



Genting Malaysia Berhad

2023

PREPARED BY

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2020602542

Executive Summary



**Nur Batrisyia Binti
Annuar Appandi**

I am honored to begin my internship as a Finance intern at Genting Malaysia Berhad in order to accomplish my Bachelor's degree. Genting Malaysia Berhad has been involved in the leisure and hospitality business for over five decades, covering theme parks, casinos, hotels, seaside resorts, and entertainment. Resorts World Genting ("RWG") is Malaysia's finest integrated resort destination. Genting SkyWorlds Theme Park, a world-class theme park, is a welcome addition to RWG's integrated entertainment portfolio.

As an intern, I was responsible for a broad spectrum of duties including assisting the company with daily income audits of all properties, tax computation and daily revenue. Aside from that, the ultimate objective of my training is to analyze the company's strengths, weaknesses, opportunities, and threats in areas related to politics, economy, social, technology, environment, and law. The major outcomes are their specific skill in corporate governance and environmental strategy, their absence of reliance and running expenses, and the system's potential efficiency in handling all properties. Obtaining a sustainable economic result and growth for all stakeholders while also growing market capitalization while remaining unaffected by external forces. It strongly encouraged the company to tackle these outcomes by continuously revising and utilizing more data to improve its capabilities, broadening its reach and operating efficiencies in order to fix its flaws, capitalizing on opportunities across the business model transition and establishing unique capabilities, and mitigating current threats by enhancing the fleet capacity and involvement from stakeholders.

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Company Profile

Genting Malaysia Berhad (GENM) is one of the world's biggest leisure and hospitality corporations. It was founded in 1980 and listed on the Bursa Malaysia Main Market in 1989. It is a well-known leisure and entertainment company with a market valuation of RM15 billion (US\$3 billion) as of December 31, 2022. GENM is a subsidiary of the Genting Group, one of Asia's leading and best-managed international conglomerates. Tan Sri Lim Kok Thay, an ambitious entrepreneur who succeeded in establishing the Resorts World brand as a leader in the leisure and hospitality sectors in Malaysia, Singapore, the United Kingdom, the United States, and the Bahamas. Major global investments in a variety of businesses, including oil palm plantations, property development, power generation, oil&gas, and biotechnology.

GENM possesses and runs substantial resort properties such as Resorts World Genting ("RWG") in Malaysia, Resorts World New York City ("RWNYC"), Resorts World Bimini ("RW Bimini") in the Bahamas, Resorts World Birmingham ("RW Birmingham"), Resorts World Catskills ("RWC") and Resorts World Hudson Valley ("RWHV") in the United States ("US") which are 49%-owned via an associate company as well as more than 30 casinos in the United Kingdom.



Malaysia



Gaming, theme park and entertainment attractions, restaurants and retail shops, international events, and corporate convention facilities are all available. Genting SkyWorlds Theme Park, a first-rate, world-class theme park, is a crucial addition to RWG's integrated entertainment roster. Genting Highlands Premium Outlets which is a joint venture by Genting Plantations Berhad and Simon Property Group at the mid-hill complements RWG's broad premium products and highlights its status as the region's premier provider of leisure and entertainment.

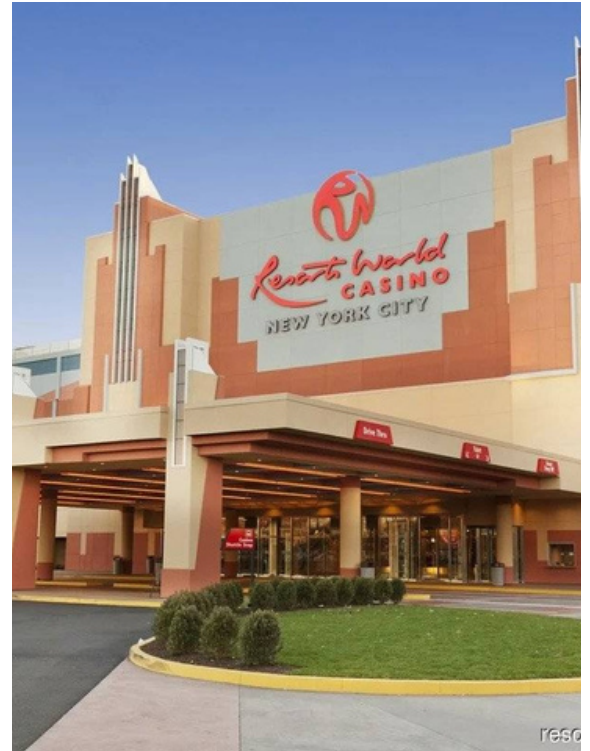
United Kingdom

Genting Malaysia manages and owns more than 30 casinos in the United Kingdom, thus becoming one of the country's major leisure and entertainment companies. Genting Malaysia also manages RW Birmingham, the UK's first holistic leisure complex of its type, with gaming and entertainment facilities, shopping and food outlets, plus a 182-room four-star hotel. Crockfords Cairo, an upscale casino hidden within the affluent grounds of The Nile RitzCarlton Hotel in Cairo, is the Group's first foray into the Middle East.



United States

Genting Malaysia's RWNYC, New York City's first and sole video gaming machine facility ("VGM"), and RWC, an exclusive location resort set within the scenic Catskills Mountains in New York State, provide the most luxurious hospitality and entertainment experience in the United States, together with a live table games casino, more than 800 rooms across three hotels, which includes the Hyatt Regency JFK Airport at Resorts World New York City hotel, VGMs, the mobile app, Resorts World Hudson Valley, New York State's newest casino, is a leading entertainment destination featuring over 1,200 slots and VGMs.



Bahamas



The Group administers RW Bimini in the Bahamas, comprising a casino, Hilton at RW Bimini, restaurants and bars, numerous resort facilities, the new RW Bimini Cruise Port, and an enormous yacht and marina complex on the island, which is embraced by turquoise seas and white-sand beaches.



Locale

The headquarters of the company is located at 14th Floor, Jln Sultan Ismail, Bukit Bintang, 50450 Kuala Lumpur, Federal Territory of Kuala Lumpur. The office skyscraper is direct across the street from Raja Chulan Station (monorail) and the main road. (Jalan Sultan Ismail). This renders it geographically approachable via numerous modes of public transportation and roads.



VISION

To be the leading integrated resort operator in the world.

MISSION

We are committed to providing the most delightful and memorable experiences to our customers. We aim to generate sustainable growth and profits, and to consistently enhance our stakeholders' value.

Core Values

HARD WORK • HONESTY • HARMONY • LOYALTY • COMPASSION



Board of Directors



Tan Sri Lim Kok Thay

Chairman and Chief Executive/
Non-Independent Executive
Director



**Tan Sri Foong
Cheng Yuen**

Deputy Chairman/
Independent Non-Executive
Director



Mr Lim Keong Hui

Deputy Chief Executive and
Executive Director



**Dato' Sri Tan Kong
Han**

President and Chief Operating
Officer
and Executive Director



**Dato' Dr. R.
Thillainathan**

Non-Independent and Non-
Executive Director



**Madam Koid Swee
Lian**

Independent Non-Executive
Director



**Datuk Manharlal A/L
Ratilal**

Independent Non-Executive
Director



Mr Eric Ooi Lip Aun

Independent Non-Executive
Director



Training Reflection

Duration: Specific Date, Working Days and Time

1 MARCH - 15 AUGUST 2023

DATES

The internship was completed within the time frame, with the possibility of extending it till graduation.

MONDAY - FRIDAY

WORKING DAYS

With the exclusion of public holidays, any additional leave is without compensation.

