UNIVERSITI TEKNOLOGI MARA

i-CITY

BACHELOR OF BUSINESS ADMINISTRATION (HONS) HUMAN RESOURCE MANAGEMENT

INDUSTRIAL TRAINING REPORT i-CITY (1ST MARCH 2023 - 15TH AUGUST 2023)

PREPARED BY

FATIN BASYIRAH BINTI FAWZIE	2021120351	RBA2436B

PREPARED FOR

ADVISOR:
TUAN HAJI ZULKAFLI MANSOR

EXAMINER:
EN. MOHAMMAD NIZA MD NOR

EXECUTIVE SUMMARY

This executive summary overviews my internship experience at i-City Properties in the Human Resource and Recruitment division from 1st March 2023 to 15th August 2023. The objective of the internship was to gain practical knowledge and skills in Human Resource Management. I was assigned various tasks and projects throughout the internship, contributing to the organisation's goals and personal development.

i-City Properties Sdn Bhd is a property development company in Shah Alam, Selangor. The organisation aims to build sustainable living places with modern and cutting-edge technology. However, i-City also includes commercial and residential complexes, entertainment, and leisure attractions such as Snow Walk, WaterWorld and the City of Digital Lights.

In the Human Resources department, I was under the Recruitment division, where I did sourcing, phone screening, pre- onboarding and on- onboarding for Theme Park. I also handled a few projects that my Manager, Miss Li Wei, assigned, such as creating a Telegram Group for job vacancy sharing and Recruitment Videos.

The SWOT and PESTEL analysis of i-City provides vital insights into its current position and the external environment in which it operates. i-City's strengths include its distinctive attractions, technology hub role, and strategic position. These advantages place i-City in a competitive market position. The study identifies chances for i-City to capitalise on technical improvements, form alliances, and expand its target markets. i-City, on the other hand, confronts issues such as tourism dependence, seasonal demand changes, and rivalry from other leisure locations. Additional threats include economic conditions and technical obsolescence.

To overcome these issues, i-City should expand its client base, decrease tourism dependency, improve attractions through technological innovation, and strengthen collaborations with enterprises and technology partners. i-City can assure long-term success, maintain competitiveness, and handle potential hurdles in the dynamic market by remaining proactive, agile, and cognizant of external influences.

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2.0 COMPANY PROFILE

2.1 Company's Name

i-City Properties Sdn. Bhd

2.2 Company's Logo

i-CITY

Figure 1: Company's Logo
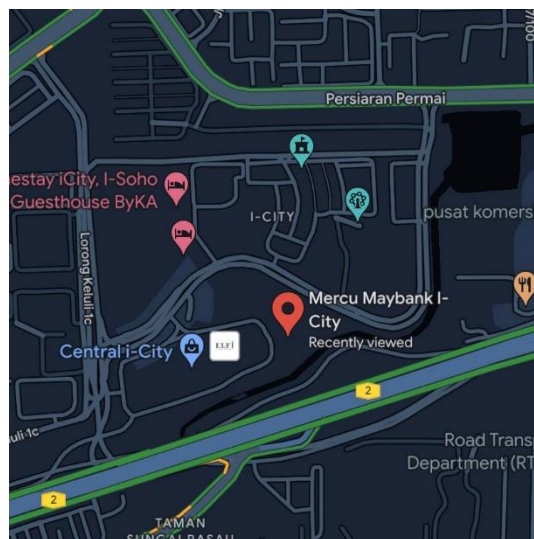
2.3 Location

Figure 2: Company's Location

Mercu Maybank Finance Avenue, i-City, 40000 Shah Alam, Selangor

2.4 Company Background

Tan Sri Lim Kim Hong, a well-known Malaysian entrepreneur, founded I-City Properties Sdn Bhd, a renowned property development company headquartered in Shah Alam, Selangor, Malaysia, in 2006. The organisation aims to build sustainable living places combining modern conveniences and cutting-edge technology.

The i-City development is the company's flagship project. This 72-acre mixed-use development includes commercial and residential complexes and entertainment and leisure attractions such as the Snow Walk, WaterWorld, and the City of Digital Lights. Furthermore, I-City complexes have created a variety of mixed-use developments, such as hotels, commercial and residential complexes, and entertainment locations.

Central i-City, a shopping mall with a range of retail stores, restaurants, and entertainment options, is one of the significant assets constructed by I-City assets. Liberty Arc is another example of a residential complex that includes serviced apartments, duplex units, and penthouses. In addition, the corporation created Best Western i-City, a hotel with modern amenities and a strategic position, and MSC Cybercentre, a state-of-the-art office complex that provides an ideal working environment for technology enterprises. These developments demonstrate I-City developments' constant dedication to innovation and sustainability, and the business continues to develop sustainable properties that satisfy Malaysia's expanding property market needs.

