



Malls



WCTbuddy
An app for everyone

**MARCH -
AUGUST
2023**



INDUSTRIAL TRAINING **REPORT**

WCT MALLS E-SHOP SDN BHD

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HAZIM

ID 2020470834

EXECUTIVE SUMMARY

This report summed up my 6-month internship journey with WCT Malls E-Shop Sdn Bhd, filled with many fond memories. This internship has given me opportunities to gain profound knowledge beyond what I can get on paper which will be very beneficial as I pave my way into the business industry. An internship is a short-term work experience provided by businesses and other organisations mainly to students, where the time spent working with the organisations gives them the opportunities to work on relevant projects, learn about the industry, make professional connections, and improve both hard and soft skills. The preliminary pages of this report include the cover page, executive summary, table of contents, and acknowledgment. Following that, I also attached my most recent and updated resume. The main content of this SWOT Analysis report was divided into four main categories, which are company profile, training reflection, SWOT analysis, and conclusion.

TABLE OF CONTENT

EXECUTIVE SUMMARY

TABLE OF CONTENT

ACKNOWLEDGMENT

RESUME

1. COMPANY PROFILE	1
1.1. COMPANY BACKGROUND	1
1.2. VISION AND MISSION	2
1.3. PRODUCTS AND SERVICES	2
1.4. ORGANISATIONAL CHART	5
2. TRAINING REFLECTION	6
2.1. DURATION: SPECIFIC DATE, WORKING DAY AND TIME	6
2.2. ROLES, RESPONSIBILITIES AND TASK	6
2.3. GAINS: INTRINSIC & EXTRINSIC BENEFITS	8
3. SWOT ANALYSIS	10
3.1. STRENGTHS	11
3.1.1. Strong marketing initiative.	11
3.1.2. Building strong customer relationships.	12
3.2. WEAKNESSES	14
3.2.1. Inappropriate training.	14
3.2.2. Limited empowerment on loyalty program mobile application.	15
3.3. OPPORTUNITIES	17
3.3.1. Airport Malls.	17
3.3.2. Growing trend of experiential retail.	18

3.4. THREATS	20
3.4.1. Economic downturn.	20
3.4.2. Lack of mobile app features.	21
4. CONCLUSION	23
REFERENCES	24
APPENDICES	25

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First and foremost, I would like to thank my academic advisor, Dr. Siti Daleela for her valuable guidance, support, and encouragement throughout the process of my report completion. Her expertise and insights have been instrumental in shaping this report. Next, I want to extend my gratitude to those who directly and indirectly guided me in completing this report. The completion of this SWOT analysis report could not be done without their support, estimable commentaries, and suggestions. With their encouragement, I am able to improve and enhance the quality of this report. Additionally, I would like to thank and praise our Almighty God for guiding and giving me wit, skills, and a prudent mind and body that helped me to complete this report with patience and tranquility. Furthermore, I would like to thank my parents and families for the encouragement and support given as I complete this report. I am also thankful to the staff members of WCT Malls E-Shop Sdn Bhd for their cooperation and assistance in accessing resources and facilities. Lastly, I would like to acknowledge my family and friends for their unwavering support and encouragement throughout this endeavour. Without the collective efforts and support of these individuals, this report would not have been possible. Thank you all for your contributions and for being an integral part of this journey.

RESUME



NURUL IZZAH ZAHIDAH BINTI HAZIM

OBJECTIVE

Motivated and enthusiastic recent graduate with a degree in International Business and a keen interest in establishing a career in Customer Relationship Management & Loyalty Program. Seeking an entry-level position in Customer Relationship Management & Loyalty Program to utilise my strong communication skills, strategic thinking, and ability to foster positive relationships with employees. Committed to contributing to the success of a dynamic customer relationship management team by leveraging my creativity, attention to detail, and passion for building brand reputation and effective internal and external communication strategies.

EDUCATIONAL BACKGROUND

Universiti Teknologi MARA (UiTM) - Bandaraya Melaka, Melaka <i>Bachelor's degree in International Business</i> Current CGPA: 3.48	Oct 2020 - Sep 2023 (Expected)
Universiti Teknologi MARA (UiTM) - Dengkil, Selangor <i>Foundation in Law</i> CGPA: 3.09	Jun 2019 - Sep 2020
SMK Sri Tanjung - Pontian Johor <i>Art Stream (Accounting)</i> SPM: 1A+, 2A, 4A-, 1B+	2017 - 2018

WORK EXPERIENCE

WCT Malls E-Shop Sdn Bhd <i>Customer Relationship Management & Loyalty Program Intern</i> Department of Marketing <ul style="list-style-type: none">Assist in CRM events and activitiesConduct market analysis and research on the latest trends for loyalty programs.Assist in marketing events and mall campaigns.Assist to compile all tenant promotions and update in website, mobile app and e- Newsletter.Assist to provide training sessions to merchants.Assist in receipt approval processes.Other ad-hoc assigned by superior from time to time.	Mar 2023 - Aug 2023
Shimano Components (M) Sdn. Bhd. <i>Operator</i> <ul style="list-style-type: none">Executed manufacturing duties, creating materials for commercial and industrial applications.	Aug 2022 - Sep 2022
Freelance <i>Online Seller</i> Running an online business through social media <ul style="list-style-type: none">Order supplies from third parties (offline & online).Manage social media platforms used to promote & sell products (i.e: Instagram, Facebook & Twitter).Promoting and selling products.Interact and take orders from customers.Pack and ship out orders.	Jan 2015 - Dec 2021
QSR Brands (M) Holdings Bhd (KFC) <i>Restaurant Crew</i> <ul style="list-style-type: none">Assisting the team of restaurants in preparing orders and interacting with customers.	June 2020 - Oct 2020

