



اُنْبُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS AND MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION HONS. (MARKETING)

MGT666: INDUSTRIAL TRAINING REPORT

MARA UNIVERSITY OF TECHNOLOGY (UiTM)



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ACKNOWLEDGEMENT

I express gratitude to Allah SWT, the Almighty, the Most Powerful, whom I ultimately rely on for direction and sustenance, in the name of Allah SWT, the Most Gracious and the Most Merciful. Thanks to all the opportunities, challenges, and resources Allah SWT gave me during my internship at Darul Ehsan Facilities Management, I was able to complete my journey. The holy Prophet Muhammad SAW, whose manner of life has continuously guided me, is another person I would like to praise.

First and foremost, I would like to express my sincere gratitude to my supervisor and adviser, Madams Jumaelya Binti Jogeran and Aemillyawaty Binti Abas, for their unwavering support, encouraging words, and guidance as well as for giving this practical their entire attention. They have been patient and supportive, which has enabled me to fully complete this report.

Additionally, I would like to express my gratitude to Mr. Fahmi Bin Nordin, the director of Darul Ehsan Facilities Management, for accepting my application for a practical placement and allowing me to participate in the company's practical training program. My knowledge of my field has increased, and my marketing management skills have improved. It also exposes me to the business and marketing process as well as the workplace dynamics in this industry. I would like to extend my sincere gratitude to everyone who supervised and guided me during my internship. I am grateful to Mrs. Siti Masitah Binti Ahmad, the head of department for my internship. Thank you to the marketing teams, and my both internship supervisor Mr. Mohd Mahfudz Bin Rahani and Mohammad Izzat Bin Talib, for all their hard work, support, and willingness to guide and help me when I needed it. Not to add, I want to express my gratitude to all my coworkers for their expertise, supportive words, and positive work atmosphere during the past 24 weeks.

All my family members, especially my parents and my BA2406A classmates, deserve my sincere gratitude for their moral and physical support during my internship as well as for their encouragement and idea sharing. I couldn't have finished my internship without their helpfulness and pleasant attitudes. May Allah bestow success and honor throughout the lives of the individuals mentioned above.

EXECUTIVE SUMMARY

At the Darul Ehsan Facilities Management, where I had a beautiful and worthwhile learning experience, my six-month industrial training journey began. During my industrial training, which lasted from March 1, 2023, to August 15, 2023, Mrs. Siti Masitah Binti Ahmad served as my head, of department Mr. Mohd Mahfudz Bin Rahani as my supervisor over stadium events, and Mr. Mohammad Izzat Bin Talib as my second supervisor over the Bazarena Shah Alam Flea Market Event every Sunday.

This report provides a description of DEFM, and a summary of the conclusions reached during the industrial training sessions held there. This report is divided into several sections, the first of which introduces the student's profile, an essential initial move. The company profile will then be explained because it provides a thorough summary of the business. It typically seeks to inform the audience about the work that corporations undertake and give them specific information about the company. It can thereby increase a company's visibility to its customers. The next part, which reflects industrial training, goes into great detail about each of the skills or advantages that are applied and taught throughout industrial training. The report's SWOT analysis section, which is based on comprehensive observations I made during my internship, provides the key findings concerning the company's strengths, weaknesses, opportunities, and threats.

The section headed "discussion and recommendation" examines all the data obtained from the company. As a result of my industrial training, I have learned a lot, benefited from it in many ways, and completed this task satisfactorily. In conclusion, the SWOT Analysis component's conclusion helps the reader understand why the analysis should be relevant and offers many suggestions for DEFM to consider for future use by weighing favorable and unfavorable elements both inside and outside the firm.

1.0 STUDENT PROFILE

One crucial element that should be included in every internship report is a comprehensive student profile. This profile serves as a snapshot of the student's background, skills, and achievements, providing potential employers with valuable insights into their capabilities and potential.



NUR ATHIRAH BINTI MD JAN

PROFESSIONAL SUMMARY:

A dedicated person majoring in Marketing. My career objective is to apply the knowledge and skills that I have into the real workplace. I am also interested to learn and attempt new things. I will offer a great teamwork and full commitment to the company.