2.5 Vision and Mission

Vision

To be a leading property developer that transforms the urban landscape of Malaysia through innovative and sustainable developments.

Mission

To create world-class mixed-use developments that enhance the quality of life for people and promote economic growth while minimising the environmental impact.

2.6 Goals

1. To develop innovative and intelligent solutions that enhance the user experience and promote sustainable living.
2. To provide world-class facilities and amenities that promote community living and social interaction.
3. To create mixed-use projects that cater to the diverse needs of residents, businesses, and visitors.
4. To collaborate with local and international partners to bring the best expertise and resources to their projects.
5. To be a responsible corporate citizen and contribute to Malaysia's economic and social development.

2.7 Objective

To be a leading property developer in Malaysia that creates innovative and sustainable developments enhances the quality of life for people and contributes to the growth and development of Malaysia's economy.

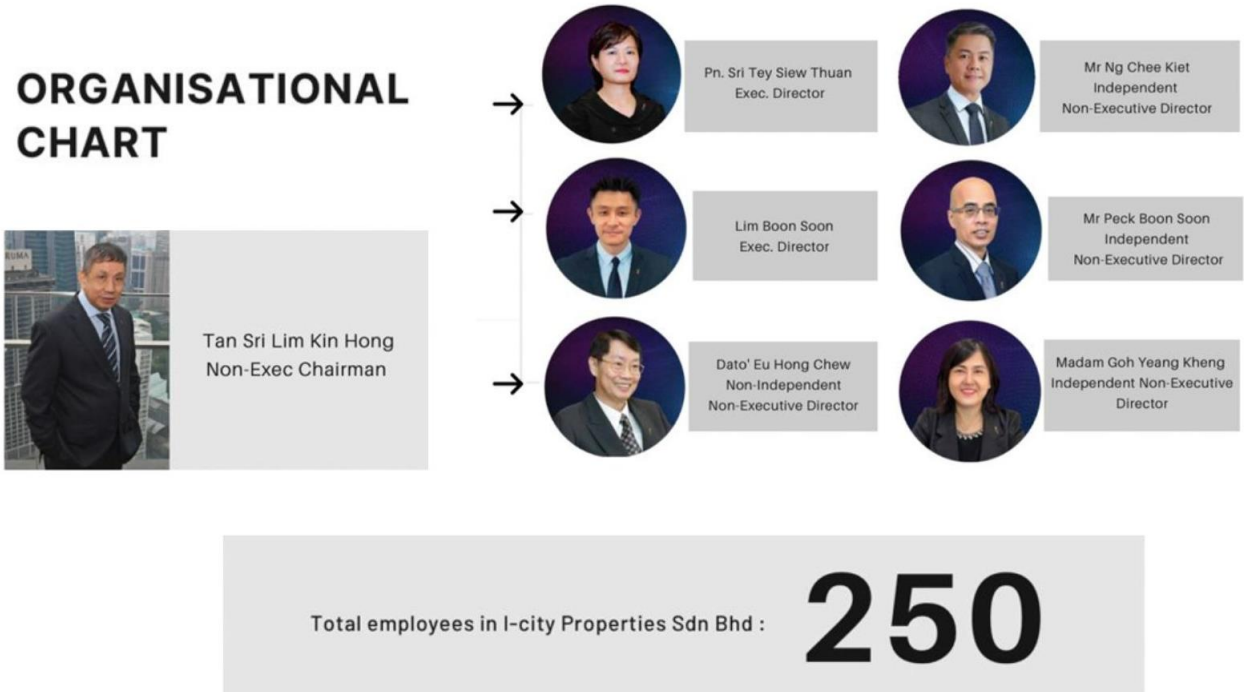## 2.8 Organisation Structure

a. Company organisation chart:

