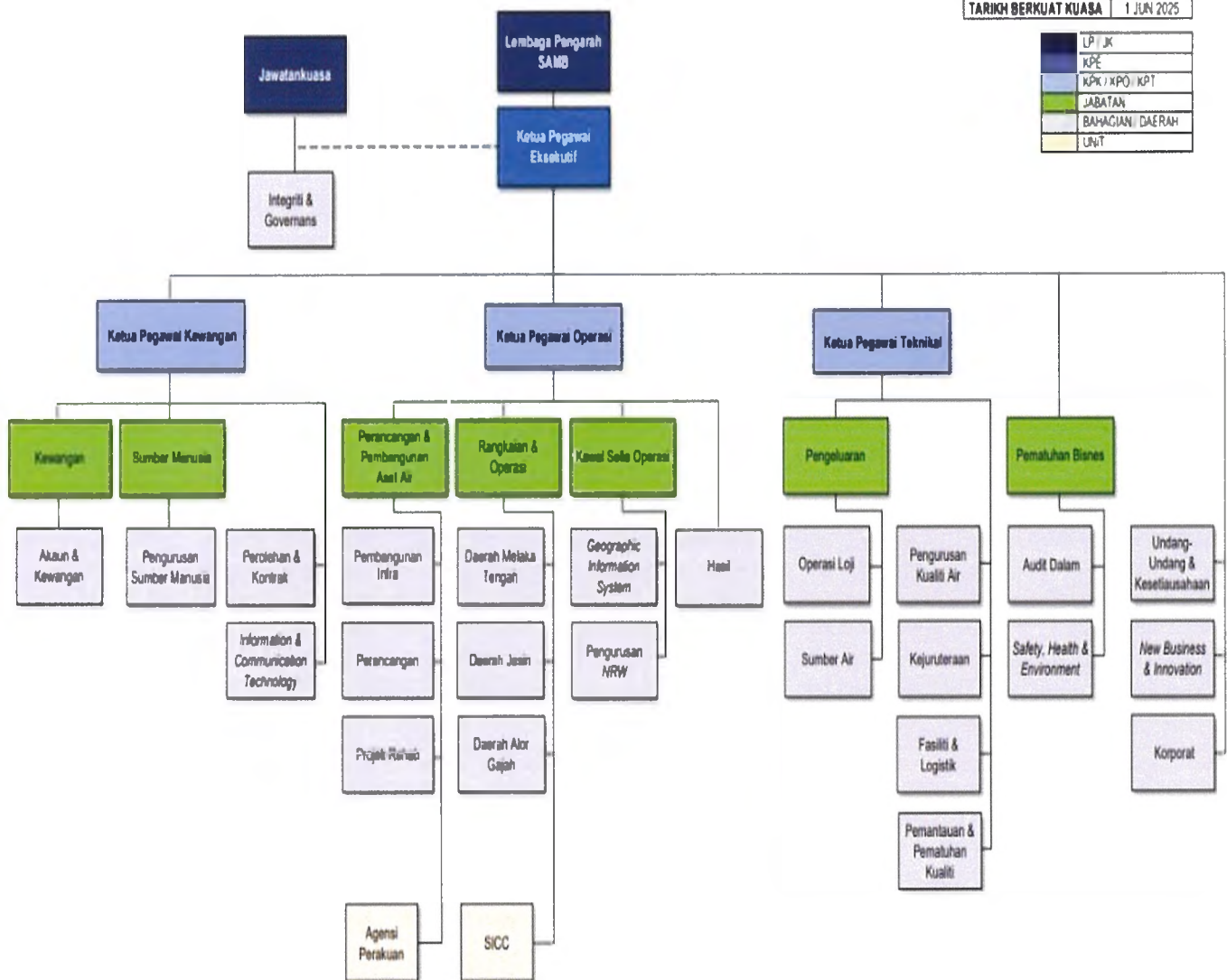
## 2.2 ORGANIZATIONAL STURCTURE



### CARTA ORGANISASI SYARIKAT AIR MELAKA BERHAD (TAHAP UTAMA)

|                      |            |
|----------------------|------------|
| SEMAKAN              | 2/2025     |
| TARIKH BERKUAT KUASA | 1 JUN 2025 |

|                   |
|-------------------|
| LP / JK           |
| KPE               |
| KPK / KPO / KPT   |
| JABATAN           |
| BAHAGIAN / DAERAH |
| UNIT              |



