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UNIVERSITI
TEKNOLOGI
MARA



BERINDA



INDUSTRIAL TRAINING REPORT

PANDAN BARU SDN BHD (BERINDA PROPERTIES)
1ST MARCH - 15TH AUGUST 2023

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STUDENT ID : 2021156223
PROGRAM : BACHELOR OF BUSINESS ADMINISTRATION (HONS.) INTERNATIONAL BUSINESS
LECTURER : MADAM NURUL ZAMRATUL ASYIKIN AHMAD



EXECUTIVE SUMMARY

“Nothing will come of nothing”- William Shakespeare.

From the quote we can say that if we don't dare to try something, we won't have anything to be proud of. Industrial training is one of the bigger opportunities for the students as it works to emphasize and develop working skills for them. As a student, there is no doubt that this field of work brings a new adventure in a very different environment to students. From this memorable and cherishable 6 months of training programmed at Pandan Baru Sdn Bhd, I would say that is the best decision I have ever made. Worth to share that this company is one of the stable and successful company in Malaysia and the purpose I am writing this industrial training report is to aim about my working experience throughout internship period, company's profile, the SWOT analysis of this company, some discussion that can be presented and my own recommendation that might be useful for more effective company development. During the period, I was given the opportunities to be placed in two departments which is in HR & Admin Department for 12 weeks and in Sales & Marketing Department also for 12 weeks. Both of departments bring unique experience and expertise that will be valuable in the future.

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ACKNOWLEDGEMENT

In the name of Allah S.W.T., The Most Generous and The Most Merciful. First and foremost, I would to praise Allah the Almighty for his blessings, strength and all matters that were facilitated by him throughout the preparation in completing this industrial training report. Without the help and enthusiasm given by him, I would not have been able to complete the internship program and this report.

Next, my warm gratitude goes to my beautiful and beloved advisor, Puan Nurul Zamratul Asyikin Ahmad from UiTM Alor Gajah Campus for her continuous support, guidance and dedication. Thank you for never getting tired of giving guidance that is very helpful in completing this task. Not to be forgotten, my beloved UiTM Bandaraya Malacca Campus and Industrial training unit of UiTM for allowing me to complete an internship at the organization of my own choice.

I would like to acknowledge to Puan Azizah binti Abdullah, Serene Ong, Puan Rafiq Alma and Desmond Hee for these valuable opportunities for me and accept me to work as an internship at Pandan Baru Sdn Bhd, especially Puan Azizah with her encouragement and patience as my supervisor for these 6 months. Indeed, in here i have captured so many beautiful memories and innumerable knowledge.

Last but not least, I am extremely grateful to my parents, family and friends for their continues support in financially and emotionally throughout in completing my industrial training. Without their unlimited support, I would not be able to complete my journey on internship and this industrial report.



STUDENT'S PROFILE





WAN SAFIRAH AZYAN BINTI WAN MOHAMED

MY CONTACT



CAREER OBJECTIVE

To obtain an internship opportunity in Business based company that can contribute towards the advancement of company. My dream is also to experience the real working environment that can help to empower my leadership, communication and interpersonal skills in order to be ready to the real working environment, demands and culture in future job. Duration internship is from 1st March 2023 to 15th August 2023.

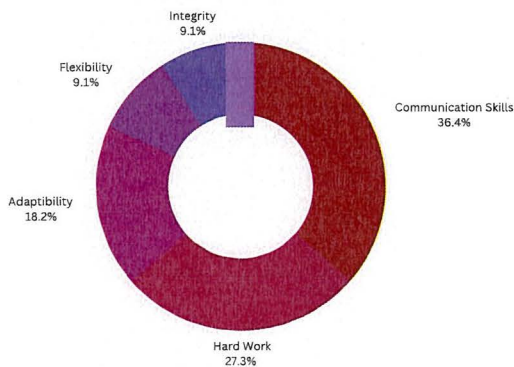
EDUCATION BACKGROUND

Bachelor of Business Administration (Hons)
International Business | 2020 - current
UiTM Campus Bandaraya Melaka
CGPA: 3.56
Diploma In Banking Studies | 2018-2020
UiTM Johor Campus Segamat
CGPA: 3.49
Sijil Pelajaran Malaysia | 2017
SMK Bandar Baru Uda
Result: 3A 5B

ACADEMIC PROJECTS

- Accounting: Made financial account documents report for one created company from all transaction documents including ledger, balance sheet to financial statements and cash budgets.
- Marketing: Conduct a project to market product through social media marketing and perform a direct selling
- Business Research Methods: Conduct a research proposal to identify factors associated with marketing information, identifying factors associated with marketing information, corrective measures, and marketing strategy
- Issues in International Business: Identify and discuss the issues held in international business

CORE COMPETENCIES

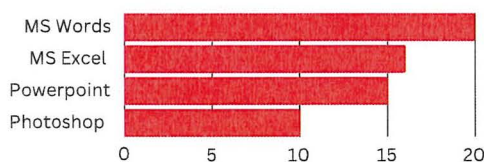


INVOLVEMENT

2018

- Participant, PERKOM KO Running Event at UiTM Segamat Campus.
- Participant, Infotainment Hunt Squad at UiTM Segamat Campus.
- Organiser, Volunteer Program with orphanage at Rumah Barkat Bukit Chagar, Johor.
- Exco, Performing Arts Club
- Organiser, Teater Sebalik by Performing Arts Club

SKILLS



2019

- Organiser, Fiesta Seni Johor by Performing Arts Club
- Community Services, Malaysia Book of Record at Pusat Aktiviti Warga Emas Bukit Pasir, Muar, Johor.
- Community Services at Sekolah Kebangsaan Gemereh, Segamat.

2022

- Management Committee Member as Logistics and Security Committee, Sabah Field Trip
- Management Committee Member as Protocol Committee, Academic Seminar at SK Tengkeru 2, Melaka.

JOB EXPERIENCES

Front Desk | Flatsix Fitness | 2017-2019

Manage system, membership registration, do cleaning, train customers basic workout, manage customer service, do some simple electrical work, handle gym's social media posting and part-time marketing.

Cashier | Bellocate Station | 2019 - 2022

Do financial, handle staff and reservation, sometimes be as waitress and kitchen helper, do customer services, manage social media and marketing.

REFERENCES

MOHD ISHAM BIN ABIDIN

Advisor Fakulti Pengurusan Perniagaan
UiTM Kampus Bandaraya Melaka,
110 Off Jalan Hang Tuah,
75300 Melaka.