AREAS OF EXPERTISE:

- | | |
|--|------------------------|
| ✓ Able to work under minimum supervision | ✓ Detailed Oriented |
| ✓ Hardworking and Independent | ✓ Willingness to learn |
| ✓ Positive Attitude | ✓ Empathy |
| ✓ Able to work under pressure | ✓ Self Motivation |

PROFESSIONAL EXPERIENCE:

NAARABELLE FACESPA

Customer Service | 5 January 2021 - 15 October 2021

- Ensured a smooth customer experience
- Answered all customer inquiries in a helpful and cordial way
- Identified and linked relevant files to incoming mail that required responses
- Met sales targets through training, encouraging, guiding and providing feedback to employees

DEXANDRA

Sales Promoter | 7 March 2020 - 13 November 2020

- Provide all the needed information on promoted products
- Assist customers in finding the suitable product they are looking for
- Provide advice and guidance on product selection to customers
- Greet customer and ensured a smooth customer experience

REFERENCES:

KAHARUDDIN OSMAN

Marketing Lecturer Politeknik Shah Alam
0108975089

MUHAMMAD FAIRUZ JAMIL

Marketing Lecturer UiTM Malacca
0193822509

LANGUAGE:

	Written	Spoken
• English	Excellent	Good
• Arabic	Good	Good
• Bahasa Melayu	Excellent	Excellent

EDUCATIONS:

2016 - 2019 | Politeknik Sultan Salahuddin Abdul Aziz Shah

Diploma In Marketing

2020 - 2022 | UiTM Bandaraya Melaka

Bachelor In Business Administration in Marketing

Figure 1: Student Updated Resume

2.0 COMPANY'S PROFILE

The second component of this internship report is about the company's profile. Understanding the background and history of the organization is crucial in comprehending its operations and values. This section provides an overview of the company, including its mission, vision, and core values.

Company Profile



Figure 2: Darul Ehsan Facilities Management Logo

Darul Ehsan Facilities Management Sdn Bhd, formerly known as MSNS Holdings Sdn Bhd established in 1991, is a wholly owned subsidiary of Menteri Besar Selangor Incorporated (MBI). DEFM has 10 years of experience and exposure in the building maintenance environment by managing two assets in Selangor which are "Kompleks Generals Muda dan Sukan Negeri Selangor" and "Kompleks Sukan Shah Alam (KSSA)".

Darul Ehsan Facilities Management provides property management, event management and event management services. DEFM is a subsidiary of MBI Selangor which manages assets such as the Selangor State Youth & Culture Complex, Carlton Holiday Hotel & Suites, Darul Ehsan Aquatic Center, Shah Alam Section 13 Sports Complex and other office spaces.

Operation Hours:

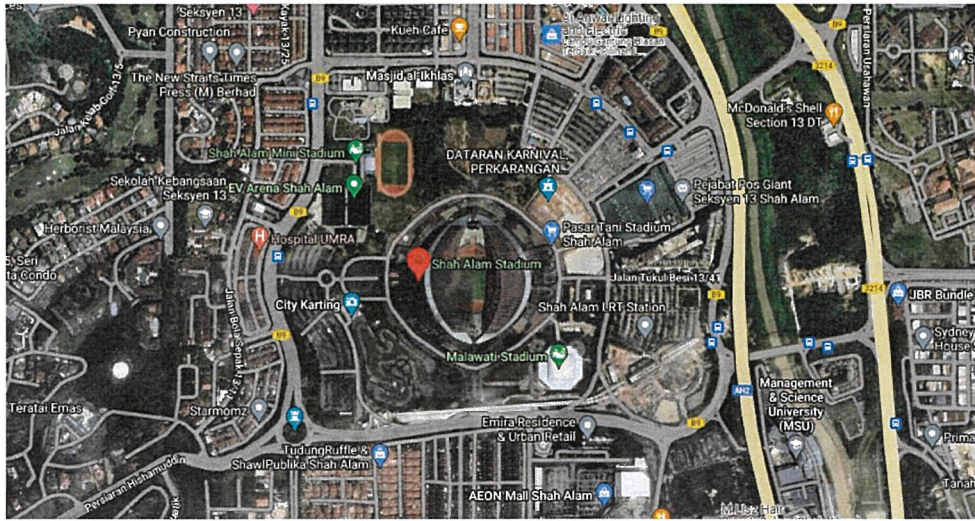
Working Days and Hours	Monday to Friday (8.30am-5.30pm)
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2.1 Vision

- To be recognized as an established facility manager and venue provider for sport and public assets in Selangor.

2.2 Mission

- Optimize the quality and commercial value to enhance the image, performance & customer perception of facilities in Selangor.
- Being an international standard event venue
- Develop strategies on managing existing facilities in Selangor at professional level.
- Practice good and ethical corporate governance to ensure business sustainability.
- Accommodating work environment and facilities improvement through future planning, asset management and technology integration.



Location Address	Level 1, Kuadran AB, Stadium Shah Alam, Seksyen 13, 40100 Shah Alam, Selangor Darul Ehsan
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2.3 Objectives

- To serve as Selangor's top facility provider for public resources.
- To assist in maintaining and ensuring the efficiency, comfort, safety, and usefulness of infrastructure, real estate, and buildings and grounds.
- To deliver the best facilities management services to build facilities that are highly efficient and sustainable.