PROJECTS

- Webinar of " Youth & Diplomacy: Soaring Upwards to A Promising Future" - Universiti Teknologi Mara (UiTM)** Jan 2023
Public Relation Team; Liaison Officer
- Searching and selecting the right speaker fit for the proposed topic.
 - Facilitating communication between two parties; speaker & organisation.
 - Foster positive relationships between speaker and organisation.
- Skills Up!: Heroes in Training "Manners is a Beauty That Never Fades" - Universiti Teknologi Mara (UiTM)** Jan 2023
Corporate Social Responsibility Program; Committee Member
- Person In Charge for one of the treasure hunt checkpoints.
 - Interact with the school kids involved and teach them about the beauty of manners.
 - Helping out to other CSR teams with any tasks .
- Contemporary Global and Legal Issues Exhibition (CoGLIEx) - Universiti Teknologi Mara (UiTM)** Dec 2019
Presenter
- Present on climate change topic.
 - Present and demonstrate on how the legal world could give affects and impacts to climate change.
 - Developed skills in critical thinking, public speaking, and event planning.

ACHIEVEMENTS & EXTRACURRICULAR INVOLVEMENT

Achievements

- Dean's List Award - Universiti Teknologi Mara (UiTM)** 2022
Semester 4
- Dean's List Award - Universiti Teknologi Mara (UiTM)** 2021
Semester 2

Extracurricular Involvement

- Barista Coffee Club - Universiti Teknologi Mara (UiTM)** Apr 2021 - Jan 2023
Vice President
- International Business Unity Club (IBUC) - Universiti Teknologi Mara (UiTM)** Oct 2020 - Jan 2022
Committee Member
- Puteri Islam - SMK Sri Tanjung** 2020
Head of Committee Member

SKILLS

Computer Software

- Microsoft Office (Intermediate Level)
- Adobe Photoshop (Intermediate Level)
- Wondershare Filmora (Intermediate Level)
- Canva (Intermediate Level)
- Capcut (Intermediate Level)

Language Proficiency

- Bahasa Melayu (Advanced Level)
- English Language (Intermediate Level)

REFERENCES

PATRICK TEH

Assistant Manager CRM Team

AIN NAJWA KAMAL

CRM Executive

1. COMPANY PROFILE

1.1. COMPANY BACKGROUND

Founded on 8 September 2020, WCT Malls E-Shop Sdn Bhd is a subsidiary company of WCT Holdings Berhad. WCT Holdings Berhad thrives on three core businesses: Engineering and Construction, Property Development, and Property Investment and Management. The company also provides management services to its subsidiaries, such as WCT Malls E-Shop Sdn Bhd, and other joint venture companies. Meanwhile, the parent company, WCT Holdings Berhad, focuses on construction and investment (WCT Holdings Berhad, 2022). On the other hand, WCT Mall E-Shop Sdn Bhd is a retail company that specialises in marketing, specifically Advertisement and Promotion, as well as Customer Relationship Management. Their operations centre around an e-commerce platform. The formation of WCT Malls E-Shop Sdn Bhd primarily aims to help mall tenants who are struggling with their businesses due to the COVID-19 pandemic. They offer assistance through advertisement, promotion, and other alternatives to attract shoppers and boost sales at WCT Malls. As the economy is recovering from the COVID-19 outbreak, WCT Malls E-Shop Sdn Bhd has also set its sights on increasing foot traffic in the three malls owned by WCT Holding Berhad: Paradigm Mall Johor Bahru, Paradigm Mall Petaling Jaya, and gateway@klia2.



Figure 1: One of WCT Malls (Paradigm Mall Petaling Jaya)

1.2. VISION AND MISSION

Vision	Excel in areas of our expertise for the betterment of the environment, economy, and society.
Mission	<ul style="list-style-type: none">● Deliver quality products and services responsibly, exceeding customer expectations.● Create a safe and nurturing workplace for a diverse, equitable and inclusive workforce.● Leverage on technology and innovation for greater efficiency and productivity.● Uphold good corporate governance and deliver shared return to all stakeholders.● Inspire ideas and provide solutions in synergy with nature.● Contribute towards achieving national social and economic objectives to improve livelihoods.

1.3. PRODUCTS AND SERVICES

WCT Malls E-Shop Sdn Bhd has introduced "WCT Buddy," a mobile application that goes beyond being just a loyalty program. This innovative app offers an engaging shopping experience for customers at various WCT malls. By using the app, customers can accumulate points for every RM1 they spend, incentivizing them to shop more frequently. These earned points can later be exchanged for physical or e-vouchers, making it a rewarding experience for loyal customers. What sets WCT Buddy apart is its array of exclusive features for its members. Users gain access to the latest offers and promotions across all WCT Malls, providing them with opportunities to enjoy special discounts and deals. Moreover, home buyers can use the app for property viewing, adding an extra dimension to the services provided. The platform also hosts exclusive rewards and events dedicated to WCT Buddy members, fostering a sense of community and appreciation.

WCT Buddy stands as a prime example of a super app, as it offers diverse features and services under one unified platform. While it currently offers a range of benefits, the company has ambitious plans to further expand its capabilities. The ultimate vision is to transform WCT Buddy into a comprehensive one-stop destination, providing users access to a wide range of services within a seamless digital ecosystem. In a bid to enhance customer engagement and promote the app's adoption, WCT Malls E-Shop Sdn Bhd launched a compelling marketing initiative called Voucher Bonanza Sales (VBS) in 2021. This seasonal campaign sales event entices shoppers to sign up as WCT Buddy members by offering them an attractive 20% discount on the total vouchers purchased during Voucher Bonanza Sales. This discount translates into more value for the customers, enabling them to make the most out of their purchases across participating merchants using e-vouchers.

