



INDUSTRIAL TRAINING REPORT AT LEMBAGA PERUMAHAN MELAKA (LPM)

(1 MARCH 2023- 15 AUGUST 2023)

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Faculty : Faculty Business and Management

Program : Bachelor Business Administration (HONS) Marketing

Group : BA240 5A

Course : Internship MGT666

Student ID : 2020496184

ACKNOWLEDGEMENT

Alhamdulillah, thanks to the Almighty because finally I was able to finish my internship that had been carried out for 6 months. It is very a long journey to me. There is no doubt that I should face many challenges while conducting these internships but with everyone support and grace around me, this internship was completed perfectly and ready to be submitted on the date. On this occasion, I would like to record a million appreciation to Lembaga Perumahan Melaka especially marketing department which includes my supervisor Mr. Hairil Azmi b. Rabu and my 6 colleagues includes other colleagues as well. My colleagues really help me to improve myself in terms of working method. I am extremely grateful to my advisor Mrs Norida binti Abu Bakar, my lecturers who provided a lot of support and guidance in conducting this internship. Also, give some advice and always taking care of me. Only Allah will reward their good deeds. Not to be outdone, I would like to thank my parents who provide moral support, time and effort and gave me time to complete these internships. Without them, these internships may not complete. For my beloved friend, I would like to thank you for sharing the information and assistance provided during these internships. May all our hard work pay off and may Allah bless us. Finally, I would like to thank those people that were involved in my internship either directly or indirectly in the process of completing these internships. Above all, I wish everyone happiness and prosperity in their life. Last but not least, I hope my internship journey went well and pass with the flying colours.

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EXECUTIVE SUMMARY

Lembaga Perumahan Melaka is a government organization that focusing on housing board and the main agency related to housing, especially low-cost housing and affordable housing. Next, their mission is to drafting policy and coordinating the development of low-cost housing and affordable housing in Melaka while vision is to become a superior organization in state housing development. Next, under Lembaga Perumahan Melaka also has LPM Development Sdn Bhd which is subsidiary company that will act as a developer by developing housing projects in the state by focusing on affordable housing. The government organization is located at No.9-1, Jalan TU49A Kompleks Komersial Boulevard, 75450 Ayer Keroh as well as subsidiary company. Next, the management operation of the Lembaga Perumahan Melaka is managed by 46 people and it is either permanent or contract. All of the house project is under developer which has 11 developer such as Teladan Setia, Parkland Group and PB Realty. Besides that, their product has 4 types of house project which is affordable house, low cost house, low medium cost house and youth house that collaboration with the developer, Program Perumahan Rakyat (PPR) which all the maintenance and repairing service of PPR is all under Lembaga Perumahan Melaka, houses transits and their one of assets which is Atlantis Residences, 2-storey shop and townhouse. Next. I have been assigned to marketing department unit which has 6 colleagues. I am also getting the extrinsic benefit which is allowance paid RM800 monthly. Next, there are intrinsic benefit that I can gain which is learn real working world of the industry on how marketing unit operated. Then, SWOT analysis for Lembaga Perumahan Melaka which is strength, weakness, opportunity and threat. Other than that, discussion and recommendation for SWOT analysis. It will help to analyze internal or external factors that can affect the organizations.

1. STUDENT'S PROFILE (RESUME)



NURUL IZZATI BINTI IBRAHIM

OBJECTIVE

Seeking a position for full time job. I can put my skilled workforce and teamwork for an effective use.

EDUCATION

LEMBAGA PERUMAHAN MELAKA

- Mac 2023- August 2023
- Internship

UNIVERSITI TEKNOLOGI MARA (UITM) KAMPUS BANDARAYA MELAKA

- May 2020 – May 2023
- Bachelor of Business Administration (Hons) Marketing
- CGPA 3.37

MARA PROFESSIONAL COLLEGE AYER MOLEK, MELAKA

- January 2018 – April 2020
- Diploma in Business Studies
- GGPA 3.59
- Involved in ABS college (Aymo Business Simulation) which is working simulation and Exco Entrepreneur

SMK PUTRAJAYA PRESINT 9 (1)

- April 2017
- Sijil Pelajaran Malaysia (SPM)
- 2A 3B 3C

EXPERIENCE

KENNY ROAGERS ROASTERS

- September 2022- November 2022
- Part timer
- Cashier

AF BANGLO GUEST HOUSE MELAKA

- September 2022 - October 2022
- Housekeeping
- Part timer

FARM FRESH MELAKA

- March 2019 - May 2022
- A promoter & home dealer
- Helping with new products and events, boosting knowledge of the product range, answering inquiries, and addressing customer problems are all ways to attract new consumers and increase profitability

TUAH AUTOWORLD, MELAKA

- March 2018 - May 2018
- Being a clerk
- Documents are transcribed, recorded, faxed, and filed including keep track of paperwork, database systems, and inventory

SKILLS & ABILITIES

- Strong communication skills
- Leadership skills (risk-taking)
- Time management skills (focus)
- Problem solving skills (collaboration)

LANGUAGE & SKILLS

- Malay : Excellent
- English : Good
- Muet : Band 2

PROFILE

NAME : NURUL IZZATI BINTI IBRAHIM

DATE OF BIRTH : 21 JANUARI 2000

PLACE OF BIRTH : HOSPITAL MELAKA

AGE : 23

SEX : FEMALE

CURRECT CPGA : 3.37

MARITAL STATUS: SINGLE

RACE : MALAY

RELIGION: ISLAM

CITIZENSHIP: MALAYSIAN

POSTAL ADDRESS : |

MOBILE PHONE NUMBER :