2.4 Organizational Structure

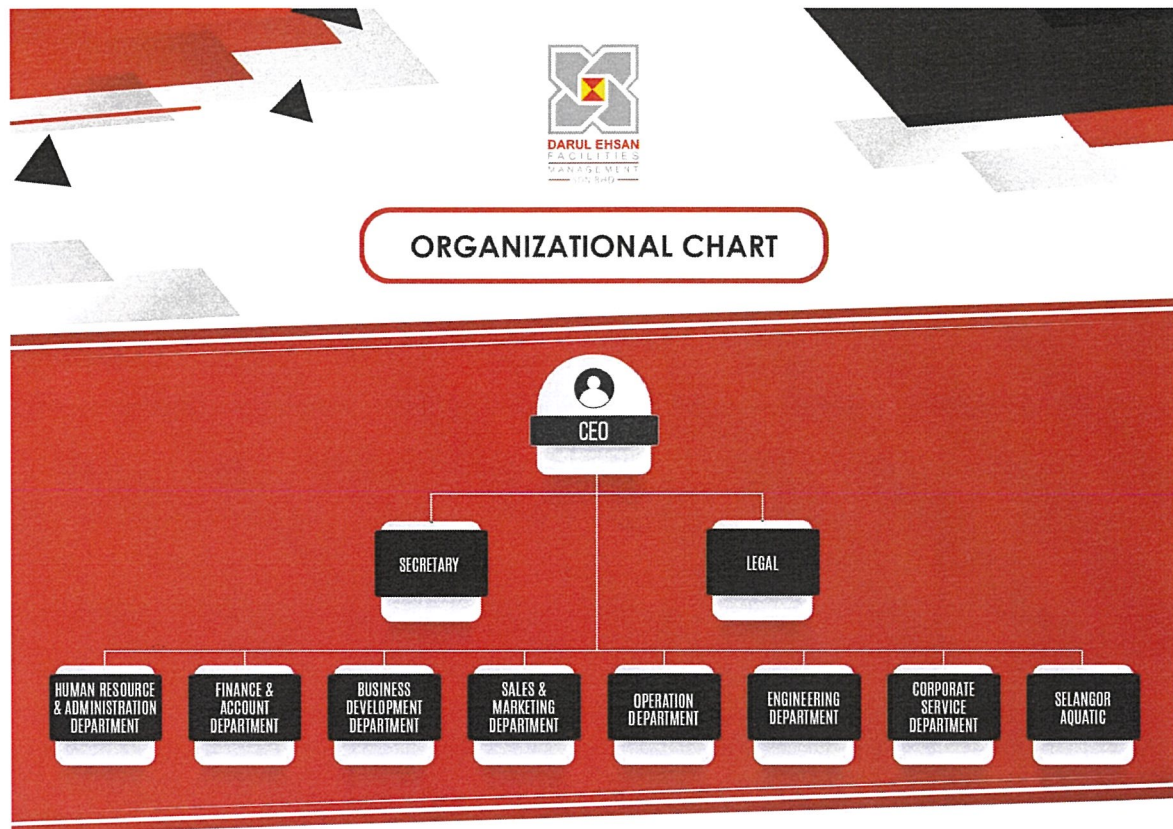


Figure 3: Organizational Chart in Darul Ehsan Facilities Management

2.5 Products and Services

1. Facilities Management

DEFM ensures the functionality of the built environment by integrating people, place, process, and technology. DEFM has more than 13 years' experience in facility management consisting of civil, mechanical, and electrical, cleaning, and security services. Has the ability to deliver all or most of the service offerings through our own people.

2. Property Services

DEFM are optimized to ensure the value of your assets and the condition of buildings and properties to boost business performance. DEFM committed to refurbishment, authority certification and the wellbeing of all properties under our care.

3. Event Management

DEFM applies related professional skills in organizing events in achieving certain objectives. In event management, DEFM creates connections to the economy and the communities. Experienced in organizing various sets of events from corporate, government and communities.

3.0 Training Reflection

Thankful to the Almighty that, a month before my internship began, I was offered a position after several interviews I attended. Finally, the DEFM company has engaged me as a practical student. In Shah Alam, I started my internship in the sales and marketing division. Receiving payments from clients at Bazarena Shah Alam, dealing with internal or external customer inquiries via WhatsApp and in person, resolving customer issues, providing information during site visits, and performing other duties as assigned by my department are all part of this position. To sum up, after completing my internship with this organization for six months, I learned a lot by applying my theoretical knowledge to real-world experiences.

The dates of my internship at Darul Ehsan Facilities Management were from 1 March 2023 to 15 August 2023. I was placed under the direction of Mr. Mohd Mahfudz Bin Rahani and Mohammad Izzat Bin Talib in the Shah Alam Stadium and Bazarena Flea Market divisions for the duration of my industrial training. Nevertheless, the Sales and Marketing division oversees running the Shah Alam Stadium and Bazarena Flea Market division. I typically work five days a week, from Monday through Friday, with the weekends off. As a sales and marketing department intern, my duties are divided into two primary categories: assisting my second supervisor, Mr. Izzat, with a program relating to Bazarena Shah Alam; and working under my supervisor, Mr. Mahfudz, who oversees stadium events. However, the operation is merged with the sales and marketing division.