Figure 3: Company's Organization Chart
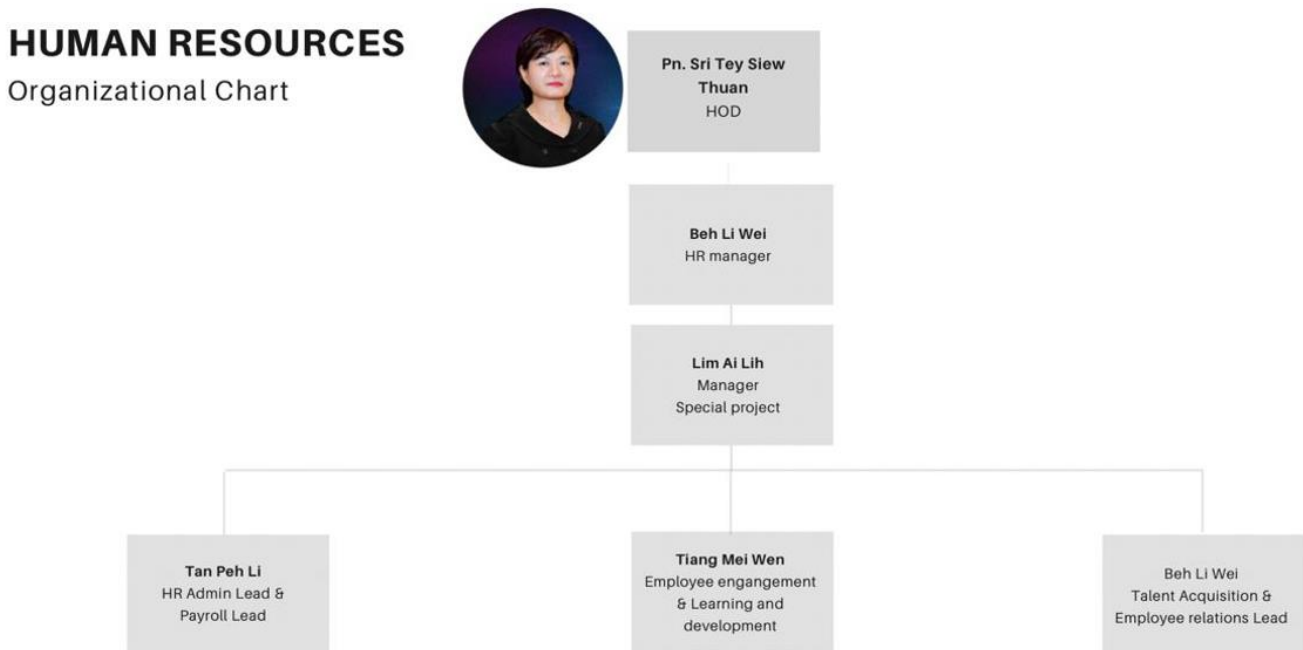
b. Human Resources organisation chart:

Figure 4: Human Resources's Organization Chart

3.0 <u>Training's Reflection</u>

3.1 Duration

I report for duty on 1st March 2023, and I will finish my internship on 15th August 2023, which equals 24 weeks. During my internship, I experienced many things and worked related to my course of studies, Human Resources. The working hours at i-City are from 9:00 am until 6:30 pm, Monday until Friday. However, I also experienced work during Ramadhan, and the working hour for that month differed from normal working hours, which are 9:00 am until 5:30 pm.

3.2 Details; departments, roles, responsibilities, assignments, tasks

Division	Talent Acquisition
Department	Human Resource
Roles	To assist HR Manager in recruiting people for Theme Park
Responsibilities	Recruiting people for Theme Park jobs
Tasks	• Sourcing • Phone screening and arranged interview. • Offering stage and Pre- onboarding • On - onboarding • Share Job Vacancy on Facebook
Assignments	• Created a Telegram group to share job vacancies available at Theme Park • Created a Recruitment Video for future recruiting purposes.

Table 1: Departments, roles and responsibilities, assignments, tasks

3.2.1 Department

I was assigned to Human Resources Management department, specifically Talent Acquisition, headed by Ms Beh Li Wei. However, I have another leader above me who is also my Supervisor, Ms Elaine; together with her, we were responsible for recruiting people into our company, and we have to make sure that the people we recruit fulfil the requirement and quality standards the company needs. However, there are two parts of recruiting that we need to do: the recruitment for office vacancies and the recruitment for Theme Park vacancies. In this case, Ms Elaine will handle the office vacancies while I will handle the Theme Park vacancies. My position in Talent Acquisition has taught me a lot, one of which is patience and professionalism in handling people, mainly an outsider with big expectations of our company.

3.2.2 Roles, responsibility, and task

My roles are to assist HR Manager in recruiting people for Theme Park. As an intern in Talent Acquisition, I need to recruit people to work at Theme Park, either for Full-Time or Part Time jobs, and I need to ensure that the candidates fulfil all the requirements. I can proceed to set their interview dates. Which will be handled by the hiring manager in Theme Park. As for my tasks, I need to handle the recruitment process from sourcing to onboarding. Aside from that, I also need to share job vacancies on Facebook.

3.2.3 Assignments

- Created a Telegram group to share job vacancies available at Theme Park.

This project aims to share the job vacancy in Theme Park for ex-employees and new people seeking employment. When I created the Telegram group, there were a few processes that I needed to do, like obtaining important information about our ex-employees, such as their names and phone numbers. As I obtain their information, I must put all the data into Excel, import them into Google Contacts, and let them sync with my recruitment phone. As the phone has synced, I will add them to the group or invite them to join. Inside the Telegram is a description of the group and all the information about the available vacancies and ways for them to apply for the job. As

for the new people, they can join our group by clicking the link we have shared on our Facebook page.