9 AM - 6 PM

WORKING HOURS

Plus extra hours on special occasions due to seasonal workload addition (monthly closing and annual reports).

Training

Reflection

Department, Roles, Responsibilities and Tasks

FINANCE DEPARTMENT

My role is to monitor revenue records and conduct an income audit of the car park for all company-owned properties on an everyday basis. The following are the responsibilities:

1. Obtaining raw data from the Car Park Management System (CPMS) by a given date and categorizing the data into various locations and payment types.

Various Locations:

- Awana Hotel
- First World Hotel
- Genting Grand
- Maxim Gold
- Maxim Silver
- Maxim Premium
- Genting Highland Premium Outlets (Public Parking)
- Genting Highland Premium Outlets (Premium Parking)
- Resort Hotel
- Lower Sky

Types of Payment:

- Touch n Go
- GRC
- Bank Card

2. Maintain and ensure accuracy in all daily revenue reports by conducting a PIVOT table to summarize all complex data.



Training Reflection



Department, Roles, Responsibilities and Tasks

FINANCE DEPARTMENT

Along with that, I am responsible for preparing accounting journal entries. The following are the responsibilities:

1. Reconciling accounts and transferring information into double-entry method transaction records as well as identifying any errors at the first stage as they will impact the final financial statement.
2. Upload and parked all completed journal entries into SAP Logoon according to date, location and type of payment by using T-code from the spreadsheet. Validate the hard copy of the journal entries before passed to the Associate Accountant.

As a member of the reporting team, I also handled the whole set of accounts, including the drafting of Financial Statements. The following are the responsibilities:

1. Draft Statement of Confirmation and Approval (STS) of the index, income statement, expenses and statement of financial position for 9 companies under Oakwood as a parent company. It is used for the preparation of tax computation of the company. Generate GL Account from SAP as supporting document to be attached.
 2. Produce BSPL data from SAP and use it in preparing a financial statement of Oakwood, Awana, Gensa, Genmas, Gentas and Vestplus for the year 2022.
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Training Reflection

Department, Roles, Responsibilities and Tasks

FINANCE DEPARTMENT

Another responsibility I have is to assist in the preparation of the company's relevant sales, revenue, expenses and payment documents for all properties as supporting document. The following are the responsibilities.

1. Organize, manage and assist PRs form as well as bills to obtain clearance from AP for any payment made. Log in detailed PR into logbook (Oakwood, AVR D and GTG) before getting sign approval from person in charge (AP).
2. Collecting jockey sales clearance report envelopes from uphill and perform calculation for daily sales collection CRE, total cash collection and jockey occupancies based on sales clearance report before doing daily entries to be parked in SAP.

Locations:

- Genting Grand
- Highland Hotel
- Crockfords
- SkyWorld

3. Determine the proportion of parking capacity that has to be upgraded to achieve 100% capacity based on hourly data transaction reports for each parking spot.

Training Reflection

Department, Roles, Responsibilities and Tasks

FINANCE DEPARTMENT

More importantly, my work entails assisting in the oversight of the company's overall performance improvement. The following are the responsibilities:

1. Assist in monitoring the company's Balance Sheet and Profit Loss (BSPL) by making specific summaries of the data generated so that the company can know the position of each accrual betulkan balik ayat. Generate bspl and gl tuk monitoring (time michelle cuti)
2. Accurately identify the company's position by assisting in the production of thorough data and the creation of a specific summary of the findings.
3. Create statistical charts to compare the company's data captured each year in order to get a complete view of the company's success.

Division involved:

- F&B
- Prepayment
- Reporting
- Room

4. Mapping Monthly Profit Loss (MPR) at the end of each month for closing report.



Training Reflection

Department, Roles, Responsibilities and Tasks

FINANCE DEPARTMENT

Beyond that, I review the strategy to ensure that every implementation and consolidation carried out is effective and efficient. The following are the responsibilities.

1. Assist dry run regarding SAP result with the manual to be implemented in future as it involves in preparing financial statement and balance sheet.
2. Assist monthly car park transaction analysis summary by each location and dates for all properties.
3. Analysis and compile daily TNG settlement report.



Training Reflection



Gains: Intrinsic and Extrinsic Benefits

FINANCE DEPARTMENT

During my internship, Genting Malaysia Berhad gave me an allowance of RM1000 per month and provided me with a special place with a desktop to carry out my duties while I was working at the company. The company also gave me permission to use its facilities like other employees that provide in Finance Department.

After the Movement Control Order was ended by the government and the Covid-19 pandemic situation that hit the country is recovering and under control, Genting ordered all its employees to return to work face-to-face as usual. With this, I have the opportunity to experience and gather as much experience as possible during the internship because I can go to the office to work. This allowed me to feel the experience of city people going out to work and facing traffic jams on the road and also when taking public transport.

At Genting Malaysia Berhad, I had the opportunity to fully handle the company's revenue audit regarding parking for all company properties mostly located in Genting Highlands including hotels. In addition, I also assist my teammates in overseeing the overall performance of the company. This way, I know exactly how the company's Balance Sheet and Profit and Loss Statement are made. On the other hand, I have implemented and processed reports with many parties effectively, especially quarterly reports with attention to detail where there is no room for mistakes or wrong information.





Training Reflection

Gains: Intrinsic and Extrinsic Benefits

FINANCE DEPARTMENT

In conjunction with my eagerness to learn new things, I have compiled data on the overall outlook of leisure & hospitality as the main industry for Genting as well as power generation, oil & gas, oil palm plantations, property development and life sciences & biotechnology. Genting Berhad had implemented the diversification approach to growth in order to lessen its reliance on the leisure and hospitality businesses as an source of income.

Training Reflection

Gains: Intrinsic and Extrinsic Benefits

FINANCE DEPARTMENT

I have also reached a new level of understanding of comprehension and skill. Among the wealth of knowledge are:

1. In detail and comprehensive knowledge of the leisure and hospitality industry and other business sectors involved.

(a) Covers various types of service.

- (i) Food and beverages**
- (ii) Travel and tourism**
- (iii) Meetings and events**
- (iv) Lodging**
- (v) Recreation**

(b) Contribution to the economy and rapid growth rate

- (i) There has been a surge of tremendous growth since the end of the financial crisis.**
- (ii) It is expected to grow at a rate of 10.2 percent in 2026, contributing to overall per capita income**
- (iii) 7 percent of world's export, 10 percent of world's GDP, 30 percent of service export.**
- (iv) Extensive employment opportunities.**
- (v) Cheaper airfares will have an influence on consumer travel behavior.**

Training Reflection

Gains: Intrinsic and Extrinsic Benefits

FINANCE DEPARTMENT

(c) Major challenges faced by leisure and hospital industry.

(i) Provide great experience and personalization service to ensure customer loyalty.

(ii) Sustainability due to climate change and environmental concern as it is vital to 83 percent of global travelers.

(iii) Rise in hospitality technology includes mobile app, artificial intelligence and virtual reality to improve efficiency.

(iv) Triggered by consumer preferences, price volatility and marketplaces alter.

(v) High operating costs that must be faced while maintaining quality and profitability

(vi) Macro environment such as supply chain issues, energy crisis and global conflict mounting

Training Reflection

Gains: Intrinsic and Extrinsic Benefits

FINANCE DEPARTMENT

2. Core functions of business and strategic administration management. This includes:

a) Corporate Governance

i) Comprehensive insight into the set of regulations, practices, policies, and processes in place to keep the company's situation under control, systematic, and safe. These are some examples:

- **The role held by the Board of Directors and Senior Directors in determining the overall direction of the company and the activities carried out in achieving the main goals of the company.**
- **Each assigned committee member's duty differs for each department required to govern the organization, particularly when dealing with exceptional demands.**
- **The synergy that is fostered between numerous divisions when carrying out their respective responsibilities is able to assure the smoothness and success of every operation.**

Training Reflection

Gains: Intrinsic and Extrinsic Benefits

FINANCE DEPARTMENT

b) Investor Engagement

i) Extensive expertise in the critical role that investor relations holds for publicly listed companies.