MUHD IZAYRUL BIN DATO MOHD ZAILAN

Company owner of Flatsix Fitness Gym
Flatsix Fitness, Trigon Uda Business Centre
Jalan Padi Emas 1/7, Bandar Baru uda,
81200 Johor Bahru, Johor.

COMPANY'S PROFILE



PANDAN BARU SDN. BHD.

199401035729 (321411-H)

Company Name	Pandan Baru Sdn Bhd
Company Registration No.	0321411H
Business Industry	Property Development and Investment in Real Properties
Registration Date	26 October 1994
State	Johor
Location	Level 32, Johor Bahru City Square Tower, 106-108, Jalan Wong Ah Fook, 80000 Johor Bahru, Johor, Malaysia
Operation Hour	Monday – Friday at 9: a.m. to 6:00 p.m.
Tel	07-221 1989
Vision	Successful Organization with a Heart
Mission	To build solid foundation and strong pillars when building a house and laid the foundation of building “Homes for life”.
Objective	To be a leading and sustainable Malaysian property business corporation with global presence
Goals	<ul style="list-style-type: none">• Profitability• Human Capital Focus• Customer Service• CSR

BACKGROUND OF ESTABLISHMENT

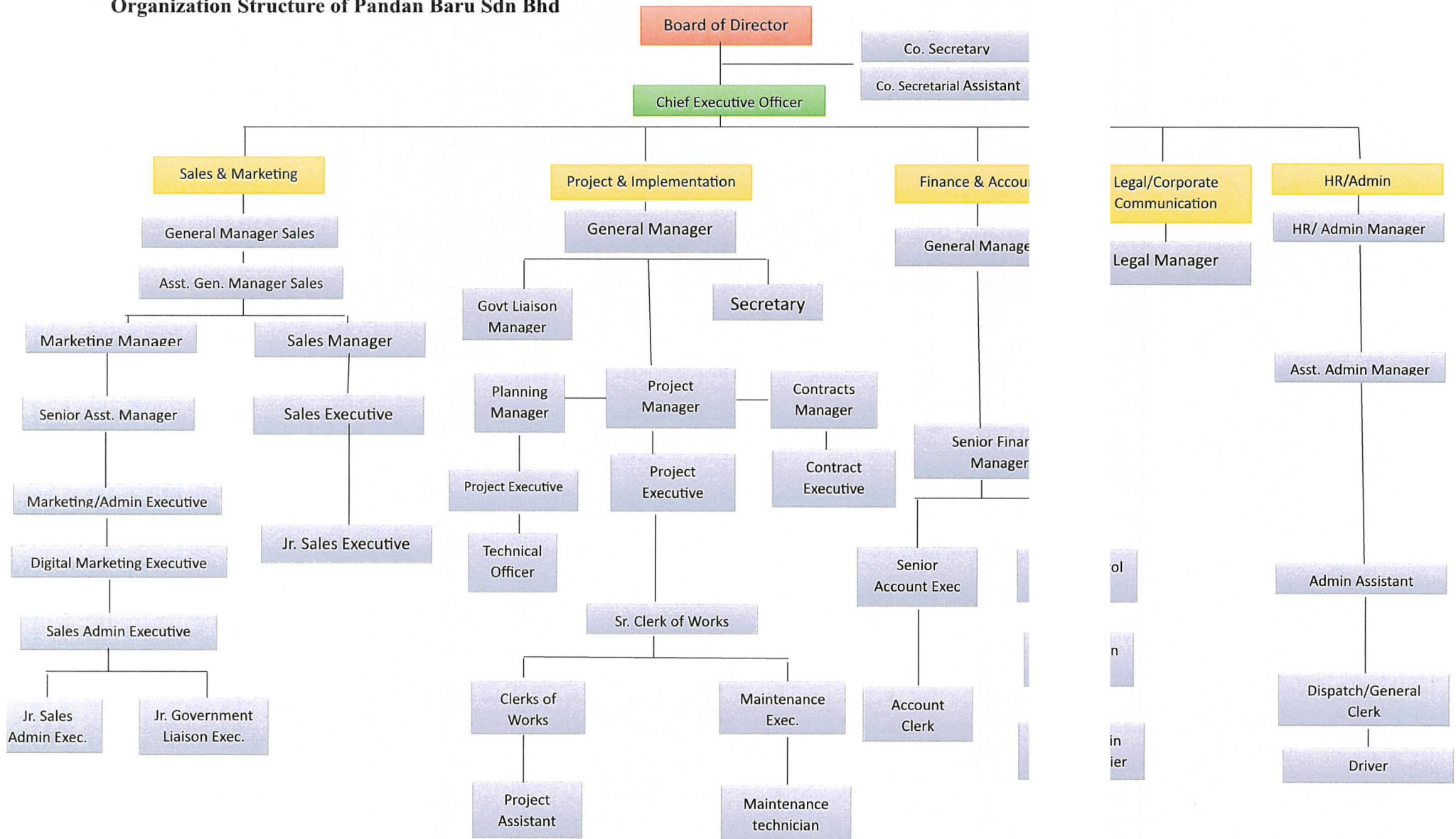
Building a thriving business from the ground up requires foresightful leadership, calculated moves, and constant improvement. Pandan Baru Sdn Bhd is a Berinda Group subsidiary. Pandan Baru, Tanjung Bintang, Rawhide, Vita Fruit Industries, Krafmas, and Merit Properties Sdn Bhd are all part of the Berinda group, also known as Berinda Properties Sdn Bhd, which is a subsidiary of the Kuok Group. Berinda Properties, backed by more than four decades of experience, has emerged as Johor Bahru, Malaysia's go-to property company. Pandan Baru Sdn Bhd is a conglomeration of businesses run by Berinda and Kuok Group, and this report will throw light on the company's inception, major turning points, and its core values.

Goodbye Pelangi, Welcome Berinda. In November of 2005, Maverick SM published an article with the heading. Berinda, formerly known as Pelangi Sdn Bhd, was founded that year. Mr. Frank Goon, our company's first chief executive officer, is the son-in-law of Phillip Kuok, the director of Kuok Group and the brother of Robert Kuok. He purchased the first piece of land in Tebrau, and it was given the name Taman Pelangi in his honor. Thus, Pelangi Sdn Bhd was founded. At that time, Frank Goon was determined to show his family that he could create something from nothing. Frank is an advocate of unconventional approaches. He was the first to build terrace homes that were eight meters wide (24 feet). Frank foresaw the necessity of a larger home with more space in the living room, dining room, and hallway. The moniker "Pelangi" quickly became well-known across Johor Bahru because of Frank's initiatives. For decades, shareholders of the publicly traded corporation enjoyed solid returns on their investment.