EMAIL:

ACADEMIC REFERENCES

MRS. NUR HAZWANI BT MOHAMAD ROSELI

(INDUSTRIAL TRAINING COORDINATOR UITM KAMPUS
BANDARAYA MELAKA)

ADVISOR

MRS. NORIDA BT ABU BAKAR (LECTURER)

UITM KAMPUS ALOR GAJAH

2. COMPANY'S PROFILE



According to the Ha, N. T. N., & Dakich, E. (2022), internship where students get the chance to participate in intense, work-based training experiences in a variety of firm activities through internships. My internship placement is at Lembaga Perumahan Melaka which is located at No.9-1, Jalan TU49A Kompleks Komersial Boulevard, 75450 Ayer Keroh, Melaka. They operated on weekdays only which is Monday to Friday and operation hour is from 8am to 5pm.



They also have a counter opening at the Urban Transformation Center (UTC) Melaka which it is easier for people to do various official business with federal and state government agencies because it is under one roof. Other than that, they also have social media and website. According to the Lim, S. B., & Kamaruddin, K. A. (2023) the checklist for e-government is the information which provide the information for the people especially for public for their knowledge and platform which social media.



WEBSITE LEMBAGA PERUMAHAN MELAKA

Other than that, the background company for Lembaga Perumahan Melaka is in previously they were under the Melaka State Development Corporation (PKNM) and when they had developed successfully, they set up their own office building at Kompleks Komersial Boulevard Ayer Keroh, Melaka. Lembaga Perumahan Melaka is one of the Melaka state government agencies that was established on 17 December 2002 through the Enactment of the Melaka Housing Authority (ELPM).

Thus, before the Melaka Housing Board was established, it was located under the Housing and Local Government Unit. Then, The Melaka State Government is the second state to establish a Board after the Selangor State Government to strengthen the role of the State Government in the housing sector. Futhermore, Lembaga Perumahan Melaka focusing on housing board and the main agency related to housing, especially low-cost housing and affordable housing.



Besides that, according to the Moorhead, M., Armitage, L., & Skitmore, M. (2022), the ownership structure is semi-public or private because there is LPM Development Sdn Bhd which is subsidiary company that will act as a developer by developing housing projects in the state by focusing on 100 percent affordable housing.

Thus, even though Lembaga Perumahan Melaka has established a subsidiary, joint venture projects with private developers are still continuing because they provide good cooperation in developing affordable houses. LPM identified and partially completed the land purchase process involving an area of over 200 acres (80.9 hectares) to be developed by the subsidiary.

Other than that, in terms of providing affordable housing in the future, it is the main focus of them is to target home ownership among the people of the state to 88 percent by 2030.

a) Vision, mission, objective and goals

Besides that, their vision is to become a superior organization in state housing development while mission is to drafting policy and coordinating the development of low-cost housing and affordable housing in Melaka. They want people can afford to buy low-cost housing especially for medium average level called as B40 group. Next, their objective is to plan, coordinate, implement, monitor and maintain housing project development. Thus, it will help the house in a good way and keep up to date. Next, they want to create a comfortable, harmonious and safe housing environment and provide adequate affordable housing in line with the theme "One Family A Home" and at the same time they want to achieve the goals which One Family, One House especially for people that live in Melaka.

Next, they want to providing quality services for every housing project, become a resources and references centre for housing information in the State of Melaka and act as a Housing One Stop Centre (OSC). This is as a guide to the customer and developer. Furthermore, their motto is to make sure a dream home that complements life. This will make people life comfort guaranteed.

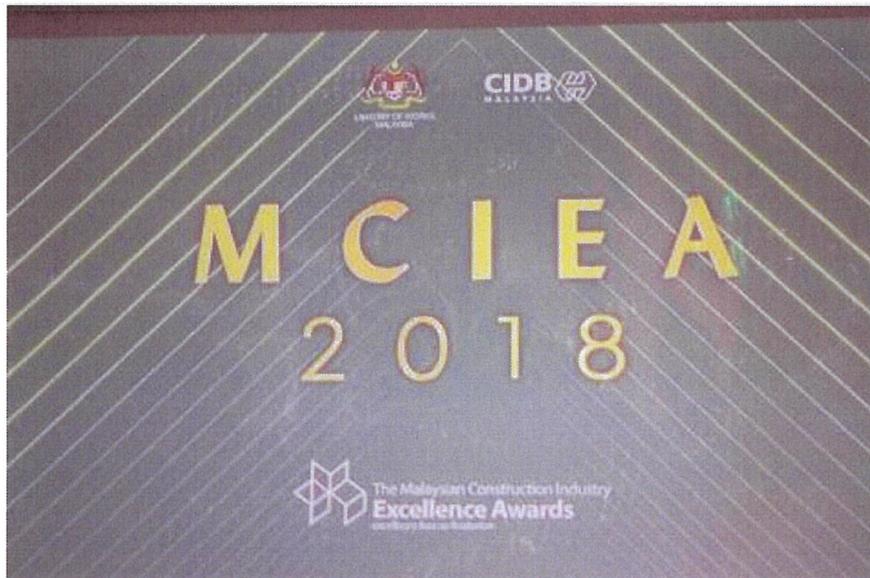
Other than that, they also received achievements in the Main performance designation excellence award 2019 which achieve the KPI HRMIS 100%, the Melaka government innovation award 2018 which is runner-up in the Melaka state level service delivery innovation category. Lastly, Malaysian construction industry excellence award (MCIEA) 2018 which special recognition certificate for the best contractor award category G6.