Beyond benefiting customers, the Voucher Bonanza Sales (VBS) initiative serves as a strategic move to support WCT mall tenants. By encouraging more customers to shop through the app, the initiative aims to boost sales and cash flow for the mall tenants, particularly in the aftermath of the pandemic. This not only aids in their recovery but also contributes to their long-term sustainability. Overall, WCT Buddy, with its innovative loyalty program, exclusive features, and strategic marketing initiatives like Voucher Bonanza Sales, is positioning itself as a customer-centric and forward-looking mobile application, adding significant value to the shopping experiences of both customers and mall tenants alike.

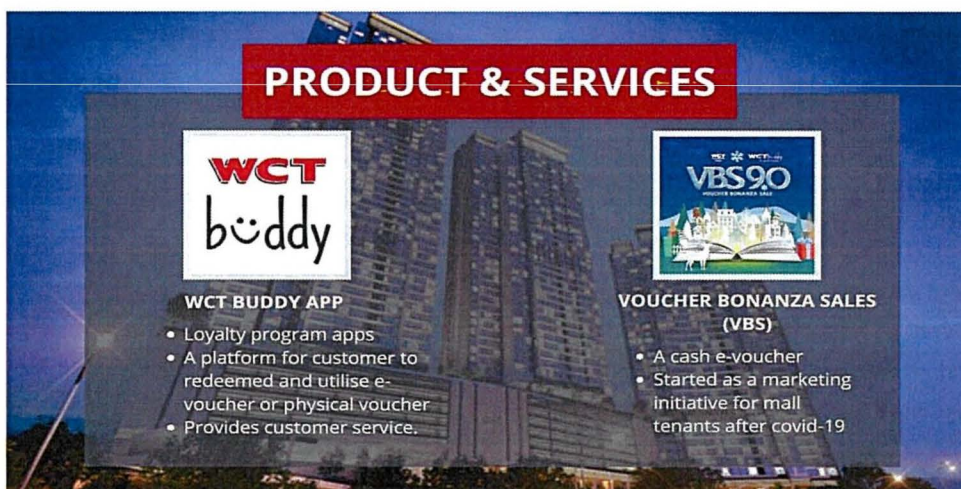


Figure 2: WCT Malls E-Shop Sdn Bhd Product & Services

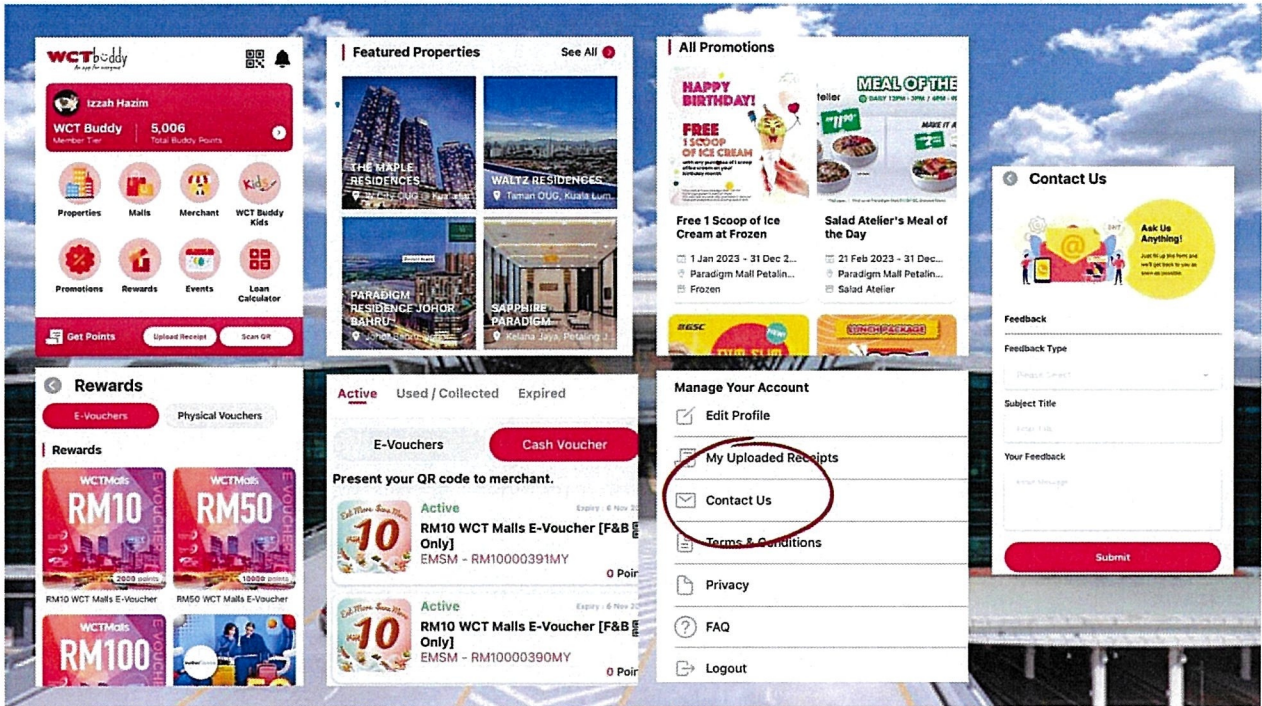


Figure 3: WCT Malls E-Shop Sdn Bhd loyalty program app “WCT Buddy” interface

1.4. ORGANISATIONAL CHART

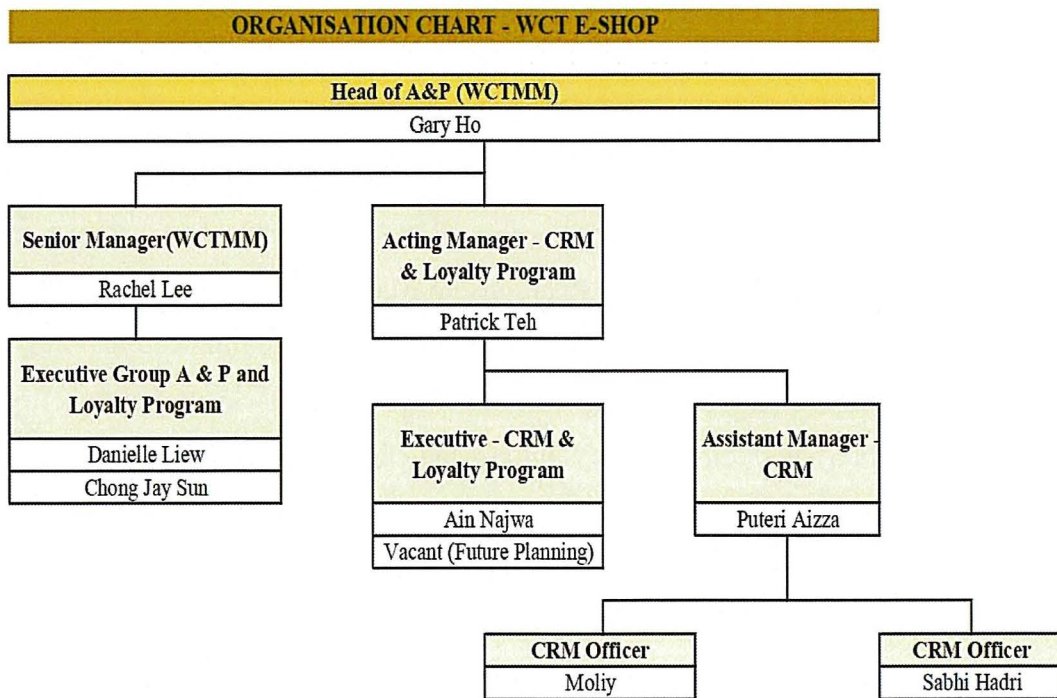


Figure 4: WCT Malls E-Shop Sdn Bhd Organisational Chart

2. TRAINING REFLECTION

2.1. DURATION: SPECIFIC DATE, WORKING DAY AND TIME

My six months internship journey with WCT Malls E-Shop Sdn Bhd began on the 1st of March 2023 and will end on the 15th of August 2023. During that period I will be working for five days from Monday to Friday whereby my working hours start from 9 A.M. until 6 P.M.

2.2. ROLES, RESPONSIBILITIES AND TASK

During my internship with WCT Malls E-Shop Sdn Bhd, I am attached to the Customer Relationship Management department. Customer Relationship Management (CRM) refers to the concepts, practices, and procedures that a company follows when communicating with its customers. Through CRM, a company aims to create, automate, and track marketing efforts (particularly online or via email), including identifying targeted client categories.

Throughout my internship, I am responsible for various tasks that may vary depending on the nature of the daily work. These tasks include assisting in CRM events and activities, such as helping plan and organise customer relationship management events. For example, during the WCT Malls Warnai Raya campaign, I am in charge of supporting the management of guest lists, invitations, and registrations for the events, as well as aiding in on-site event coordination, including attendee assistance and problem-solving. Furthermore, during the recent WCT Buddy Kids launch, I am responsible for introducing and explaining the functions and benefits of both WCT Buddy and WCT Buddy Kids to members, especially newly registered members who are not yet familiar with our loyalty program apps. Overall, my tasks focus on assisting the CRM team in marketing events and mall campaigns.

Moreover, conducting market analysis and research on the latest trends is one of the essential tasks while working with the CRM team. This involves gathering and analysing data related to customer preferences, market trends, and competitors, as well as researching industry trends and customer demographics. Additionally, I identify potential areas for improvement and provide recommendations. Additionally, compiling all tenant promotions and updates on the website, mobile app, and e-Newsletter is also part of my job scope. This involves updating the