Subsequently, the Kuok Brothers divested from Pelangi, transferring ownership of the company to Permodalan Nasional Berhad (PNB). Frank tendered his resignation from the organisation known as Pelangi. Frank is in the process of implementing a rebranding strategy for a recently developed product known as Berinda. Berinda has been appointed as the leader of the property division within Kuok Brothers (KBSB). The housing projects currently managed by Kuok, namely Taman Impian Emas, Taman Molek, Taman Redang, and Taman Penderosa, are set to be consolidated and rebranded under the name of Berinda. Berinda intends to engage in competition with the well-established brand Pelangi within the Johor market.

In the continuous process of evolution, the current Chief Executive Officer of Berinda is Ng Mui Kit, a highly esteemed and knowledgeable individual. Ng Mui Kit, an accomplished and forward-thinking leader, offers an innovative outlook, abundant vitality, and exceptional foresight for the future of Berinda. Berinda approaches the future with a strong sense of assurance and conviction as she undergoes this transition. Ng Mui Kit possesses a visionary leadership style that will effectively steer us towards attaining unprecedented levels of excellence.

Organization Structure of Pandan Baru Sdn Bhd



PRODUCT OR SERVICES



The property industry in Johor has experienced significant expansion over the years, garnering the interest of numerous property developers. Within this group, there exists a singular company that distinguishes itself through a multitude of accomplished endeavours and a steadfast dedication to achieving the highest standards of quality. Pandan Baru Sdn Bhd is a well-established property development firm that boasts a diverse range of projects located in the state of Johor. This company, which was founded more than forty years ago, has exhibited a commendable history of providing superior developments alongside other enterprises within the Berinda Properties group, addressing a wide range of requirements and inclinations.

This company provides the products that are described, and the types of characteristics that are provided are suitable to meet the requirements of individuals who are interested in having a taste of luxury. Homes available at reasonable prices are frequently an alternative, particularly for people with average earnings who are looking for housing that is nonetheless of high quality. In addition, rentals are available for both residential and commercial uses that has been offered by company.



Product:

- **Luxury Apartment**
- **Service Apartment**
- **Affordable House Apartment**
- **Storey Terrace**
- **Semi-Detached**
- **Medium Low-Cost**
- **Tenant for Shop Office**



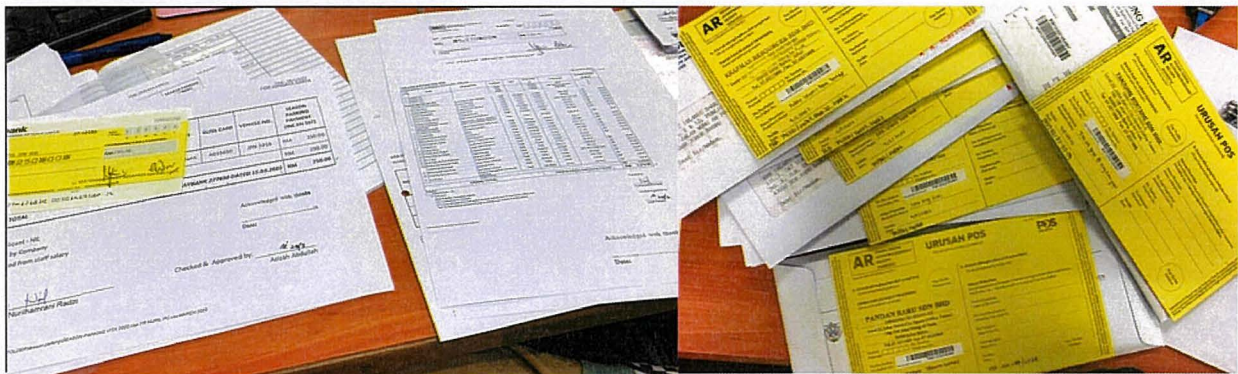
Training's Reflection

The industrial training period commences on March 1st, 2023 and ends on August 15th, 2023. The employee's working schedule spans from Monday to Friday, encompassing a time frame of 9 a.m. to 6 p.m. A one-hour lunch break is allocated within this duration. I have been assigned to two departments, as follows:

HR/ Admin Department: 12 weeks (1st March 2023 - 21st May 2023)

Sales/ Marketing Department: 12 weeks (22nd May 2023 - 15th August 2023)

Throughout the duration of 24 weeks, I fulfilled the role of a trainee in both administrative assistance and sales administration executive positions. During the course of my internship, I have acquired a substantial amount of knowledge and skills in various departments, thanks to the valuable opportunities provided to me for professional development. I possess the ability to acquire practical skills and effectively apply the knowledge acquired through my academic pursuits, thereby integrating them into my professional conduct. I express gratitude for my affiliation with UiTM students, as the comprehensive curriculum and campus culture have facilitated my seamless transition into working environments.

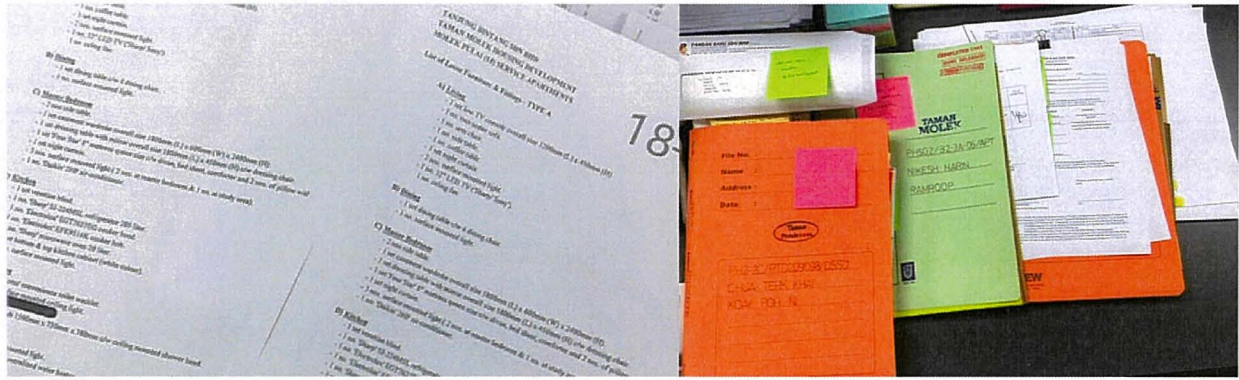


Roles, Responsibilities and Assignment

HR/Admin Department

- Handling various administrative and clerical responsibilities such as answering phone from outsider and transfer to the extension number, taking and conveying messages, making appointments, ordering office supplies.
- Handling and managing driver schedule and movement and all the documents that need to be arrange for dispatch
- Organizing, compiling and updating company records and documentation such as staff food inventory, stationery, employees leave, company insurance's asset and also company's vehicle.
- Handling all billing and transaction needed for office such as newspaper for yearly purchase, vehicle maintenance and road tax, phone, electricity and water bill and others related to office requirement.
- Handling and managing needs for employees includes access card, cark park monthly payment, shell card payment and claim for the managers.