- Created a Recruitment Video for future recruiting purposes.

This project aims to share the video for future recruiting purposes. For this project, I need to look for the resources available in our Google Drive and look for a suitable to use in the video. As I had gathered all the resources I needed, I moved to the next step, which was to record the video that was fit for recruiting people; this action needed to be recorded at the Theme Park, where I also needed help from the employees that work there. After I had done all the second stage, I moved to the third stage, which started editing the video.

3.3 Benefits

Benefits are the advantage or something that the company gives when working in the company. i-City provided me with an allowance of Rm800 per month, and they also provided me with free parking access. In addition, my supervisor, manager and colleagues help me in my work, and they are always patient with me whenever I need help or make a little mistake. Furthermore, the other colleagues from other departments are also very nice towards me and treat me like I am one of them, not just an intern student.
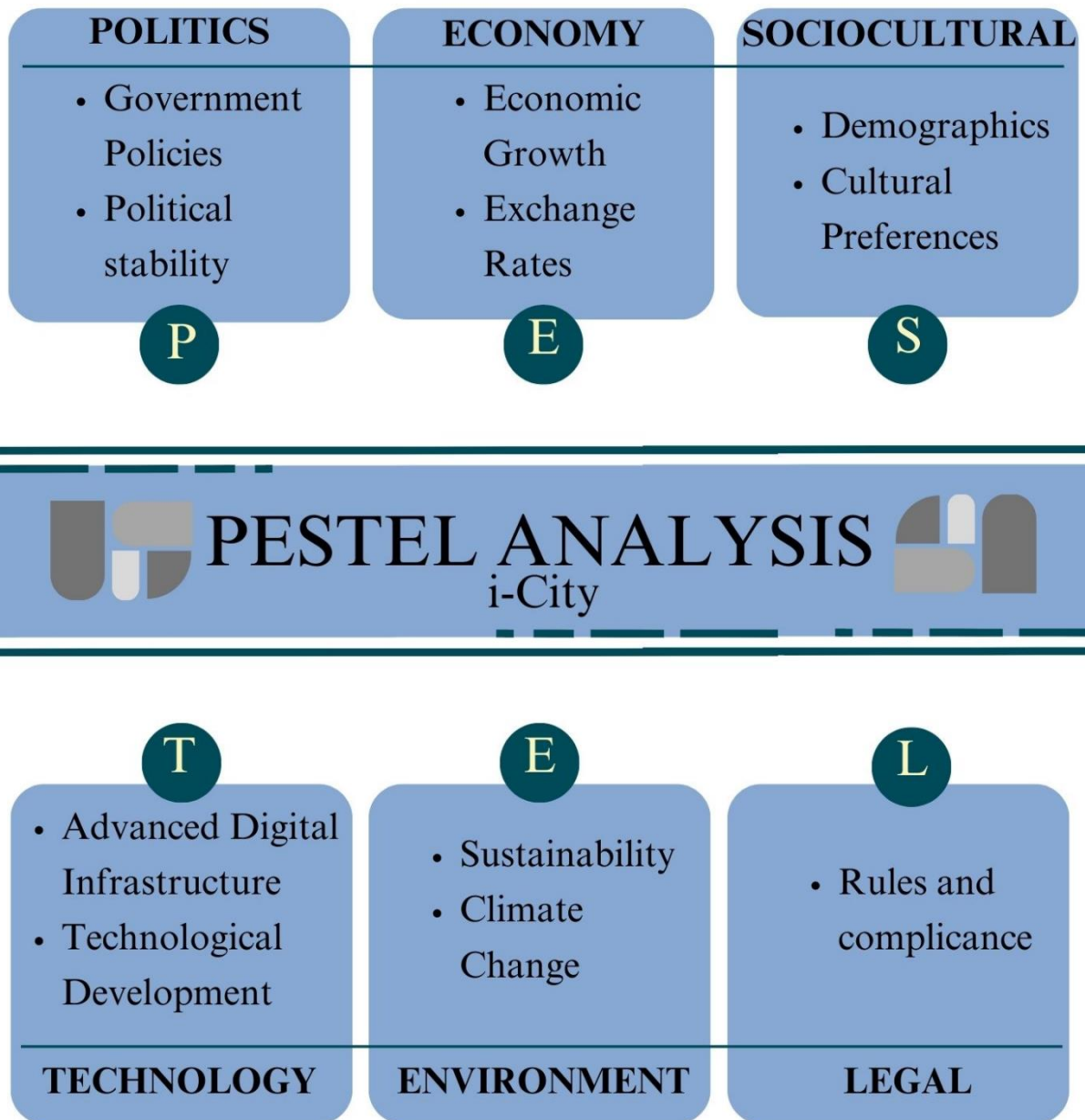
4.0 PESTLE ANALYSIS