mall's website, mobile app, and e-newsletter with the latest promotions and offers, ensuring the accuracy and timeliness of promotional content across various platforms.

In addition, I handle the daily receipt approval process, as receipts uploaded for point collections by customers in the WCT Buddy apps are manually approved or rejected in the WCT Buddy loyalty management admin website. This task mainly revolves around reviewing and processing receipts from customers, verifying their validity and accuracy, and assisting in resolving any discrepancies or issues related to receipts. Furthermore, I am accountable for providing training sessions to merchants by supporting the CRM team in organising such sessions. This includes preparing training materials, presentations, and documentation, as well as coordinating schedules and logistics for the training sessions.

Last but not least, my tasks also include other ad-hoc assignments given by my superiors from time to time. These tasks could involve assisting with special projects, conducting data analysis, preparing reports, or supporting other teams within the CRM department. As an intern in the CRM department, you play a vital role in supporting various customer-centric activities, conducting market research, assisting in promotional efforts, and helping ensure effective customer relationship management within the organisation.

2.3. GAINS: INTRINSIC & EXTRINSIC BENEFITS

After spending almost six months working with WCT Malls E-Shop Sdn Bhd in the Customer Relationship Management (CRM) department, I have gained both intrinsic and extrinsic benefits. One of the intrinsic benefits is an enhanced understanding of customers. The CRM department focuses on analysing customer data, enabling a more thorough understanding of our customers. As a result, employees can offer better customer service by personalising encounters and establishing stronger relationships. Working with the CRM department has allowed me to enhance my understanding of customers. Moreover, working in the CRM department has helped me grow professionally. I have acquired significant skills in customer relationship management, data analysis, and customer service. These abilities can pave the way for advancement in my career and provide access to new opportunities. Lastly, collaborating with the CRM department has improved my teamwork abilities. CRM systems encourage employee collaboration and teamwork by providing common access to client data and communication capabilities, fostering cross-functional cooperation. This enhanced teamwork and synergy within the company. Overall, my experience in the CRM department has provided valuable intrinsic benefits such as a better understanding of customers and improved teamwork skills, along with extrinsic benefits like professional growth and expanded career opportunities.

