



UNIVERSITI
TEKNOLOGI
MARA



NEPTA DEVELOPMENT SDN BHD

INDUSTRIAL TRAINING REPORT

29 AUGUST 2022 - 10 FEBRUARY 2023

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2020985081
BUSINESS ADMINISTRATION (HONS)
MARKETING (BA240)



INDUSTRIAL TRAINING REPORT
MGT 666



COMPANY: NEPTA DEVELOPMENT SDN BHD

(29 AUGUST 2022 – 10 FEBRUARY 2023)

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EXECUTIVE SUMMARY.

This report highlights my 24-week experience working as a marketing intern at Nepta Development Sendirian Berhad (NDSB), a real estate and property developer. The business has provided variety of services which are property development, project and construction management, consultancy and marketing services and other real estate-related activities. I began my internship on August 29th 2022 and wrapped it up on February 10th 2023, a span of 24 weeks. I had the opportunity to learn more about real estate marketing and how the developer runs their business at NDSB. I had gained so much experiences from the trainings, meetings, discussions, events and handling clients from various of background with the guidance of the marketing team. In addition, the company trusted me with the main responsibilities of meeting the clients, managing in person marketing sessions at the sales gallery, attending board meetings, assisting the sales teams in promoting the new project, particularly the Kangar Jaya Premium Township and engaging with the marketing experts for collaboration and improvements of skills. I was able to say that NDSB is such an amazing developer as they allow me the opportunity to learn new things and exposes me to the real work environment and culture. In this report, I have included the SWOT analysis and several recommendations for NDSB to make an improvement or adjustment for future use.

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CERTIFICATION/ ACTIVITIES / ACHIEVEMENT

- Dean list student for three-times in a row in Bachelor Business Administration (Hons.) in Marketing.
- Participated in Mandarin Role Play for three semester.
- Represented the accounting faculty for SAF (sports) in netball and handball and won the 1st place.
- Participated in Neon Run and managed to win as top 10 runner.
- Participated in CSR Perdana "The Working Bees Program" at Tanjung Dawai, Kedah.
- Members of the highest committee for accounting faculty.
- Participated in Sport Talent for UiTM Kedah.
- Graduated as one of the best student for Pentaksiran Tingkatan 3 (PT3) 2014.
- Represented in a shooting competition on behalf of the uniformed units (PKBM) and placed 6th.

SKILLS

SOFTWARE SKILLS

MS Word	████████████████████
MS PowerPoint	██████████████████
MS Excel	██████████████████
Canva	████████████████████

PERSONAL SKILLS

- Problem Solving Skills
- Adaptability.
- Strong Teamwork Ethic.
- Handling Pressure.
- High Creativity Level

LANGUAGES

Malay	████████████████████
English	██████████████████

REFERENCES

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PN. DARLINA DAHALAN
PEGAWAI PEMASARAN HARTANAH
NEPTA DEVELOPMENT SDN BHD
Contact : 019 517 2485 / 04 9770772
Email : nepta@gmail.com

Figure 1: Resume

3.0 COMPANY PROFILE



Figure 2: Company Logo

Phone : 04-9770 773/3/5
Email : nepta@ymail.com
Address : 33, Wisma Bumita Persiaran Jubli Emas, 01000, Kangar, Perlis.

Nepta Development Sdn Bhd (NDSB) has been established on January 18th, 1994 and was wholly owned subsidiary of Nepta Holding Sdn Bhd, which was incorporated on November 29th, 1993. The company's major lines of operation are property development, project and construction management, consultancy and marketing services and other real estate-related activities. Located at Wisma Bumita, 33, Jalan Persiaran Jubli Emas, Kangar, Perlis, NDSB successfully operated the business with nearly 30 employees from various division of department. NDSB runs by Tan Sri Dato' Abdul Hamid bin Pawanteh that acts as the chairman, while Mr. Lee Hor Yin represents as the director and one of the company's shareholders. This company's contractor registration number is CIDB Gred 7.

NDSB offers its specialized services in launching new project for residential, commercial and industrial properties. The joint venture between Bumita Sdn Bhd and NDSB is for the establishment of a new firm named Konsortium Bumita Nepta Sdn Bhd (KBNSB). It is the most recent and newest project managed by both of the companies. For the new project at Seriab Perlis, named Kangar Jaya Premium Township, KBNSB is in charge of managing all construction, marketing and related services. The project is handled by individuals with significant experience in construction, financial and public sectors in order to make up the teams. NDSB is collaborating with a number of banks in order to boost the business capital for its operations and to provide consumer banking services such as Public Bank Berhad, Southern Bank Berhad, RHB Bank Berhad, Affin Bank Berhad and Bumiputra-Commerce Bank. Moreover, the company partnered with two law firms which are Aishah Jaafar & Associates and The Chambers of B.Y. Khoo for handling paperwork related to purchase and sale agreements.

3.1 VISION, MISSION & TAGLINE



Vision: To become the most favoured brand in the premium housing segment in Perlis and Kedah



Mission: To always provide consumers with construction of the highest calibre and dedicated to create ideal living spaces through continuous innovation



Tagline: The company is well recognised for its catchphrase, “*Kehidupan Harmoni, Rumah Impian yang Mampu*”, which provides the greatest way to achieve your dream house.

3.2 COMPANY SERVICE

i. Property Development



Figure 3: Property Development

Nepta Development Sdn Bhd (NDSB) is an organization that specialises in providing various services linked to the development and marketing of residential, commercial and industrial properties. NDSB consist of several sections which are Human Resource, Accounting, Engineering, Architecture, Purchase Order, Chief Operating Officer, Land Development Consultant, as well as the Property's Marketing and Sales Department. In order to offer the ideal services to the clients, each department is accountable for executing tasks that related to its area of responsibility. The ability of the employees to commit to ongoing innovation and help in growing the firm depends on their understanding of their respective tasks. The main office is where regular office tasks including preparing customer files, hosting the meeting, addressing claims and cheque, and managing client marketing, are being handled.

ii. Construction/Site/Project Management



Figure 4: Construction/site/project Management

Construction management for residential, commercial and industrial properties are the specialty of NDSB. NDSB owns a lot of residential property all around Perlis and Kedah such as Taman Mas Indah, Taman Bintang Ceria, Taman Semarak, Taman Desa Putra, Taman Sri Pulai, Taman Pulasan, Taman Seri Kemuning, Taman Sri Bakong, Taman Kurung Anai, Taman Utama Jaya, Taman Merak, Taman Pering Indah and many more. NDSB also constructs the commercial and industrial properties such as Arked Niaga Kuala Perlis, Medan Perniagaan Chuping Jaya and the latest project is Kangar Jaya Premium Township. A handful of these projects include collaboration with Bumita Sendirian Berhad, while the majority are managed by NDSB on its own. To ensure that the construction process runs smoothly, the construction site is handled by experienced site supervisors, professional engineers and skilled contractors.

iii. Consultancy and Marketing Services

NDSB has a very talented and professional marketing teams with more than 10 years of expertise in promoting properties. The backbone of the company, Pn. Darlina Dahalan, Pn. Amira Abdullah and Pn. Sarina Abd Karim, are the ones who manage to market all the properties owned by the company with incredible marketing skills. Additionally, these professionals manage every step of the selling and buying process, including meeting with the buyer, preparing all assessment-related documentation that related to loan, bank, lawyer and LPPSA, handing over the property's key to the owner and processing claims for damaged items. The majority of the data-keeping systems used by the marketing teams are paper-based, but some of them also involve internet systems.

iv. Internship Programme

The company has offered an internship programme since year 2015. This programme aims to introduce the marketing and business students on how to manage the marketing of properties and how the construction works. The internship program is handled by the marketing team and it is up to them to train the intern to master the skills and how to become an expert at marketing the properties. The training includes activities that can enhance the editing skills by using Adobe Express, Canva and Microsoft PowerPoint, how to build confidence and self-esteem, how to use the persuasive and informative techniques and also learn the tricks on how to deal with customers both online and in person. Moreover, the interns learn the ins and outs of managing everyday tasks for selling and buying properties. This internship programme will boost the student's ability to explore about developer community and forge connections with others in related fields.