- **Plays a crucial role in integrating investor relations as the investor relation team is responsible for communicating information to stakeholders.**
- **Follow secure legal standards that require publicly traded companies to offer proper reporting of their activities and to present stakeholders and financial analysts with up-to-date information about the company's health as needed by law.**
- **Preserve transparency for both the company and the public, and assist the company in developing and maintaining a positive reputation that fosters trust and integrity.**



Training Reflection

Gains: Intrinsic and Extrinsic Benefits

FINANCE DEPARTMENT

b) Investor Engagement

ii) **Thorough understanding of the need to proactively assure the company's sustainability while conducting the company's business and maintaining environmental sustainability.**

- **Integrate sustainability strategies to boost operational efficiency and cut expenses which can improve efficiency and boost operational profits by 60%.**
- **Develop own sustainable and environmental policies that all employees must adhere to in endeavor to synchronize company's operations and business growth that will be beneficial for both the present and future generations.**



Training Reflection



Gains: Intrinsic and Extrinsic Benefits

FINANCE DEPARTMENT

1. Ability to analyze, interpret and utilize complex information from variety of different viewpoints for the benefit of the company and its stakeholders. This includes the following:

- Information related to an overview of the leisure and hospitality industry as well as business operation.
- Internal and external concern of both company and stakeholders.
- Working together with other divisions.

2. Ability to interpret data of the company's performance based on financial statements.



- Forecasting and performance analysis
 - Reviewing investment alternative and earning potential.
 - Uses for taxation purposes.
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Training Reflection

Gains: Intrinsic and Extrinsic Benefits

FINANCE DEPARTMENT

- 1. Ability to recognizing, evaluating and managing risks to company's profits.**
 - 2. Ability to perform an internal audit.**
 - 3. Ability to work and be a team player according to the situation.**
 - 4. Ability to use a specific system for accounting and storing data used by the company.**
 - 5. Ability to employ effective communication among employees and managers.**
 - 6. Ability to network with other branches of the finance department.**
 - 7. Ability to work in an assortment of environments depending on the circumstances.**
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Internal Factors

PESTEL & SWOT ANALYSIS

Strengths

Genting Malaysia Berhad is energised to go ahead in the sector with these strengths in its favour.

01

MARKET DOMINANCE IN THE INDUSTRY

*(Economic, Social,
Political)*

- Thrive through its subsidiary Genting Malaysia.
- Features wide-ranging theme parks, gaming, hotels, coastal resorts and entertainment.

02

STRONG FINANCIAL POSITION

*(Economic,
Environmental)*

- All revenue of the company's subsidiaries has increased sharply after the economy recovered from the pandemic.

Internal Factors

PESTEL & SWOT ANALYSIS

Weaknesses

Genting Malaysia Berhad must tackle these adverse company weaknesses in order to stay competitive in the industry.

01

ENHANCEMENT OF DEBT

(Economic, Social)

- Relying to much on debt when financing the company's business and operation as the debt is higher compares to competitors.

02

WROKFORCE ISSUES

(Economic, Environmental, Political)

- Rightsizing workforce due to pandemic.
- Slashing employees salaries to cut off the costs.

External Factors

PESTEL & SWOT ANALYSIS

Opportunities

Genting Malaysia Berhad, with these chances prevailing, ought to capitalise on these prospects to advance ahead in the sector.

01

IMPLEMENTATION OF SOCIAL MEDIA AND E-COMMERCE

(Social, Technological)

- Ability to develop new and effective marketing strategy to reach maximum customers in global market.
- Social media as an essential marketing tools that benefits company in numerous ways.

02

DEVELOPMENT IN ARTIFICIAL INTELLIGENCE

(Technological)

- Greater chances to participate in digital technology as the goal of developing a new system for a casino and theme park through a partnership with more high-caliber digital businesses.

External Factors

PESTEL & SWOT ANALYSIS

Threats

Genting Malaysia Berhad must buffer these looming risks in order to move forward ahead in the market.

01

COMPETITIVE THREAT

*(Economic, Legal,
Technological)*

- New competitors are entering the leisure and entertainment market especially for gaming and casino for both local and international.
- More countries are beginning to accept casino as the law has been amended.

02

CLIMATE CHANGES

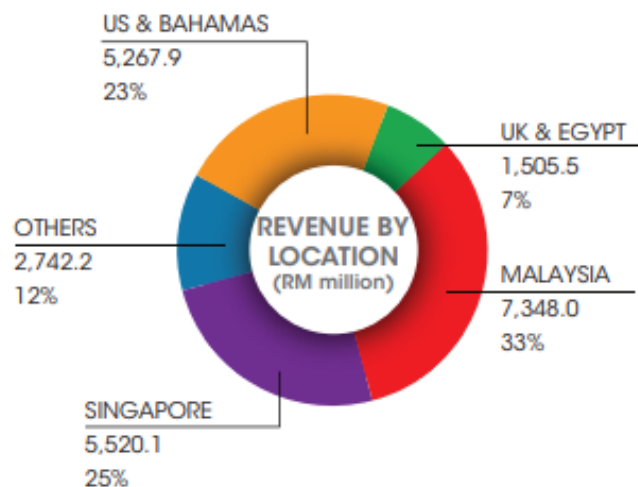
*(Environmental, Legal,
Social)*

- Sustainability of the company is hard to maintain due to the uncertainty phenomenon of climate change.
- Risk for tourists as it can lead to natural disasters.
- Development restrictions may be enforced by the authorities.

SWOT Analysis

Strength #1:

Genting Berhad can be described as a well-known company internationally which especially has a high impact on the leisure and hospitality sector. Furthermore, Genting Berhad also involves in developing casinos, theme park, food & beverages and retail shopping. Due to this, Genting become one of the most popular tourist destination in Malaysia. It also has been voted as one of Asia's managed multinationals as the group has a lot of experience in concerns of developing and operating casinos and resorts in many countries such as Malaysia, Singapore and United Kingdom.



In Malaysia, Genting Berhad operates its leisure and hospitality segment through its subsidiary which is Genting Malaysia formerly known as Resort World that managed businesses include resorts, hotels and theme parks. The Genting Group was founded in 1965 by the late Tan Sri (Dr.) Lim Goh Tong with the development of a beautiful highlands resort, named Genting Highlands Resort. It located at 2,000 meters above sea level and 58 kilometers from Kuala Lumpur, capital of Malaysia.



SWOT Analysis




Strength #1:

There are five hotels offered by Genting Malaysia includes First World Hotel, Maxim Hotels, Resort Hotels, Highland Hotels and Theme Park Hotels. These 5 hotels have more than 8,000 rooms, over 50 fun rides, 200 dining and shopping outlets. In addition, First World Hotel is the world's largest hotel which provided 6,000 accommodation rooms. Apart from that, Genting Berhad also takes place in operating two seaside hotels located at two different places which are Awana Kijal Golf, Beach & Spa Resort in Terengganu and Awana Porto Malai in Langkawi. Clearly, this shows that Genting Berhad is having a high impact on the tourism sector.