## 2.3 PRODUCT AND SERVICES OFFERED BY SYARIKAT AIR MELAKA BERHAD

### 1. WATER SUPPLY

Syarikat Air Melaka Berhad (SAMB) holds a strategic status as the industrial sectors of Melaka as far as service delivery of treated water to the entire Melaka population. SAMB as the only authorized operator of this jurisdiction has the paramount chores to see that there is a steady, unbroken source of potable water to the domestic households, business companies, factories, and governmental institutions. Raw water is supplied to the company through natural reservoirs and subjected to extreme processing in extensively located and well-coordinated water-processing units. Every litre passes through tedious purification processes to make it fit into human consumption and be able to match the requirements of industrial and commercial applications. This unequivocal dedication of quality, reliability, and safety highlights the useful role played by SAMB in contributing to the wellness of the people, economy, and the environment.

In addition to this basic supply role, SAMB is committed to the sound and effective management of water. The organisation maintains and improves its infrastructure, i.e. long networks of pipes and treatment facilities, by means of a network of maintenance and upgrade programmes. Use of smart-technology applications is being exploited to optimise the performance of systems and to enable timely detection of leaks hence reducing wastage and operational costs. In addition, SAMB actively engages with the local communities in order to promote the level of understanding and the responsible use of water. All these programs will enhance the sustainable preservation of water resources and protect the environmental integrity of Melaka to future generations.

### 2. CUSTOMER SERVICE

Syarikat Air Melaka Berhad (SAMB) has pledged itself to the dual commitment of providing safe drinking water as well as ensuring a strong portfolio of customer-service proposals that are geared towards meeting consumer expectations. The organisation admits that proactive involvement in its administration is critical as water supply itself in maintaining the confidence and satisfaction of the masses. In line with this, SAMB has developed an integrated defence mechanisms of customer-services that are meant to support the need of those residential, commercial, and institutional customers in all aspect of water account management. Main part

of these services is related to the registration of water supply connections. It does not matter whether one is changing residency to a newly built home, setting up a business corporation or starting up on an industrial venture, SAMB streamlines the application process in a transparent and effective process. Clear policies are shared and they have specific personnel ready to take qualified applicants through the necessary processes and paperwork.

Similarly, the company concerns itself with the operation aspects of the existing account management. Some of the functions that are performed with little bumpy include transfer of accounts to new owners or tenants and name changing of accounts due to any legal or personal developments as well as change of service due to the relocation or closure of business. The general goal is to protect the continued access to water during occupancy or title transfer. To maximize the convenience of payment, SAMB has provided several channels of payment of bills. There are physical service centres and traditional banking channels besides a collection of online payment systems that facilitate online payments as well as automated monthly deduction plans and mobile-payment services. All these mechanisms allow the customers to pay payment responsibilities at the correct time and without any excessive bother.

To support the demands of the clients that find invoicing imbalances, varying consumption patterns, or ambiguous accountability, SAMB has founded a special inquiry and grievance system. People can report those problems through phone, email, or through walk-in counters. The augmenting staffs are also trained to respond swiftly, and they respond professionally, in such a way that every case is solved fairly and most importantly in the most expedient manner. Accessibility is also enhanced by digital transformation initiatives put in place by SAMB. Account data can be reviewed and historic bills be accessed by the users through the official site of the organisation and the mobile app. These platforms also support the process of payment and allow one to submit service requests, thus removing the burden of those with hectic schedules or those who fail to access physical service centers due to distance. Integrating customised support with digital solutions, SAMB attempts to ensure quality, prompt, and easy-to-use services to urban centre dwellers and the residents of the remote areas. This indifferent approach to the customer compliments the general targets of the organisation i.e. not only to service the water but to present an entire package of services that are full and satisfactory in terms of the provision of the welfare of the entire Melaka population.