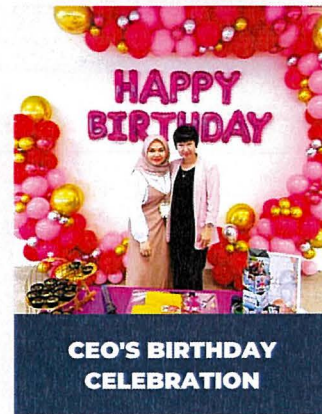
- Maintaining both physical and digital personnel records, such as employment contracts.
- Scheduling job interviews and communicating with candidates as necessary.
- Compiling monthly reports to provide an updated amount of employees in each department, including the site office.
- Address inquiries from employees regarding various benefits, including annual leave, health metrics, and insurance.



Sales / Marketing Department

- Do prepare and checking weekly report, Bi weekly report and monthly sales reports to contribute to account and project departments
- Ensure that the monthly sales target are met and do report of any deviations
- Stay update with new project and features
- Do update sales and purchaser records
- Verifying any property booking, purchasers' loan approval, date of signing agreement and purchasing that include purchasers' personal information and payment details
- Contacting sales person by phone or email to answer queries and obtain missing information about the purchasers
- Assisting in setting up of sales office and to prepare all sales documents such as property detail, bonus in kind, schedule payment, ex gratia letter and state consent.
- Managing after-sales admin work such as do checking of sale and purchase agreements, and send sale and purchase agreements for authorized signatories
- Do proper updates of sales summary, tenancy summary, signing schedule and summary.
- To follow up and keep track on purchasers' requests and modification work, sales and purchase agreement and also the payment schedule
- Provide admin support at event launch
- Prepare corporate gift and updating marketing stock inventory
- Helping in giving comment or idea about company's website, brochure and all marketing tools.
- Do government documents for housing such as application of Bumi Release and Bumi Allocation, REHDA survey and Laporan 7F

EXPERIENCED



Internships are of utmost importance in influencing the trajectory of a student's knowledgeable journey, as they offer invaluable opportunities for practical application of knowledge and firsthand exposure to the realities of the working environment. I express my gratitude to Pandan Baru for extending to me a valuable opportunity to engage in an encouraging 24-week internship, which assurances to provide me with a rich and rewarding experience. I was allocated a designated workspace along with various amenities, including an access card and Wi-Fi connectivity. In terms of my monthly income, I receive an allowance of RM 800, which includes a meal allowance. As an intern who is eager to acquire valuable knowledge and practical experience, I find it truly fulfilling to be a part of this prosperous organization.

During my period in the HR/Admin department, I gained my initial exposure to the organisation. I was introduced to all the members in the organisation. Over the course of the 12-weeks duration in this department, I acquired substantial knowledge pertaining to the management of a company's assets and property, as well as the oversight of employee welfare and recruitment processes. Furthermore, this department presents a prime opportunity for me to cultivate strong professional relationships with my colleagues. As an administrative assistant, it is incumbent upon me to engage in effective communication with individuals across the organisation, addressing various matters including the management of annual leave and other essential requirements.

Furthermore, adhering to a duration of 12 weeks, I underwent a transition to the sales/marketing department. This discourse initiates an entirely new body of knowledge pertaining to the projects undertaken by the company, the products developed by company, as well as the establishment of connections with esteemed individuals, including legal professionals and affluent home purchasers. This department has instilled in me the importance of strengthening efficiency and concentrate in all endeavours, given the substantial financial stakes and significant risks associated with numerous parties involved. From initial planning to sealing the deal, a successful project relies heavily on the efforts of a well-coordinated team.



ACTIVITIES

The Corporate Social Committee Team (or "CSC club") organises and runs all extracurricular events for employees. The corporation has organised intramural rivalry amongst several groups, such as the Porsche group, the Ferrari group, and others. Games including badminton, bowling, and futsal, among others, will be held on a voluntary basis every year.

The activities I participated in during my intern period were such as Hiking at Gunung Pulai with Berinda staff and Gunung Impian, Badminton match between Berinda, Gunung Impian and Ponderosa, Bowling match and also Fun Night Run with Ponderosa Golf Club. This activity is very fun to further strengthen the relationship between employees and the entire organization.



SWOT ANALYSIS

PANDAN BARU SDN BHD

Strength

1

- **Good Environment Workplace**
- **Strong Company Recognition**
- **The Quality & Large Build Up Area**

Weakness

2

- **Lack of Technology Advancement**
- **Less of Career Growth**

Opportunities

3

- **Growing Business Internationally**
- **Highly Experience Leader**

Threats

4

- **Economic Downturn**
- **Other Parties sell by Auction**



STRENGTH

GOOD ENVIRONMENT WORKPLACE

When talk about creating a positive work environment, we're referring to the conditions, ambiance, and culture of the workplace that promote employee involvement, motivation, and teamwork. Physical, social, and mental issues are all included in its wide scope. It's a place where people can develop as individuals as well as professionals because they are recognised, respected, and supported. It's clear that most long-term employees stick for the same and similar reason since all of the company's employees have made maintaining a positive and happy work environment a top priority since the beginning.

Even though they are from different places, cultures, and races, they treat each other with nothing but love and respect. According to the company's declared mission, "Successful organisation with a heart" The management team is also proactive in rewarding employees for their efforts, such as with an annual sponsored trip abroad and participation in CSC club events. This celebration is in appreciation of the staff as a whole and their hard work. It's obvious that everybody gets along fine, as teasing and smiling have become commonplace. However, they maintain their professionalism and deliver excellent outcomes for the company.