I have been given the responsibility of working as a Sales and Marketing Department intern at DEFM during my internship. I must help both DEFM staff members' supervisors with recurring administrative duties and related program or event management. I was also able to understand the difficulties of the real world of work. I was able to discover a lot of benefits from my internship. One of them is that I had the right to carry out tasks under the marketing department's supervision and to take on real work duties in a genuine working setting. In addition, I learned a lot throughout my internship, particularly during site visits, and I developed new abilities that were related to my course. Additionally, I've gained experience that boosts my confidence because I interact with clients nearly every day with the support of my supervisor to explain the services and goods we offer. I also developed my multitasking skills, my punctuality, my ability to interact with clients and coworkers, and my self-confidence.

I attended many job responsibilities while conducting industrial training at Darul Ehsan Facilities Management. I had the chance to oversee events like the Jom Heboh festival activities, the Jiwa Kacau performance, and the PKR National Congress during my practical time there. Prior to the event, I helped my boss by helping him visit the venue that the organization wanted to use, making sure that the facilities were in good working order, giving instructions to the cleaners who had been hired to clean the area of the selected venue or hall, and granting permission to the organizers to hold the event in the DEFM area. When visitors and VIPs arrive at the event, I greet them and make sure they have their passes or access cards so they may utilize all the facilities.

To make sure that the ceremony goes off without a hitch, this must be done. After the event, I check the location to make sure it's tidy and in good shape so I can return the security deposit to the organizer. My responsibility was to accompany my boss on a site inspection. I must take a picture of the supervisor and the client on the site visit for our group department's report.

If necessary, I must help my supervisor with daily responsibilities as well. The systems have made my work easier and I have learned how to use the spreadsheet for basic tasks like updating the Bazarena masterlist. During my internship, I also answer phone calls from clients to resolve the issue and find a solution after consulting with my supervisor. In addition, my expertise in this field has taught me to pay attention to detail. This is an essential working skill for any career. In order to guarantee the validity of the data I examine, I will always need to approach this methodically. As a result, I've improved at multitasking and become more meticulous. I will have to communicate with staff members during this practice. As a result, my capacity for communication, problem-solving, technological utilization, and sincerity has all increased.

Additionally, I had to assist Bazarena Shah Alam with seller payments every Sunday and during business hours. I'll be paid for each event in which I take part. My responsibility was to maintain Bazarena Shah Alam's personal papers, as well as the Drift and Defensive Handbook, for future use. In addition, I had to answer queries from clients at the bazaar in Shah Alam both during business hours and on Sunday. Additionally, I developed "Surat Setuju Terima" for vendors that register at the Bazarena Event to obtain licenses to operate in Bazarena Shah Alam.

In the meantime, there are other advantages that I benefited from, such as the RM500 monthly allowance that DEFM provides to each intern. My senior coworkers, whether senior or junior, are always willing to help if I don't know something or am unsure of anything. Because of this, every day is a journey of improvement for me as I seek to become a better employee. In today's environment, many people prioritize financial incentives and benefits over anything else when looking for work. But it's important to realize that a positive work environment can have a big impact on employees' happiness and general welfare. In today's fast-paced and competitive world, finding a supportive and encouraging work environment is crucial for both personal growth and professional success. I am lucky to work for a company that values its employees and fosters a culture of cooperation, respect, and lifelong learning like Darul Ehsan Facilities Management. Since the business didn't offer housing for the internship or the personnel, I had to make accommodations using my own facilities. The pantry, mosque, and restroom are accessible to the staff and interns. Additionally, the advantages of working here are exceptional in terms of compensation, since if you participate in the event, you will receive additional compensation based on your performance and frequency of participation.

Essentially, the purpose of my job is to provide an exceptional customer experience by recognizing and meeting all customer needs at the initial point of contact, which entails offering site visits to clients who are interested in using our locations for their events in order to meet their needs. routine duties include updating the names of paid and unpaid payees on the payment list. I gained knowledge of how to handle client issues. Along with that, I've learned to pay attention to detail through my experience in this profession. This is an essential career skill for every office

position. I should be able to see small mistakes or factual inconsistencies in my work like a pro. For this, I will constantly need to complete everything properly so that the business, aside from the clients, does not experience any errors. When we host events, a lot of people come by our location at once and need to deal with money or other connected issues. I now have better time management and multitasking skills as a result. since dealing with consumers is a requirement of my profession. My communication, problem-solving, soft skills, and honesty have all increased as a result.