In Singapore, Resort World Sentosa (RWS) has been operated by Genting Singapore Limited which also under a company of Genting Group. RWS is an Asia's premium lifestyle destination resort that located on Singapore's resort island of Sentosa. RWS is home to world-class attractions including Universal Studios Singapore, S.E.A. Aquarium, Dolphin Island and Adventure Cove Waterpark. Complementing the adventure and adrenaline of its theme parks and attractions are eight unique luxury hotels, the world-class Resorts World Convention Centre, and a casino.

RWS offers award-winning dining experiences and exciting cuisines from around the world across its many renowned celebrity chef restaurants, establishing itself as a key player in Singapore's vibrant and diverse dining scene and a leading gourmet destination in Asia for epicureans. RWS has been named "Best Integrated Resort" since 2011 for ten consecutive years at the TTG Travel Awards which recognizes the best of Asia-Pacific's travel industry.





SWOT Analysis



Strength #1:

Moreover, Genting UK is a wholly-owned subsidiary of Genting Malaysia Berhad is one of the country's largest leisure and entertainment businesses. It has exclusive London casinos and over 30 provincial casinos across the United Kingdom. Genting is the leading operator in London with five high quality casinos to choose from, including Crockfords London, FortyFive Kensington London, The Colony Club London, The Palm Beach London and Crockfords Cairo Egypt. Crockfords is situated in the prestigious area of Mayfair and offers world class gaming experience in a truly majestic environment.

The modern Crockfords has its origins in the private members gaming club, established in 1828 by William Crockford. It was his original vision to create a club of splendor and elegance fit for royalty, diplomats and the aristocratic elite. Besides, Resort World Birmingham not only home to Resort World Casino but also a broad range of places to eat, drink, play and shopping.

SWOT Analysis

Strength #2:

Genting Berhad's revenue for the fourth quarter ended December 31, 2022 (4Q22) climbed by 32% to RM6.36 billion mainly from the Malaysian and Singaporean leisure and hospitality segment. Furthermore, adjusted profit before interest, tax, depreciation, and amortization (EBITDA) for the fourth quarter of 2022 was RM1.9 billion, up 18% from RM1.61 billion in the fourth quarter of 2021. Expectations for Genting Berhad to continue recovering from the consequences of Covid-19 are looking bright with Resorts World Genting (RWG) returning to 95% of pre-Covid-19 revenue levels in 2023. In the first quarter ended 31 March 2023, Genting Berhad's revenue climbed 38% to RM5.8 billion while adjusted earnings before interest, taxes, depreciation, and amortization (Ebitda) grew by 41% in 1Q23 to RM1.8 billion from RM1.3 billion in 1Q22.

This comes after the removal of pandemic-related limitations in April 2022. The reduction in reliance on foreign visitors, as well as the installation of the new Genting SkyWorlds theme park by 4Q22, should aid recovery. Also, anticipate further gains in earnings from the UK and US operations as pandemic risk decreases. Widespread immunization following the launch of the vaccine in Genting Berhad's primary market areas of Malaysia and Singapore, which are now in the majority, with around 79% and 91% of the population fully vaccinated, respectively. This sets the path for a significant reduction of travel restrictions, allowing Genting Berhad's operating performance to improve further.

SWOT Analysis

Strength #2:

To be compared, Genting Berhad has stronger financial position among its competitors. The evidence can be seen through operating margin (OPM) of Genting Berhad is 13.09% while Sunway Berhad is 8.61% and Berjaya Corp is 5.04%. In average, a higher OPM is a good indicator to show the company is being well managed and potentially less of a risk. From that, the amount of operating profit generated on each ringgit of revenue for Genting Berhad is higher compared to Sunway Berhad and Berjaya Corp. Other than that, Genting Berhad has higher return on investment (ROI) which is 4.45% compared to Berjaya Corp which is 1.82% and Sunway Berhad, 1.71%. This indicates that Genting Berhad has well utilized their assets to earn profits better than its competitors. The higher ROI also reflect that the investment gains of a project are favorable to their costs.

Gross margin TTM	24.01%
Operating margin TTM	13.09%
Net Profit margin TTM	-4.59%
Return on Investment TTM	4.45%

Gross margin TTM	39.22%
Operating margin TTM	5.04%
Net Profit margin TTM	0.09%
Return on Investment TTM	1.82%

Genting Berhad

Gross margin TTM	24.04%
Operating margin TTM	8.61%
Net Profit margin TTM	12.76%
Return on Investment TTM	1.71%

Berjaya Corp

Sunway Berhad

SWOT Analysis

Strength #2:

Three main listed subsidiaries that Genting Berhad's income derived from:



Genting Malaysia Berhad



Genting Singapore Plc



Genting Plantation Bhd

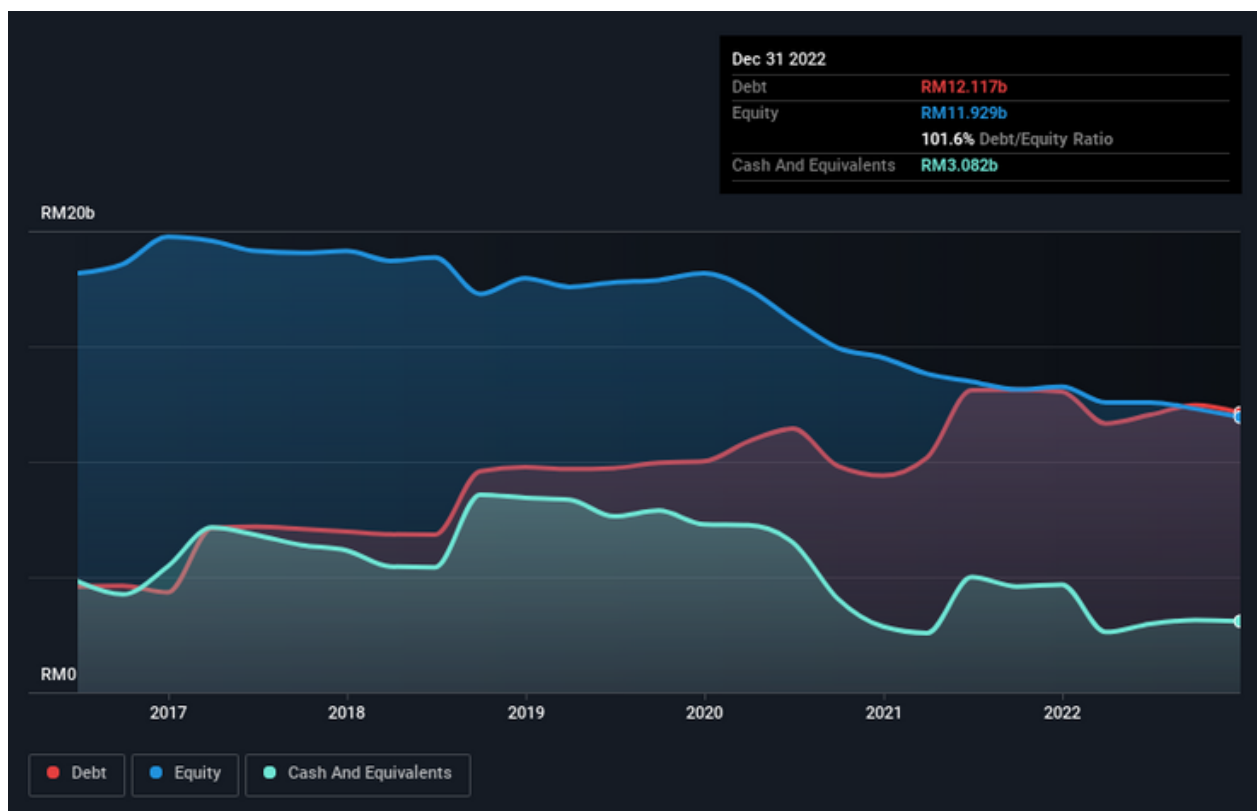
In addition, Genting Plantation division's revenue which is a subsidiary under Genting has recorded a double increase in 4QFY2021 net profit doubling to RM161.6 million from RM79.0 million in 4QFY2020. Its quarterly revenue increased 45% to RM1.1 billion from RM739.3 million. As of 31 December 2022, Genting Plantation has recorded a higher net profit of RM471.42 million supported by better contributions from both the plantation and downstream manufacturing segments as palm product prices strengthened compared to the previous year. Genting Plantation which 55.4% owned by Genting Berhad become Genting Berhad's third largest source of revenue.