Anugerah Kecemerlangan Petunjuk Prestasi Utama HRMIS
 2019 Tahun 2019

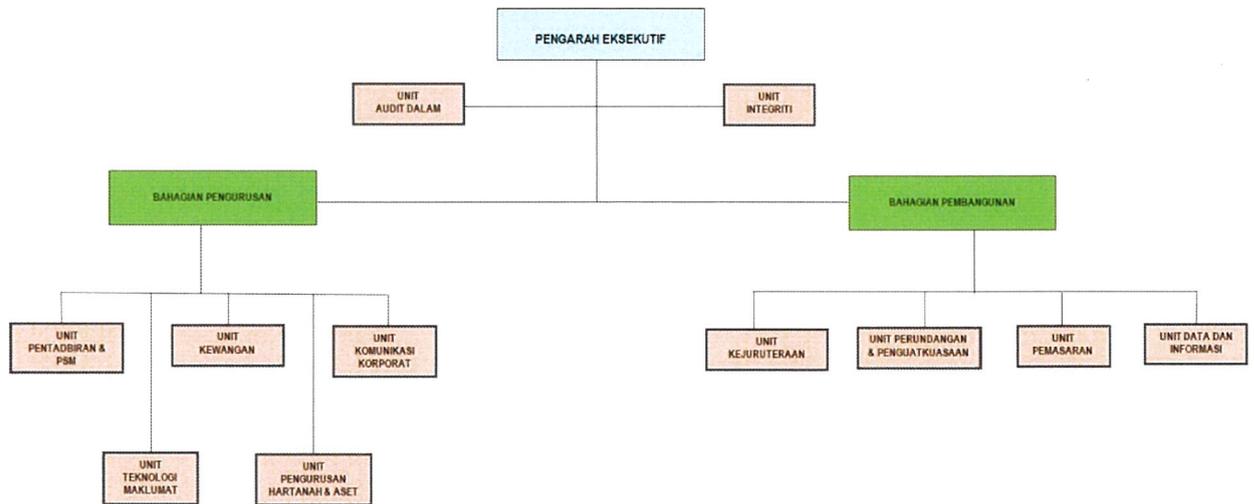


Anugerah Inovasi Kerajaan Negeri Melaka Tahun 2018
 Nais Johan kategori Inovasi Penyediaan Perkhidmatan Penambahbaikan
 RM9,000.00
 Pejabat Negeri Melaka



Anugerah Kecemerlangan Industri Pembinaan Malaysia (MCIEA) 2018
 Kategori Anugerah IBS
 Sijil Pengiktirafan Khas MCIEA 2018 bagi kategori Anugerah Kontraktor Terbaik Cred G6

b) Organizational Structure



TOP MANAGEMENT & HEAD OF DEPARTMENT

According to Moon, C., Morais, C., De Moura, G. R., & Uskul, A. K. (2020), organizational structure is either vertical or horizontal. In this organizational structure of Lembaga Perumahan Melaka, it is horizontal which the top management is Mr. Mohd Salleh bin Hamidom as the executive director, Mrs. Ummi Kalthoom bt Dollah as a deputy executive director 1 specialize in management and Mr. Abdul Aziz bin Md Dan as a deputy executive director 2 specialize in development.

Each of unit has their own head of departments that can be called as functional organizational structure. This team structure has different types of departments which specialize on their area's expertise. It is also providing clear kind of each roles. Thus, there are 11 unit in Lembaga Perumahan Melaka which is internal audit unit, integrity unit, administrative unit, corporate communication unit, real estate and asset management unit, engineering unit, legislative and enforcement units, marketing units and information data unit. The number of employees in the Lembaga Perumahan Melaka is 46 people and it is either permanent contract and employees.

Besides that, there are some advantages of this functional organizational structure which individual skills growth can be develop rapidly because they usually do the same type of tasks and can gain more knowledge with other team members. However, it can avoid each of department from lack of communication and can affect delays especially in the decision-making process.