4.0 SWOT ANALYSIS

STRENGTH	WEAKNESS
<ul style="list-style-type: none"> • Strong Brand Recognition • Strong Financial Position 	<ul style="list-style-type: none"> • Manual Filing and Record Keeping Processes • Lack Of Digital Marketing Utilization for Promotion
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Growing Demand • Advanced Digitalization 	<ul style="list-style-type: none"> • Intense Competitor Within Klang Valley • Lack Of Government Synchronization

5.0 DISCUSSION AND RECOMMENDATION

5.1 STRENGTH

1) Strong Brand Recognition

Government-Linked Companies (GLCs), which are companies with a primary commercial goal and in which the Malaysian Government has a direct controlling interest, include Darul Ehsan Facilities Management Sdn Bhd, a private corporation. The government work order made the enterprise possible. Although it comes from private enterprises, the firm had ties to the government. Because of their well-known brand, the business is well-known. Because Stadium Shah Alam hosted so many events, the company has a strong brand. Due to the DEFM product's widespread use and advantageous location among event planners, many people are already aware of it. Because they earn their customers' trust by providing the best service, DEFM is known for having a strong brand name. Consumers are more likely to trust well-known brands than unknown ones. The more comfortable a consumer feels with DEFM, the more probable it is that they will use the company's services again and remain a devoted client. Customers are frequently willing to pay extra for high-quality goods because they believe they are obtaining a premium item that can solve their problem, which helps DEFM generate significant money. For instance, even though there are many rivals in the market, they can still hire a space from DEFM since they produced an event but need a place to handle it. Strong brand recognition can aid businesses in increasing sales and revenue. Finally, DEFM may improve user experience by offering the best support to clients even if they didn't rent space from the business. DEFM workers still provide excellent support to their potential clients. Consumers who are familiar with a brand might feel favorably about it. Customers may have a better user experience if they frequently hear favorable feedback about your brand from friends, family, or other trusted sources.

2) Strong Financial Position

Based on their profit generated from renting space to clients to accomplish the annual target and reduce expenses and loss, such as repairing and maintaining work for the area that has been destroyed, the overall performance and financial situation of the strong company should be assessed. The government provides funding and a budget to Darul Ehsan Facilities Management for the company to take care of the assets in Selangor, so the company doesn't have any financial problems. because the government controls the assets. Therefore, there should be no financial obstacles to overcome. Due to government support, DEFM enjoys a stable financial position if it produces money by renting out its assets to prospective customers. Any company's success depends on its financial resources. One of a business's most nuanced aspects, finance has the power to create or break the enterprise. In a perfect world, every company would require cash to conduct everyday operations, hence it's critical for all businesses to comprehend finance. As a private company operating under the GLC, DEFM benefits from the funding supplied by the Selangor government. The Selangor Ministry will annually pay DEFM so that it can keep up with the upkeep and maintenance of the Selangor-owned assets. DEFM will also be able to use the funds to further ongoing operations and achieve the organization's objectives. DEFM, on the other hand, must prudently manage its finances. The money belonging to the government must be used as effectively as feasible. The effectiveness of an organization's financial management has a big impact on how well it runs. Financial management provides a framework that aids in the strategic development of businesses. Breiki (2019) contends that sound financial management is crucial to the stability and expansion of the business. Programs and projects that should be used or funded to benefit or contribute to the target population include employee and asset monitoring. During my internship, each department has a budget for all associated costs. For instance, the Stadium Malawati door encountered a problem last month due to the door's corrosion and cracks. To persuade clients to confirm renting space in Stadium Malawati, they require that the room be fixed. To fix the damaged door, the technician department will get a service request from the sales and marketing department and use funds from that department's budget.

5.2 WEAKNESS:

1) Manual Filing and Record Keeping Processes

Management is developing, carrying out, assessing, and maintaining work routines to sustain and boost an office's or other organization's productivity. This falls under the subject of document management as well. The file system provides a way to securely store all records and documents. Any business needs efficient file management. Insecure file or record management compromises a company's security. Inadequate file management procedures inside a corporation may result in a variety of complications, including accessibility concerns, physical damage, compliance issues, credibility challenges, and security breaches, to mention a few.

DEFM refreshes its file systems manually. Along with other received letters, administrative and operational correspondence is organized into the designated categories. All these affair's files are kept in the appropriate area on the file shelf and are arranged by sub file number. For instance, Bazarena file manual record keeping uses manual methods and keeps records in files that are challenging to get when needed by staff. For their own Electronic Document Management System, which only permits data to be stored online and can also preserve manuals, the corporation must require new software. There are thus two methods for keeping the record.

To enhance and streamline the organization's file management, record keeping, and data entry, DEFM must upgrade its current electronic document management system to a more user-friendly and effective automated document management system. The efficiency of a company's processes is significantly increased by a well-designed automated document management system. For DEFM's electronic document management system to quickly organize critical data and produce a searchable database, it may add crucial functionality. The schedule for the event we are planning must be consulted by the sales and marketing teams on the office computer that syncs with it. Due to the lack of data on the phone, we employees are unable to view the timetable. As a result, it will be difficult for anyone to stop by the office and ask about the dates that clients can request to organize an event.