### 3.0 TRAINING'S REFLECTION

My industrial training at Syarikat Air Melaka Berhad (SAMB) lasted for 24 weeks beginning on March 3 2025 and ending on August 15 2025. The operational schedule at SAMB consists of Monday through Friday workdays from 8:00 am to 5:00 pm. The organization sets lunch breaks from 1:00 pm to 2:00 pm during regular workdays. The organization provides an extended lunch period between 12:15 pm and 2:45 pm every Friday to allow Muslim employees time for Jumaat prayer. Through this experience I gained complete knowledge about the operational functions of SAMB which improved my practical abilities while working in a professional water utility environment. During my time at SAMB I worked under the Penguatkuasa department that exposed me to multiple important work functions. Our department primarily handles three key functions: issuing claim notices following account terminations and transferring debts between closed and active accounts and producing monthly dormant account reports. The enforcement team at SAMB performs investigations about Water Services Industry Act 2006 violations that lead to service provider accountability within the water industry. We held responsibility for checking disconnected accounts to stop unauthorized reconnections.

My internship position required me to support the financial assistant across multiple duties which promoted financial responsibility and exceptional customer service. I conducted evaluations of terminated user accounts containing unpaid balances through the Water Billing Information System (WBIS) system while generating dormant reports and performing debt transfer approval letter issuance within 14 days and creating dormant water bill claim notices for inactive accounts. I managed all front desk telephone communications for users who needed to pay or report water theft incidents. The organization allowed me to conduct field visits to deliver water theft notifications and overdue payment letters directly to users at their physical locations. Hands-on field experience demonstrated enforcement process execution while showing me the critical role of direct interaction for solving customer problems. I joined the Corporate Unit during Ramadan to support their Customer Relationship Management (CRM) efforts which worked to build connections between the company and its community members.

The outreach initiatives provided me with knowledge about corporate communication tactics and strategies for public engagement. The Corporate Unit allowed me to participate in Customer Relationship Management (CRM) activities during Ramadan which involved public outreach to build positive connections between the company and its community. Through these outreach programs I learned about corporate communication and public engagement strategies. I took part in a site visit to the water treatment plant which served as a component of the company's yearly assessment process for new water connection evaluations. The site visit provided me with essential knowledge about water treatment and distribution operations that enhanced my overall comprehension of water supply systems. The responsibilities helped me develop financial management abilities and customer relations skills while enabling me to work with specialized systems and complete administrative tasks effectively.

My industrial training brought numerous benefits that resulted in both professional growth and personal development. The monthly allowance of RM 500 served as both financial aid and recognition of my work while cultural celebrations organized by the company made my experience more rewarding. The company demonstrated its commitment to cultural inclusiveness during Ramadan by giving out dates to all employees in March. During the month of April, the company distributed kuih raya to every employee to create festive atmosphere which promoted teamwork among staff members. The company's dedication to tradition was evident through these cultural experiences which both enhanced my cultural knowledge and demonstrated their commitment to workplace diversity. Through these valuable internship experiences, I developed a strong sense of accomplishment that verified my work value while feeling appreciated during this essential training period.

My internship at SAMB provided me with various knowledge and skills which greatly enhanced my professional capabilities. I learned financial administration through direct experience by working on terminated user account evaluations and handling WBIS system outstanding balance management. The experience taught me fundamental financial management techniques while enhancing my abilities to work with specialized software for data analysis and reporting tasks. The process of creating monthly dormant and collection reports helped me improve my organizational abilities and attention to detail. The requirement to send debt transfer approval letters within two weeks taught me how to manage time effectively and prioritize tasks under deadline pressure. Through my work answering telephone inquiries from users about payment and water theft problems I developed strong communication skills which enabled me to provide helpful solutions to their concerns. My practical field experience together with corporate interactions and technical operations exposure created a comprehensive understanding of SAMB service delivery. My internship experience gave me a deeper understanding of utility operations and regulatory compliance while developing practical skills needed for professional success which led to my growth as an adaptable industry professional.



## 4.0 SWOT ANALYSIS OF SYARIKAT AIR MELAKA BERHAD

### 4.1 STRENGTH

- Strong Knowledge in Water Treatment

Syarikat Air Melaka Berhad (SAMB) is an established company with extensive experience in the water treatment processes. As SAMB has been treating water for many years, they must know their Melaka water resources quite well and how all the seasonal factors affect water quality. Therefore, they would aim to ensure their treatment process provides clean and safe water to the people of Melaka in all instances. Moreover, they have efficient operations in treating water with their water treatment plants appropriately maintained. Furthermore, SAMB must employ several qualified personnel, like chemists, engineers, and technicians that are permitted to routinely inspect the water quality, report by specific designated measures, recognize issues soon or quicker, and troubleshoot solutions. This level of expertise can also assist their application or innovation of new capabilities in new technologies and improvement toward more efficient and sustainable methods of water treatment. Overall, it can be concluded that SAMB has a reputation for being competent providers of the supply of safe drinking water.