c) Product or Services

NO.	KATEGORI	NAMA PROJEK	LOKASI	JENIS BANGUNAN	UKURAN (Dua)	HARGA KUALAN (RM)	STATUS TANAH	JUMLAH UNIT	BAJU UNIT	PEMAJU	NO. TELEFON PEMAJU	STATUS PROJEK	SYARAT KELAYAKAN PENYAHATAN	
RUMAH BAHAGIA (RBA)														
**2	RUMAH BAHAGIA	**RKR Implans Kesang (RKR)	Kesang	Teras 1 Tingkat	20'x50'	RM 45,000.00	Leasehold	116	116	Teladan Setia Sdn. Bhd.	06-3173736	Proses Pembinaan	Tidak Melebihi RM 4,000.00 (isi Rumah)	
2		RKR Pengaliran Impian (i-Molek)	Ayer Molek	Pangapuri	676sqf	RM 70,000.00	Leasehold	98	98	Anjuran Legenda sdn Bhd	018-6605553	Proses Pembinaan		
RUMAH SEJAHTERA (RISJ)														
**3	RUMAH SEJAHTERA	**RKSJ Chin Chin Emas	Jasin	Teras 1 Tingkat	20'x60'	RM 120,000.00	Freehold	47	47	Parkland Avenue Sdn. Bhd.	06-2227888	Perancangan	Tidak Melebihi RM 6,000.00 (isi Rumah)	
**4		**RKSJ Bandar Botani	Jasin	Teras 1 Tingkat	20'x60'	RM 120,000.00	Freehold	211	211	Parkland Avenue Sdn. Bhd.	06-2227888	Proses Pembinaan		
**5		**RKSJ Implans Kesang (RKSJ)	Kesang	Teras 1 Tingkat	20'x65'	RM 102,000.00	Leasehold	116	116	Teladan Setia Sdn. Bhd.	06-3173736	Proses Pembinaan		
**6		**RKSJ Pangapuri Kuala Sungai Baru	Kuala Sungai Baru	Pangapuri Mampu MBK (4 Tingkat)	670 sq ft & 790 sq ft	RM 95,000.00 RM 108,000.00	Leasehold	268	96	Harold Jacobus Sdn Bhd	06-2533999	Selesai Dibina (Proses Naik Taraf)		
**7		**RKSJ Lesung Batu Emas (Faza 2)	Akur Gajah	Teras 1 Tingkat	20'x55'	RM 90,000.00	Leasehold	48	16	Darau Emas (M) Sdn Bhd	06-5562800	Proses Pembinaan		
**8	**RKSJ Pengaliran Impian (i-Molek)	Ayer Molek	Pangapuri	761sqf	RM 120,000.00	Leasehold	98	98	Anjuran Legenda sdn Bhd	018-6605553	Proses Pembinaan			
RUMAH BELIA MELAKA														
**9	RUMAH BELIA MELAKA	**RBM Durian Tunggal	Durian Tunggal	Teras 2 Tingkat	16'x60'	RM 180,000.00	Freehold	215	200	Scientes Heights Sdn Bhd	06-2519770	Proses Pembinaan	Tidak Melebihi RM 8,000.00 (isi Rumah)	
RUMAH IMPLAN JENIS A (RIMA A) MELAKA TENGAH														
**10	RUMAH IMPLAN JENIS A	**RIMB Bachang Baru	Bachang	Pangapuri Mampu MBK (4 Tingkat)	22'x50'	RM 150,000.00	Leasehold	56	11	Interkota Development Sdn Bhd	06-2835442	Proses Pembinaan	Tidak Melebihi RM 8,000.00 (isi Rumah)	
**11		**RIMB Shang Height Residence	Bukit Petai	Pangapuri	901 sqft	RM 250,000.00	Leasehold	197	33	Shang Height Avenue Sdn Bhd	06-3355553	Proses Pembinaan		
**12		**RIMB Tiang Dua Bistari	Ayer Molek	Teras 1 Tingkat	20'x65'	RM 180,000.00	Freehold			Non Bumi / Bumi 3	Kirana Malima Sdn Bhd	06-3356661		Proses Pembinaan
**13		**RIMB Pengaliran Impian (i-Molek)	Ayer Molek	Rumah Bandar (Townhouse)	24'x65'	RM 180,000.00	Leasehold	146	146	Anjuran Legenda sdn Bhd	018-6605553	Proses Pembinaan		
RUMAH IMPLAN JENIS A (RIMA A) ALOR GAJAH														
**14	RUMAH IMPLAN JENIS A	**RIMB Bandar Botani	Jasin	Teras 1 Tingkat	20'x65'	RM 180,000.00	Freehold	171	171	Parkland Avenue Sdn. Bhd.	06-2227888	Proses Pembinaan	Tidak Melebihi RM 8,000.00 (isi Rumah)	
**15		**RIMB Chin Chin Emas	Jasin	Teras 1 Tingkat	20'x65'	RM 180,000.00	Freehold	70	70	Parkland Avenue Sdn. Bhd.	06-2227888	Proses Pembinaan		
**16		**RIMB Kebah Idaman	Jasin	Rumah Berkambar Townhouse	34'x67'	RM 160,000.00 RM 178,000.00	Leasehold	88	6	SPNB Idaman Sdn. Bhd.	06-2884335/4770	Proses Pembinaan		
17		RIMB Mesra Rim	Jasin	Teras 1 Tingkat	23'x55'	RM 180,000.00	Freehold (Bumi Lot)	47	35	Purton Sdn. Bhd.	03-89482922	Proses Pembinaan		
**18		**RIMB Scientes Jasin (Bersam)	Jasin	Teras 2 Tingkat	16'x60'	RM 180,000.00	Freehold	627	5	Scientes Heights Sdn Bhd	06-2519770	Proses Pembinaan		
**19		**RIMB Scientes Bandar Jasin (Bersam)	Jasin	Teras 2 Tingkat	16'x60'	RM 180,000.00	Freehold	503	200	Scientes Heights Sdn Bhd	06-2519770	Perancangan		
**20		**RIMB Tehel Indah	Jasin	Town House 2 Tingkat	24'x45'	RM 180,000.00	Freehold	212	193	Suara Kiramas Sdn Bhd	06-3345555	Proses Pembinaan		
RUMAH IMPLAN JENIS B (RIMB B) ALOR GAJAH														
**21	RUMAH IMPLAN JENIS B	**RIMB Durian Tunggal (3)	Durian Tunggal	Teras 2 Tingkat	16'x60'	RM 180,000.00	Freehold	651	2	Scientes Heights Sdn. Bhd.	06-2519770 / 06-5330088	Proses Pembinaan	Tidak Melebihi RM 8,000.00 (isi Rumah)	
22		RIMB Nurul Durian Tunggal	Akur Gajah	Town House	1000sqft 1300sqft	RM 180,000.00	Freehold	8		Sri Pengaliran Biraman Sdn Bhd	06-2810003	Selesai Dibina		
23		RIMB Anjung Sungai Petar	Akur Gajah	Teras 1 Tingkat	20'x65'	RM 181,000.00	Freehold (Bumi Lot)	224	124	Southern Sierra Sdn Bhd	06-3345555	Proses Pembinaan		
RUMAH IMPLAN JENIS B (RIMB B)														
**24	RUMAH IMPLAN JENIS B	**RIMB Kota Sungai Rambai	Jasin	Teras 1 Tingkat	20'x70'	RM 240,000.00	Freehold	48	3	Jun Cheng Development Sdn Bhd	06-3178810	Proses Pembinaan	Tidak Melebihi RM 10,000.00 (isi Rumah)	
**25		**RIMB Tanjung Minyak Jaya	Tanjung Minyak	Teras 1 Setengah Tingkat	1040sqft	RM 250,000.00	Freehold	41	16	Besar Sejagat Sdn Bhd	06-2889012	Proses Pembinaan		
26		RIMB Pengaliran Impian (i-Molek)	Ayer Molek	Teras 2 Tingkat	20'x65'	RM 240,000.00	Leasehold	148	148	Anjuran Legenda sdn Bhd	018-6605553	Proses Pembinaan		

