



UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Pengurusan
dan Perniagaan

INDUSTRIAL TRAINING REPORT AT MAJLIS DAERAH PENDANG A SWOT ANALYSIS

3rd September 2023 – 7th February 2024

Prepared by:

Nurul Iffah Binti Ramli - 2021856084



Internship

A student or trainee is someone who works in an organisation, frequently for free, in order to obtain job experience or meet qualification requirements.

Executive Summary

This Industrial Training report was prepared by me and I completed industrial training at Pendang District Council, a Kedah state government corporation. Pendang District Council provides industrial training in congenial and pleasant settings to all of its pupils. The primary goal of this industrial training report is to guarantee that students comprehend the fundamental aim of industrial training.

This internship programme, as well as this report, are essential to my faculty of Business and Administration (Hons) Finance. After completing our courses in many fields of study, students are sent to several reputable business organisations to get real-world experience, and this report is an essential component of my college of Business and Administration (Hons) Finance. After completing our courses in various fields of study, students are sent to different reputable corporate organisations to get real-world experience.

This work focuses on SWOT and PESTEL analysis. SWOT analysis, which stands for Strengths, Weaknesses, Opportunities, and Threats, is a straightforward and efficient method for assessing a company's present marketing condition. PESTLE analysis is a study of the external variables that influence a company or organization's performance. The acronym PESTLE stands for Political, Economic, Social, Technological, Legal, and Environmental. Organizations employ this notion to present a comprehensive perspective from all angles. PESTLE analysis may be utilised with Porter's Five Forces and SWOT analyses.

In this study, I explore the difficulties and solutions that any organization must face in order to function well. The final and the last part is the conclusion and all appendices for all my work during my industrial training.

TABLE OF CONTENTS

Executive Summary	1
Table of Contents	2
Acknowledgement	3
Student's Profile	4
Company's Profile	5 - 7
Training Reflection	8 - 10
SWOT Analysis	11 - 19
Discussion and Recommendations	20 - 27
Conclusion	28 - 29
References	30
Appendices	31 - 35



Introduction

A corporate profile is a thorough document that contains specific information about a firm. It provides a snapshot or overview of the firm to different stakeholders, such as consumers, investors, workers, and partners. The fundamental goal of a company profile is to provide readers with a greater knowledge of the firm's history, mission, values, goods or services, accomplishments, and general business processes.

COMPANY'S PROFILE 99

The Pendang District Council, or Majlis Daerah Pendang, was formerly known as the Pendang Town Board (Lembaga Bandaran Pendang), which was administered by the Setar Town Board. On January 1, 1976, Pendang Town Council was detached from Kota Setar Town Council and established its own administrative and service area, which includes Pendang Town, Bukit Jenun Town, and Tokai Town and spans an area of 6,825 km². From

March 1, 1979. The Pendang Town Council was renamed the Pendang Local Government District Council, and after its inception, the Pendang Local Government District Council gazetted its administrative territory, which included the whole Pendang District and was 629.29 km². Since 1987, with the consent of the State Government to standardise the titles of Local Authorities across the nation, the Local Government District Council has been known as the Pendang District Council.



Majlis Daerah Pendang's building was situated at Wisma MDP, 06700 Pendang, Kedah Darul Aman. It consists of three levels, eight managements, and four units. Management Services Department (Human Resource Department, Administration Department, and ICT Department), Finance Department, Property Valuation and Management Department, Engineering Department, Department of Development Planning, Department of Health and Environment/Licensing, Enforcement Department, Community Development Department, Legal Unit, Internal Audit Unit, Corporate Communications and Public Relations Unit, and OSC Units are a few examples.



VISION

Becoming a superior local authority in 2021.

MISSION

Driving the excellence of quality, innovative, responsive and committed organizations to sustainable development.



OBJECTIVE

- Sustainable planning is used to provide housing, commercial, industrial, and public amenities, as well as basic requirements.
- Realising and increasing the beauty and satisfaction of MDP's surroundings.
- Establishing and improving the safety of inhabitants and property in the MDP region.
- Enforcing MDP acts and legislation.
- Improving cleanliness in the MDP environment area.
- Improving the health of the people in the MDP region.

CORE BUSINESS OF THE ORGANIZATION

- Infrastructure development: The council is in charge of the construction and upkeep of infrastructure such as roads, drainage systems, and public buildings.
- Rubbish management: The council is in charge of rubbish collection and disposal across the area.
- Environmental management: The council is in charge of ensuring that the environment in the district is clean and healthy.
- Licence and permitting: The council is in charge of granting licences and permits for enterprises and activities within the district.
- Community development: The council is responsible for encouraging community development in the area by offering social and economic programmes.
- Public safety: The council is responsible for safeguarding public safety in the district by providing emergency services and disaster management.
- Tourism development: The council is in charge of developing tourism in the area by improving tourist infrastructure and marketing local attractions.