- Good Customer Service

One thing SAMB is good at is customer service. It's easy for customers to contact them any time they run into issues. First, people could go directly to their customer service counter at Wisma Air for any type of support, whether that is paying bills, registering for water supply or other account things. Not all people are comfortable using online platforms, particularly senior citizens so SAMB also provided self-service kiosks that were simple to use and located at different locations. This is an important thing for those who aren't technically savvy. On top of this SAMB have a proper system in place that helps customers get to the correct department if there is a more serious issue to resolve. For example, if someone has issues to do with illegal water use, they will be referred to Unit Pemulihan Dan Penguatkuasaan on the first floor. Trained personnel will work together with the customer to resolve the issue step by step. This way SAMB ensures that every customer gets the right support with minimal waiting time.

## 4.2 WEAKNESSES

- Poorly Organized Document Handling System

A conspicuous inadequacy in Syarikat Air Melaka Berhad (SAMB) is the absence of an effective contract and major agreement management system. At this moment, these documents are stored in many locations with no clear way and structure and causes a delay and confusion in searching for files. Some documents are even kept in different buildings, making things more challenging. There's no order to this so everything moves at a snail's pace and papers go missing. And the discussion within the Teamsters isn't about tearing up the old and bringing in the new in addition to preserving many old agreements that are wholly unnecessary, contributing to the mess. The lack of a convenient, consolidated and well-maintained filing system is a significant shortcoming in the way SAMB keeps its records. Creating a more organized, digital system would allow the staff to pull documents more quickly, increase efficiency throughout the process, and ensure that the company is aligned with appropriate legal and compliance regulations.

- Lack of Manpower in the Enforcement Unit

One other problem I spotted, particularly in the unit "Pemulihan dan Penguatkuasaan" at SAMB was inadequacy of enforcement officers. Currently, just seven officers are divided into four teams, insufficient to manage a broad number of cases in need of follow-up. If one of police officers goes on leave, another will not be able to conduct visits independently, because it is not always safe, and the officers go where safety is always what they are looking for. Physical effort and teamwork are also necessary for the work and prevent any single person from being able to handle single-handedly. The result is something of a scarcity; delays are frequent and often the technicians find themselves with no other option than to dig into the investigation. This is a clear indication that additional staffing must be implemented to perform all duties efficiently and safely.

### 4.3 OPPORTUNITIES

- Water-saving programs to Improve and Broaden

Now is the time for Syarikat Air Melaka Berhad (SAMB) to throw their sustainability efforts into high gear by expanding water usage programs. This includes promoting the use of water-saving devices such as low-flow showerheads, dual-flush toilets and other efficient home appliances. Making these available articles in hotels or restaurants, tourists will know where nearby water sources can be found to supply their personal needs. By this means it will also ease the pressure from on water consumption because tourists don't know how much (unfiltered) is left in the city's taps; so that visitors must scan a map searching and looking for another place that has clean tap water. Another idea is to track water consumption with something more accurate than the manual readouts currently used by the older registers in town. Water usage combined with weather forecasts should help SAMB better manage its water resources. Finally, and most importantly, it should save a lot of water.

Moreover, getting SAMB to be less influenced by the sales season has big potential for improving things in an over-the-shoulder fashion. This is why the only way forward is getting them to import advanced devices. But, for them to use water wisely, citizens need to know just how much they are consuming. Therefore, SAMB should introduce smart water meters in order to measure how much water is being used more accurately. These smart meters give both users and the company real-time data that can help spot leaks, unusual usage, or areas where too much water is being wasted. With this information, customers can take action to save water, and SAMB can plan better maintenance and fix problems early. Using data like this makes water management more efficient in all aspects. SAMB should also take this opportunity to expand its services. They can coordinate with schools, universities and businesses for all sorts of water conservation activities. To hold activities for spreading awareness, conferences, or communities that share the same interest in conservation makes for a perfect venue. This way, they are able to tell people especially students and young ones that water is precious, and that life needs it even more than they realize. Moreover, a school's approach to teaching the ideas of saving water is beneficial where normal instruction often fails. These educational endeavours will help create an environment where everyone takes it in hand to use water wisely. When many people know how their actions affect the environment, then more and more will support sustainable practices.