There are some of products and services that have been under Lembaga Perumahan Melaka. There are 4 types of house project that has their own requirement that needs to fulfill which is type A low cost house require income eligibility requirement not exceeding RM 4000 households, type B low medium cost house require income eligibility requirement not exceeding RM 6000 households, type C affordable house require income eligibility requirement not exceeding RM 10,000 households, and Melaka youth houses require income eligibility requirement not exceeding RM 8,000 households. All of the house project is under developer which has 11 developer.

One of that is Parkland Avenue Sdn Bhd, Teladan Setia Sdn Bhd and Scientex Heights Sdn Bhd. All the status land either leasehold or freehold.



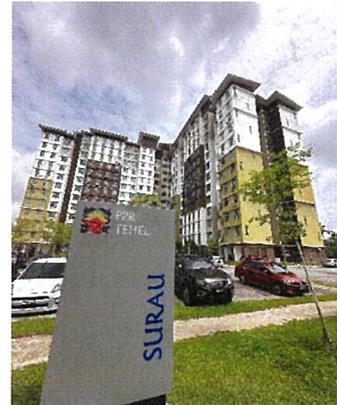
Next, project Program Perumahan Rakyat (PPR) in Krubong, Sg Putat, Tehel, Tangga Batu and Klebang is under Lembaga Perumahan Melaka. Thus, all of the maintenance and repairing services borne entirely by Lembaga Perumahan Melaka for this project.



PPR TANGGA BATU



PPR KRUBONG

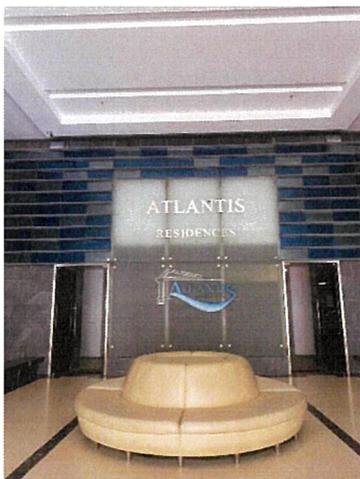


PPR TEHEL

Furthermore, they also provide two transit houses in each State Legislative Assembly (DUN) to help ease the burden of the B40 group. According to the Mahdzan, N. S., Zainudin, R., Sukor, M. E. A., Zainir, F., & Ahmad, W. M. W. (2020), B40 group is the bottom which is low income group. The house is dedicated to families who lost their homes due to fire. In addition, to women who are facing family problems and have been evicted from their homes. The house was built through LPM's corporate social responsibility (CSR) concept at a cost of RM40,000 per unit and the installation of electricity meters and water meters for free.

Besides that, Lembaga Perumahan Melaka plans to provide more such houses this year on the condition that applicants own their own land and if the land in question has several owners' names, consent from the owner must be obtained first. Thus, the affordable houses in question are low-cost and medium-cost houses that suit the income of the applicants who are mostly B40 and have a moderate income. Accordingly, Lembaga Perumahan Melaka will be screening the applicant's before approving the application to ensure that only those who are truly eligible are given the opportunity to own the house.

In addition, they also have their own main assets which is Atlantis Residences, a luxury apartment that is used as a homestay that has a lot of facilities such as gymnasium, swimming pool, squash court and many more. Next, they also have a 2-storey shop in Taman Tanjung Minyak Jaya and Taman Nuri Durian Tunggal, which are 2 and 3 storey townhouses.