DEFM must update to a more user-friendly and efficient automated document management system to improve and streamline the organization's file management, record keeping, and data entering processes. The efficiency of a company's processes is significantly increased by a well-

designed automated document management system. DEFM's electronic document management system may need to provide key capabilities to efficiently arrange crucial data and create a searchable database. The sales and marketing teams must examine the office computer that syncs with it to check the timetable for the event we are arranging. We employees are unable to view the schedule because there isn't enough data on the phone. It will be challenging for anyone to drop by the office and inquire about the available dates for clients to request to organize an event.

2) Lack Of Digital Marketing Utilization for Promotion

Digital marketing has become essential for all firms because of recent technological advancements. DEFM might reach a wider audience via digital marketing than DEFM could with conventional strategies, and DEFM could also focus on the customers who are most likely to use DEFM goods or services. Digital marketing has made it easier and quicker to interact with the audience, earning their confidence as well as publicity to boost prospects. Marketing professionals may better understand consumer behavior, interests, and preferences thanks to digital marketing. The enterprises see previously unheard-of commercial growth because of global digital marketing strategies. During my internship there, I noticed the company's flaws, including its underuse of digital marketing for promotion. Digital marketing refers to a company's ability to use the internet and other information technology to encourage in-depth client engagement. Through these encounters, customers can access company resources and information, and the firm can discover more about its customers.

DEFM's marketing team consists of the sales and marketing divisions, who are good at finding sales but struggle to promote their events or programs because DEFM does not employ contemporary marketing tools like social media. This is because the company primarily concentrates on walk-in customers and in-person marketing. Regarding digital marketing, DEFM mostly uses its Facebook page and official website to advertise its products online, even though the latter is currently undergoing maintenance. Some older people and more seasoned workers could find it challenging to adapt to digital marketing that employs social media for promotion. The agency doesn't have enough staff to update the program frequently because there are so many events happening right now. This includes documenting everyday activity at the shooting, DRMM, aquatic swimming center, and Stadium Shah Alam on the company's website and on social media platforms like Facebook.

Due to their reliance on physical advertising, including billboards, the company's major problem is their unwillingness to accept modern internet marketing. The director's heavy workload, inability to keep up with new marketing strategies, and resistance to delegating control of digital marketing to the marketing staff are the causes of this. As a result, DEFM today has a tacky and outmoded online presence that can miss out on significant opportunities to engage their audience and build brand loyalty without digital marketing. They may communicate with their own customers and build a loyal following that will support their business for years to come through social media, email marketing, and other digital channels.

To optimize its benefits, DEFM must appoint skilled marketing teams to increase public awareness of the company and its product. For example, DEFM must pay marketing agencies or create marketing teams solely, as well as separate teams for sales and marketing, to guarantee that every event is marketed and advertised. To obtain the latest discounts and information, for instance, DEFM can build up an email marketing list that visitors can join whenever they visit the website and social media platforms. DEFM needs to increase the number of people who follow it on social media sites like Facebook, LinkedIn, and Instagram. The company must also run paid marketing on social media to raise awareness about DEFM.

5.3 OPPORTUNITY

1) Growing Demand

Analyzing these shifting demands can provide clear cues as to how a firm may need to change to survive and thrive. Products have always needed to provide services and other products to meet consumer demands. Consumers may grow tired of the same products over time. DEFM must therefore create new goods to address the issue because the market's need is growing. This may be the result of a company introducing a variety of new items or a shift in the public's opinion of the company. This suggests that a business must alter its marketing mix to continue being effective in meeting the changing needs of its clients. Due to the increased demand, DEFM will have numerous opportunities to draw in new customers and strengthen relationships with current ones.

As a part of my internship program, the business is now creating and holding meetings over the opening of a new event, a marquee tent that will be called the royal event space.

The royal event space demonstrates the presence of DEFM as a new product in the corporation and in the market. A positive development that can contribute value and money to the company's growth and prosperity is the opening of the new royal event space. By creating new products inside DEFM for both current and potential new customers, the company will build its reputation and the demand for the new event will rise for everyone, including current consumers. The corporate environment is characterized by constant change. DEFM must regularly evaluate business performance to make sure that DEFM is still relevant and prosper more for current clients to prevent falling behind.