Moreover, throughout my internship, there are some extrinsic benefits that I acquired as well. The extrinsic benefits include increased Efficiency, Better Customer Service and Data-Driven Decision Making. A well-implemented CRM system streamlines processes, automates repetitive tasks, and provides quick access to customer information. This work process has increased efficiency and can save time and effort for employees, allowing them to focus on more value-added activities. In addition, the experience of working with CRM has helped me Better Customer Service: CRM systems enable employees to deliver personalised and timely customer service. By having access to comprehensive customer profiles, employees can anticipate needs, resolve issues promptly, and provide tailored recommendations, ultimately leading to higher customer satisfaction. Last but not least, Data-Driven Decision Making: The CRM department helps organisations make data-driven decisions by providing access to accurate and real-time customer data. This data can be analysed to identify trends, evaluate marketing campaigns, and

optimise business strategies, leading to better decision-making and outcomes. Thus, working with the CRM department has sharpened my judgement skills. It's important to note that the specific benefits may vary depending on the organisation's CRM implementation, processes, and the extent of integration with other departments.

3. SWOT ANALYSIS

SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis is a framework to analyse a company's competitive position and developing strategic plans. In SWOT analysis, internal and external factors, along with existing and future potential, are all evaluated. Using both internal and external data, this approach can help businesses find strategies that are more likely to succeed while steering them away from those that have had or are expected to have less favourable results. Furthermore, independent SWOT analysis, investors, or rivals can provide useful insights on a company's, product lines, or industry's strengths and weaknesses, as well as the underlying causes for such decisions (Kentom, 2023).



Figure 5: SWOT Analysis

3.1. **STRENGTHS**

3.1.1. Strong marketing initiative.

WCT Malls E-Shop Sdn Bhd has a strong marketing strategy that makes them prominent in the industry. As mentioned earlier, one of WCT Mall E-Shop Sdn Bhd's products is Voucher Bonanza Sales (VBS). To ensure they have enough funds to offer sufficient vouchers for their shoppers, WCT Malls E-shop Sdn Bhd has collaborated with many companies that provide financial services like Visa, Touch 'n Go, and Grab. This collaboration has tremendously helped WCT Malls E-Shop Sdn Bhd to provide better service to shoppers who want to buy VBS vouchers, attract new shoppers, and optimise the promotion's database and reach (Retail Asia, 2023).

Furthermore, WCT Malls E-Shop Sdn Bhd has collaborated with other companies to promote their events and campaigns. For instance, for the Eid event this year, WCT Malls has teamed up with Suria FM and launched the "Warnai Raya" campaign. With the commencement of this campaign, WCT Malls E-Shop Sdn Bhd sets its eyes on making shoppers shop for their needs and wants for the Raya Festive at WCT Malls. To encourage shoppers to come and spend more at WCT Malls, WCT Malls E-Shop Sdn Bhd has created top spender rewards for WCT Buddy members. The collaboration with Suria FM has significantly helped attract WCT Buddy members to shop more at WCT Malls and encouraged new members to sign up for the WCT Buddy app. Thus, it is evident that WCT Malls E-Shop Sdn Bhd possesses a strong marketing initiative, as they know how and with whom to work to boost their events and campaigns, attracting customers to visit and shop at WCT Malls.

On top of that, WCT Malls E-Shop will occasionally hold town hall meetings aimed at effectively persuading tenants to become participating merchants in their innovative initiative. The primary objective of this endeavour is to ensure that all outlets within the mall's premises readily accept the mall vouchers, creating a seamless and attractive shopping experience for customers. As part of their marketing strategy, the mall is also organising a Voucher Bonanza Sales (VBS) campaign, where exclusive vouchers that can be bought with a 20% discount will be made available to members of WCT Buddy, the mall's loyalty program. By purchasing these vouchers, WCT Buddy members gain access to exciting discounts and offers, enticing them to frequent the various outlets operated by tenants participating in the program. The significance of persuading

the majority of tenants to accept mall vouchers cannot be overstated, as it plays a pivotal role in fostering customer loyalty and driving footfall to WCT Malls. When a substantial number of tenants are on board with this initiative, it significantly boosts the attractiveness of the VBS campaign, encouraging more customers to become WCT Buddy members and, consequently, shop at WCT Malls. This influx of shoppers not only benefits the mall but also augments the prospects of individual tenants, as it lures a wider customer base to their outlets.

In essence, the successful implementation of these town hall meetings and the subsequent acceptance of mall vouchers by the majority of tenants would lead to a positive domino effect: a surge in WCT Buddy memberships, an increase in footfall at WCT Malls, and amplified sales for participating outlets. As a result, the mall's reputation as a preferred shopping destination is further solidified, and both tenants and the mall itself reap the rewards of this symbiotic relationship with their customers. With an enhanced shopping experience and the allure of exciting discounts, customers are bound to return for more, fostering lasting loyalty to WCT Malls and its esteemed tenants. Ultimately, this strategic move demonstrates the mall's commitment to cultivating a thriving shopping community while securing its position as a top-notch retail destination in the region.

3.1.2. Building strong customer relationships.

Through the WCT Buddy app, WCT Malls have been offering unlimited points collection to their users since its inception. Providing an unlimited points collection for a company loyalty program can be a powerful strategy to build a strong customer relationship. When customers can earn points without any limitations, it creates a sense of value and opportunity for them. By incorporating the correlation between the two, companies can create a loyalty program that not only rewards customers but also fosters lasting connections with the brand. Therefore, WCT Malls has implemented several strategies to ensure that it effectively enhances customer loyalty.