ATLANTIS RESIDENCES



2-STOREY SHOP



TOWNHOUSE

3. TRAINING'S REFLECTION

The duration is 6 months from 1 March to 15 August 2023. Then, the working day is during weekdays from Monday to Friday only and working time from 8 am to 5 pm. Attendance taken through scanner face. I have been assigned to marketing department unit which has 6 colleagues. My roles is handling phone call which guide the customer when they have questions, join the meeting with developer, site visit to see the structure of the place, preparing documents. According to the Büyüközkan, G., & Ilıcak, Ö. (2019), social media has become part for people's in their daily lives. So, if marketing tools which is banner, poster and posting for advertising the houses that involved under Lembaga Perumahan Melaka through social media such as Facebook and Instagram can be noticed by people. Other than that, help my colleagues if they need any help.

Other than that, I am also get the extrinsic benefit which is there is an allowance paid by Lembaga Perumahan Melaka during practical which given RM 800 paid monthly for 90 days not include public holiday and weekend because followed by government circular and can apply for leave as well time off and leave. Then, get the parking card which free parking during my industrial training. Next, according to the Mindvalley, it is also can improve my personal growth which always improvements in terms of knowledge, behavior, wisdom and skills. It can boost my well-being and health. For example, learn to be more productive especially when working and develop high self-esteem.

Furthermore, according to the Indeed Editorial Team.(2023), intrinsic benefit which personal motivation to achieve a goal. Then, there are intrinsic benefit that can gain which is learn real working world of the industry on how marketing unit operated and learn new system process which called espt system for online application. This is system that Lembaga Perumahan Melaka have been using to check the information for applications house online such as payslip, identification card, birth certificate marriage certificate. For example, people can also download application letter through websites either than walk in to the office. It is more convenient for people. Next, it helps me to be more focus and motivate myself because being such an important part for the marketing department. For example, do a marketing tools which is banner to promote the events that is going to be happen.

Moreover, learn being multitask which can do 2 work in one time such as answer calls and check the system so that other work can be done as well. Next, flexible teamwork which always help and guide me to the right path without any hesitation. Thus, if some mistake happens I willingness to take risk and negotiation to learn a new experience, improve communication between colleagues in the workplace. Then, interpersonal skills due to conflict can be avoid especially when miscommunication happen and be more punctual about time to arrive to the office which make me be more discipline and on time. Other than that, can build the positive attitude and enjoy doing work and learn many new things also how to manage time efficiently.

4. SWOT ANALYSIS

According to Lim, S. B., & Kamaruddin, K. A. (2023), SWOT analysis oldest and most widely adopted strategy tools. SWOT analysis can be defined as Strength, Weakness, Opportunity and Threats. According to Cusi, A., Ferri, A., Micozzi, A., & Palazzo, M. (2023), SWOT analysis is the framework which is a dynamic that can be applied to the management. It is one of the frameworks that used to analyse and evaluate company especially competitive position. Thus, it is also analysing internal and external factors. Each of the components play very an important role to the company.

Strength which can describe as the strong things that organization can be and different from competitors. There are 2 strength. Firstly, it is the trusted platform for people to buy a house because Lembaga Perumahan Melaka is under the statutory body of the Melaka state government. They act as one stop centre for buyer to know how to find any kind of house that suitable for their income and the next necessary step. Then, buyer will know how exactly step that they need to know which is Lembaga Perumahan Melaka will issue a letter of approval and they need to bring the letter approval to the developer. For example, they will be guide to the buyer on the next step to the developer after they receive the letter of approval which they need to choose a lot number, get the loan and sign sales and purchase agreement (SPA). Most of the people do not know on how to buy a house because there is no guide and knowledge. In addition, people want to buy a house but they are worried because of the fraud and scammer tactics.

Secondly, the strength is experienced employees because most of the workers have been working for more than 5 years and they work efficiently because they make a system on a daily basis to issue approval letters. It is as a guide to the developer for any kind of question that involves new policy which is 10 acres of land if according to policy for native get 10% discount to buy any type of house such as low-cost house, low medium cost house and affordable house. For examples, developers will be aware of the Lembaga Perumahan policy and are going to follow it.

Weakness which the features of the organization need to improve and should avoid. There are 2 weaknesses. Firstly, lack of employees. As we know, the marketing department is the toughest department because they need to handling all the applications and filter one by one to choose the right one. There are also numerous type of house project that they need to handling and it's not only limited to applications for houses. For examples, there are also site visits, house expos that can causes shortage of hands.

Secondly, the weakness is lack of facilities especially at the counter. There is no computer at the front counter for public so if customers need to update any information that is not complete, there is no other option but to do it at home. This is very difficult for customers if they come from far away and the work is endless. For example, customers can apply for a house online at the counter directly and can be completed in a short time. Thus, this will make them know the right way to apply the house.

Opportunity which chances that can involves positive and competitive advantage to the organization. There are 2 opportunity for Lembaga Perumahan Melaka. Firstly, get collaborations with developers, buyers and the people through the housing expo held once a year. Developers can join together through the expo and an opportunity for them to promote their products and buyers can directly ask Lembaga Perumahan Melaka about which house is suitable for them For example, people can experience on how to apply for a house through the housing expo as well as they also be involved and be able to learn about the projects offered by Lembaga Perumahan Melaka including requirements and can try to apply and find out if it passes or not.

Secondly, the opportunity is Lembaga Perumahan Melaka can get site visit with developer and buyer. Through the site visit the buyer can see more clearly the structure, area, and environment there before making a decision to buy a house. Thus, developer also can convince the buyer about the house and the next step regarding the price, loan, lawyer and sign and purchase agreement (SPA). For example, they can also find out about the area of the house, how many rooms and

bathrooms and tour of the house. Thus, buyers will feel happy because they get the satisfaction of knowing all the necessary information.