RECOMMENDATION

Pandan Baru's workplace environment is a major strength, but the company could do more to promote a positive mood among its employees. One way to show appreciation to long-term employees is to organise an appreciation event. One thing I'd like to have improved during my internship is the company's ability to convey its vision, mision and goals to its employees. Give them a clear picture of how their efforts fit into the bigger picture of the company. Motive and involvement can increase when workers see their work as adding to the greater benefit of the organisation.

Besides that, one of the most important things that can do to create a positive atmosphere at work is to treat each other with respect and trust. The manager-employee relationship can be strengthened and the task completed more efficiently if trust is established between them. A management should guide and trust an employee to achieve their best while assigning tasks. Encourage mutual respect among employees by fostering an environment of trust and respect within the company.

STRONG COMPANY RECOGNITION

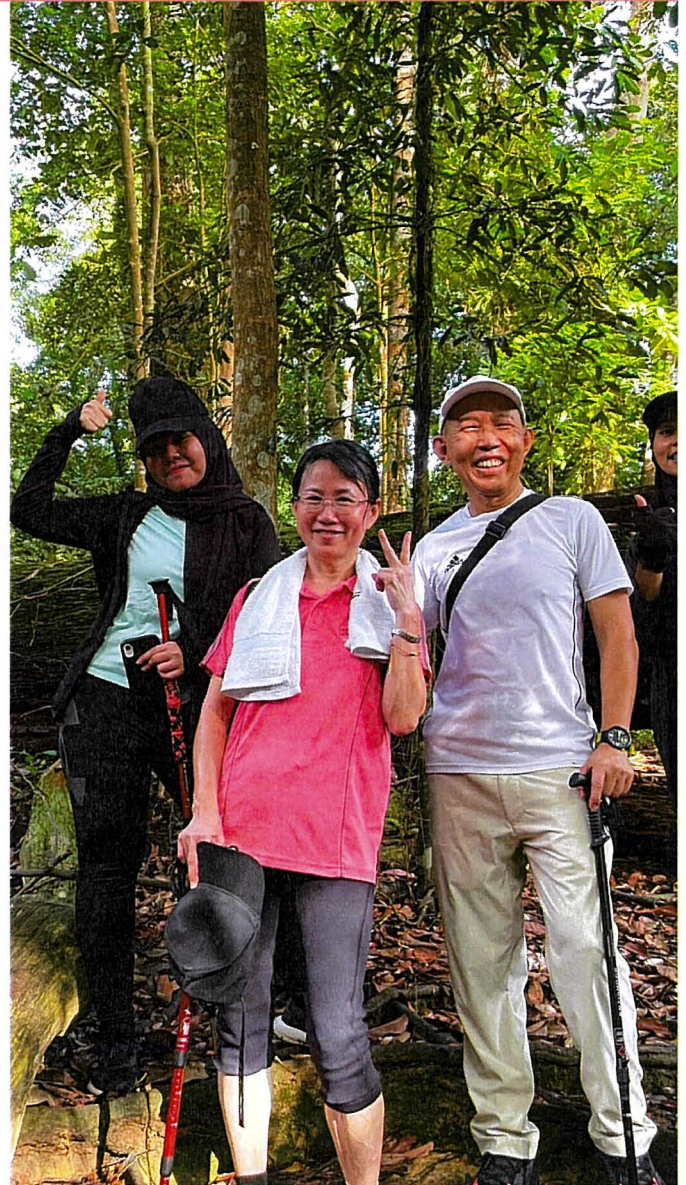
A company's reputation is a priceless resource that can be used to break into new markets and pave the way to greater prosperity. Pandan Baru Sdn Bhd, a company intent on creating its own empire, has never had a better chance than right now to do it. Pandan Baru Sdn Bhd has the distinct advantage of being allowed to use the Berinda brand as a subsidiary of Kuok Group. Purchasers and rival property firms alike have a good and favourable perception of Pandan Baru. Pandan Baru has also won awards for the quality of its work on various projects and the innovation of its products. Pandan Baru Sdn Bhd's Taman Ponderosa, Johor Bahru, development project has won a number of accolades.

Purchases from countries like China, Singapore, and Japan make up a sizable portion of the market. As a result, the company's engagement with the international market is facilitated by the link established between nations. Also, working for this organisation can seem great on a resume because of the experience gained. This is because getting hired by this company is incredibly competitive and candidates rarely get the chance to join. This is because the company places its value on worker output of the highest quality.

RECOMMENDATION

I would say maintaining strong company recognition requires ongoing effort and a strategic approach. So, since company has done a lot things such as deliver consistent quality of product to purchaser and build strong relationship with them, I would recommend if company can engage community involvement by doing community initiatives, sponsorship, charitable event like CSR. In Corporate Social Responsibility (CSR) which is demonstrate a commitment to social and environmental responsibility. It just like build one strong relationship with a heart between people in the company and people who are needing. It can be implemented by making it one of the company's annual activities. CSC members, for example, who organize activities for employees can add a CSR activity as a mandatory activity, choose a suitable place to provide assistance and involve the entire organization to help make the assistance mission a success. The simplest CSR activities such as providing food aid to those in need in the urban environment or donating energy to clean the homes of some elderly people.

This can enhance company's reputation and recognition within the community in addition to being in line with the company's concept, which is that we are one family. While in the activities, the marketing team need to their work to implement comprehensive marketing strategy, seek opportunities for media coverage and press release to increase company's visibility.



THE QUALITY WITH LARGE BUILD UP AREA OF RESIDENTIAL



The construction of a property is a major undertaking that calls for meticulous planning and attention to detail. A home's design should take into account both its aesthetics and its practical needs, while its construction should guarantee its longevity, security, and financial stability. A home that is both aesthetically beautiful and practical is considered well-designed. Quality construction incorporates high-quality materials, expert workmanship, compliance with building codes, and an emphasis on sustainability to assure durability, safety, and long-term value. Prioritising quality in residential construction ensures that residents have access to homes that are well-suited to their needs, will last for generations, and will be a refuge of safety and comfort.