3.3 ORGANIZATION STRUCTURE

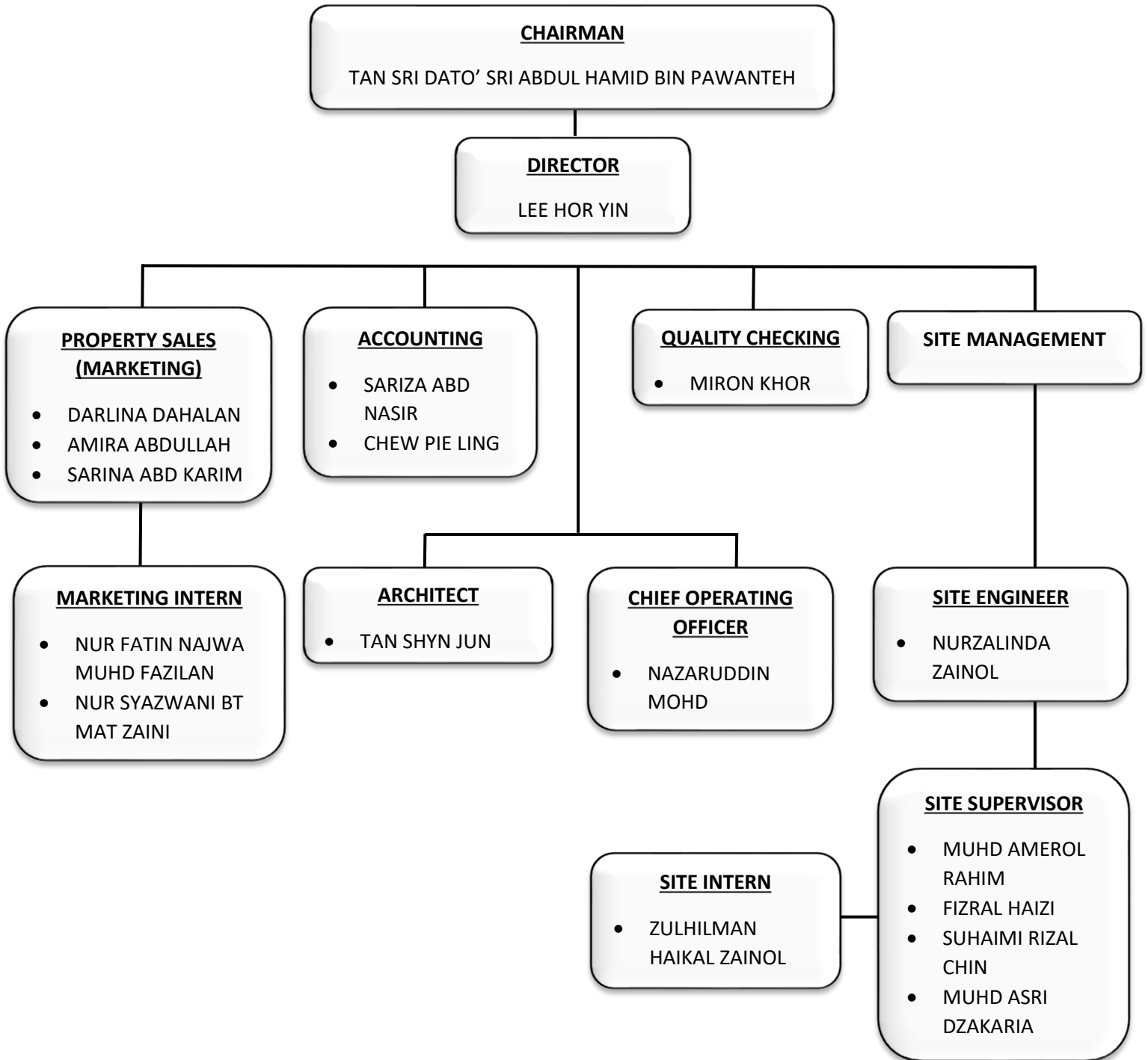


Figure 5: Organization Structure

4.0 DURATION

i. Specific Date.

The internship programme will last for 6 months, divided into 24 weeks. The internship began on August 29th 2022 and ended on February 10th 2023. Nepta Development Sdn Bhd is open on Monday through Friday from 8:30 AM to 5:00 PM, operates 5 days a week. All employees utilise the punch card system except for the intern, thus every working day, the intern must manually write name and sign in the attendance books.

ii. Working Days and Hours.

DAYS	TIME
Monday	8.30 AM – 5.00 PM
Tuesday	8.30 AM – 5.00 PM
Wednesday	8.30 AM – 5.00 PM
Thursday	8.30 AM – 5.00 PM
Friday	8.30 AM – 5.00 PM

Table 1: Working Days and Hours

4.1 DETAILS

Roles and Responsibility at Nepta Development Sdn Bhd.

- i. Roles and responsibility as the marketing intern.

First of all, as the marketing intern, I was supervised by Puan Darlina Dahalan, the chief of marketing at NDSB. I was undergoing a series of training for the development of marketing-related abilities during the 24 weeks of the internship programme. This internship put a lot of emphasis on teaching interns the skills they would need to succeed in the workplace, particularly in the areas of communication and analytical thinking. It also stressed the importance of promoting and marketing skills.

Secondly, it was my duty to create copy writing for an internship application, promote open positions by phone and email and create formal letters. I had a responsibility to thoroughly comprehend and be aware of the task's purpose in order to create the suitable copywriting for it. The language and format used depend on the task, for example, if I was writing an official letter, I would need to double-check all the information and the letter's format. Other than that, I would need to write the appropriate copywriting if I were going to contact the institution to let them know about the practical intake.



Figure 6: Example of copywriting posting

- ii. Trained fundamental knowledge of real estate, including real estate marketing techniques and tricks.

During my internship, I received training from the marketing teams regarding the fundamentals of real estate, such as the full process of sales and purchase flows, tips and tricks for convincing a potential buyer, how to edit brochure, how to write the most interesting and catchy copy writing and how to select the appropriate graphics as well as content for advertising. I had access to a variety of editing programmes, including Microsoft PowerPoint, Adobe Express and Canva. I also learnt how to edit pamphlet and banner for marketing purpose. In addition, I agreed to enrol in a couple online seminars to learn how to influence potential customers. I gained a lot from the seminar, which also helped me feel more confident. Gaining the client's trust is one of the most crucial marketing strategies I have learned. In this company, we are not targeting the client to buy our property right away, instead, we want to gain their trust so they will not be hesitant to establish a long-term connection with the company.



Figure 7: Example of banner for advertising

- iii. Involved and supported the sales teams in handling the marketing of NDSB's new project which is Kangar Jaya Premium Township.

For this new project, I was responsible to participate by managing marketing for potential customers at the sales gallery, contributing ideas for improving the marketing strategies and promoting the Kangar Jaya retail building. The project was owned by Konsortium Bumita Nepta Sdn Bhd, a sub-company between Nepta Development Sdn Bhd and Bumita Sdn Bhd. I was in charge of managing the day-to-day marketing, in-person client interactions and promotion of the retail building for the Kangar Jaya site. Additionally, I was in charge of helping the site members in completing daily reports, analysing the building plans, creating paperwork for faults, learn how to fly drone, prepare claims and safety report, as well as attending any meetings.



Figure 8: Kangar Jaya Premium Township building display

- iv. Involve and assist the sales teams in the main office of Nepta for handling the marketing meeting and any discussion of the residential areas in Perlis.

I was in charge of carrying out everyday responsibilities pertaining to the company's project of the residential areas in the neighbourhood of Perlis and Kedah, including Taman Kurung Anai, Taman Repoh Ceria, Taman Utama Jaya 3, Taman Seri Pulau and others. I was able to understand the company's system and gain the opportunity to learn about real estate marketing by supporting my supervisor, Puan Darlina. I also studied the ins and outs of selling and buying real estate, as well as how to manage in-person client meetings. In addition, I was given the chance to interact with people from different backgrounds and get to know them.

4.2 GAINS

i. Intrinsic Reward

- Experience:

During my internship, I had the opportunity to gain experience in developer industry. I learnt the procedure of sales and purchase property, the data management used by the company, the marketing strategies and going through several trainings. Moreover, the internship helps to increase my ability in problem recognition, monitoring and solution development. I also have the chance to meet VVIP people such as DYMM Tuanku Syed Sirajuddin ibni Almarhum Tuanku Syed Putra Jamalullail and Allahyarham Tan Sri Dato' Seri Abdul Hamid Pawanteh.

- Being part of team:

The marketing team gave their full attention and guidance to the interns. The marketing team always give a space for me to give my opinion regarding any issues and always open for discussion. The teamwork that exist among the employees make every task runs smoothly since they always work together and help each other. The head of department always letting the interns to be selective in making decision and being an important part of the organization. The teams never failed to recognize me as one of their team members and keep giving me opportunity to take part in all company initiatives.

- Coaching/Training:

I was assigned to join several training sessions in order to master the knowledge and marketing skills. NDSB gives a chance for the intern to engage with clients and learn all the procedure of sales and purchase. As an intern, I was assigned to make daily noticeable task progress in private team (marketing) with my supervisor, Pn Darlina so that it is easier for her to guide me. Every Friday, I have to submit a summary to Pn Darlina or Pn Amira as a revision of weekly task. The training session supposedly boosts my editing skills (Adobe Express, Canva, Microsoft PowerPoint), build confidence and self-esteems, master the persuasive and informative techniques and also learn how to deal with client.

ii. Extrinsic Reward.

- Monthly allowance (RM 300.00):

During my six months of internship, I was given RM 300 per month as the allowance for completing my internship in NDSB.

- Chinese New Year Celebration:

I was rewarded with special goodies pack contained *Kueh Bakul*, cookies and Ang Pao during Chinese New Year Celebration. The company also held a Chinese New Year feast for all the staff.



Figure 9: Chinese New Year Celebration

- Accommodation provided.

The interns are allowed to use all the accommodation provided in the office.

- Team building programme.

During my internship, I was able to join all the team building program that are held by the company. This program intended to build strong relationship among employees.

5.0 SWOT ANALYSIS

STRENGTHS	WEAKNESSES
<p>S1 - Well-trained marketing team.</p> <p>S2 - Excellent communication management system.</p> <p>S3 - Professional in handling daily tasks.</p> <p>S4 - A sub-company of a well-known developer in Perlis.</p> <p>S5 - Committed teamwork with the internal subcontractors.</p>	<p>W1 - Lack of digital marketing utilization for promotion.</p> <p>W2 - Outdated technology used for data management (office systems).</p> <p>W3 - Lack of recognition by the public.</p> <p>W4 - High prices rates for purchasing and renting the property.</p> <p>W5 - Internal contractor's unwillingness to make big changes.</p>
OPPORTUNITY	THREAT
<p>Technology Opportunity:</p> <p>O1 - Rapid technology innovations in the construction industry (StarUs, 2022).</p> <p>Economy Opportunity:</p> <p>O2 - High property demand in Perlis's market (A.Rahim, 2022).</p> <p>Environmental Opportunity:</p> <p>O3 - Geographical factors in Perlis and Kedah (Anchal, 2021).</p>	<p>Law and Regulations Threats:</p> <p>T1 - Legislative regulations related to construction (C.H. Tay & Partners, 2022).</p> <p>T2 - Safety issues at site (Jabatan Keselamatan & Kesihatan Pekerjaan, 2023).</p> <p>Technology Threats:</p> <p>T3 - Pressures from competitors in the same industry (TheSunDaily, 2019)</p> <p>Environment Threats:</p> <p>T4 - Weather and environment barriers (Steven J. Schuldt, 2021).</p>

Table 2: SWOT Analysis table

5.1 EXPLANATION.

i. NEPTA DEVELOPMENT SDN BHD'S STRENGTHS.