POLITICS
- Government Policies
- Political stability

P

ECONOMY
- Economic Growth
- Exchange Rates

E

SOCIOCULTURAL
- Demographics
- Cultural Preferences

S

PESTEL ANALYSIS
i-City

T
- Advanced Digital Infrastructure
- Technological Development

TECHNOLOGY

E
- Sustainability
- Climate Change

ENVIRONMENT

L
- Rules and complicance

LEGAL

Figure 5: PESTEL Analysis

5.1 Politic Factors:

a) **Government rules**: The development of i-City is subject to Malaysian government rules and laws governing urban planning, property development, and tourism promotion. These regulations can impact the feasibility and requirements for i-City's expansion and operations.

b) **Political Stability**: A stable political environment in Malaysia benefits i-City by providing a favourable business climate, investor trust, and consistent policy implementation.

5.2 Economic Factors:

a) **Economic Growth:** The success of i-City is inextricably linked to Malaysia's overall economic growth and stability. Higher economic growth typically leads to greater consumer spending, company investments, and tourism activities, benefiting i-City's revenue and visitor numbers.

b) **Exchange Rates:** Currency exchange rate fluctuations affect the cost of international travel and the affordability of visiting i-City for foreign tourists. Exchange rate fluctuations can impact the global competitiveness of i-City's attractions.

5.3 Sociocultural Factors:

a) **Demographics**: Understanding the local and target market demographics is critical for i-City's marketing and commercial initiatives. Population size, age distribution, income levels, and lifestyle choices can all influence demand for i-City's attractions and aid in identifying the core target demographic.

b) **Cultural Preferences**: To guarantee that its services connect with local culture and appeal to visitors, i-City must evaluate the cultural preferences, values, and conventions of its target market. Taking cultural sensitivities into account and incorporating local aspects can improve the overall visiting experience.

5.4 Technology Factors:

a) **Advanced Digital Infrastructure:** i-City is built on advanced digital infrastructure, such as high-speed internet connectivity, dependable telephony, and technology support systems. These elements are critical for maintaining i-City's digital attractions and enabling connectivity for businesses and visitors within the property.

b) **Technological developments**: Embracing technological developments is critical to the competitiveness and innovation of i-City. Adopting developing technologies like augmented reality, virtual reality, and IoT can improve i-City's attractions and products, providing visitors with unique and engaging experiences.

5.5 Environment Factors:

a) **Sustainability:** The commitment of i-City to sustainability is critical for preserving a positive reputation and minimising its environmental impact. This includes implementing energy-efficient practices, green technologies, and waste management methods under environmental standards and expectations.

b) **Climate Change:** It is critical for i-City's long-term planning and sustainability to consider climate change's possible risks and repercussions. This could include assessing infrastructure resilience, preparing for probable disruptions from extreme weather occurrences, and adopting climate adaptation initiatives.