- Diversification into other water-related services

Offering new but related services creates valuable opportunities for SAMB to increase its income so that the main water supply operation is not overly burdened. The prospect of taking on this second business looks promising for NSW and Queensland because it is in line with existing network capability. From developing wastewater treatment, to provide even more urgently needed income for farming areas where SAMB operates waterworks SAMB is concluding more and more contracts along these lines water treatment companies can help cut the demand on drinkable water by treating used water for agriculture or industry. In this way, water sources now become sources of also revenue. This sort of closed loop operation is both environmentally sound and good stewardship for existing water resources. In this respect 'It makes the best possible use of water.

On the other hand, water supply surveys are discussed on one level. But with SAMB's present knowledge and the maturing water network, the company is in a good position for accurate repeated checks of water quality. Groundwater pollution is something serious now. People must wash out their wells from landfills and they are scared they will not be able to use their well again for generations and centuries to come. Services like these would be useful for households, places of business and even farms which need water quality that meets certain international norms. Clients can be given access to convenient water-quality data analysis, and this in return helps them to save money by being informed. More and better information narrows the scope for mistakes of judgment when you are talking about water management. It can all add up one million people using poor quality water could be supplying thousands or even tens of millions of consumers with bad drinking water if their supply system is contaminated. Inspectors monitor how the water systems often go out of place as with soil mechanics engineers looking for possible rockslides and intervene before that happens. Not only can such practices improve the quality of service provided, they also build up a strong public confidence in the operating capacity of SAMB.

## 4.4 THREATS

- **Old Infrastructure**

SAMB faces a major challenge in the aging water infrastructure. This means that water pipelines, treatment plants and pumps have been used for many years in a row. Over time, these facilities can grow old and inelegant. Should equipment become too old, it will lead to breakages and leaks often and customers may experience lower water pressure interrupting their supply of clean water. Even worse, not only causes inconvenience to the people, but also leads SAMB mis expenditure on the repair and maintenance fees for its systems. Additionally, older infrastructure can't handle modern issues such as unpredictable weather or the arid desert which comes with overall global warming. For example, heavy rains or floods can break old pipes more easily than new ones; while more people using water at the same time, we place extra demand on supplies. If these problems aren't fixed early, they will intensify, affecting the overall quality and safety of your water supply. As a result, SAMB must make a major effort to change and upgrade its old systems. With the introduction of new technology and better materials, the firm can reduce water loss while improving its service and being better prepared for future problems. By taking these measures now, SAMB will be able to continue supplying its people in Melaka clean, safe water.

- **Changing Government Rules**

Under the influence of this rule, environmental standards stricter gradually improve, especially for the quality of drinking water; treating wastewater and environmental protection in general, all have to change dramatically in line with new technologies that failed their time tests. New laws are introduced, SAMB must put in place suddenly large-scale adjustments. For instance, the enterprise may Smithy up its machines and place much better water treatment systems; it may also have to select and invest in new water quality monitoring equipment. All this is extremely costly and takes a long time. SAMB will also have to retrain its workers again, so that they know how to follow the new rules and can operate the new equipment. If SAMB doesn't keep up with these changes, it faces some serious problems. It might be fined or sued for public liability. At worst the trust that people put in the company completely collapses. Therefore, SAMB must always keep an eye on new rules coming in and prepare for them in advance. Doing so enables the enterprise to avoid sudden costs-in-money yet more importantly ensure that people continue to receive pure water. Addressing changes as they arise also prevents SAMB from polluting the environment while building a good reputation over years.

## 5.0 DISCUSSION AND RECOMMENDATION

Syarikat Air Melaka Berhad (SAMB) is the catalyst for sustainability and safety of water supply within the state of Melaka. SAMBA needs to improve its provisions, infrastructure and delivery system to stay ahead and be truly efficient, responsive and future proof in what is a challenging and demanding environment of Malaysia which is already experience sets regrettable side effects. One of the prime domains where smart water technologies can be deployed is water system management. These could include smart meters, real-time leak detection devices, and an enabled monitoring infrastructure. According to Gupta et al. [Water energy management using IoT], 5-12 18 LoRa for street lighting 6-13 As presented in the Works et al. By implementing such systems, SAMB would accomplish more than the improvement of its service delivery, it will also be able to minimize the amount of non-revenue water shared by all water utilities in the world. A gradual introduction of smart meters, from high use city areas down, would allow the company to gather accurate usage information and begin to rationalise supply in the future.