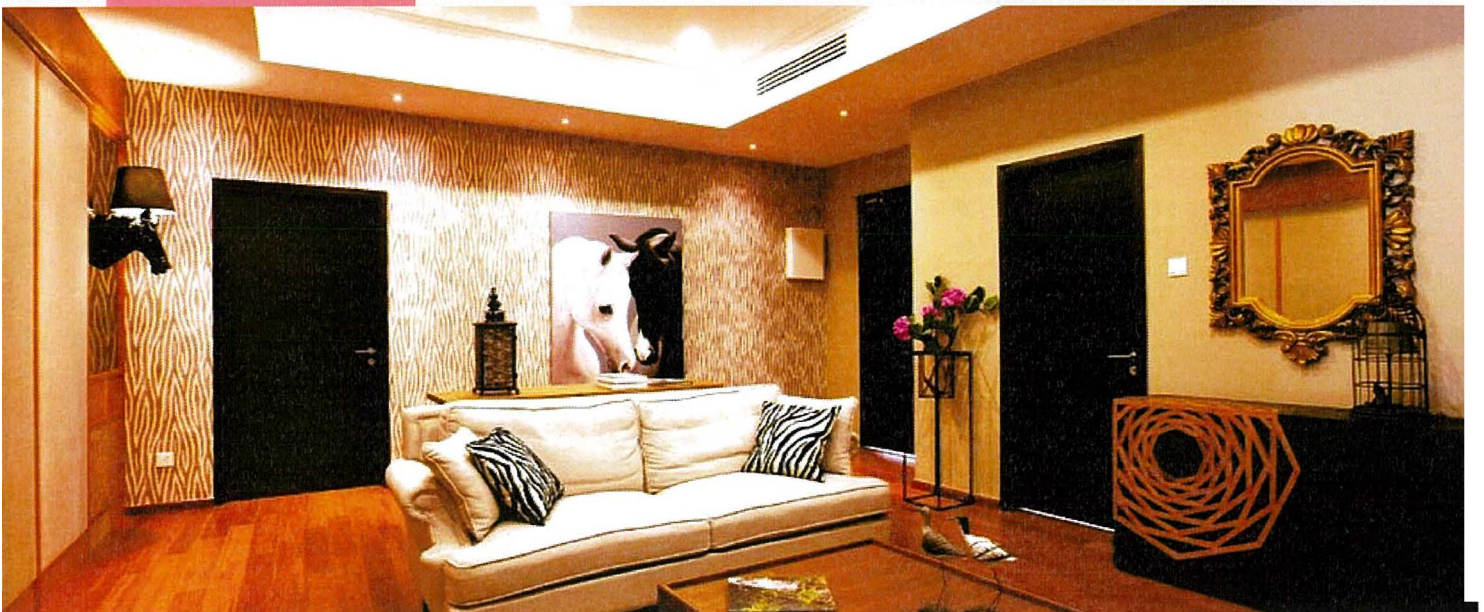
The image depicts the interior of Pandan Baru Sdn Bhd's newest project in Taman Ponderosa, a Double Storey Semi-Detached phase 2-2C. Every of sold units will be include air conditioning for free, the quantity is depended on room, meaning is that one air-conditioning per room including hall. This is one of the advantages of Pandan Baru project so it has the potential to pique the interest of numerous locals and foreigners alike. It helps the company stand out from the crowd of competing real estate companies. Other than that, this company is using high-quality products for building materials and skilled contractor to ensure the best quality outcome.

Another thing that makes this company's project better from the other developer is the built-up area include the land area which is larger compared to competitor. With the same price range, but different land area is really worthful for purchaser. A more spacious area gives maximum comfort to buyers, in addition to which they can decorate the interior according to their own wishes more easily and orderly.

RECOMMENDATION

Even in a highly competitive housing market, projects of exceptional quality stand out. Buyers and renters are becoming more selective, and they are willing to pay a premium for residential buildings that are attractively designed, robustly constructed, and meticulously kept. Developers may distinguish themselves from the competition and increase interest from purchasers and renters by creating high-quality properties.

My suggestion is that the project management team should implement this. To maximise this competitive edge, the company must constantly innovate, learn from feedback from consumers regarding the project's progress, and instruct its workers on methods for enhancing the quality of its properties. The company should also perform routine checks on its maintenance procedures and make any necessary adjustments. It is the company's duty to stay abreast of developments in the field so that its maintenance procedures can take advantage of them. In addition, it is the landlord's duty to inform tenants of their responsibilities, including the quick reporting of maintenance issues, the correct use of fixtures, and the observance of all rules and regulations designed to preserve the quality of the property.



WEAKNESS

LACK OF TECHNOLOGY ADVANCEMENT

What can be gleaned from the company as a whole is that they lack technology and rely heavily on manual processes. Task handling procedures and processes will be lengthened if one step in the process, such as obtaining approval or carrying out a task, takes too long and delays the next step, or if the following step requires more physical labour. As a result, one's method of work becomes inefficient. The HR and Admin Office manually tallies all workers' remaining days off. Employees are required to fill out a "leave application form" and submit it to the relevant department head and CEO for approval, which is a time-consuming and antiquated paper process.

It will take a lot of time to be ready for an employee's annually leave. Public holidays like Hari Raya Aidilfitri require a manual recalculation of the total in the event of a leave exchange or addition. Moreover, all payments and sales transactions still use the payment method through cheque or other payment methods, they will use bank drafts. Bank draft is a slightly different method compared to cheque but both still take a long time between both parties, whether payer or payee. The employee's monthly salary requires a CD that acts as a storage raw data of employee's information, sent to the bank to process debit amount salary to staff for the employee's salary payment.

RECOMMENDATION

A strong digital infrastructure that can accommodate technological developments is a further recommendation I have for the company. Invest in a training and development programme to help employees become more proficient using technological tools. Communication, data management, and teamwork may all be streamlined with the help of the reliable hardware, software, and networking capabilities that a business can supply. The system will have far-reaching consequences on the productivity and efficiency of workers. In addition, Company can track developments in important technologies and market trends on an ongoing basis. Learn as much as possible about cutting-edge innovations like blockchain, the Internet of Things (IoT), and artificial intelligence (AI). Find ways in which you may implement these technologies to boost productivity.

Other than that, company could use technology or tools such as Document Management System (DMS) to store, organize and manage digital document securely, Electronic Signature Solution (ESS) which is work as digital sign documents, eliminating need for physical signatures. Solutions like DocuSign, Adobe Sign, and HelloSign provide legally binding electronic signature capabilities, streamlining approval processes.

LESS OF CAREER GROWTH

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RECOMMENDATION

Employees that take advantage of career development opportunities can increase their competence, expertise, and marketability. Employee motivation, engagement, and loyalty all increase when they can see their own professional development opportunities within the company. Providing opportunities for advancement not only helps employees feel valued and appreciated but also boosts morale and productivity in the workplace. The willingness to invest in the employees' futures by providing avenues for professional development is a clear sign that the company cares about them.