2) Advanced Digitalization

Innovations in technology are crucial, especially for the facilities sector. Therefore, DEFM must have the most up-to-date technology to offer the best service and outstanding advances in the sector. To keep up with modern developments, DEFM must adjust to rapidly changing circumstances and utilize emerging technologies. DEFM can become more efficient over time, get the best results in terms of building quality and accuracy, and make work easier by employing the most recent technology breakthroughs. The stadium was going to be destroyed so that DEFM could build a new, more modern system for it while I was doing my internship. In order to make things simpler and more time-effective, using the online tickets for the Darul Ehsan Aquatic Centre

is an excellent place to start. Your clients are no longer constrained by business hours or demand face-to-face interaction to complete a transaction. The system will automatically email the purchaser with their purchased tickets. This reduces the administrative hassles associated with manually gathering and forwarding emails, which results in significant time savings. expense-effective, too, as the annual expense to the company of printing and issuing individual tickets can add up quickly. People may buy tickets whenever they want, wherever, and it is secure because they don't need to print them out because they can verify the validity of their online purchases by presenting the receipt. If you always make your tickets available, your consumers can buy them whenever it's convenient for them. This can encourage those who don't necessarily live close to the event or who may not be able to drive far to get a physical copy to make purchases.

DEFM must invest a substantial sum of money to create their product's digital technology. Due to the construction of a new stadium this year, this expenditure may increase sales in the future. a future date. The DEFM's growth into significant returns and revenues will be sustained by all these digital activities. Due to the time changes, DEFM has observed a considerable increase in the usage of electronic commerce customers in Malaysia. DEFM has pledged RM 787 million to upgrade the existing stadium with new technology and improved digital capabilities. This will enable the business to develop fresh strategies for luring customers. Globally, digitalization has emerged as a crucial tool for business success. It is fully backed by digital technology automation of marketing and order processing, which raises business productivity. The conversion from analog to digital occurs because of the employment of digital technology. This will provide the business with a competitive edge over other businesses in the sector. Globally, digitalization has a positive and significant impact on innovation. As time goes on, technologies get more sophisticated and creative to better serve their users, boost sales, and enhance profits. Over time, this will result in new market trends and opportunities. Digitalization will increase the effectiveness of business processes, reducing the likelihood of human error and, eventually, operational expenses.

5.4 THREATS

1) Intense Competitor Among Klang Valleys

Every industry has rivals of its own. During my internship at DEFM, I concluded that selling services is more challenging than selling tangible goods like clothing, food, and other items. DEFM offers event management, facilities management, and property management, which means that you must draw customers to us rather than bringing your items to them. Meaning that in addition to relying on the potential client, DEFM also needs to be concerned with other rivals who offer the same services.

The hardest thing for venues and event planners is staying ahead of the curve since new hazards are continually appearing and old ones are constantly changing. Given the new era of globalization's many competitors, DEFM should work to upgrade its facilities and do research into current consumer trends. The demands and desires of the customer are most crucial. For instance, conduct study on the competing.

Risk assessment is the process of figuring out the possible dangers and risks that could happen during an event. It's a group effort that looks at possible risks to help planners get ready for them. Risk management is the proactive process of lowering and removing risks related to an event and taking steps to be ready if those risks come true. Risks that could happen at events include things like broken equipment, safety mistakes, problems with crowd control, and more.

2) Lack Of Government Synchronization

When the government regulates businesses, it uses the state's "coercive authority" to change how businesses decide about pricing, entry, production, investment, and which products to sell. A lot of empirical work has been done to look at the effects of "economic regulation" of price and entry, as well as control of the environment, health, safety, and information. The results of this study show that control can't be easily seen as an effective way to fix problems with the market. Instead, studying the political economics of regulation tries to figure out how regulatory policy came to be, how it is set up, and how it changes because of rent-seeking by interest groups that is mediated by the political system. But these models don't go far enough to explain why some

businesses are regulated and others aren't, or why laws in this area tend to change in waves. They do, however, have a lot of evidence to show why different people back different laws.

Synchronization enables accurate, safe, compliant data, successful team, and customer experiences, and more. Between all data sources and their numerous endpoints, it ensures consistency. Data is replicated, cleaned, and consistency checked as it is received before usage. Government orders that have discussed the issue and provided each other with solutions are involved to synchronize the order for the media and the public in terms of the date that they want to demolish before they want to announce they want to demolish. They must first win support in government meetings before deciding to post their ideas on social media. Throughout the discussion, all information must be confirmed. For instance, the Shah Alam stadium will be destroyed in October 2022 as planned by MB Selangor, who made the announcement in July 2022. As of April 2023, the commencement date of the demolition had not been officially confirmed because the government had not started the project. Deconstruction really started in October 2023, despite the government's initial announcement that it would start at the end of the year, in December 2023. DEFM, as the caretaker, is also uninformed of the date that the government intended to demolish because the government did not discuss or meet with DEFM. To rent a place at Stadium Malawati or Stadium Shah Alam, many individuals inquire about the defunct program with DEFM workers. However, because they are not aware of the exact date, DEFM employees are unable to give the client the proper response.