5.6 Legal Factors:

a) **Rules and Compliance**: i-City shall adhere to all applicable local laws, rules, licenses, and safety requirements during its development and operation. This involves getting the required building permissions, assuring the safety of visitors, and adhering to intellectual property rights protection to secure its ideas and assets.
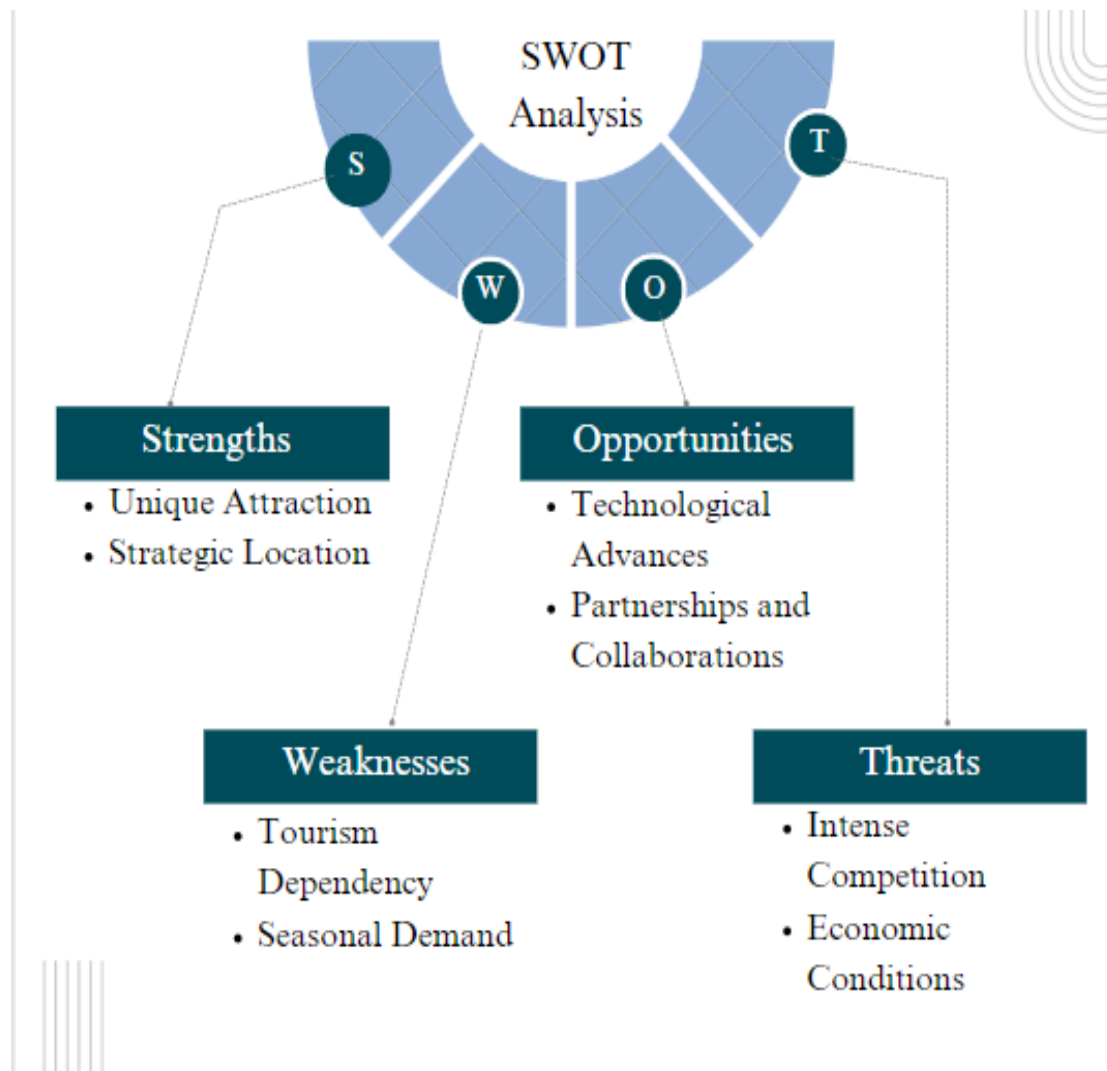
5.0 SWOT ANALYSIS

Figure 6: SWOT Analysis

6.0 DISCUSSION AND RECOMMENDATIONS

6.1 Strength

i. Unique Attractions

     i-City provides tourists with unique digital and light-based attractions. Tourists can visit theme parks, rides, play areas, haunted homes, and other attractions. The entertainment district of i-City is separated into four sections: City of Digital Lights, Snowalk, Water World, and Funworld. Each region has its distinct charms, ranging from the Snowwalk's fairy-tale winter landscape to the Digital Light's breathtaking dazzling 'lightscape' in a maple and pine forest.

iii. Strategic location

     The location of i-City in Shah Alam allows easy access to a large population. Moreover, I-City, located 40 miles from Kuala Lumpur's city core, is an ideal strategic location in Selangor's capital city, as similar infrastructures such as technology, economics, and connectivity are already in place, allowing businesses to migrate and function seamlessly.

6.1.1 Recommendations to sustain the strengths

i. Capitalise on unique attractions

i-City should keep investing in and improving its distinctive digital and light-based attractions. This can include providing new interactive experiences, using emerging technology, and regularly upgrading and rejuvenating old attractions to keep visitors interested. I-City can attract more tourists and encourage repeat visits by constantly innovating and providing fascinating experiences.

ii. Strengthen business and residential offerings

     i-City should create a thriving and integrated environment that benefits enterprises and inhabitants. This can be accomplished by providing appealing incentives for businesses to establish a presence within i-City, fostering a welcoming environment for entrepreneurs, and ensuring the availability of high-quality residential homes with modern facilities. I-City can establish a sustained and varied consumer base by cultivating a flourishing commercial and residential environment.

6.2 Weakness

i. Dependency on Tourism

The success of i-City primarily relies on attracting a regular stream of tourists. Because it relies on tourism, the country is sensitive to fluctuations in tourist numbers and travel patterns, which can influence visitor traffic and revenue creation.

iii. Seasonal Demand

The popularity of i-City's attractions is frequently seasonal, with increased attendance during peak seasons (such as holidays) and reduced off-peak hours. Seasonality can cause income changes and operational difficulties in managing staffing levels and resources. For example, based on my observation, there will be many customers at the Theme Park if there is a school holiday. However, it can be vacant if it is not a school holiday.