It is suggested that the company invest in training and development programmes for their staff to help them grow professionally. Make available to them relevant workshops, seminars, webinars, online courses, and certifications. Incentives in the form of time or money spent learning new skills should be provided to employees. More than that, push for exposure to different departments. Allow workers to rotate between different departments and roles inside the organisation. One way to accomplish this is through cross-departmental or temporary work assignments. Employees' potential for advancement is enhanced when they have the opportunity to take on a variety of responsibilities inside the company.

OPPORTUNITIES

GROWING BUSINESS INTERNATIONALLY

In an interconnected world driven by technological advancements and a borderless marketplace, companies today have unprecedented opportunities to expand their businesses internationally. The allure of tapping into new markets, reaching a broader customer base, and capitalizing on diverse growth prospects has fueled the ambition for global expansion.

This opportunity will be very good when successfully used by the Pandan Baru company. As we already know, Pandan Baru is a company under the control of Kuok Group. Kuok Group is a leader in properties, logistics, hospitality, food, agriculture, and maritime. Tan Sri Robert Kuok, one of the richest people in Malaysia, owns Kuok Group. Kuok has been at the top of the list for more than 25 years. He is one of only two people on the list who are worth more than US\$11.8 billion. (June 1, 2023, New Straits time). So, this is a great chance for companies to show off their developer empowerment industry and get into the bigger international market.

This company also has the Board of Directors that has contribute their share in the company and the Board of Director members are among those who are from great companies such as PIJ Holdings and Islamic Corporation. The Kuok Group and all of the Board Directors will attend meeting once a year for present any issues, further discussion and forecast budget for the next coming year. It will be the very much reason for Pandan Baru to grab the opportunities and cooperate well with all of the Board of Directors from big companies for the purpose of business preparation in the international market.

What Facts?

30% of house purchaser is foreigner who came from various countries. So, this has shown that the Pandan Baru is able to become an attraction for foreign markets. While in this current situation, most developer were competing with each other to sell their house but with the strength that this company has would lead company into the top list in league.



RECOMMENDATION

Growing internationally is crucial for modern businesses due to the many benefits it may bring. Businesses may reach more potential buyers, boost sales, and broaden their source of income by entering new markets. By becoming global, businesses can take advantage of cheaper labour, larger customer bases, and other efficiencies. In addition, expanding into new markets helps businesses become more resilient by encouraging innovation, boosting brand recognition, and decreasing reliance on a single market. It facilitates entry into new markets, quickens expansion, and sets the company up for sustainable growth in today's increasingly globalised economy.

My recommendation is by do network extensively with local authorities, real estate brokers, property developers, contractors, and legal advisers to strengthen company's position in the market. Connecting with the right people in a new market can help company to gain useful insights, learn about the industry there, and run business more efficiently. The company could also explore international investment opportunities and entry into other markets. Pandan Baru can expand its business and gain access to more consumers by investing abroad. It's a chance to broaden the company's wings and not put all its eggs in one basket. The potential for expansion, more customers, and higher profits is greatly enhanced by entering foreign markets. When the Pandan Baru enterprise makes the most of this chance, it will be extremely beneficial.

HIGH EXPERIENCE LEADER

Pandan Baru also offers great potential with an established business that has been around for 40 years and boasts a visionary CEO with exceptional abilities and an insightful perspective. Leaders that can both direct and motivate their workers are invaluable in today's fast-paced business environment. To put it another way, an experienced leader is one who has been in the leadership role for a significant amount of time and has amassed a wealth of wisdom and experience as a result.

The company's head honcho knows their stuff, has made a name for themselves in their field, and has all the right stuff to lead by example. They are able to confidently face obstacles and make well-informed judgements that propel their company forward because of their extensive expertise.

Furthermore, the presence of a seasoned leader with robust thoughts might be a game-changer for businesses that are aiming to expand and prosper. In order to plan a new project or construct a new development, only a few experts will research and foresee the ideal site, one that is both strategic and advantageous in the long run. They have shown repeatedly, due to their extensive background in the field, that they can think creatively and spot new developments before anybody else. They foresee a project that fits in perfectly with the company's aims and beliefs, and they have identified the best emerging location to do it. Pandan Baru have conducted in-depth market studies for most of their projects, such as the Taman Ponderosa Double Storey Terrace and the Ponderosa Lakeside Apartment. Finds the best growing region as promising for Pandan Baru's future development. In this way, they can be sure that the changes they make will have a positive effect on their company's long-term viability, bottom line, and market position.



RECOMMENDATION

One of the finest ways to get others to follow their guidance is by acknowledging them for their leadership and the hard work they've put in. This fosters an environment where the growth of future leaders is highly valued. Aside from that, companies can also use mentorship programmes to match upper management with entry-level workers. Mentors can help guide and encourage mentees by imparting their own wisdom and experience. Sharing information like this helps everyone involved learn faster and grow in their respective leadership roles.

For instance, once a year, the HR department could organise a programme in which seasoned professionals like the CEO meet with regular employees to discuss topics such as effective strategic planning, location analysis, and the development of critical thinking skills.

Having experienced managers on employees also has additional benefits, such as facilitating information exchange. Develop an atmosphere where employees are encouraged to share their expertise and work together. Inspire experienced leaders to teach by example, either within their own organisations or through cross-departmental endeavours. Create meetings, workshops, or other internal settings where leaders are able to speak or lead discussions on important issues.

THREATS

ECONOMIC DOWNTURN

The operations and financial performance of property companies can be significantly impacted by an economic downturn. When pandemic covid 19 emerged in 2020, it had a profound effect on the business in Pandan Baru. The pandemic caused a decline in the market for residential, commercial, and retail properties. Unit sales have dropped for their projects like double-story terraces. Because of restrictions on travel, lockdowns, and social isolation policies, company and consumer spending dropped. Property companies like Pandan Baru saw their occupancy rates drop and their vacancy rates rise as a result.

Other than that, construction activity slows during economic downturns. It's possible that the property development firm will run into trouble with the project funding, the permitting process, or the supplier chain. Construction projects may experience delays, cost overruns, and budget overruns as a result of the aforementioned variables. However, according to the REHDA report filled out by the project department, the high cost of building materials was a significant difficulty.

b. Please indicate what are the challenges faced and the severity of the impact on your business operations. Please tick (✓).