SWOT Analysis

Weakness #1:

Some argue that volatility, as opposed to debt, is the ideal approach for an investor to be concerned about risk, although Warren Buffett famously stated that 'volatility is far from synonymous with risk.' When considering how dangerous any specific stock is, it may seem clear that you should consider debt, because excessive debt can destroy a corporation. Genting Malaysia Berhad clearly uses debt in its operations. Debt helps a business until it is unable to repay it, perhaps with extra funding or with free cash flow. If things get truly bad, the lenders can seize ownership of the company.

According to the graph below, Genting has RM12.1 billion in debt as of December 2022, contrasted with RM13.0 billion the previous year. On the other hand, it has RM3.08 billion in cash, resulting in a net debt of roughly RM9.04 billion.



SWOT Analysis

Weakness #1:

On the basis of the most recent balance sheet data, Genting Malaysia Berhad had obligations of RM3.75 billion outstanding within a year, plus liabilities of RM13.0 billion due after that. To offset these liabilities, it had RM3.08 billion in cash and RM382.4 million in receivables due in the next 12 months. As a result, its liabilities exceed its cash and short-term receivables by RM13.2 billion. This is a lot of leverage for a company with a market valuation of RM14.9 billion. This implies that if the company attempted to strengthen its balance sheet quickly, shareholders would be substantially diluted.

Key information	
103.1%	RM11.85b
Debt to equity ratio	Debt
Interest coverage ratio	2.7x
Cash	RM2.74b
Equity	RM11.49b
Total liabilities	RM16.93b
Total assets	RM28.43b

GENM has MYR11.5 billion in total shareholder equity and MYR11.8 billion in total debt, for a debt-to-equity ratio (DER) of 103.1%. The ratio is regarded as risky by lenders and investors since it implies that the company is borrowing to finance a big portion of its prospective growth. Its overall assets and liabilities are MYR28.4 billion and MYR16.9 billion, respectively. GENM's EBIT is MYR1.2 billion, resulting in an interest coverage ratio of 2.7.

The interest coverage ratio show that the company not in good condition to pay its interest due to the outstanding debt as the ratio is considered as lower. It has MYR2.7 billion in cash and short-term investments. When Genting is unable to meet its obligations, it may be forced to borrow more or dig into its cash reserve, which would be far better utilised for investing in capital assets or use for emergencies.

SWOT Analysis

Weakness #2:

The most hard hit by the pandemic and the resultant movement control order (MCO) are many companies including our company Genting Malaysia Berhad who are now beginning to look into salary cuts to survive. Based on the latest department of statistic numbers, almost half of the self-employed or owner

Genting Malaysia Bhd (GENM) has restructured its domestic operations, including voluntary salary reductions and "resizing its workforce" in the aftermath of the Covid-19 outbreak. In accordance with the 2019 annual report, GENM laid off 10% to 20% of its workers in 2020, out of a total workforce of 20,000 worldwide. This is a cost-cutting action implemented by GENM to ensure the long-term viability of its business in response to the difficult conditions imposed by the outbreak. The company's difficult decision to restructure would also imply retrenching superfluous labour, providing voluntary separation and mutual separation schemes.

Furthermore, Genting Berhad's casino and hospitality group has slashed employee salaries across the board in reaction to the ongoing Covid-19 attack. The suggested cuts would result in up to a 20% temporary drop in basic pay for employees depending on their rank. Genting Hong Kong Limited proposes a 50% cut for individuals with the title of vice president or higher. Other staff members have been advised to take one day off without compensation each week. Following that, GENM had a workforce decrease, which left the corporation vulnerable because 3000 jobs were lost.

SWOT Analysis

Weakness #2:

Genting Malaysia Bhd will rebound as pent-up demand and the removal of border restrictions bring tourists back to its hilltop casino resort, corresponding to research firm CGS-CIMB. Resorts World Genting saw high pent-up demand, fueled by local travellers and the return of some overseas visitors, mainly from Singapore. Nevertheless, labour shortages may impede Genting Malaysia's comeback, which has cut its core profit expectation for operators by 52%.

The labour scarcity will have a substantial impact on Genting Berhad's productivity and efficiency in the coming years. The company is failing to meet its typical workload since there are fewer staff members available to work. This frequently results in lower output and longer lead times. The shortage of available personnel also places a strain on existing employees, who must assume extra responsibilities, resulting in burnout and decreased job satisfaction. Longer waiting lists, late deliveries, and poor service standards have all become the norm for clients.

A further variable to consider is high turnover rates. Finding and recruiting new personnel may be a time-consuming and costly procedure. Genting Berhad must invest resources in job advertisements, recruiting, interviewing, and training new staff which all can be expensive. Morale among workers can suffer as a result of high turnover rates. This will end up resulting in poorer job satisfaction, which will have an influence on staff productivity and work quality. Genting Berhad may be concerned if the turnover rate is high. This is important because it may result in higher costs for Genting Berhad to bear as larger compensation are necessary to retain talent inside the organization.



SWOT Analysis



Opportunity #1:

Considering that there are currently over 4.8 billion active social media users worldwide. Genting Berhad will miss out on a quick, cheap, and effective way to reach nearly half of the world's population if it does not incorporate social media into its digital marketing plan. There are numerous ways that social media may assist a company in connecting with its target audience, engaging with customers, and growing its business.

Genting Berhad might utilise social media to advertise new products in order to build its brand. Consider the fact that 83% of Instagram users say they find new products on the network. This will assist the company in increasing brand recognition among users. As is well known, social media platforms such as Facebook, Instagram, and Twitter are used by more than half of the world's population. As a result, social media platforms have evolved into a natural area to contact new and highly targeted potential clients. Maintaining social posts with new engaging and educational information will make your followers happy every time they log in. Social media posts and advertisements are important methods of driving visitors to the company's website. Sharing fantastic material from the company's blog or website to social media is an excellent approach to attract viewers as soon as Genting Berhad publishes an update.



SWOT Analysis




Opportunity #1:

On top of that, customers anticipate firms to be present on social media and look for customer assistance on their social profiles. Aside from that, over half of social media users expect firms to respond on social media within a few hours. If a company has the correct social media marketing tools, social customer care can coexist with more traditional customer service. Social media platforms enable the firm to communicate directly with consumers and followers, as well as for them to engage directly with the brand of the company. Further, the corporation can employ social media monitoring to keep track of what people are saying on the social web. Genting Berhad will gain insight from any criticism, reviews, or comments from social media users in order to remedy any deficiencies.

Genting Berhad can continue to keep an eye on its rivals via social media platforms. It is critical to understand what others are saying about its competitors. Tracking rival remarks may indicate problem issues with their goods or services that the company may be able to reach out to address, gaining new consumers in the process. Monitoring the rivals on social media likewise guarantees that the company is aware when its competitors debut new goods, run promotions, or disclose new reports or statistics.