First is the "Surprise and Delight" approach. One of the most effective ways to strengthen customer relationships through a loyalty program is by implementing a "Surprise and Delight" strategy. This involves occasionally surprising customers with unexpected rewards, such as bonus points, exclusive offers, or early access to new products. When customers receive these unexpected

perks, they feel valued and appreciated by the brand, leading to an emotional connection. This emotional bond is crucial as it goes beyond mere transactional interactions, making customers more likely to remain loyal in the long run. Moreover, the element of surprise creates a sense of anticipation and excitement, further enhancing the overall customer experience.

Second is customer feedback and listening. To build a strong customer relationship, it's crucial to listen to your customers actively. Implementing a loyalty program with unlimited point's collection provides an opportunity to engage with customers regularly. Encourage feedback and suggestions about the loyalty program itself, as well as their overall experience with the brand. By listening to customers' opinions and concerns, companies demonstrate that they genuinely care about their customers' needs and preferences. This two-way communication fosters trust and loyalty, as customers know their voices are heard, and they are part of the decision-making process.

Third is to analyse and optimise. The key to a successful loyalty program is continuous improvement. By monitoring the program's performance and analysing customer behaviour, businesses can identify patterns, preferences, and pain points. Data-driven insights provide invaluable information for making informed decisions and optimising the loyalty program to better suit customers' desires and expectations. For instance, analysing customer preferences can help tailor rewards to individual interests, creating a personalised experience that further enhances customer loyalty. Additionally, tracking the program's effectiveness allows businesses to adapt to changing market conditions and customer demands promptly.

The correlation between an unlimited point's collection loyalty program and building a strong customer relationship lies in the program's ability to create positive emotional experiences, demonstrate genuine interest in customers' needs, and adapt to their preferences. By surprising and delighting customers, seeking their feedback, and continuously optimising the program, companies can not only increase customer retention and repeat purchases but also build a loyal customer base that advocates for the brand and fosters long-term success. Ultimately, a well-designed loyalty program with an unlimited point's collection becomes a powerful tool for establishing a meaningful and lasting relationship between a brand and its customers.

3.2. WEAKNESSES

3.2.1. Inappropriate training.

WCT Malls E-Shop Sdn Bhd has introduced its loyalty program mobile application, WCT Buddy, as a means to assist mall tenants in advertising and promoting their businesses. However, a significant challenge arises due to the frequent turnover of staff among the tenants. This high staff turnover makes it difficult for WCT Malls E-Shop Sdn Bhd to keep all of the tenants' staff updated and proficient in using the WCT Buddy and WCT Buddy Merchant apps.

The turnover issue extends to WCT Malls E-Shop Sdn Bhd's own staff as well. The company's employees also struggle to keep up with providing training to outlet staff, primarily due to the constant changes in personnel. As a result, both the tenants and WCT Malls E-Shop Sdn Bhd jointly developed the WCT Buddy Merchant application, which allows them to monitor and track the usage of vouchers at various outlets. However, the lack of adequate training stemming from the high staff turnover often leads to misunderstandings between customers and outlet staff regarding voucher eligibility. Such misunderstandings can negatively impact the reputation and reliability of the WCT Buddy app in the eyes of its users.

Furthermore, the outlet staff's limited familiarity with the apps and their inability to utilise WCT Buddy Merchant and WCT Buddy to their full potential present further challenges for WCT Malls E-Shop Sdn Bhd's staff when attempting to train the outlet employees. This knowledge gap not only hinders the smooth functioning of the loyalty program but also creates friction between WCT Malls E-Shop Sdn Bhd and its tenants. Instances of miscommunication and disputes over voucher usage may strain the relationship between the two parties, potentially leading to a deterioration in the overall collaboration.

To address these issues and safeguard the reputation of the WCT Buddy app, WCT Malls E-Shop Sdn Bhd must develop a comprehensive solution. One approach could involve implementing a more intuitive and user-friendly interface for both the WCT Buddy and WCT Buddy Merchant apps, reducing the need for extensive training. Additionally, the company may consider providing easily accessible and comprehensive online tutorials or video guides that can assist both the tenants and their staff in using the applications effectively. Conducting periodic

training sessions for new staff members at the outlets could also help maintain consistent proficiency in app usage.

Collaboration and communication between WCT Malls E-Shop Sdn Bhd and its tenants are crucial to overcome these challenges. Regular meetings and feedback sessions can enable the company to understand the tenants' specific needs and concerns, allowing them to tailor the app features and training accordingly. By working together, both parties can foster a more positive and productive relationship, ensuring the continued success and reliability of the WCT Buddy loyalty program.

3.2.2. Limited empowerment on loyalty program mobile application.

The primary focus of WCT Malls E-Shop Sdn Bhd is their mobile application called 'WCT Buddy,' which is the core of their daily operations. However, the company faces a challenge as they do not have full control over the app's development, relying instead on third-party developers. While this approach is cost-effective compared to hiring an in-house team, it comes with limitations that affect the level of customization and control they have over the app's features, catering to their specific needs and branding. This lack of flexibility can lead to delays in achieving the desired outcome, as they are dependent on the developers' time and availability.

Furthermore, entrusting app maintenance and support to third-party developers introduces potential reliability issues. Relying on external services means the stability and availability of the app are contingent on the third-party app providers. Any downtime or outages from these providers could adversely impact WCT Malls E-Shop's services, causing customer frustration and financial losses. Since these developers are not directly affiliated with the company, they may not prioritise resolving bugs and compatibility problems promptly, which can result in a negative user experience and lower customer satisfaction. Additionally, such issues could harm the company's reputation, making customers perceive them as unreliable in delivering a seamless app experience. Consequently, businesses should carefully consider the implications of outsourcing app development and support to third-party entities to ensure optimal app performance and user satisfaction.