6.2.1 Recommendations to improve weakness

i. Explore Opportunities

i-City should look into ways to broaden its consumer base and lessen its dependency on tourism. Other market sectors, such as residents, corporate clients, and international business travellers, can be targeted to achieve this. Creating attractions and products for these segments can assist in reducing the impact of changes in tourist numbers.

ii. Implement Strategies

i-City can develop methods to attract tourists during off-peak periods to alleviate the effects of seasonal demand. This could include staging special events, giving cheap packages, or creating focused marketing initiatives to promote visitors during off-seasons. Extending services to include indoor attractions or experiences that are less weather-dependent can also help draw visitors all year.

6.3 Opportunity

i. Technological Advances

      To improve its attractions and offers, i-City can leverage emerging technologies such as augmented reality, virtual reality, and the Internet of Things (IoT). Furthermore, i-City can deliver unique and immersive experiences that differentiate it from competitors and attract tech-savvy tourists by being at the forefront of technology innovations. For example, i-City also can use AI to improve their business in the future as AI are one of the significant technological advances.

ii. Partnerships and Collaborations

      i-City can work with local and international technology corporations, educational institutions, and startups. These collaborations can stimulate creativity, drive R&D projects, and attract investments in emerging technologies, improving i-City's services and visitor experiences.

6.3.1 Recommendations to get benefits from this opportunity

i. Invest in R&D, update and refresh attractions

      Invest in research and development to remain ahead of new technology and look for new methods to incorporate augmented reality, virtual reality, and IoT into the attractions of i-City. Furthermore, i-City can collaborate with technology businesses, startups, and educational institutions to capitalise on their knowledge and foster technological breakthroughs in i-City. The most crucial part is that i-City must regularly update and refresh attractions to include the most recent technological breakthroughs, offering guests innovative and immersive experiences.

ii. Actively seeking partnerships

      i-City should collaborate with technological businesses, educational institutions, and startups. Take that steps to encourage collaborative partnerships that promote information sharing, creativity, and the creation of new experiences. Furthermore, i-City should create collaborative research and development projects to investigate and deploy emerging technologies that can improve i-City's offerings. For example, work with local tourism boards, travel agents, and international partners to promote i-City as a technology-driven destination that attracts visitors from various markets.

6.4 Threat

i. Intense Competition

Other leisure and entertainment venues in Malaysia and the region compete with i-City. These competitors may provide comparable or alternative attractions, diverting people from i-City. For example, the existing Theme Park, such as Genting Highland, Berjaya Times Square and Water Park, such as Legoland, Desaru, Splash Mania and many more.

ii. Economic Conditions

Economic downturns can influence consumer expenditure on leisure activities, including visits to i-City. Exchange rate fluctuations, inflation, and economic instability can all impact travel patterns and visitor numbers. Especially in the economy nowadays, where people are struggling with money, it can affect i-City as fewer people or tourists will come and visit.

6.4.1 Recommendations to deal with the threats

i. Monitoring and analysing the competition

Continuously monitor and analyse competitors' offerings and strategies so that i-City can preserve a competitive advantage and identify distinctive selling features and differentiators. To stay ahead of the competition, i-City needs to consider client input and market trends while developing new experiences to keep visitors interested. For example, collaborate with comparable businesses and attractions to develop collaborative promotional campaigns or bundled packages that provide value to tourists while reaching a larger audience.

ii. Do promotions

During economic downturns, i-City should implement targeted marketing and promotional initiatives to encourage visitors and attract cost-conscious guests. For example, create flexible pricing techniques, such as discounted packages or special promotions, to promote visitors during economic downturns. Furthermore, to lessen the impact of economic swings and diversify revenue streams, i-City should seek commercial alliances, hold corporate events, and tap into specialised markets.

7.0 CONCLUSION

In conclusion, my internship experience has been extremely beneficial, providing me with knowledge and practical skills. Throughout this internship, I could work on various projects and collaborate with a varied team, greatly aiding my personal and professional development. First and foremost, I thoroughly understood the industry and its operational processes. I thoroughly understood how the company handles their business, especially in my department, where I need to recruit people.

Second, the internship allowed me to apply the theoretical information I had received from my studies to real-world settings. This hands-on application of knowledge has strengthened my understanding and increased my confidence in doing tasks relating to my field of study. Working in a team environment also introduced me to new perspectives and helped me enhance my interpersonal and communication abilities. Working with colleagues from other departments taught me the value of good teamwork, active listening, and clear communication. I learnt how to manage varied work styles and use individual abilities to reach group goals.