6.0 CONCLUSION

In conclusion, I find my industrial training to be quite beneficial. Using industrial training as a platform, I was able to learn about the wider and more actual world of work. In keeping with the government's objective to develop professional workers, the training is excellent and should continue to produce more qualified graduates. I've learned a lot about marketing in my internship company after 24 weeks of industrial training. Additionally, the work experience gained on this campus will be very useful while completing industrial training outside of the campus or industry. Industrial training should generally continue since it gives students scientific learning experience before they begin working in the real world. This is since students who participate in industrial training will be able to clearly understand the nature of the real world of work and be able to adjust to the duties given. This professional development in my field has been helpful to me.

My objective is to offer this business my unique brand of vision. I'll provide the company with several advantages. First and foremost, I am a diligent worker and quick study. I'll accept the job with enthusiasm, get started straight immediately, and work hard to make sure the company gets a good return on its investment. Second, I excel at giving excellent customer service. I want to set a high bar for customer service in this position so that it will enhance online reviews and encourage repeat business. Finally, I will participate by managing the company's resources and supplies. In my opinion, it is imperative in every position to provide value by helping the company save money in addition to contributing to the growth of sales.

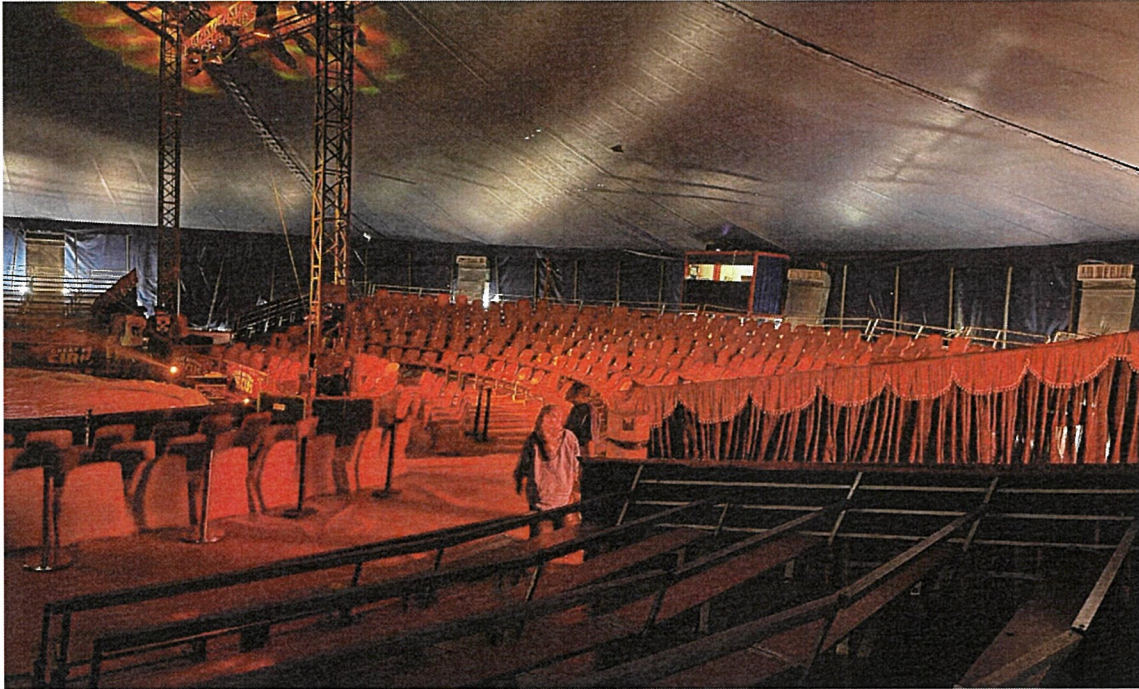
I intend to deepen my understanding of the organization in five years by absorbing as much information as possible, quickly. Then, to complement my profession, I would search for at least one or two opportunities per year to expand my skill set through training and educational programs. If the opportunity arises, I'd like to participate in at least one program that promotes leadership development. To sum up, I had a lot of experience during my industrial training at DEFM, which was helpful to me. It greatly aids in the development and enhancement of my knowledge, skills, and abilities.

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8.0 APPENDICES









TICKET SALES FROM

3rd MARCH 2023
8:45AM



ANDREA IN YOUR AREA

KUALA LUMPUR | JOHOR BAHRU

Ft. The Jeremiah Project

JB 19 MAY
FRIDAY 7:00PM

EDUCITY INDOOR ARENA,
ISKANDAR PUTERI

KL 20 MAY
SATURDAY 7:00PM

STADIUM MALAWATI INDOOR,
SHAH ALAM

GRAB TICKETS VIA
www.ticket2u.com.my/andrea

Prices are subject to 1.5% of processing fee & RM10 ticketing fee per transaction. | Maximum purchase of 8 tickets.