Challenges Faced	Severity Rating (Kindly tick (✓) the appropriate box only) How severe are the impacts on the business operations?			
	Not an Issue	Minor	Moderate	Critical
Building Materials				
High Price				
Shortage of Supply				
Inconsistent Supply				
Low-quality Products				
Others:				
Labour				
High Wages				
Shortage of Supply				
Lengthy Approval				
Lack of Skills				
Others:				

Pandan Baru company are cooperate with other organization such as PIJ Holdings who is responsible for providing land for the company for them to carry out development rather than being one of the Board of Director. So, if there is economic downturn happened at a time, it will affect every company that are related to Pandan Baru Sdn Bhd and will slow down the construction's activity.

BANK 4TH AUCTION
**Triple Storey Semi Detached
House**

**No. 31, Jalan Ponderosa 2/7,
Taman Ponderosa, 81100 Johor
Bahru, Johor***

RM 2 021 000 00

RECOMMENDATION

Reduced demand for properties, falling property values, limited loan availability, and higher vacancies are only some of the challenges faced by the property sector during economic downturns. Project delays or cancellations, lack of readily available funds, and extended sales cycles all have negative effects on the market. Property management company may have trouble collecting rent and filling vacancies, and homeowners may have trouble refinancing. However, organisations who are well-prepared and flexible will be able to take advantage of the chances that arise in spite of the difficulties.

I think that the company should prioritise financial security above all else. Establish and sustain a solid financial platform for Pandan Baru. Create a savings cushion, streamline their cash flow, and cut back on frivolous spending to accomplish this. Maintain financial stability by regularly reviewing and revising a solid plan, especially in times of economic uncertainty. It's also helpful if management can keep an eye on expenses. Reduce wasteful spending by conducting thorough reviews of company finances on a regular basis. Find ways to save money without sacrificing quality in any of products or services. Review existing contracts with suppliers, renegotiate where possible, and look into ways to save money like energy conservation programmes and technological advancements.



Contact
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**OTHER
PARTIES SELL
BY AUCTION**

*A Little Progress each
Day Adds Up To Big
Result*

Property auctions are commonplace in this field. Residential properties are typically sold at auction to the highest bidder. Auctions provide a transparent and competitive platform, as opposed to traditional techniques like private treaty transactions, when negotiations take place between buyers and sellers. In this setting, potential purchasers can compete in an open bidding environment, driving the price up until the highest bidder wins the auction. The challenge of deciding on the best method of selling newly constructed buildings is one that a lot of companies must face. Auctions can be beneficial in some situations, but they also pose risks to a company's image and bottom line if they aren't handled properly. The company's capacity to charge premium prices and maintain profitability could be jeopardised if potential buyers assumed that future properties would be offered at auction prices.

As a result of buyers' inability to keep up with their mortgage obligations, the bank has begun selling a number of properties in the Taman Ponderosa development at auction. Buyers who investigate the difference between the auction price and the final sale price pose a risk. They've found that auction houses offer better deals than conventional commercial channels. The results and productivity of the company are affected. The company's good name and public perception could be damaged by the auction. Potential customers may have a negative impression of the company and its products if they believe auctioned-off assets are of a poorer grade or have other issues.

If nothing else, the presence of auction houses may lead potential buyers to conclude that a product is not worth the investment required to acquire it. Taman Ponderosa's valuation will fall as a result of scepticism from outsiders, and the company's stranglehold over the market will weaken as a result. The corporation gives up control of the selling process by using auctions. Auctions place a higher value on quick sales than long-term market positioning. Therefore, Pandan Baru might not be able to advertise the special qualities and advantages of their property, which might harm them in a highly competitive property market.

RECOMMENDATION

The effects of a bank's auction sale of a house to a property management firm are multifaceted. However, if the bank is selling the home, it could be because the previous owner defaulted on a loan, a sign of financial hardship. The bank may be able to recoup some of its losses through the auction sale, but it also indicates credit risk and possible difficulties in the housing market. The overall effect will be determined by the property company's approach to acquisitions and the bank's requirement to oversee non-performing assets.

The company can do some research before making an offer. In any commercial transaction, but especially when selling property or seeking investment, it is essential to conduct due diligence on possible purchasers or investors. It is crucial to investigate the credibility, financial stability, and track record of the prospective buyer or investor to ensure that they have the means and will to carry out the transaction as planned. One can get a feel for how trustworthy someone is by looking at their bank statements, business records, and other deals they've done in the past.

Verifying their effectiveness and reliability through examining references and testimonials from prior partners or clients is an added bonus. Experts in the fields of law, finance, and real estate can greatly improve the due diligence process by helping to identify hidden dangers and guarantee compliance with all applicable rules and regulations. Risks can be reduced, confidence can be established, and a win-win business deal can be made through thorough due diligence.



CONCLUSION

As I near the end of my 6-month industrial training at Pandan Baru Sdn Bhd, I find myself thinking back on the profound ways in which my experience there has changed my perspective on the property industry. The exposure I've gained to the many facets of the property industry and the skills I've built up from this internship have been crucial to my professional development and will serve me well in my future endeavours.

Throughout the training, I was fortunate to have mentors who were both knowledgeable and willing to share their insights. Their teaching and mentoring have not only sped up my education, but also given me a lifelong love of this industry. Working with others on a wide range of initiatives, including human resource and administrative administration, property development, and marketing strategies, has broadened my horizons and given me a greater respect for the industry's complexity.

The practical experience gained through the internship has helped me put into practise the theoretical understanding I gained in my final semester. My problem-solving, judgement, and critical-thinking skills have all been greatly honed by this practical experience. As a result of my training and experience, I am able to decipher industry jargon, recognise market shifts, and make smart business decisions that boost the company's bottom line.

As an added bonus, I have gained a broader understanding of the property industry due to my exposure to various jobs and departments within the property company. Each division, from marketing to property management to legal matters, provided a different perspective on the industry's boundless potential. My enthusiasm for a career in real estate is stronger than ever, and this experience has given me the courage to go after my goals.

As I wrap up my report on my industrial training, I want to express my deep appreciation for everything I've learned and experienced. This has been an incredible learning and development opportunity that has set me up for a smooth entry into the property market. The internship has provided me with invaluable information, abilities, and perspectives that will serve as the cornerstone of my professional future.

My deepest gratitude goes out to the management firm and everyone involved for making my time here so rewarding. I'm eager to take on the forthcoming difficulties and make useful contributions to the ever-evolving property sector. With excitement and resolve, I move on to the next stage of my journey, certain that the skills I've honed in this industrial training will lead me to a successful and satisfying career.

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APPENDICES