For example, Genting Gaming may use the e-commerce business model to form alliances with local suppliers and logistics firms in the worldwide market. Genting Gaming can benefit from social media growth by lowering the expense of entering new markets and engaging customers with a substantially smaller marketing budget. It may also result in the crowdsourcing of various products and consumer-oriented marketing based on data and buying behavior.





SWOT Analysis



Opportunity #2:

Alibaba Cloud which is the digital technology and intellectual core of Alibaba Group, revealed an arrangement with Genting Malaysia Berhad to employ the Virtual Queue (VQ) Solution at Resorts World Genting for an outdoor theme park which is Genting SkyWorlds. The newly designed system will combine Alibaba Cloud's superior technology with a transportation booking system to deliver an effortless enjoyable entertainment experience from beginning to end. The VQ solution from Alibaba Cloud is an extensive system that incorporates five algorithmic modules including Dynamic VQ Slot Prediction, Dynamic Gamification Management, Itinerary Planning, Incentive Recommendation, and Crowd Analysis and Prediction.

These modules work together to improve crowd control and dynamically minimise wait times. By giving incentives to visitors, the solution will also assist in rendering the Genting SkyWorlds experience more immersive. The VQ solution, made possible by Resorts World Genting's collaboration with the Alibaba Cloud, will decrease the need for our visitors to wait in lines and give them more opportunities for enjoyment during their time at SkyWorlds and elsewhere in the resort. We are excited to implement this innovative VQ solution in order to create a more efficient and gratifying experience that is uncommon to Resorts World Genting.



SWOT Analysis



Opportunity #2:

Tourists can download the VQ Genting SkyWorlds Mobile App and obtain tickets online at their leisure. After purchasing a ticket, the VQ Mobile App will allow users to arrange their schedule or provide suggested alternative itineraries that are optimised to create a customised experience depending on their interests. The Alibaba Cloud VQ Solution enables guests to review the availability of VQ slots and waiting periods for each ride in real time by continuously analysing both demand and supply for each attraction. It will likewise enable them to bypass the queue and move to the fast lane. Tourists will also be given a recommended schedule that includes suggestions for acceptable attractions to see while they wait for their turn. Visitors who purchased their tickets offline can use this app or a VQ booth in the theme park to have the same experience.

Genting Berhad, in general, stands to derive an advantage from this collaboration. Artificial Intelligence programs can analyze user data to provide clients with personalized recommendations. Genting Berhad, as an entertainment firm, will benefit from AI in terms of consumer retention and engagement with its content. Furthermore, AI can assist the organization in increasing the effectiveness of manufacturing processes in the industry of entertainment. For instance, AI may automate film editing and post-production chores, saving time and costs.



SWOT Analysis



Threat #1:

Malaysia previously benefited from being one of the few countries in the region to legalize large-scale casinos. However, more countries are beginning to accept gaming as another source of income. More intense competition from casinos around the world for the premium mass segment and VIPs with limited exposure (tours) may affect Genting Berhad's gaming revenue. According to Affin Hwang Capital analyst Ng Chi Hoong, gaming operators may face more competition in retaining their existing premium customers which is VIPs and premium masses as casinos are now competing for a smaller pool of customers.

The biggest competitive threat to Genting Berhad's mass and premium segments is expected to come from casinos in Cambodia, the Philippines and Vietnam which are expanding their capacity significantly. Myanmar also passed a new law in May to legalize gambling, making Thailand and Brunei the only two countries in ASEAN where casinos are still illegal. Genting Berhad is believed to face stiff competition worldwide as the group's Malaysian property (Genting Highland) may not be as attractive to visitors as newer regional casinos. Local players (premium and VIP masses) may also be tempted to try new regional casinos that offer better benefits or free rebates and can be accessed in less than four hours by flight.



SWOT Analysis



Threat #1:

As Malaysia has one of the highest gaming taxes in the region, Genting Malaysia may have to sacrifice some margins to maintain its competitiveness. This is because it is challenging for Genting Malaysia to match the rebates and free benefits offered by regional casinos in lower tax rate jurisdictions as gambling tax is levied on gaming revenue. However, the reduction in the rebate is unlikely to be well received by VIP players as the rebate is based on a pre-set percentage of the player's total bet. An estimated 25 per cent of the gaming revenue for Genting Malaysia is from the premium segment and this could cost Genting Berhad.



SWOT Analysis




Threat #2:

Tourism has become one of the fastest-growing and largest economic sectors in the world serving individuals who travel from one place to another for recreation while generating income for the host destination, community and country. For Malaysia, the importance of the tourism industry can be interpreted by increasing revenue, creating job opportunities, encouraging the private sector and developing infrastructure.

However, the sustainability and success of tourism have recently been threatened by the phenomenon of climate change, which has been and continues to be the biggest threat facing the tourism industry in the 21st century. Climate change disasters, global warming and security problems are causing increasing concern on a global scale. The consequences of climate change on tourism are important because they increase the danger of species extinction, reduce fresh water, and increase wildfire accidents, heat waves, and disease, all of which cause visitors to avoid certain places.

Tourism is at its best when the destination has a conducive climate. The climate is an important priority for many visitors when choosing a destination to visit. On the other hand, any unwanted environmental changes such as strong winds, flash floods, droughts and extreme climates can affect tourism. With that, the climate crisis has emerged as one of the most pressing concerns for the leisure and tourism industry as it will make it difficult for Genting Berhad to achieve its goal of contributing towards a greener future, especially when Genting Highland is located on a hill.