Threat which negatively can affect and harm the organization. Firstly, if there is damage to the house, service cost for maintenance and repairing will be high. Due to need necessary to spend a high cost to repair and it takes time to complete all the damage. Then, it is not only one house under Lembaga Perumahan Melaka but many more houses. If damage, it needs to be repaired immediately. Thus, all the repairing will be done by the engineering unit of the Lembaga Perumahan Melaka. Nowadays, the price of all goods has gone up so the cost for repairing has also gone up. For example, one house will be costly depends on the damage.

Secondly, the threat is political environment because Lembaga Perumahan Melaka is under the statutory body of the state government. So, when the government changes leaders, ministers will also change, especially ministers involved in housing. For example, this will cause the project under Lembaga Perumahan Melaka to be delayed and unable to be completed completely because the instructions will change and need to understand new concepts by the new ministers. Thus, the set time to prepare for the house project will drag on for a long time. This will cause house applicants to wonder when the house project will be furnished and make them dissatisfied because need to wait for too long.

5. SWOT ANALYSIS (DISCUSSION AND RECOMMENDATION)

My recommendation for strength which the trusted platform for people to buy a house is they need to upgrade system platform to be more efficient, fast and effective. When the system runs smoothly this will avoid various complaints. For example, difficult delay in registering the house application. Thus, this will cause customers feel dissatisfied and the application rate will decrease and complaints rate will increase.

Secondly, the strength is experienced employees need to send to the courses and training to improve their skills. According to the Madhavan, V., & Venugopalan, M. (2023), through training it will lead to improved employee performance as well as favorable organization's reputation. When employees join the course, it will improve their skills in terms of communication, working methods and the efficiency of greetings to complete work. Then, this will affect work to be smooth and there will not be any delay in completing the work. For example, if has any delays other employees might be affected as well. Thus, this can cause productivity to be low and target goals Lembaga Perumahan Melaka will be hard to achieved.

Next, to overcome weakness which lack of employees they need to hire more staff for marketing department in order to avoid factors that cause work stress due to heavy workload. For example, mental health problems such as depression, anxiety and can lead to mood swings. Thus, hiring employees also needs to be skilled and have good experience. This is to make their work easier because they will not feel burdened with a lot of work. Thus, employee productivity also can rise up and team will grow.

Secondly, in order to overcome lack of facilities, they need to add more facilities in front of counter such as computer. This is easier for people to update their information which is missing or needs to be changed. It is less complicated for those who come far away to the Lembaga Perumahan Melaka to settle all the necessary documents. For example, one of the Lembaga Perumahan Melaka employee will provide guidance and advise them also can help customer prevent making any mistakes when they fill out their information through online platform.

Other than that, opportunity which get collaborations with developers, buyers and the people through the housing expo held once a year. Through house expo that

outstanding due to highly recognized by people, it will make people aware because there is poster that posted through Facebook and Instagram about the initial date of the house expo. For example, through the house expo, people will attempt to figure out their qualifications and try to apply for housing. It is one of the opportunities for Lembaga Perumahan Melaka to get more applicants and developer to get more buyer. It is win win situation for both sides.

Secondly, opportunity which get collaborations with developers, buyers and the people through the housing expo held once a year. Through site visit buyer can get to see more detail about structure. Besides, this will make them be more satisfied because they can see more clearly outside and inside of the house. For example, this will make buyer show an expectations and confidence in decision making to buy a house.

Lastly threat which if there is damage to the house, service cost for maintenance and repairing will be high. Lembaga Perumahan Melaka can advise tenant and buyer to not do any kind of vandalism type that can lead to damage. In fact, under Lembaga Perumahan Melaka there are several houses and it might take quite some time for repairing and maintenance. For example, advise tenants and buyer to stay at house properly without doing violence that can cause any damage. Any vandalism or damage to the house can be easily prevented if tenants live in the proper manners.

Secondly, the threat political which always related to the government. To overcome political issue, Lembaga Perumahan Melaka need to gain any kind of assets more. For better growth, surplus and deficit need to be balance. Due to balance, government organisation like Lembaga Perumahan Melaka can easily endure. Budget deficit that Lembaga Perumahan Melaka has need to cover up expenses, if it doesn't it can lead to deficit and Lembaga Perumahan Melaka need to reduce in term of spending. For example, extra asset after usage that have been deducted called surplus which can make the government organisation sustain if any of the project that have been related to the government delay and be postpone due to political issue. As a result, if surplus it is positive it's good for the organization meanwhile if deficit it can lead to negative to the organization.

6. CONCLUSION

As a conclusion, SWOT analysis is important for Lembaga Perumahan Melaka that can help them to analyze either internal or external factors that can affect the organizations. They can know through internal which is strengths and weakness and external which is opportunities and threat. By addressing these strength, weaknesses, opportunity and threat will guarantee that they can identify areas that they need to be improve.

Next, SWOT analysis plays an important role in organisation. It can help organisation overcome the challenge and any risk. Besides, it is also can develop the real strategy and visibility to measure whole organisation performance. For strength it can help to strengthen organisations better and weakness help them to be a better organisation. Then, opportunity will help the organisation to be recognized by people and threat make them ready to face the situation and with full preparation.