S1 – Well-trained marketing team.

The marketing department has a unique way of influencing customers to purchase the property. This is as a result of the company having a marketing team that is well-trained with more than 10 years of experience in this industry. From the initial client greeting until handing over the house key to the buyer, the staff always makes sure that everything goes according to plan in order to satisfy the client. In order to recommend the best property to the client, the marketing teams are trained to have excellent communication skills, creative problem-solving mind-sets, and ability to assess the nature of the situation. For instance, the marketing team will recommend the best property with all the features the client needs. The company currently estimates selling more than 200 various residential areas, including Taman Semarak, Taman Sri Pulai, and Taman Utama Jaya, as well as 150 building shop areas, including Medan Perniagaan Chuping and numerous more throughout Perlis and Kedah. There are still ongoing project including Kangar Jaya Premium Town that consists of 339 units of shop lots and 2 residential areas which are Taman Sri Pulai 10 and 11.

S2 – Excellent communication management system.

The continuous exchange of information between NDSB and other parties is ensured by the good communication management system. This is proven by having the direct communication between the office and site members. It is critical to communicate more regularly and practice transparency when talking to other employees as well as the client. The miscommunication may lead to disaster in the construction site especially in term of the safety of the construction workers. Regarding the office's communication system, the employees uses a digital phone system, also known as Private Branch Exchange (PBX). This phone system enables internal communication among the employees as well as external phone lines.



Figure 10: Office's Communication System

S3 - Professional in handling daily tasks.

NDSB hired experienced engineers and foreman in managing the project. Their professionalism in handling daily tasks make each project goes smoothly because the company's great usage of all staff. For instance, each employee must obtain the appropriate certification and licence for their line of work. In terms of accounting, a suitable diploma and education, such as an ACCA and a bachelor's degree in accounting, are required. Additionally, the director of NDSB, Mr. Lee Hor Yin, was a well-known accountant in Australia before moving back to Malaysia to start a company with the support of his brother, Mr. James, the director of Bumita Sdn Bhd.

In addition, the marketing team must undergo several trainings over the course of a year before becoming an official marketing member. One of the training exercises involves performing external marketing tasks, such as advertising the property at the booth in Kedah's Aman Central Mall. Moreover, NDSB is very concerned with the hiring of both internal and external subcontractors. Without a qualified contractor, the project will face a lot of issues down the road, including building damage, material misuse, and several unanticipated issues.

In the NDSB main office, professionalism in how daily duties are handled is also crucial. The entire working process will be much easier, and the situation will be able to encourage a positive work environment when all staff members are able to respect one another, listen to other viewpoints, refrain from blaming group members, be more supportive, and have a positive interdependence thinking (sink or swim together). It is crucial that the group's members agree on their objectives and have a schedule for achieving their mission and vision.

S4 – A sub-company of a well-known developer in Perlis (Bumita Sdn Bhd).

Nepta Development Sdn Bhd is a sub-company of a well-known developer in Perlis which is Bumita Sdn Bhd (BSB). BSB is one of the biggest developers in Perlis since the company is owned by DYMM Tuanku Syed Sirajuddin ibni Almarhum Tuanku Syed Putra Jamalullail while the chairman of NDSB is Tan Sri Dato' Abdul Hamid bin Pawanteh. Since NDSB frequently partners with BSB on certain projects, including the most recent project, Kangar Jaya Premium Township which is run by Konsortium Bumita Nepta Sdn Bhd, the company has gained more reputation as a developer.

As a subsidiary of BSB, NDSB makes use of these advantages to develop relationships with professional contractors and collaborate with other well-established private or public companies. For example, NDSB have been working with Syarikat Air Perlis (SAP), Tenaga Nasional Berhad (TNB), Majlis Perbandaran Kerjaraya (MPK), Lembaga Pembiayaan Perumahan Sektor Awam (LPPSA), the lawyer firm of B.Y Khoo and many more. NDSB has a strong company reputation and a positive brand image because the company is easily recognised as the subsidiary of BSB. People believed that NDSB could provide the greatest services, just like BSB, therefore this possibility helps the business to improve its reputation and create a strong brand identity.

S5 – Committed teamwork with the internal subcontractors.

NDSB had previously worked with various internal and external subcontracting companies and had built up positive relationships with them. Because everyone involved is aware of what they can contribute and what to anticipate from one another, project planning is considerably simpler and quicker. Additionally, NDSB is able to predict the precise timeline and calculate the quantity of raw materials required for each job. By preventing errors at the site, the committed teamwork with the internal subcontractors enables NDSB to reduce unnecessary costs.

The internal subcontractors are personnel who joined the company after receiving training from experienced workers while the external subcontractors are often local contractors assigned to the project for period of time. NDSB hired skilled contractor such as Gangsa Steel, BK Maju, Northern Thermorline and many more in handling their latest project at Kangar Jaya.

ii. NEPTA DEVELOPMENT SDN BHD'S WEAKNESSES.

W1 - Lack of digital marketing utilization for promotion (social media).

NDSB have marketing teams who are very skilled at promoting their properties in person, but they do not utilize digital marketing tools like social media. This is due to the company's exclusive concentration on in-person marketing and walk-in customers. Regarding digital marketing, NDSB primarily uses the company official website and its Facebook page to advertise its properties online, which puts it behind other development companies. Some seniors and more experienced workers could find it challenging to adapt new marketing strategies that make use of social media for promotion. As of right now, the director, Mr. Lee Hor Yin, who is close to 60 years old, manages the company's website and Facebook page. The company's largest drawback is its reluctance to adopt modern working and marketing techniques. This is a result of the director being too busy to maintain these media, unable to keep up with new and trending marketing strategies, and refusing to delegate responsibility for digital marketing to the marketing team. As a result, NDSB is now have an unattractive and out-of-date online presence.

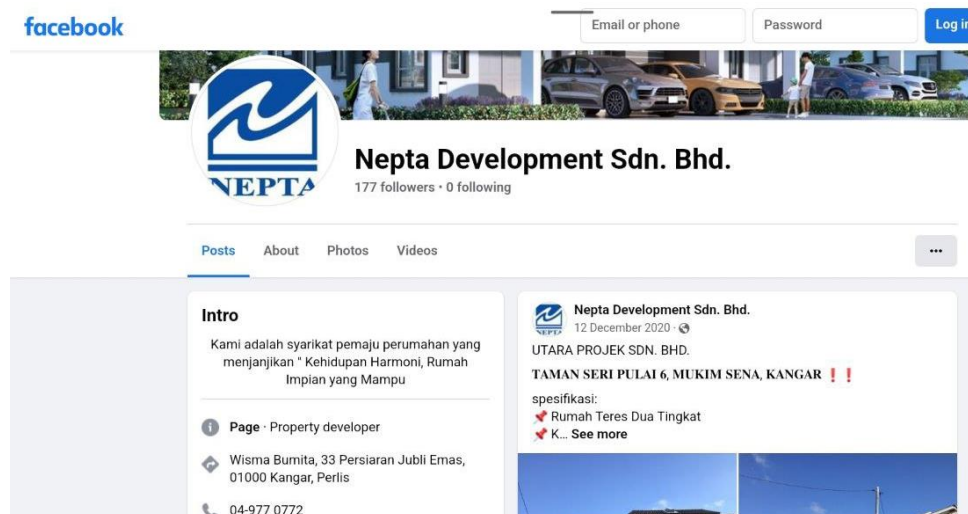


Figure 11: NDSB's Facebook Page

W2 – Outdated technology used for data management (office systems).

NDSB used an old-style of data management in keeping its client data. The company today runs on paper-based forms, such as files, papers, and book sheets, where all client information, previous and past paperwork, and other critical data are stored. These data are challenging to locate, time-consuming to gather, and insufficient when needed. Additionally, these books and files took up too much room in the office and contributed to the untidy atmosphere there.

Moreover, it is risky, particularly when an incident like a fire or flood occurs. NDSB had to deal with an extreme flood in the year 2013, and as a result of it, the company lost over 60% of their client data. Furthermore, NDSB's data management systems may potentially result in errors when storing data. Employees may did not notice the available units left, failed to update customer information with new information, overlooked a difficult-to-find fault, and many other problems might easily occur. NDSB also failed to support the government-sponsored "Go Green" initiative because too much paper is wasted managing daily tasks by maintaining data in files, paper sheets, and books.



Figure 12: Example of Client's Files

W3 – Lack of recognition by the public.

Nepta Development Sdn Bhd (NDSB) is an established developer in Perlis since the company is a sub-company of Bumita Sdn Bhd (BSB), which is also not helpful for growth of NDSB. This is because people will only recognise NDSB after being mentioned as a sub-company of Bumita Sdn Bhd. It is challenging for the NDSB to stand on its own and quit existing as a BSB's shadow. Given that NDSB has already been successful in developing a significant amount of real

estate around Perlis and Kedah, the company should be able to stand on its own two feet and make a reputation for itself in the market. From my personal experience, when I began my internship at NDSB, I did get inquiries about the name of company I work for. Most of people who asked about it have no idea when I mentioned NDSB, but when I explain that NDSB is a subsidiary of Bumita Sdn Bhd, they immediately recognise the company. This is the evidence that NDSB is still lack of recognition by the public.

W4 – High prices rates for purchasing and renting the property.