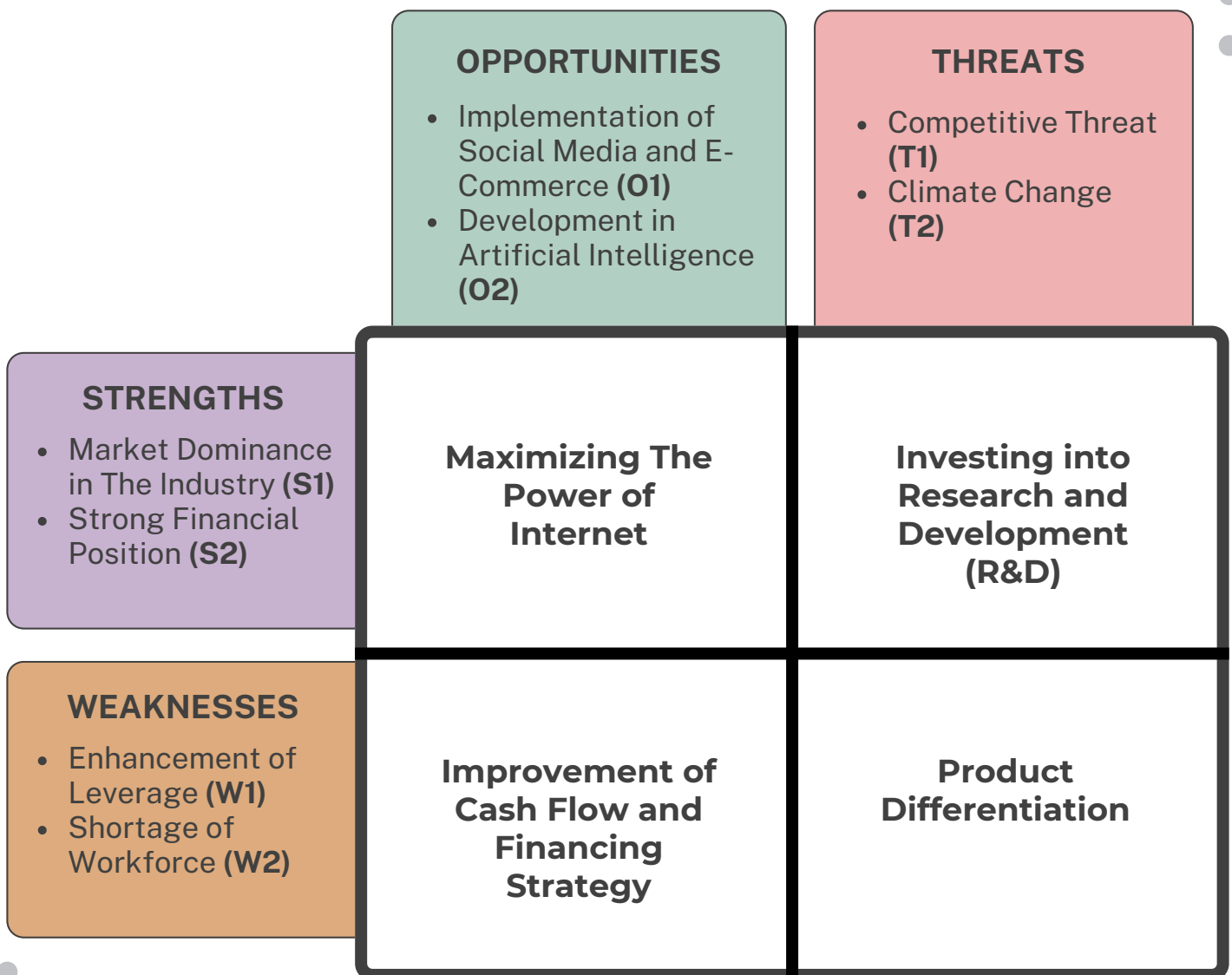


SWOT Analysis

Threat #2:

Environmental activists are urging authorities to continue monitoring development projects in the highlands, following a deadly landslide near Genting Highlands. All development in the highlands including Genting Highlands and around Gunung Jerai needs to be closely monitored especially considering the monsoon season and climate change as Genting is now a non-stop development. The tragedy occurred in 2022 in Genting Highlands where a landslide at a campsite killed at least 31 people while 61 were rescued. Although the route is not the main route for Highland Resort tourists, this is still a concern for tourists and local residents. In early December 2022, more than 30 locations nationwide were identified as landslide hotspots by the Department of Minerals and Geosciences including Genting Highlands. Thus, such a situation will give a threat to Genting Berhad especially when Malaysia experiences the monsoon season.

SWOT Matrix's Strategy







Discussion & Recommendation

Strength and Opportunity:

S2 + O2

Based on the article MIXVOIP, businesses and organizations nowadays employ high-speed Internet to speed up their business operations and growth strategies. They heavily depend on this technology to boost productivity and improve operational efficiency. Businesses are undergoing significant transformations as a result of the Internet, as they become more flexible, agile and adaptable to an ever-changing world. Genting Berhad must also make the greatest use of this asset. The Internet is critical for making corporate communication simpler and faster. Whether it's interacting with coworkers or responding to consumer concerns in real-time, the Internet provides ways to improve daily workflow and communication. The data that the company wishes to communicate via email or other software programs should be available as digital documents, electronic files, or web-based records to allow for faster sharing.

Genting Berhad can also apply business automation, which is a major internet-driven trend for businesses of all sizes. Having the ability to automate regular operations would ultimately save the organization money and time. The company may automate the workflow of almost any department such as accounting or customer service according to business models and needs. The Internet has laid the groundwork for automated services, and a high-speed connection allows the company to speed up their work operations.



Discussion & Recommendation

Strength and Opportunity:

S2 + O2

The rise of the Internet and digital marketing have altered how businesses offer their products and services. (Sneha Hull, 2023) Genting Berhad, like any other corporation, should have an online presence these days. Genting Berhad may market its business to a bigger audience by using Internet marketing. Modern means for delivering message to the correct audience include company websites, social media, email marketing, and paid online advertising. This increases qualified traffic to the organization which is more likely to convert into loyal consumers.

Furthermore, the Internet assists Genting Berhad in improving firm security by constructing trustworthy and safe corporate networks. The corporation can create an extranet, which is a private corporate network that allows its third-party vendors, clients, and suppliers to access and share business-related information. The top-notch connection and quick speeds allow them to connect to the company extranet from wherever ensuring business continuity in any situation. According to article MIXVOIP, a virtual private network (VPN) connects employees to the company's confidential network over the Internet. There, they can securely share resources and private data between the company's in-office and remote teams, as well as with previously approved external users. VPN provides secure teleworking by establishing a secure connection between the remote worker's device and the company's network.



Discussion & Recommendation

Strength and Threat:

S2 + T1

Genting Berhad may innovate and launch new products and services by investing more in research and development (R&D). Genting Berhad's R&D department assists the company in determining which products and services are projected to be successful if supplied to their clients and customers. It is frequently the initial stage in the development process.

Typically, the intention is to bring new products and services to market and increase the company's bottom line. R&D is commonly associated with innovation in both the corporate and government sectors. (Will Kenton, 2022). R&D enables a business to stay one step ahead of its rivals. The company might not be able to exist on its own with the absence of an R&D programme and might be forced to depend on other methods of innovation, for example, acquisitions and mergers or partnerships.

The department's R&D job responsibilities and functions involve manufacturing useable data to aid in the development of these products and services. Genting Berhad may look into the following tasks of most R&D departments which are product research, product development, product update, quality control, and market research. (Indeed, 2023).



Discussion & Recommendation

Strength and Threat:

S2 + T1

Before developing a new product, the R&D department conducts product research upon receiving a product or service proposal. This may entail carrying out a series of tests, questionnaires, and other research. The goal of this study is to determine the attributes that render the product useful, the specifications for the group that ought to develop it, the best marketing tactics for it, and the product's expected success. Product parameters, production costs, and a production timeline are all determined during the research phase.

The development of products employs research and information to design and manufacture a product with the most beneficial specifications. Genting Berhad, for example, is building new casino facilities. Based on the requirements and concepts generated during the research phase, the group in charge of research and development could attempt to comprehend and develop it. The product that is developed must adhere to the product guidelines as well as any regulatory requirements. Using these standards, the product development team frequently generates a plethora of product designs and may produce a number of prototypes for testing.

Discussion & Recommendation

Weakness and Opportunity

W1 + O1

A financial strategy is ongoing in nature and focuses on strengthening shareholder value over time. Financial management is performed through the development of business financial strategies, the implementation of financial controls, and the making of financial decisions. Understanding and effectively controlling, allocating, and obtaining a company's assets and liabilities is also part of strategic management, as is monitoring operational financing items such as expenses, income, accounts receivable and payable, cash flow, and profitability. Finance choice is an important aspect of every organization because it is the process of supplying funds for corporate activities, acquisitions, or investments.

Debt financing and equity financing are the two primary types of financing accessible to businesses, according to article Waddle. Debt is borrowing that must be repaid with interest but it is usually less expensive than borrowing capital due to tax considerations. Equity is not required to be repaid, but it does transfer ownership holdings to the shareholder. Both debt and equity offer benefits and drawbacks. Genting Berhad is advised to reorganize its funding to address the issue by balancing debt and equity financing. The optimal capital structure is one that combines debt and equity and enables the company to maximize market value while minimizing its cost of capital. (Bragg, 2023). The bigger the present value of the firm's future cash flows, discounted by the weighted average cost of capital (WACC), the lower the cost of capital.