Also required is upgrade of the existing water infrastructure, in addition to the use of smart technologies. Many of Malaysia's water systems are old and often develop problems, at risk of causing service interruptions and water pollution. UNESCO (2020) underlines the need to upgrade infrastructure to be climate resilient and to include this into the updating process, particularly in areas that are vulnerable to flooding, or drought or another extreme climate phenomenon. According to SAMB, this translates to conducting an extensive audit of infrastructure to locate high risk pipelines, pumps and treatment plants. The company can now use the audit results to begin fueling repairs and replacements in an orderly fashion—assuming they are fully supported by government grants for rebates, and/or green financing programs. From an operational management point of view: going digital is not just about monitoring the infrastructure. Operations and administrative functions cannot be conducted with paper and ink, but must move into secure, cloud-enabled systems for collaboration and transparency. Mohamed et al. (2021) explain that through digital innovation in public administration, innovations such as digital transformation have led to greater accountability, shortened decision-making and better compliance with audit standards. SAMB could consider utilization of a file management system which provides the ability to store and manage documents in a systematic manner, modify them as and when required/possible and control access (base access) to agreements and reports that are sensitive in nature. This would increase efficiency in all departments and reduce the risks involved with lost records or outdated filing practices.



There is also a need for more personnel and technology in the enforcement unit, which does field investigations and recovery. Field works, like monitoring illegal water theft or attending to emergency leaks, can be a time consuming and dangerous activity for an overburdened staff. Tean et al. (2023) have reported that utilizing mobile enforcement apps coupled with GIS tools in Malaysian utilities companies resulted in better coordination in the field and reduced response yields. SAMB could implement such systems and train its community field officers to use mobile devices for reporting, photo-documenting, and tracking routes, consequently decreasing paperwork and increasing safety. Customer service is also still a key element of public trust in utilities. Although, SAMB is currently serving on the physical service as well as digital platform, however, there is more space to improve on accessibility and responsiveness. Okon et al. (2022) highlight that utilities providing digital support tools such as chatbots, mobile apps, or the possibility to make digital appointments are related to higher levels of satisfaction of customers. If the SAMB can implement an online dashboard where users can access their consumption history, conduct payments and raise complaints or queries. This, alongside physical counters for those who are less digitally savvy, also allows for inclusivity across all age ranges and backgrounds.

A further important role SAMB has is the encouragement of water conservation practices through public education and community involvement. Smart meters can be more than just monitoring devices, they can also be educational devices. Gupta et al. (2020) report receiving feedback regularly of their usage of water can predict willingness to conserve water. SAMB could work together with schools and universities to develop awareness raising campaigns, initiatives, or educational materials, that would encourage families to decrease water wastage. These projects can help build more water aware communities and influence public opinion in SAMB as a community-based organization. Going forward, provision of services in the area of sewage treatment and reuse is also a futuristic approach. As urbanization and industrialization rise, water reuse now must increasingly cater for non-potable uses, that is: agriculture and industry. The potential for integrated water services where the treated water is safely reused reducing the demand on fresh sources of water has been emphasized by Liyanage and Yamada (2021). SAMB can construct tertiary treatment plants, which generate water for agricultural use, landscaping or the industry. This variety is not only environmentally friendly but gives off new streams of revenues.

There are also tightening environmental regulations, especially those related to water quality and pollution. Companies will be held to tougher standards in accordance with national and international environmental obligations. UNESCO (2020) suggests that water utilities develop institutional flexibility to adapt to shift in laws and climate. In order to stay in compliance, SAMB needs to establish a Compliance Department responsible for checking policy changes, reviewing operating procedures, and providing regular employee education. This team would also keep the company on the front instead of the back foot when it comes to such changes, mitigating the risk of fines or negative PR. Finally, such a long-term sustainability approach would allow SAMB government to harmonize its development objectives with the best practices that are being carried out in other parts of the world. This means establishing goals to help reduce carbon emissions, expand the use of renewable energy in water operations and entering into public private partnerships that help further green solutions. By investing strategically and planning well, SAMB can continue to provide high-quality water while taking a front seat in responsible water stewardship.