NDSB holds a sizable portion of residential land around Perlis and Kedah. These properties have high price rates for both purchasing and renting. For instance, the initial selling price for the shop building in the Kangar Jaya is RM 1.2 million per unit, and the highest price is RM 2.3 million per unit. Additionally expensive, the rent is RM 6,000 for the ground floor, RM 2,500 for the first floor, and RM 1,500 for the second floor. As a marketing intern, I met with a lot of people who interested to buy or rent a shop building but instantly change their minds once they knew the price, especially those who ran small businesses and were just starting out the business.

W5 – Internal Contractor's unwillingness to make big changes.

NDSB has trouble coping with the internal contractors' unwillingness to significant change, particularly during the Covid19 pandemic. The government-imposed new SOP and rules regarding safety and working hours were not acceptable to the internal contractors. The majority of them preferred to continue sticking to the old norms and struggled to obey the new ones. For instance, it was necessary to limit the number of workers each day during the pandemic for safety reasons, yet the majority of internal contractors disobeyed the SOP. Due to this circumstance, NDSB is at significant risk and may face fines for failing to obey to the government's pandemic regulations.

NDSB must also deal with internal contractors that are unable to adapt to changing work dynamics and are unable to resolve some issues brought on by plan modifications. When sudden or unexpected events like changing weather or government action occur, the project plan may occasionally need to be changed. The contractors are intentionally skipping work for extra pay and demanding more allowances by claiming overtime. The company could lose a lot as a result.

iii. NEPTA DEVELOPMENT SDN BHD'S OPPORTUNITY

Technology opportunity:

O1 – Rapid technology innovations in the construction industry (StarUs, 2022).

Development of technology innovations is essential, especially for the construction industry. Various areas in construction sites are beyond human reach but still require regular inspection (StarUs, 2022). Thus, by having the most recent technology is crucial for NDSB to provide the greatest service with excellent innovations in the industry. It is important for NDSB to adapt to changing times and make use of quick technological advances in order to stay current with new developments. By utilising the most recent technological advancements, NDSB is able to become more effective over time, obtain the best outcomes in terms of building quality and accuracy, and make work easier to handle.

For the time being, NDSB uses drones for progress tracking, surveying the ongoing project and inspection purposes. These drones are equipped with downward-facing sensors and can capture a great deal of aerial data in a short time. Advanced monitoring and inspection techniques use drone-based monitoring in combination with LIDAR or thermal sensors (StarUs, 2022). Therefore, the construction industry's rapid use of technology has given NDSB more opportunities to handle the project.

In addition, for the most recent project, NDSB used a hybrid concrete construction technology that combines precast concrete and cast in-situ concrete. This construction method creates structures that are straightforward, constructible, and competitively priced. It also offers benefits to NDSB, including increased off-site component manufacturing, reduced unnecessary costs, faster construction, and consistent performance.

Economy Opportunity:

O2 - High property demand in Perlis's market (A. Rahim, 2022).

Perlis, as we are all aware, is the smallest state in Malaysia, making its land valuable. This circumstance makes individuals want to acquire property in Perlis from both within and outside of Perlis as well as from other countries. Due to the increased demand for real estate in the Perlis market, NDSB took advantage of the chance to develop the surrounding area. For residential, the overhang stock for Perlis has seen improvements within the year as it has declined from 44 units

to 27 units worth RM 8.49 million. On transaction activities, the market had recovered from the previous first half performance due to Covid-19 as evidenced by the increase in both volume and value of transactions, by 50.7% and 69.8% respectively (A. Rahim, 2022).

As for the shop office, transaction activities in Perlis have slightly recovered from its previous low performance to 36 transacted units worth RM 22.26 million, recording a small recovery of 9% and 20% respectively (A. Rahim,2022). The research indicates that after the Covid-19 pandemic, the market for properties in Perlis is experiencing increasing demand. This circumstance enables NDSB to move forward with their construction project and make plans for other ones in the future.

Environmental Opportunity:

O3 – Geographical factors in Perlis (Anchal, 2021).

One of the benefits to NDSB is the geographical factors in Perlis. This is as a result of Perlis' excellent ground stability, percolation quality, and compatibility for plant development. The carrying capacity of the soil is a crucial component that the developer must take into careful account while choosing a building site. To help validate the needs prior to beginning the project, NDSB has its own soil analyser on-site. There are many geographical factors that are need to be value before choosing the site location. The ground of the chosen site must have a strong foundation to support the construction (Anchal, 2021). The different levels of ground will create different option in choosing the soil support materials.

NDSB selected a geographical location with a minimal spring area. This is due to the fact that construction is significantly simpler in areas that are neither too damp nor too rocky. Take the most recent project, Kangar Jaya at Seriab Perlis, as an example. Since the location was once used for agricultural (rice), NDSB needed to fill the soil for two years before beginning construction in 2016. The contractor must take more time and use more expensive support materials if the location is too wet to layer the ground. Additionally, the ground must not be overly hard because doing so would increase the expense of breaking the stone. The majority of the project areas selected by NDSB are agricultural areas since the land are appropriate for construction. Other than that, there are several other factors that need to be consider such as avoiding flooding area, respect the habitat at the site, and the access of the main road.

iv. NEPTA DEVELOPMENT SDN BHD'S THREAT

Law and Regulations Threats:

T1 - Legislative regulations related to construction (C.H. Tay & Partners, 2022).

Law and regulations are one of the threats that NDSB must deal with. NDSB is required to obey by the legal guidelines established by the government in relation to building. The government has the right to punish, suspend, revoke, or do both to the company's licence that handle construction if it failed to follow the rules. As a developer, NDSB is required to follow the Construction Industry Development Board (CIDB) standard forms for construction work. To obtain legal status for people working on-site as employees and self-employed subcontractors, contractors must register with CIDB. As for the foreign workers, the relevant working permit is required together with all other requirements stated in the by-laws or regulations. This become threat to the company especially when dealing with foreign workers who are new and not familiar with our country's regulations.

When performing construction work, it is also compulsory to have standard required types of insurance. Contractors are legally obliged to obtain the required insurance, such as the contractors' all-risk policy, as it is specified in the standard form of contracts. The relevant parties are required to comply with the provisions of the Workmen's Compensation Act 1965, where applicable (C.H Tay & Partners, 2022). Because we cannot foresee all potential incidents, NDSB must ensure that all contractors have their own insurance that is still valid while they are working at the site.

T2 - Safety issues in the site (Jabatan Keselamatan & Kesihatan Pekerjaan, 2023).

The Worker Safety and Health Act, to which the NDSB is subject, obliges every company to guarantee that his staff members have received the training required to enable them to perform their duties without endangering their own or others' health and safety. Additionally, the construction workers are required by OSHA (Occupational Safety and Health Administration) to abide by certain safety requirements. Because some employees did not truly pay attention to the safety requirements and always took it easy, the safety issues at the site posed a threat to the NDSB.

When working at a building site, for instance, all employees are required to wear hard construction hats, long work pants, sturdy work boots, and shirts with sleeves. NDSB must ensure

that all construction employees have a basic understanding of safety, are aware of emergency protocols, and are capable of assessing the situation if an accident occur. Injury at work is a constant risk, particularly on construction sites. To prevent any unwelcome accidents while working, the safety manager must regularly monitor compliance with all laws and regulations.



Figure 13: Example of Safety Wear

Technology Threats:

T3 - Pressures from competitors in the same industry (TheSunDaily, 2019).

Construction Industry Development Board (CIDB) Malaysia chief executive Datuk Ahmad Asri Abdul Hamid said the Malaysian construction industry has experienced a robust growth for the past 10 years, especially in terms of technology, construction methods and materials used (TheSunDaily, 2019). NDSB must deal with technological threats that include pressure from competitors in the same industry. For instance, Singapore is heavily focused on the usage of IBS (Industrialized Building System), and in order for NDSB to compete in the international market, NDSB needs to expand to a higher extent in order to ensure that it has the resources, expertise, and experience to perform. In addition, NDSB must deal with pressure from competitors including Encomas Sdn Bhd, AIMA Development Sdn Bhd, Northcrest Development Sdn Bhd, and numerous other developers in the Perlis region. The majority of these developers use their digital marketing strategies and employ different technology than NDSB to manage the construction and data system, posing a technical threat to the business.

Environment Threats:

T4 - Weather and environmental barriers (Steven J. Schuldt, 2021).

Weather and environmental barriers are the NDSB's next threats. Because NDSB mainly relies on drones to monitor the site's progress, this shows that weather and environment might likewise pose a threat to the business. The drones cannot be used when it is extremely windy or raining excessively, which can slow down the progress at site. When the drone cannot be used, it will take a lot of time for the site engineer and supervisor to visit each section of the site individually in order to prepare the next phase of the construction.

The weather and environmental barriers also lead to delay of the construction. This is due to the fact that heavy rain prohibits the use of all heavy machines. Construction workers should not continue working in extremely hot or rainy conditions. Rain makes the site even dirtier and slicker, making it dangerous for workers, especially those engaged in high-rise building. The amount of groundwater due to the persistent rain is one of barriers to NDSB. Prior to beginning construction of the structure, NDSB must spend extra money during the period of concreting the bed plate for hardening the base.

6.0 DISCUSSION AND RECOMMENDATION FOR NEPTA DEVELOPMENT SDN BHD.

i. Digital marketing utilization (W1+T3):

The new method of marketing their property by utilising digital marketing should be more accessible to NDSB. The quickest approach to market a property is through the use of social media platforms like Instagram and TikTok, which can help the company establish a strong online presence. NDSB can expand its social network and improve their brand image through digital marketing. Nowadays, people are constantly using their smartphones, therefore advertising a property on social media is the ideal approach to get people's attention. Since most of the marketing team is still young and capable of keeping up with the most recent online marketing trends with creative ideas and being able to constantly update the website with the most recent information, the director of NDSB should probably let the marketing team handle their social media.