Furthermore, the internship allowed me to take on autonomous initiatives and be responsible for their successful completion. This job helped me improve my time management and organisational abilities by teaching me how to prioritise projects, meet deadlines, and deliver high-quality work. Taking on projects also allowed me to demonstrate my problem-solving ability and ingenuity in creating creative solutions.
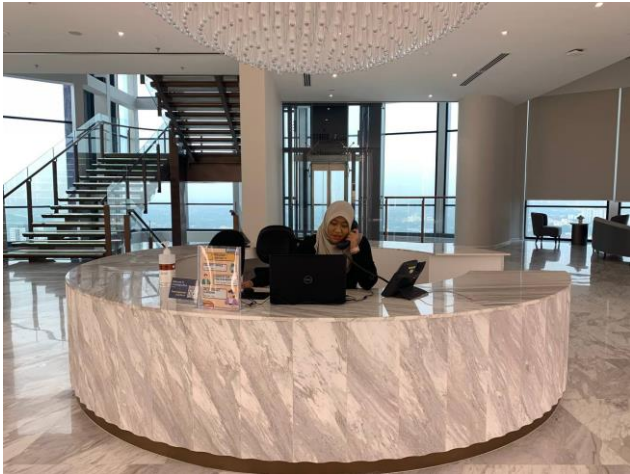
Overall, my internship has been a rewarding experience that has aided my personal and professional development. The knowledge and abilities I have gained will help me advance in my job. I am glad to work with such a helpful and competent team, and I look forward to using what I gained from this internship in future endeavours.

Finally, the abilities, information, and experiences gained during this internship have adequately equipped me for future professional difficulties. I am excited to continue laying the groundwork for this foundation and to remain devoted to lifelong learning and progress in my chosen area.

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9.0 APPENDICES

Cover for Receptionist
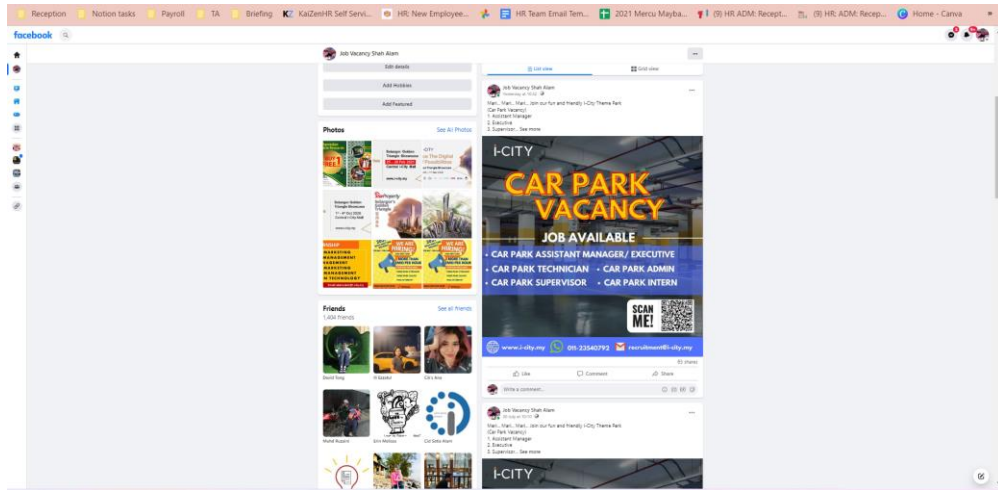

Tidying up meeting room every morning
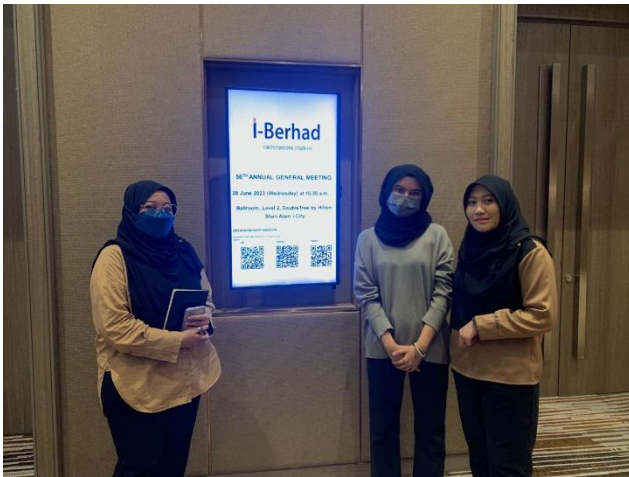

Set up candidate's interview date

Make a cadidate's offer letter (Pre-onboarding stage)

Register candidate's fingerprint and bring them to their workstation (On-boarding stage)

Posting Job Vacancy on Facebook

i-Berhad AGM56

Document Information

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Entire Document

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