Discussion & Recommendation

Weakness and Opportunity

W1 + O1

Genting Berhad is also encouraged to develop a new marketing strategy in order to extend its sales market. Another option for increasing the company's positive cash flow is to generate additional revenue streams. Social media channels could be used to expand the marketing approach. As is well known, social media platforms are getting more popular and trending among businesses in order to reach a larger target demographic. (Lydiawati Soelaiman, 2021). Every year, the number of people using social media grows, and by 2023, 56.8 percent of the world's population will be using it. (How Many People Use Social Media in 2023? (65+ Statistics), 2023). Because of the rise of social media, it is unusual to find an organization that does not reach out to its consumers and prospects via one or more social media platforms.



Discussion & Recommendation

Weakness and Threat

W2 + T1

Product differentiation is the main feature that distinguishes a business's good or service from competitors. (Product Differentiation, 2022). It is an efficient leads to brand loyalty and improved sales. A product differentiation approach involves determining and presenting a product's or firm's distinctive characteristics while emphasizing the particular distinctions between that product or company and its rivals. It is a method used by companies to make their products stand out. (Hart, 2022).

It requires the development of a solid value proposition in order for the product or service to be appealing to the intended consumer or audience. In an abundance of competitors, product differentiation is simply a marketing tactic to urge consumers to favor a particular brand or good over another. It discovers the characteristics that differentiate one product from similar ones and leverages those distinctions to influence consumer choice. Product design, marketing, packaging, and pricing are all examples of differentiators. A successful product differentiation strategy creates brand loyalty among customers. (Luanne K, 2019).



Discussion & Recommendation


Weakness and Threat

W2 + T1

Genting might take several actions, such as upgrading rivals' offerings or modifying prices, to stay in the sector despite threats. Even little improvements can have a favorable influence on the firm because they put the company one step ahead of its competitors. Genting need not necessarily lower prices in order to adjust the price. To attract more customers, the corporation can discover new ways to price its items. For example, can offer additional payment instalments or minimal membership terms to both new and existing consumers. This can broaden the company's potential market reach while also imbuing it with a feature that its competitors lack: flexibility.



Conclusion




In conclusion, I was able to get a wide range of fresh and extremely valuable knowledge, skills, and exposure throughout my industrial internship at GENM. Looking back on my almost three-year journey studying Business Administration in Finance, sometimes I query how I would use and gain from the knowledge.

This internship experience will serve as a springboard for me to use my bachelor's degree to establish a more promising future profession. I have also profited by not only watching and being interested in learning in the past, but also from consistently adding to existing information when changes occur. With that, I was able to connect the connections by leveraging my own expertise and collaborating with other areas of interest that are outside of my talents and expertise.

During my tenure at GENM, I learned more finance, hospitality, business, investing, and other topics. In terms of my career, this internship experience helped me build an awareness of providing value in businesses other than leisure and entertainment. Furthermore, I recognize the significance of sustainability, which is frequently overlooked by most parties. This is because maintaining sustainability adds significant value to a firm in the eyes of the community.

Additionally, there are various elements to look into that contrast with what I learned at university. These consist of information on how to behave in a business setting, both the soft and technical abilities required and a global perspective on how industries and markets operate. As I progress, I discover plateaus and create a foundation of abilities in the early stages of my professional development which allows me to be thoughtful about my objectives and navigate multiple positions till I obtain the perfect picture of what I want to accomplish in the long run.



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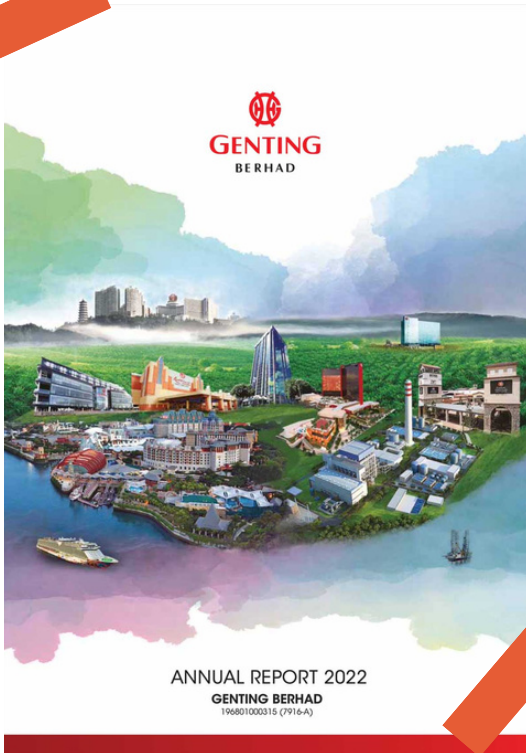
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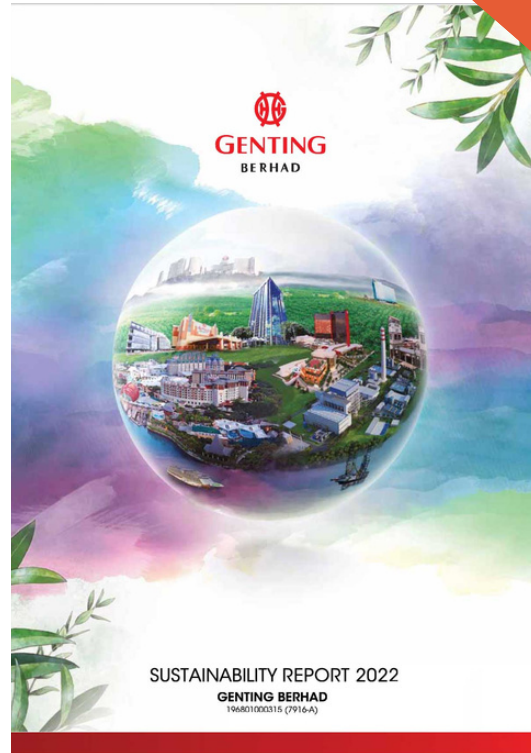
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Appendices



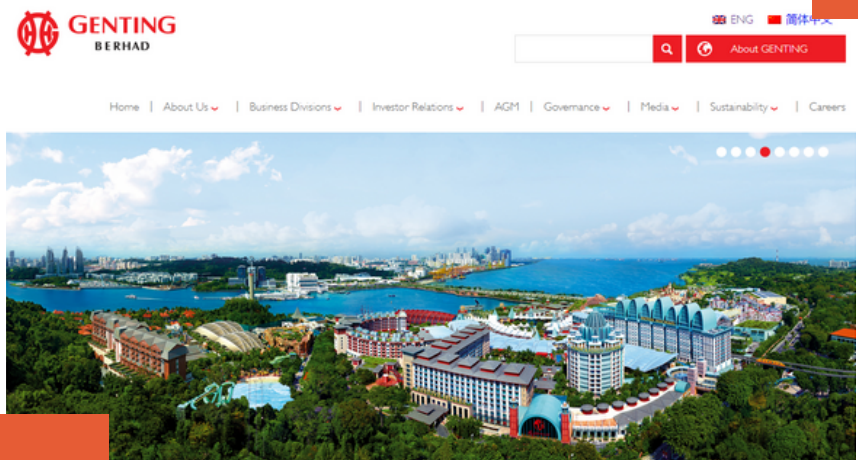
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**Genting Malaysia Berhad
Sustainability Report 2022**

<https://www.genting.com/sustainability/sustainability-reports/>



Official Website of Genting Group

<https://www.genting.com>

Appendices



**View of Wisma Genting
from Hang Tuah Monorail
Station located at Jalan
Sultan Ismail**

**Lunch with Finance
Team (Reporting) at
shopping mall
Pavilion Bukit
Bintang**













Thank You



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