The marketing team can teach the interns how to edit, create copy writing ideas, and manage various digital platforms, like Instagram, Facebook, Twitter, YouTube, LinkedIn, and others. For instance, the marketing team should try to create creative videos that show the interior design of the house and also expose the potential buyer to the benefits that they will be able to enjoy if they purchase property from NDSB rather than simply uploading a softcopy of a pamphlet to promote the property.

ii. The use of latest technology for data management (W2+T3):

NDSB has to re-evaluate its data management methods and discontinue using the old-style that utilizes an unnecessary amount of paper, files, and book sheets. A few data management software, including Improvado, Microsoft SQL Server, Microsoft Access, and Postgre SQL, should be explored by NDSB. This software can organise data with the most recent information, optimise paper use, help to manage, store, and retrieve data from major databases, handle jobs involving massive amounts of data, free up more office space, and make data accessible from anywhere at any time. By using the software for data management, NDSB do not need to worry about the risk of losing the data through unexpected incident such as fire or flood since all the data are being stored online.

iii. Collaboration with other companies for different services (S4+O2):

NDSB should be able to stand on its own two feet and establish a name for itself in the market by collaborating with other companies that provide various construction-related services. This is how NDSB may stop existing as BSB's shadow and start receiving greater public recognition. To increase the company's visibility among the general public, NDSB should definitely participate in NGO activities, work with private businesses, and partner with other CSR organisers. Additionally, collaborating with other companies can ensure that daily tasks are completed without issue.

As for now, NDSB only uses two primary law firms to handle the paperwork associated with buy and sales agreements. Due to the client having to wait for their turn, the sales and buy procedure becomes delayed in this case. To ensure that the client does not have to wait longer than six months to acquire their property, NDSB should work with more law firms to complete the paperwork. Collaboration with other businesses for various services would benefit the organisation in improving its reputation. This is due to the fact that when people's affairs are simplified, they will provide favourable feedback, which will persuade other people to purchase real estate from NDSB as well.

iv. Prepare a proper schedule of the construction that include backup plan for unexpected incident (S5+T4):

Even though the company has excellent staff members who handle marketing and construction, they are powerless against environmental barriers like rough weather. When the weather turned bad, the construction would be postponed to ensure their safety. The recommendation is NDSB should learn more about the local weather and build a strategic schedule for when and how long the job will last. NDSB must also have a backup plan in place in case an unforeseen disaster, like a flood or extreme weather events, occurs. By using this strategy, the company will be able to set up dates when the construction can begin and end in perfect weather.

7.0 CONCLUSION

To sum up everything expressed so far, I interned at Nepta Development Sdn Bhd for six months, or 24 weeks, beginning on August 29, 2022, and ending on February 10, 2023. I have gained a wide range of valuable skills that are demanded by the industry, particularly in sales and marketing. I was given the chance to get experience in multiple editing programmes and given the responsibility of managing the in-person marketing at the Kangar Jaya sales gallery. I was familiarised with the working environment of the real estate developer and was able to perform my duties as the marketing intern to the greatest extent possible. In addition, I have the chance to gain knowledge about the property's marketing and confidence to continue applying for jobs with a marketing job scope. The numerous training, I have been undergoing lately has helped me to connect with many people from different backgrounds and has prepared me for the future. My ability to sell several buildings in Kangar Jaya and receive appreciation from everyone, including the director, was the highlight of my internship. Furthermore, I am incredibly grateful of the chance provided for me to complete my internship here. The adventures, education, friendships, and good times I enjoyed while working for Nepta Development Sdn Bhd will always hold a special place in my heart. Many thanks to everyone for their warm remarks, beautiful service, and role as my strongest supporters as I continue my marketing venture in the industry.

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9.0 APPENDICES



Document Information

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EXECUTIVE SUMMARY. This report highlights my 24-week experience working as a marketing intern at Nepta Development Sendirian Berhad (NDSB), a real estate and property developer. The business has provided variety of services which are property development, project and construction management, consultancy and marketing services and other real estate-related activities. I began my internship on August 29 th 2022 and wrapped it up on February 10 th 2023, a span of 24 weeks. I had the opportunity to learn more about real estate marketing and how the developer runs their business at NDSB. I had gained so much experiences from the trainings, meetings, discussions, events and handling clients from various of background with the guidance of the marketing team. In addition, the company trusted me with the main responsibilities of meeting the clients, managing in person marketing sessions at the sales gallery, attending board meetings, assisting the sales teams in promoting the new project, particularly the Kangar Jaya Premium Township and engaging with the marketing experts for collaboration and improvements of skills. I was able to say that NDSB is such an amazing developer as they allow me the opportunity to learn new things and exposes me to the real work environment and culture. In this report, I have included the SWOT analysis and several recommendations for NDSB to make an improvement or adjustment for future use.

3.0 COMPANY PROFILE Figure 2: Company Logo Phone : 04-9770 773/3/5 Email : nepta@gmail.com Address : 33, Wisma Bumita Persiaran Jubli Emas, 01000, Kangar, Perlis. Nepta Development Sdn Bhd (NDSB) has been established on January 18 th , 1994 and was wholly owned subsidiary of Nepta Holding Sdn Bhd, which was incorporated on November 29 th , 1993. The company's major lines of operation are property development, project and construction management, consultancy and marketing services and other real estate-related activities. Located at Wisma Bumita, 33, Jalan Persiaran Jubli Emas, Kangar, Perlis, NDSB successfully operated the business with nearly 30 employees from various division of department. NDSB runs by Tan Sri Dato' Abdul Hamid bin Pawanteh that acts as the chairman, while Mr. Lee Hor Yin represents as the director and one of the company's shareholders. This company's contractor registration number is CIDB Gred 7. NDSB offers its specialized services in launching new project for residential, commercial and industrial properties. The joint venture between Bumita Sdn Bhd and NDSB is for the establishment of a new firm named Konsortium Bumita Nepta Sdn Bhd (KBNSB). It is the most recent and newest project managed by both of the companies. For the new project at Seriab Perlis, named Kangar Jaya Premium Township, KBNSB is in charge of managing all construction, marketing and related services. The project is handled by individuals with significant experience in construction, financial and public sectors in order to make up the teams. NDSB is collaborating with a number of banks in order to boost the business capital for its operations and to provide consumer banking services such as Public Bank Berhad, Southern Bank Berhad, RHB Bank Berhad, Affin Bank Berhad and Bumiputra-Commerce Bank. Moreover, the company partnered with two law firms which are Aishah Jaafar & Associates and The Chambers of B.Y. Khoo for handling paperwork related to purchase and sale agreements.

3.1 VISION, MISSION & TAGLINE Vision: To become the most favoured brand in the premium housing segment in Perlis and Kedah Mission: To always provide consumers with construction of the highest calibre and dedicated to create ideal living spaces through continuous innovation Tagline: The company is well recognised for its catchphrase, "Kehidupan Harmoni, Rumah Impian yang Mampu", which provides the greatest way to achieve your dream house.

3.2 COMPANY SERVICE i. Property Development Nepta Development Sdn Bhd (NDSB) is an organization that specialises in providing various services linked to the development and marketing of residential, commercial and industrial properties. NDSB consist of several sections which are Human Resource, Accounting, Engineering, Architecture, Purchase Order, Chief Operating Officer, Land Development Consultant, as well as the Property's Marketing and Sales Department. In order to offer the ideal services to the clients, each department is accountable for executing tasks that related to its area of responsibility. The ability of the employees to commit to ongoing innovation and help in growing the firm depends on their understanding of their respective tasks. The main office is where regular office tasks including preparing customer files, hosting the meeting, addressing claims and cheque, and managing client marketing, are being handled. Figure 3: Property Development

ii. Construction/Site/Project Management Construction management for residential, commercial and industrial properties are the speciality of NDSB. NDSB owns a lot of residential property all around Perlis and Kedah such as Taman Mas Indah, Taman Bintong Ceria, Taman Semarak, Taman Desa Putra, Taman Sri Pulai, Taman Pulasan, Taman Seri Kemuning, Taman Sri Bakong, Taman Kurung Anai, Taman Utama Jaya, Taman Merak, Taman Pering Indah and many more. NDSB also constructs the commercial and industrial properties such as Arked Niaga Kuala Perlis, Medan Perniagaan Chuping Jaya and the latest project is Kangar Jaya Premium Township. A handful of these projects include collaboration with Bumita Sendirian Berhad, while the majority are managed by NDSB on its own. To ensure that the construction process runs smoothly, the construction site is handled by experienced site supervisors, professional engineers and skilled contractors. Figure 4: Construction/site/project Management

iii. Consultancy and Marketing Services NDSB has a very talented and professional marketing teams with more than 10 years of expertise in promoting properties. The backbone of the company, Pn. Darlina Dahalan, Pn. Amira Abdullah and Pn. Sarina Abd Karim, are the ones who manage to market all the properties owned by the company with incredible marketing skills. Additionally, these professionals manage every step of the selling and buying process, including meeting with the buyer, preparing all assessment-related documentation that related to loan, bank, lawyer and LPPSA, handing over the property's key to the owner and processing claims for damaged items. The majority of the data-keeping systems used by the marketing teams are paper-based, but some of them also involve internet systems. iv. Internship Programme The company has offered an internship programme since year 2015. This programme aims to introduce the marketing and business students on how to manage the marketing of properties and how the construction works. The internship program is handled by the marketing team and it is up to them to train the intern to master the skills and how to become an expert at marketing the properties. The training includes activities that can enhance the editing skills by using Adobe Express, Canva and Microsoft PowerPoint, how to build confidence and self- esteems, how to use the persuasive and informative techniques and also learn the tricks on how to deal with customers both online and in person. Moreover, the interns learn the ins and outs of managing everyday tasks for selling and buying properties. This internship programme will boost the student's ability to explore about developer community and forge connections with others in related fields.