Hence, in light of these potential challenges, businesses must carefully evaluate the pros and cons of outsourcing app development and support. While cost savings are tempting, it is crucial to consider the impact on app performance and user satisfaction. Striking a balance between cost-effectiveness and maintaining control over the app's development and support is essential for delivering a unique, reliable, and tailored user experience. Investing in an in-house team or exploring alternative solutions might be worthwhile to ensure the optimal performance and success of their mobile application.

3.3. OPPORTUNITIES

3.3.1. Airport Malls.

One of the shopping malls owned by WCT Malls is gateway@klia2. Gateway@klia2 is a shopping mall located between KLIA 2 Main Terminal and the drop-off area. With its strategic location, there are many benefits and opportunities that WCT Malls can gain, including high footfall. High footfall in airport malls results from the significant number of passengers passing through airports. This constant influx of travellers provides a steady flow of potential customers for the mall's retailers. As passengers typically have spare time while waiting for their flights or during layovers, they are more inclined to explore shopping and dining options within the airport premises. The advantage of high footfall is that it increases the chances of attracting customers to the airport mall. Travellers may seek ways to pass the time or utilise it productively, leading them to browse through stores, restaurants, and other amenities available at the airport mall. The captive audience of passengers with limited alternatives for entertainment outside the airport makes them more receptive to shopping experiences. For retailers, this translates into a prime opportunity to showcase their products and services to a diverse and international audience. The mix of passengers from various regions and cultures allows retailers to target different demographics effectively. Moreover, the international exposure in airports can potentially attract global customers, further benefiting the retailers in the airport mall.

Furthermore, by having an airport shopping mall, WCT Malls E-Shop is able to diversify its customer base. Having an airport shopping mall allows WCT Malls E-Shop to tap into the diverse mix of travellers from various regions, cultures, and backgrounds that airports attract. This diversity presents a valuable opportunity for retailers to reach a wide range of potential customers and target different demographics effectively. The advantage of this diversification is that it enables WCT Malls E-Shop to showcase its products and services to an international audience. Travellers from different countries and cultures have varying preferences and needs, and by catering to this diverse clientele, the E-Shop can increase its market reach and potentially attract global customers. Moreover, the airport's role as a gateway to different countries and cities allows WCT Malls E-Shop to gain exposure in markets beyond its traditional reach. This international

exposure can lead to increased brand recognition and potentially expand the E-Shop's customer base beyond its domestic market.

Lastly, operating a shopping mall in an airport means extended operating hours. Extended operating hours in airport malls refer to the fact that these retail establishments often remain open 24/7, mirroring the continuous operation of airports. This extended schedule allows airport malls to cater to the needs of travellers who arrive or depart at various times, including early morning or late-night flights. The advantage of extended operating hours is that it provides more opportunities for retailers to make sales. Travellers passing through the airport may have different schedules, time zones, and flight connections, leading to a demand for services and products at unconventional hours. By staying open around the clock, airport malls can capitalise on these situations and capture sales from passengers who might not have access to other shopping options during non-standard business hours. Overall, the extended operating hours of airport malls offer convenience and accessibility to travellers, ensuring that they can fulfil their shopping and dining needs regardless of their flight times, which can be beneficial for both the retailers and the passengers.

3.3.2. Growing trend of experiential retail.

The neighbourhood malls operated by WCT Malls, such as Paradigm Mall Johor Bahru and Paradigm Mall Petaling Jaya, have recognized the growing trend of experiential retail as a major opportunity to enhance their appeal and attract more visitors. Today's consumers are no longer satisfied with traditional, transactional shopping experiences. They seek meaningful interactions with brands and products, and these malls have the chance to leverage this trend by incorporating various experiential elements into their offerings (The LinkedIn Team, n.d.). One of the key ways in which WCT Malls can capitalise on the experiential retail trend is by hosting a wide array of events and entertainment options. Live events, workshops, performances, and demonstrations can be organised to engage shoppers and keep them entertained during their visit. For instance, hosting exhibitions, cooking classes with renowned chefs, and music performances by local talents can all contribute to creating a vibrant and memorable shopping experience.

To further augment the experiential aspect, WCT Malls also introduce pop-up shops. These temporary retail setups can offer unique and trendy products or services that may not be available in the regular stores. By curating an exciting mix of pop-up shops, the malls can create a sense of novelty and excitement for visitors, encouraging them to explore and make repeat visits to see what's new. Moreover, WCT Malls can strategically collaborate with local businesses, artisans, and producers to dominate the pop-up shops. By supporting the local economy and showcasing products crafted by talented local entrepreneurs, the malls can offer shoppers distinctive and authentic experiences they might not find in larger retail chains. This approach not only helps in building a sense of community but also fosters a sense of pride among shoppers who are supporting local talent and businesses.

In summary, WCT Malls, like Paradigm Mall Johor Bahru and Paradigm Mall Petaling Jaya, can capitalise on the trend of experiential retail by providing an array of events and entertainment, incorporating pop-up shops with unique offerings, and strategically collaborating with local businesses. By embracing these experiential elements, the malls can elevate the shopping experience, attract more foot traffic, and foster a loyal customer base who seek not just products but also unforgettable moments and interactions within the mall's vibrant and engaging environment.

3.4. THREATS

3.4.1. Economic downturn.

Economic downturns can have a significant impact on WCT Malls. During such periods, consumers tend to tighten their budgets, leading to reduced spending on non-essential items and leisure activities like shopping. As a result, foot traffic in the mall may decrease, and retailers within the mall may experience lower sales. This can directly affect the mall's revenue and profitability, making it challenging for WCT Malls to sustain its operations during tough economic times (The Investopedia Team, 2023).