## 6.0 CONCLUSION

Thinking back on my 24-week training stint with SAMB, it has truly been an eye opener as well as rewarding that played a major role in my academic and personal growth. A last semester student pursuing Bachelor of Business Administration (Hons) in Marketing from UiTM Melaka, this internship has given me the opportunity to put into practice what I have personally studied in a classroom setting to live, real-world working tasks and situations, specifically on water industry management, customer service, handling documentation process and the process of regulatory enforcement.

During training I was stationed at the Unit Pemulihan dan Penguatkuasaan and given meaningful work like drafting claim letters post-termination accounts, processing debt transfer, producing dormant report, and assisting in WSI enforcement. The position also involved responding to customer telephone inquiries, field visits for water theft investigations and sending late payment notices. This job, among other things, taught me a new level of discipline, professionalism, and accountability in the world of being a utility servicing agency. Yet beyond the paperwork, joining field trips and public engagement programmes, particularly during Ramadan, gave me an understanding of what corporate social responsibility looks like in operation. I had the opportunity to be part of the Corporate Unit and be a part of the CRM activities and to learn how to develop my communication skills and see how SAMB is working with the communities and what kind of positive relationship is built. This exposure had helped me to appreciate the significance of public trust and transparency of GLCs such as SAMB.

In terms of technical education, the utilization of systems WBIS (Water Billing Information System), enabled me to accumulate experiential knowledge in handling record and documentation in a digital setup. I also practised writing and submitting applicative-type letters (e.g. debt approvals, dormant claims); this experience gave me the confidence to deal with corporate material. A key learning point was the significance of managing my time, particularly when I was responsible for meeting deadlines for letters and reports.

Additionally, I learned so much about SAMB as an organization throughout my internship, particularly through my SWOT analysis. Strengths: (specific high quality of the department) Knowledge of water treatment at the plant level and customer service delivery were clearly there to be found and easily identified. Weaknesses (specific shortcomings that must be improved to achieve excellence) Document management is not being handled efficiently and the enforcement unit was clearly understaffed. They are not only a handicap to internal efficiency, but if not managed effectively, can even hinder customer satisfaction. It was also evident to me that even successful orgs like SAMB still has some room to evolve, especially in the areas of internal coordination of resources.

What really impressed me was that SAMB continue to be dedicated to cleaning water for the residents of Melaka even when it faced external pressure like aging infrastructure and shifting governmental regulations. The problem of an old waterline and treatment system is much more serious, as it can bring repeated leaks, water pressure issues, and more maintenance fees. And with new environmental regulations making their way into law, SAMB is finding that it is a constant struggle and investment to make sure the operation is always in line and up to date something that can be often challenging both economically and simply managing it all. These are not hypothetical challenges utility companies are dealing with. Recommendation wise, I personally think that SAMB could improve even more by having the introduction of smart water meters and wastewater treatment services, and finally a modern, centralized digital filing system for contracts and official documents. Not only will these cost-saving measures be made possible, but we will be able to provide even better customer service and compliance. In addition, hiring the enforcement personnel would enable the company to handle cases in a more balanced manner and perform field investigations in a safe and timely manner. My life is never going to be the same again and I am more disciplining and proactive because of the company. I've learned the value of water not only as a necessity, but as a precious resource that requires careful management. It gave me the dynamics of how the day-to-day duties of a government-linked company function, and how public trust is sustained through accountability, transparency, and quality of service.

This internship has also made me see that the public and the private can complement each other very well to fulfil the goal of sustainable development, for example in the water resources management. I'm proud to be part of the mission of SAMB even for a short period and I leave with new learning, hands-on technical skills, and a heightened sense of appreciation on the water industry of Malaysia. As I get ready to graduate and join the work force, I enter the workforce with the knowledge and the experience, and hopefully some success, that I have learned here and taken to the next level wherever my career path takes me. I would like to thank SAMB, my supervisors and my UiTM for all these lovely years of this meaningful journey.

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## 8.0 APPENDICES



### 8.1 Preparation for celebrating Hari Raya at Syarikat Air Melaka Berhad





8.2 Program CSR on Ramadhan





**8.3 Discussion with other student intern about themes for the decoration Hari Raya**



**8.4 Site work on 'Kes Kecurian Air'**





**8.5 Program IHYA RAMADHAN, give free 'bubur lambok' for all muslim and non-muslim in Ramadhan month.**



**8.6 Monthly Checking on meter at Bandaraya Melaka Area**