3.3 ORGANIZATION STRUCTURE CHAIRMAN TAN SRI DATO' SRI ABDUL HAMID BIN PAWANTEH QUALITY CHECKING • MIRON KHOR ACCOUNTING • SARIZA ABD NASIR • CHEW PIE LING PROPERTY SALES (MARKETING) • DARLINA DAHALAN • AMIRA ABDULLAH • SARINA ABD KARIM DIRECTOR LEE HOR YIN SITE MANAGEMENT ARCHITECT • TAN SHYN JUN SITE ENGINEER • NURZALINDA ZAINOL SITE SUPERVISOR • MUHD AMEROL RAHIM • FIZRAL HAIZI • SUHAIMI RIZAL CHIN • MUHD ASRI DZAKARIA CHIEF OPERATING OFFICER • NAZARUDDIN MOHD MARKETING INTERN • NUR FATIN NAJWA MUHD FAZILAN • NUR SYAZWANI BT MAT ZAINI SITE INTERN • ZULHILMAN HAIKAL ZAINOL Figure 5: Organization Structure

4.0 DURATION i. Specific Date. The internship programme will last for 6 months, divided into 24 weeks. The internship began on August 29 th 2022 and ended on February 10 th 2023. Nepta Development Sdn Bhd is open on Monday through Friday from 8:30 AM to 5:00 PM, operates 5 days a week. All employees utilise the punch card system except for the intern, thus every working day, the intern must manually write name and sign in the attendance books. ii. Working Days and Hours. DAYS TIME Monday 8.30 AM – 5.00 PM Tuesday 8.30 AM – 5.00 PM Wednesday 8.30 AM – 5.00 PM Thursday 8.30 AM – 5.00 PM Friday 8.30 AM – 5.00 PM Table 1: Working Days and Hours

4.1 DETAILS Roles and Responsibility at Nepta Development Sdn Bhd. i. Roles and responsibility as the marketing intern. First of all, as the marketing intern, I was supervised by Puan Darlina Dahalan, the chief of marketing at NDSB. I was undergoing a series of training for the development of marketing- related abilities during the 24 weeks of the internship programme. This internship put a lot of emphasis on teaching interns the skills they would need to succeed in the workplace, particularly in the areas of communication and analytical thinking. It also stressed the importance of promoting and marketing skills. Secondly, it was my duty to create copy writing for an internship application, promote open positions by phone and email and create formal letters. I had a responsibility to thoroughly comprehend and be aware of the task's purpose in order to create the suitable copywriting for it. The language and format used depend on the task, for example, if I was writing an official letter, I would need to double-check all the information and the letter's format. Other than that, I would need to write the appropriate copywriting if I were going to contact the institution to let them know about the practical intake. Figure 6: Example of copywriting posting

ii. Trained fundamental knowledge of real estate, including real estate marketing techniques and tricks. During my internship, I received training from the marketing teams regarding the fundamentals of real estate, such as the full process of sales and purchase flows, tips and tricks for convincing a potential buyer, how to edit brochure, how to write the most interesting and catchy copy writing and how to select the appropriate graphics as well as content for advertising. I had access to a variety of editing programmes, including Microsoft PowerPoint, Adobe Express and Canva. I also learnt how to edit pamphlet and banner for marketing purpose. In addition, I agreed to enrol in a couple online seminars to learn how to influence potential customers. I gained a lot from the seminar, which also helped me feel more confident. Gaining the client's trust is one of the most crucial marketing strategies I have learned. In this company, we are not targeting the client to buy our property right away, instead, we want to gain their trust so they will not be hesitant to establish a long-term connection with the company. Figure 7: Example of banner for advertising

iii. Involved and supported the sales teams in handling the marketing of NDSB's new project which is Kangar Jaya Premium Township. For this new project, I was responsible to participate by managing marketing for potential customers at the sales gallery, contributing ideas for improving the marketing strategies and promoting the Kangar Jaya retail building. The project was owned by Konsortium Bumita Nepta Sdn Bhd, a sub-company between Nepta Development Sdn Bhd and Bumita Sdn Bhd. I was in charge of managing the day-to-day marketing, in-person client interactions and promotion of the retail building for the Kangar Jaya site. Additionally, I was in charge of helping the site members in completing daily reports, analysing the building plans, creating paperwork for faults, learn how to fly drone, prepare claims and safety report, as well as attending any meetings. iv. Involve and assist the sales teams in the main office of Nepta for handling the marketing meeting and any discussion of the residential areas in Perlis. I was in charge of carrying out everyday responsibilities pertaining to the company's project of the residential areas in the neighbourhood of Perlis and Kedah, including Taman Kurung Anai, Taman Repoh Ceria, Taman Utama Jaya 3, Taman Seri Pulaui and others. I was able to understand the company's system and gain the opportunity to learn about real estate marketing by supporting my supervisor, Puan Darlina. I also studied the ins and outs of selling and buying real estate, as well as how to manage in-person client meetings. In addition, I was given the chance to interact with people from different backgrounds and get to know them. Figure 8: Kangar Jaya Premium Township building display

4.2 GAINS i. Intrinsic Reward • Experience: During my internship, I had the opportunity to gain experience in developer industry. I learnt the procedure of sales and purchase property, the data management used by the company, the marketing strategies and going through several trainings. Moreover, the internship helps to increase my ability in problem recognition, monitoring and solution development. I also have the chance to meet VVIP people such as DYMM

Tuanku Syed Sirajuddin ibni Almarhum Tuanku Syed Putra Jamalullail and

Allahyarham Tan Sri Dato' Seri Abdul Hamid Pawanteh. • Being part of team: The marketing team gave their full attention and guidance to the interns. The marketing team always give a space for me to give my opinion regarding any issues and always open for discussion. The teamwork that exist among the employees make every task runs smoothly since they always work together and help each other. The head of department always letting the interns to be selective in making decision and being an important part of the organization. The teams never failed to recognize me as one of their team members and keep giving me opportunity to take part in all company initiatives. • Coaching/Training: I was assigned to join several training sessions in order to master the knowledge and marketing skills. NDSB gives a chance for the intern to engage with clients and learn all the procedure of sales and purchase. As an intern, I was assigned to make daily noticeable task progress in private team (marketing) with my supervisor, Pn Darlina so that it is easier for her to guide me. Every Friday, I have to submit a summary to Pn Darlina or Pn Amira as a revision of weekly task. The training session supposedly boosts my editing skills (Adobe Express, Canva, Microsoft PowerPoint), build confidence and self-esteems, master the persuasive and informative techniques and also learn how to deal with client.

ii. Extrinsic Reward. • Monthly allowance (RM 300.00): During my six months of internship, I was given RM 300 per month as the allowance for completing my internship in NDSB. • Chinese New Year Celebration: I was rewarded with special goodies pack contained Kueh Bakul, cookies and Ang Pao during Chinese New Year Celebration. The company also held a Chinese New Year feast for all the staff. • Accommodation provided. The interns are allowed to use all the accommodation provided in the office. • Team building programme. During my internship, I was able to join all the team building program that are held by the company. This program intended to build strong relationship among employees.

Figure 9: Chinese New Year Celebration

5.0 SWOT ANALYSIS STRENGTHS WEAKNESSES S1 - S2 - S3 - S4 - S5 - Well-trained marketing team. Excellent communication management system. Professional in handling daily tasks. A sub-company of a well-known developer in Perlis. Committed teamwork with the internal subcontractors. W1 - W2 - W3 - W4 - W5 - Lack of digital marketing utilization for promotion. Outdated technology used for data management (office systems). Lack of recognition by the public. High prices rates for purchasing and renting the property. Internal contractor's unwillingness to make big changes. OPPORTUNITY THREAT O1 - O2 - O3 - Technology Opportunity: Rapid technology innovations in the construction industry (StarUs, 2022). Economy Opportunity: High property demand in Perlis's market (A.Rahim, 2022). Environmental Opportunity: Geographical factors in Perlis and Kedah (Anchal, 2021). T1 - T2 - T3 - T4 - Law and Regulations Threats: Legislative regulations related to construction (C.H. Tay & Partners, 2022). Safety issues at site (Jabatan Keselamatan & Kesihatan Pekerjaan, 2023). Technology Threats: Pressures from competitors in the same industry (TheSunDaily, 2019) Environment Threats: Weather and environment barriers (Steven J. Schuldt, 2021). Table 2: SWOT Analysis table

5.1 EXPLANATION. i. NEPTA DEVELOPMENT SDN BHD'S STRENGTHS. S1 – Well-trained marketing team. The marketing department has a unique way of influencing customers to purchase the property. This is as a result of the company having a marketing team that is well-trained with more than 10 years of experience in this industry. From the initial client greeting until handing over the house key to the buyer, the staff always makes sure that everything goes according to plan in order to satisfy the client. In order to recommend the best property to the client, the marketing teams are trained to have excellent communication skills, creative problem-solving mind-sets, and ability to assess the nature of the situation. For instance, the marketing team will recommend the best property with all the features the client needs. The company currently estimates selling more than 200 various residential areas, including Taman Semarak, Taman Sri Pulai, and Taman Utama Jaya, as well as 150 building shop areas, including Medan Perniagaan Chuping and numerous more throughout Perlis and Kedah. There are still ongoing project including Kangar Jaya Premium Town that consists of 339 units of shop lots and 2 residential areas which are Taman Sri Pulai 10 and 11. S2 – Excellent communication management system. The continuous exchange of information between NDSB and other parties is ensured by the good communication management system. This is proven by having the direct communication between the office and site members. It is critical to communicate more regularly and practice transparency when talking to other employees as well as the client. The miscommunication may lead to disaster in the construction site especially in term of the safety of the construction workers. Regarding the office's communication system, the employees uses a digital phone system, also known as Private Branch Exchange (PBX). This phone system enables internal communication among the employees as well as external phone lines.