While the economy might be recovering post COVID-19, the effects of the pandemic and the preceding economic downturn may still linger for WCT Malls. Many tenants could have faced financial difficulties during the downturn, and some might have even closed down their businesses. As the economy improves, WCT Malls may face the challenge of attracting new tenants to fill the vacant spaces left by departing businesses and maintaining a stable tenant mix. It could be hard for the mall management to financially support struggling tenants while trying to attract new, viable businesses to the space.

Furthermore, many tenants depart from WCT Malls for more profitable locations. When major outlets decide to leave WCT Malls and focus on other locations that generate more sales, it can be a considerable threat to the mall's overall success. This could happen due to various reasons, such as better foot traffic, a more attractive customer demographic, or lower rental costs in other malls. The departure of significant tenants can create a negative perception of the mall among both shoppers and potential retailers, leading to a further decline in footfall and occupancy rates.

If outlets that are performing well in WCT Malls decide to move to other malls, WCT Malls will not only lose the revenue generated by those tenants but also face the challenge of finding new tenants to replace them. This is especially hard for WCT Malls because, like most traditional shopping malls, they heavily rely on rental income from tenants as their primary revenue source. When tenants face financial difficulties or choose to leave the mall, it directly impacts the mall's income stream. This reliance on tenant rental income makes WCT Malls particularly vulnerable to economic fluctuations and shifts in the retail landscape.

Thus, to address these threats, WCT Malls must focus on strategies to enhance their attractiveness to both retailers and shoppers. This may include marketing efforts to increase foot traffic, providing incentives and support to existing tenants, curating a diverse tenant mix, and continually adapting to changing consumer preferences. Moreover, it is essential to maintain open communication with tenants, understand their challenges, and work collaboratively to find mutually beneficial solutions during economic downturns and challenging times.

3.4.2. Lack of mobile app features.

As mentioned previously, WCT Malls has a loyalty program mobile application called "WCT Buddy." While there are so many potential growth opportunities, it still lacks attractive features, as the app is currently limited to collecting and redeeming points. The lack of certain mobile app features can be a significant threat to WCT Malls' loyalty program due to several reasons, the first being limited exposure and reach.

Firstly, a significant drawback of lacking certain app features is the competitive disadvantage it imposes on WCT Malls. As a direct competitor to larger and more renowned super regional malls, WCT Malls faces the challenge of attracting customers and footfall. The absence of crucial app features means they have fewer opportunities to effectively promote their loyalty programs and build a strong customer base (*Why Do Customer Loyalty Programmes Fail? 10 Pitfalls to Avoid*, 2023). Unlike their prominent counterparts, the wider marketing efforts and larger customer base of the competing malls make their loyalty programs more visible to customers. This discrepancy puts WCT Malls at a disadvantage, as their loyalty program may struggle to gain traction and attract customers compared to the more established programs offered by their competitors.

Secondly, the lack of app features results in reduced brand awareness, which in turn hampers customer engagement and retention for WCT Malls. Brand awareness is a critical factor influencing customer behaviour and loyalty. When customers are familiar with a brand and its offerings, they are more likely to engage with it and remain loyal over time. However, due to the absence of certain app features, WCT Malls may suffer from low brand awareness. Consequently, customers may show less interest in signing up for or actively participating in the loyalty program,

leading to lower retention rates. Moreover, the unawareness of the loyalty program's benefits and rewards may prompt customers to prefer shopping at other malls that have more recognizable and well-publicised loyalty programs, ultimately diminishing customer loyalty towards WCT Malls.

In conclusion, the absence of certain app features in WCT Malls' loyalty program poses significant drawbacks, limiting their exposure and reach and putting them at a competitive disadvantage compared to larger malls, thus reducing customer engagement and retention. To address these challenges, WCT Malls should concentrate on implementing targeted marketing campaigns and enhancing their app features to improve customer awareness and participation in their loyalty program.

4. CONCLUSION

In conclusion, conducting a thorough SWOT analysis allows WCT Malls to gain valuable insights into their competitive position and formulate effective strategic plans. By identifying strengths such as a strong marketing initiative and a focus on building customer relationships, WCT Malls can leverage these advantages to attract and retain shoppers. Additionally, opportunities such as operating in airport malls and tapping into the growing trend of experiential retail provide the potential for further growth and expansion.

However, there are also weaknesses and threats that need to be addressed. The inappropriate training and limited empowerment on the loyalty program mobile application hinder the smooth functioning of the loyalty program and customer experience. Moreover, economic downturns and the lack of attractive mobile app features pose challenges to the mall's revenue, tenant retention, and customer engagement.

To overcome these challenges, WCT Malls must prioritise enhancing customer training and support, and consider investing in in-house app development to gain more control over the loyalty program's features. Moreover, they should capitalise on the opportunities presented by airport malls and experiential retail by curating engaging events and experiences for shoppers.

Therefore, by capitalising on their strengths, addressing weaknesses, exploring opportunities, and mitigating threats, WCT Malls E-Shop Sdn Bhd can position itself as a resilient and competitive player in the retail industry, providing exceptional shopping experiences and attracting a loyal customer base.

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APPENDICES



APPENDICES



Appendices 1: WCT Malls team post-event gathering & team building.



Appendices 2: On duty during WCT Malls Warnai Raya & WCT Buddy Kids events.



Appendices 3: WCT Malls Collaboration with Suria FM for Warnai Raya & Berbuka Puasa bersama DJ Suria FM Event.



Appendices 4: Preparation and set up for WCT Buddy Kids event.

WCT MALLS CAMPAIGNS

WCT Buddy



WCT Warnai Raya



WCT Buddy Kids



Eat More Save More

WCT MALLS

Paradigm Mall PJ



Paradigm Mall JB



gateway@klia2



SkyPark Terminal

Appendices 5: General Information about WCT Malls.