Besides that, this internship really gives memorable moments and useful experience. Throughout internship, I can learn a lot of new things and understand how my job scope. According to Arthur, P., & Koomson, S. (2023), internship course such a way to make students to learn some practice skills. Next, I have gained new skills and knowledge according to my course. Other than that, I have learned to be discipline, independent and ability to solve problems. Thus, my communication skills improve a lot during working and be able to avoid any misunderstanding. Any advice from my colleague have been guidance to me and making me do not repeat the same mistakes.

Lastly, during internship really useful to me to be a better person, rise up my motivation when working and gain more confidence with good working environment. Last but not least, I am really glad that get to finished this internship successfully. Thank you to the Universiti Teknologi Mara (UiTM) and Lembaga Perumahan Melaka for giving me suchgreat opportunity and hopefully this internship will lead me to the flying colours.

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8. APPENDICES



LOTTERY FOR THE KAJANG FOLD-UP HOUSE PROGRAM ON 4 APRIL 2023



SITE VISIT AND INTERVIEW SESSION FOR THE MELAKA RUMAHKU PROGRAM APPLICATION 3 MAY 2023



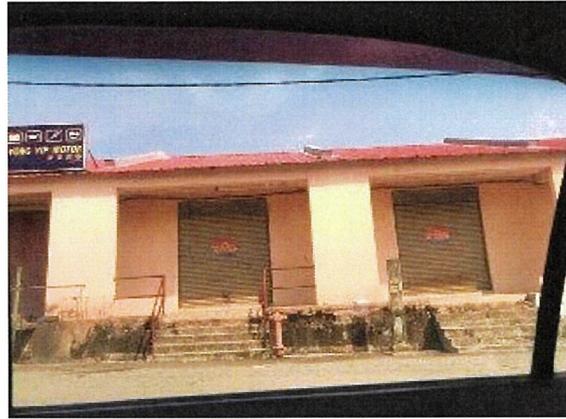
THE MELAKA STATE GOVERNMENT OPEN DAY PROGRAM ON 22 JUN 2023



OPENING OF THE KUALA SUNGAI BARU PROSPEROUS HOME REGISTRATION COUNTER ORGANIZED BY HANDAL GROUP TOGETHER WITH LPM 29 MAY - 4 JUN 2023



SITE VISIT TO THE SHOP PANGSAPURI SUNGAI PUTAT



SITE VISIT TO THE SHOP IN THE KRUBONG



JOIN THE MEETING WITH THE DEVELOPER HANDAL GROUP



SITE VISIT AND INTERVIEW SESSION FOR THE MELAKA RUMAHKU PROGRAM APPLICATION ON 7 JULY 2023



OFFICE ENVIRONMENT



HOUSE EXPO (MAPEX) AT AEON BANDARAYA MELAKA ON 18-23 JULY 2023



MAPEX
RUMAH MAMPU MILIK NEGERI MELAKA 2023

18 - 23 JULAI 2023 10.00 PAGI - 10:00 MALAM

AEON MALL BANDARAYA MELAKA

ANJURAN BERSAMA

LEMBAGA PERUMAHAN MELAKA REHDA MELAKA

lembagaperumahanmelaka01 | Lembaga Perumahan Melaka | https://ipnm.gov.my/

RUMAH MAMPU MILIK

PERMOHONAN RUMAH MAMPU MILIK (RMM) MELAKA

SCAN QR CODE BAGI PERMOHONAN SECARA ATAS TALIAN (ONLINE)

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SYARAT-SYARAT RUMAH MAMPU MILIK (RMM)

LEMBAGA PERUMAHAN MELAKA

Satu Keluarga Satu Rumah
RUMAH IDAMAN PELENGKAP KEHIDUPAN

RUMAH BAHAGIA	RUMAH SEJAHTERA	RUMAH IMPIAN A	RUMAH IMPIAN B
<ul style="list-style-type: none"> Warganegara Malaysia Pendapatan sesi rumah tidak melebihi RM3,000.00 (PPR) & RM4,000.00 (PROJEK SWASTIA) sebulan Tidak pernah memiliki rumah Berumur 21 tahun ke atas Bermastautin di Melaka tidak kurang daripada 5 tahun Berkahwin 	<ul style="list-style-type: none"> Warganegara Malaysia Pendapatan sesi rumah tidak melebihi RM16,000.00 sebulan Tidak pernah memiliki rumah Berumur 21 tahun ke atas Bermastautin di Melaka tidak kurang daripada 5 tahun Berkahwin 	<ul style="list-style-type: none"> Warganegara Malaysia Pendapatan sesi rumah tidak melebihi RM18,000.00 sebulan Tidak pernah memiliki rumah Berumur 21 tahun ke atas Bermastautin di Melaka tidak kurang daripada 5 tahun Berkahwin 	<ul style="list-style-type: none"> Warganegara Malaysia Pendapatan sesi rumah tidak melebihi RM18,000.00 sebulan Tidak pernah memiliki rumah Berumur 21 tahun ke atas Bermastautin di Melaka tidak kurang daripada 5 tahun Berkahwin

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MARKETING TOOLS THAT I DO



INTERVIEW SESSION FOR THE TANGGA BATU PPR HOUSE APPLICATION ON 7 AUGUST 2023 -10 AUGUST 2023 (WEDNESDAY) HELD AT DEWAN JAPERUN PANTAI KUNDOR, MELAKA