S3 - Professional in handling daily tasks. NDSB hired experienced engineers and foreman in managing the project. Their professionalism in handling daily tasks make each project goes smoothly because the company's great usage of all staff. For instance, each employee must obtain the appropriate certification and licence for their line of work. In terms of accounting, a suitable diploma and education, such as an ACCA and a bachelor's degree in accounting, are required. Additionally, the director of NDSB, Mr. Lee Hor Yin, was a well-known accountant in Australia before moving back to Malaysia to start a company with the support of his brother, Mr. James, the director of Bumita Sdn Bhd. In addition, the marketing team must undergo several trainings over the course of a year before becoming an official marketing member. One of the training exercises involves performing external marketing tasks, such as advertising the property at the booth in Kedah's Aman Central Mall. Moreover, NDSB is very concerned with the hiring of both internal and external subcontractors. Without a qualified contractor, the project will face a lot of issues down the road, including building damage, material misuse, and several unanticipated issues. In the NDSB main office, professionalism in how daily duties are handled is also crucial. The entire working process will be much easier, and the situation will be able to encourage a positive work environment when all staff members are able to respect one another, listen to other viewpoints, refrain from blaming group members, be more supportive, and have a positive interdependence thinking (sink or swim together). It is crucial that the group's members agree on their objectives and have a schedule for achieving their mission and vision. Figure 10: Office's Communication System

S4 – A sub-company of a well-known developer in Perlis (Bumita Sdn Bhd). Nepta Development Sdn Bhd is a sub-company of a well-known developer in Perlis which is Bumita Sdn Bhd (BSB). BSB is one of the biggest developers in Perlis since the company is owned by DYMM Tuanku Syed Sirajuddin ibni Almarhum Tuanku Syed Putra Jamalullail while the chairman of NDSB is Tan Sri Dato' Abdul Hamid bin Pawanteh. Since NDSB frequently partners with BSB on certain projects, including the most recent project, Kangar Jaya Premium Township which is run by Konsortium Bumita Nepta Sdn Bhd, the company has gained more reputation as a developer. As a subsidiary of BSB, NDSB makes use of these advantages to develop relationships with professional contractors and collaborate with other well-established private or public companies. For example, NDSB have been working with Syarikat Air Perlis (SAP), Tenaga Nasional Berhad (TNB), Majlis Perbandaran Kerjaraya (MPK), Lembaga Pembiayaan Perumahan Sektor Awam (LPPSA), the lawyer firm of B.Y Khoo and many more. NDSB has a strong company reputation and a positive brand image because the company is easily recognised as the subsidiary of BSB. People believed that NDSB could provide the greatest services, just like BSB, therefore this possibility helps the business to improve its reputation and create a strong brand identity. S5 – Committed teamwork with the internal subcontractors. NDSB had previously worked with various internal and external subcontracting companies and had built up positive relationships with them. Because everyone involved is aware of what they can contribute and what to anticipate from one another, project planning is considerably simpler and quicker. Additionally, NDSB is able to predict the precise timeline and calculate the quantity of raw materials required for each job. By preventing errors at the site, the committed teamwork with the internal subcontractors enables NDSB to reduce unnecessary costs. The internal subcontractors are personnel who joined the company after receiving training from experienced workers while the external subcontractors are often local contractors assigned to the project for period of time. NDSB hired skilled contractor such as Gangsa Steel, BK Maju, Northern Thermorline and many more in handling their latest project at Kangar Jaya.

ii. NEPTA DEVELOPMENT SDN BHD'S WEAKNESSES. W1 - Lack of digital marketing utilization for promotion (social media). NDSB have marketing teams who are very skilled at promoting their properties in person, but they do not utilize digital marketing tools like social media. This is due to the company's exclusive concentration on in-person marketing and walk-in customers. Regarding digital marketing, NDSB primarily uses the company official website and its Facebook page to advertise its properties online, which puts it behind other development companies. Some seniors and more experienced workers could find it challenging to adapt new marketing strategies that make use of social media for promotion. As of right now, the director, Mr. Lee Hor Yin, who is close to 60 years old, manages the company's website and Facebook page. The company's largest drawback is its reluctance to adopt modern working and marketing techniques. This is a result of the director being too busy to maintain these media, unable to keep up with new and trending marketing strategies, and refusing to delegate responsibility for digital marketing to the marketing team. As a result, NDSB is now have an unattractive and out-of-date online presence. Figure 11: NDSB's Facebook Page

W2 – Outdated technology used for data management (office systems). NDSB used an old-style of data management in keeping its client data. The company today runs on paper-based forms, such as files, papers, and book sheets, where all client information, previous and past paperwork, and other critical data are stored. These data are challenging to locate, time-consuming to gather, and insufficient when needed. Additionally, these books and files took up too much room in the office and contributed to the untidy atmosphere there. Moreover, it is risky, particularly when an incident like a fire or flood occurs. NDSB had to deal with an extreme flood in the year 2013, and as a result of it, the company lost over 60% of their client data. Furthermore, NDSB's data management systems may potentially result in errors when storing data. Employees may did not notice the available units left, failed to update customer information with new information, overlooked a difficult-to-find fault, and many other problems might easily occur. NDSB also failed to support the government-sponsored "Go Green" initiative because too much paper is wasted managing daily tasks by maintaining data in files, paper sheets, and books. W3 – Lack of recognition by the public. Nepta Development Sdn Bhd (NDSB) is an established developer in Perlis since the company is a sub-company of Bumita Sdn Bhd (BSB), which is also not helpful for growth of NDSB. This is because people will only recognise NDSB after being mentioned as a sub-company of Bumita Sdn Bhd. It is challenging for the NDSB to stand on its own and quit existing as a BSB's shadow. Given that NDSB has already been successful in developing a significant amount of real estate around Perlis and Kedah, the company should be able to stand on its own two feet and make a reputation for itself in the market. From my personal experience, when I began my internship at NDSB, I did get inquiries about the name of company I work for. Most of people who asked about it have no idea when I mentioned NDSB, but when I explain that NDSB is a subsidiary of Bumita Sdn Bhd, they immediately recognise the company. This is the evidence that NDSB is still lack of recognition by the public. W4 – High prices rates for purchasing and renting the property. NDSB holds a sizable portion of residential land around Perlis and Kedah. These properties have high price rates for both purchasing and renting. For instance, the initial selling price for the shop building in the Kangar Jaya is RM 1.2 million per unit, and the highest price is RM 2.3 million per unit. Additionally expensive, the rent is RM 6,000 for the ground floor, RM 2,500 for the first floor, and RM 1,500 for the second floor. As a marketing intern, I met with a lot of people who interested to buy or rent a shop building but instantly change their minds once they knew the price, especially those who ran small businesses and were just starting out the business. W5 – Internal Contractor's unwillingness to make big changes. NDSB has trouble coping with the internal contractors' unwillingness to significant change, particularly during the Covid19 pandemic. The government-imposed new SOP and rules regarding safety and working hours were not acceptable to the internal contractors. The majority of them preferred to continue sticking to the old norms and struggled to obey the new ones. For instance, it was necessary to limit the number of workers each day during the pandemic for safety reasons, yet the majority of internal contractors disobeyed the SOP. Due to this circumstance, NDSB is at significant risk and may face fines for failing to obey to the government's pandemic regulations. NDSB must also deal with internal contractors that are unable to adapt to changing work dynamics and are unable to resolve some issues brought on by plan modifications. When sudden or unexpected events like changing weather or government action occur, the project plan may occasionally need to be changed. The contractors are intentionally skipping work for extra pay and demanding more allowances by claiming overtime. The company could lose a lot as a result.

iii. NEPTA DEVELOPMENT SDN BHD'S OPPORTUNITY Technology opportunity: O1 – Rapid technology innovations in the construction industry (StarUs, 2022). Development of technology innovations is essential, especially for the construction industry. Various areas in construction sites are beyond human reach but still require regular inspection (StarUs, 2022). Thus, by having the most recent technology is crucial for NDSB to provide the greatest service with excellent innovations in the industry. It is important for NDSB to adapt to changing times and make use of quick technological advances in order to stay current with new developments. By utilising the most recent technological advancements, NDSB is able to become more effective over time, obtain the best outcomes in terms of building quality and accuracy, and make work easier to handle. For the time being, NDSB uses drones for progress tracking, surveying the ongoing project and inspection purposes. These drones are equipped with downward-facing sensors and can capture a great deal of aerial data in a short time. Advanced monitoring and inspection techniques use drone-based monitoring in combination with LIDAR or thermal sensors (StarUs, 2022). Therefore, the construction industry's rapid use of technology has given NDSB more opportunities to handle the project. In addition, for the most recent project, NDSB used a hybrid concrete construction technology that combines precast concrete and cast in-situ concrete. This construction method creates structures that are straightforward, constructible, and competitively priced. It also offers benefits to NDSB, including increased off-site component manufacturing, reduced unnecessary costs, faster construction, and consistent performance. Economy Opportunity: O2 - High property demand in Perlis's market (A. Rahim, 2022). Perlis, as we are all aware, is the smallest state in Malaysia, making its land valuable. This circumstance makes individuals want to acquire property in Perlis from both within and outside of Perlis as well as from other countries. Due to the increased demand for real estate in the Perlis market, NDSB took advantage of the chance to develop the surrounding area. For residential, the overhang stock for Perlis has seen improvements within the year as it has declined form 44 units

to 27 units worth RM 8.49 million. On transaction activities, the market had recovered from the previous first half performance due to Covid-19 as evidenced by the increase in both volume and value of transactions, by 50.7% and 69.8% respectively (A. Rahim, 2022). As for the shop office, transaction activities in Perlis have slightly recovered from its previous low performance to 36 transacted units worth RM 22.26 million, recording a small recovery of 9% and 20% respectively (A. Rahim, 2022). The research indicates that after the Covid-19 pandemic, the market for properties in Perlis is experiencing increasing demand. This circumstance enables NDSB to move forward with their construction project and make plans for other ones in the future. Environmental Opportunity: O3 – Geographical factors in Perlis (Anchal, 2021). One of the benefits to NDSB is the geographical factors in Perlis. This is as a result of Perlis' excellent ground stability, percolation quality, and compatibility for plant development. The carrying capacity of the soil is a crucial component that the developer must take into careful account while choosing a building site. To help validate the needs prior to beginning the project, NDSB has its own soil analyser on-site. There are many geographical factors that are need to be value before choosing the site location. The ground of the chosen site must have a strong foundation to support the construction (Anchal, 2021). The different levels of ground will create different option in choosing the soil support materials. NDSB selected a geographical location with a minimal spring area. This is due to the fact that construction is significantly simpler in areas that are neither too damp nor too rocky. Take the most recent project, Kangar Jaya at Seriab Perlis, as an example. Since the location was once used for agricultural (rice), NDSB needed to fill the soil for two years before beginning construction in 2016. The contractor must take more time and use more expensive support materials if the location is too wet to layer the ground. Additionally, the ground must not be overly hard because doing so would increase the expense of breaking the stone. The majority of the project areas selected by NDSB are agricultural areas since the land are appropriate for construction. Other than that, there are several other factors that need to be consider such as avoiding flooding area, respect the habitat at the site, and the access of the main road.

iv. NEPTA DEVELOPMENT SDN BHD'S THREAT Law and Regulations Threats: T1 - Legislative regulations related to construction (C.H. Tay & Partners, 2022). Law and regulations are one of the threats that NDSB must deal with. NDSB is required to obey by the legal guidelines established by the government in relation to building. The government has the right to punish, suspend, revoke, or do both to the company's licence that handle construction if it failed to follow the rules. As a developer, NDSB is required to follow the Construction Industry Development Board (CIDB) standard forms for construction work. To obtain legal status for people working on-site as employees and self-employed subcontractors, contractors must register with CIDB. As for the foreign workers, the relevant working permit is required together with all other requirements stated in the by-laws or regulations. This become threat to the company especially when dealing with foreign workers who are new and not familiar with our country's regulations. When performing construction work, it is also compulsory to have standard required types of insurance. Contractors are legally obliged to obtain the required insurance, such as the contractors' all-risk policy, as it is specified in the standard form of contracts. The relevant parties are required to comply with the provisions of the Workmen's Compensation Act 1965, where applicable (C.H Tay & Partners, 2022). Because we cannot foresee all potential incidents, NDSB must ensure that all contractors have their own insurance that is still valid while they are working at the site. T2 - Safety issues in the site (Jabatan Keselamatan & Kesihatan Pekerjaan, 2023). The Worker Safety and Health Act, to which the NDSB is subject, obliges every company to guarantee that his staff members have received the training required to enable them to perform their duties without endangering their own or others' health and safety. Additionally, the construction workers are required by OSHA (Occupational Safety and Health Administration) to abide by certain safety requirements. Because some employees did not truly pay attention to the safety requirements and always took it easy, the safety issues at the site posed a threat to the NDSB. When working at a building site, for instance, all employees are required to wear hard construction hats, long work pants, sturdy work boots, and shirts with sleeves. NDSB must ensure that all construction employees have a basic understanding of safety, are aware of emergency protocols, and are capable of assessing the situation if an accident occur. Injury at work is a constant risk, particularly on construction sites. To prevent any unwelcome accidents while working, the safety manager must regularly monitor compliance with all laws and regulations. Technology Threats: T3 - Pressures from competitors in the same industry (TheSunDaily, 2019). Construction Industry Development Board (CIDB) Malaysia chief executive Datuk Ahmad Asri Abdul Hamid said the Malaysian construction industry has experienced a robust growth for the past 10 years, especially in terms of technology, construction methods and materials used (TheSunDaily, 2019). NDSB must deal with technological threats that include pressure from competitors in the same industry. For instance, Singapore is heavily focused on the usage of IBS (Industrialized Building System), and in order for NDSB to compete in the international market, NDSB needs to expand to a higher extent in order to ensure that it has the resources, expertise, and experience to perform. In addition, NDSB must deal with pressure from competitors including Encomas Sdn Bhd, AIMA Development Sdn Bhd, Northcrest Development Sdn Bhd, and numerous other developers in the Perlis region. The majority of these developers use their digital marketing strategies and employ different technology than NDSB to manage the construction and data system, posing a technical threat to the business. Figure 13: Example of Safety Wear

Environment Threats: T4 - Weather and environmental barriers (Steven J. Schuldt, 2021). Weather and environmental barriers are the NDSB's next threats. Because NDSB mainly relies on drones to monitor the site's progress, this shows that weather and environment might likewise pose a threat to the business. The drones cannot be used when it is extremely windy or raining excessively, which can slow down the progress at site. When the drone cannot be used, it will take a lot of time for the site engineer and supervisor to visit each section of the site individually in order to prepare the next phase of the construction. The weather and environmental barriers also lead to delay of the construction. This is due to the fact that heavy rain prohibits the use of all heavy machines. Construction workers should not continue working in extremely hot or rainy conditions. Rain makes the site even dirtier and slicker, making it dangerous for workers, especially those engaged in high-rise building. The amount of groundwater due to the persistent rain is one of barriers to NDSB. Prior to beginning construction of the structure, NDSB must spend extra money during the period of concreting the bed plate for hardening the base.

6.0 DISCUSSION AND RECOMMENDATION FOR NEPTA DEVELOPMENT SDN BHD. i. Digital marketing utilization (W1+T3): The new method of marketing their property by utilising digital marketing should be more accessible to NDSB. The quickest approach to market a property is through the use of social media platforms like Instagram and TikTok, which can help the company establish a strong online presence. NDSB can expand its social network and improve their brand image through digital marketing. Nowadays, people are constantly using their smartphones, therefore advertising a property on social media is the ideal approach to get people's attention. Since most of the marketing team is still young and capable of keeping up with the most recent online marketing trends with creative ideas and being able to constantly update the website with the most recent information, the director of NDSB should probably let the marketing team handle their social media. The marketing team can teach the interns how to edit, create copy writing ideas, and manage various digital platforms, like Instagram, Facebook, Twitter, YouTube, LinkedIn, and others. For instance, the marketing team should try to create creative videos that show the interior design of the house and also expose the potential buyer to the benefits that they will be able to enjoy if they purchase property from NDSB rather than simply uploading a softcopy of a pamphlet to promote the property. ii. The use of latest technology for data management (W2+T3): NDSB has to re-evaluate its data management methods and discontinue using the old- style that utilizes an unnecessary amount of paper, files, and book sheets. A few data management software, including Improvado, Microsoft SQL Server, Microsoft Access, and Postgre SQL, should be explored by NDSB. These software can organise data with the most recent information, optimise paper use, help to manage, store, and retrieve data from major databases, handle jobs involving massive amounts of data, free up more office space, and make data accessible from anywhere at any time. By using the software for data management, NDSB do not need to worry about the risk of losing the data through unexpected incident such as fire or flood since all the data are being stored online. iii. Collaboration with other companies for different services (S4+O2): NDSB should be able to stand on its own two feet and establish a name for itself in the market by collaborating with other companies that provide various construction-related services. This is how NDSB may stop existing as BSB's shadow and start receiving greater public recognition. To increase the company's visibility among the general public, NDSB should definitely participate in NGO activities, work with private businesses, and partner with other CSR organisers. Additionally, collaborating with other companies can ensure that daily tasks are completed without issue. As for now, NDSB only uses two primary law firms to handle the paperwork associated with buy and sales agreements. Due to the client having to wait for their turn, the sales and buy procedure becomes delayed in this case. To ensure that the client does not have to wait longer than six months to acquire their property, NDSB should work with more law firms to complete the paperwork. Collaboration with other businesses for various services would benefit the organisation in improving its reputation. This is due to the fact that when people's affairs are simplified, they will provide favourable feedback, which will persuade other people to purchase real estate from NDSB as well. iv. Prepare a proper schedule of the construction that include backup plan for unexpected incident (S5+T4): Even though the company has excellent staff members who handle marketing and construction, they are powerless against environmental barriers like rough weather. When the weather turned bad, the construction would be postponed to ensure their safety. The recommendation is NDSB should learn more about the local weather and build a strategic schedule for when and how long the job will last. NDSB must also have a backup plan in place in case an unforeseen disaster, like a flood or extreme weather events, occurs. By using this strategy, the company will be able to set up dates when the construction can begin and end in perfect weather.

7.0 CONCLUSION To sum up everything expressed so far, I interned at Nepta Development Sdn Bhd for six months, or 24 weeks, beginning on August 29, 2022, and ending on February 10, 2023. I have gained a wide range of valuable skills that are demanded by the industry, particularly in sales and marketing. I was given the chance to get experience in multiple editing programmes and given the responsibility of managing the in-person marketing at the Kangar Jaya sales gallery. I was familiarised with the working environment of the real estate developer and was able to perform my duties as the marketing intern to the greatest extent possible. In addition, I have the chance to gain knowledge about the property's marketing and confidence to continue applying for jobs with a marketing job scope. The numerous training I have been undergoing lately has helped me to connect with many people from different backgrounds and has prepared me for the future. My ability to sell several buildings in Kangar Jaya and receive appreciation from everyone, including the director, was the highlight of my internship. Furthermore, I am incredibly grateful of the chance provided for me to complete my internship here. The adventures, education, friendships, and good times I enjoyed while working for Nepta Development Sdn Bhd will always hold a special place in my heart. Many thanks to everyone for their warm remarks, beautiful service, and role as my strongest supporters as I continue my marketing venture in the industry.

Hit and source - focused comparison, Side by Side

Submitted text As student entered the text in the submitted document.
Matching text As the text appears in the source.

1/1	SUBMITTED TEXT	11 WORDS	100% MATCHING TEXT	11 WORDS
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