



I-CITY

BACHELOR OF BUSINESS
ADMINISTRATION (HONS)
HUMAN RESOURCE MANAGEMENT

INDUSTRIAL TRAINING REPORT AT CITY CENTREPOINT SDN BHD

14TH AUGUST 2023 -
9TH FEBRUARY 2024

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EXECUTIVE SUMMARY

This executive summary overviews my internship experience at City Centrepoint in the Human Resource and Recruitment division from 14th August 2023 to 9th February 2024. The objective of the internship was to gain practical knowledge and skills in Human Resource Management. I was assigned various tasks and projects throughout the internship, contributing to the organization's goals and personal development.

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

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

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

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

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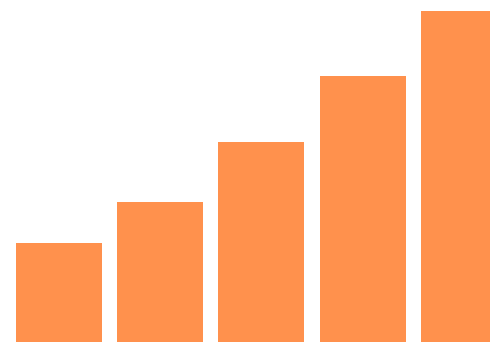


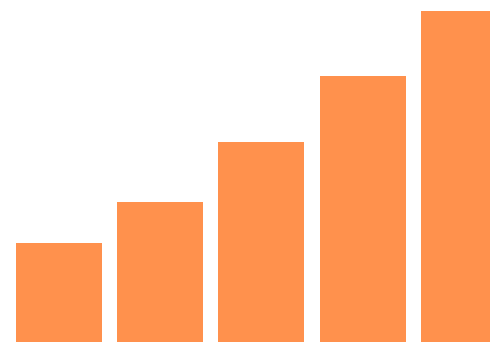
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2.0 COMPANY PROFILE

2.1 Company's Name

City Centrepoint Sdn Bhd

2.2 Company's Logo



Figure 1: Company's Logo

2.3 Location

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

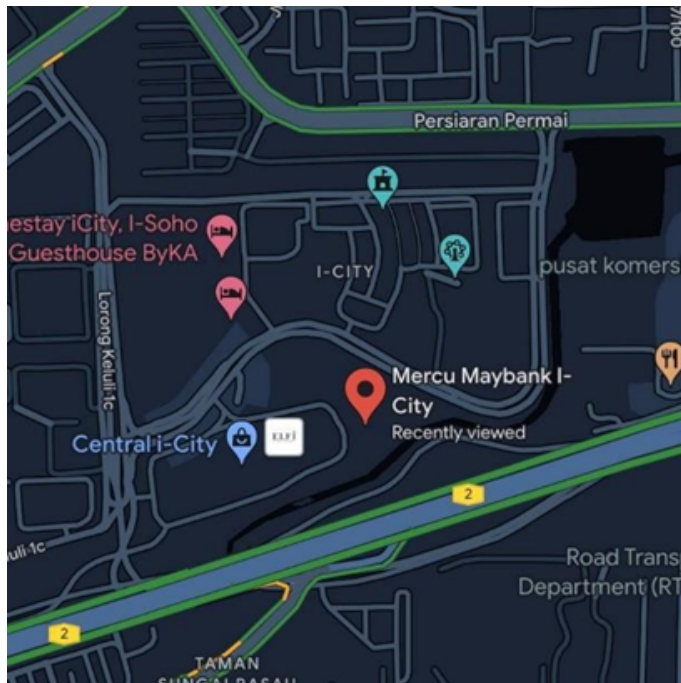


Figure 2: Company's Location

2.0 COMPANY PROFILE

2.4 Company's Background

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

City Centrepoint Sdn Bhd's business includes property developers and contractors for construction work, land, and property owners. This is all to carry on business as hotels cum restaurants, bars, beauty, and healthcare centers.

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

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

2.0 COMPANY PROFILE

2.5 Vision and Mission

Vision

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

Mission

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

2.6 The Goals

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

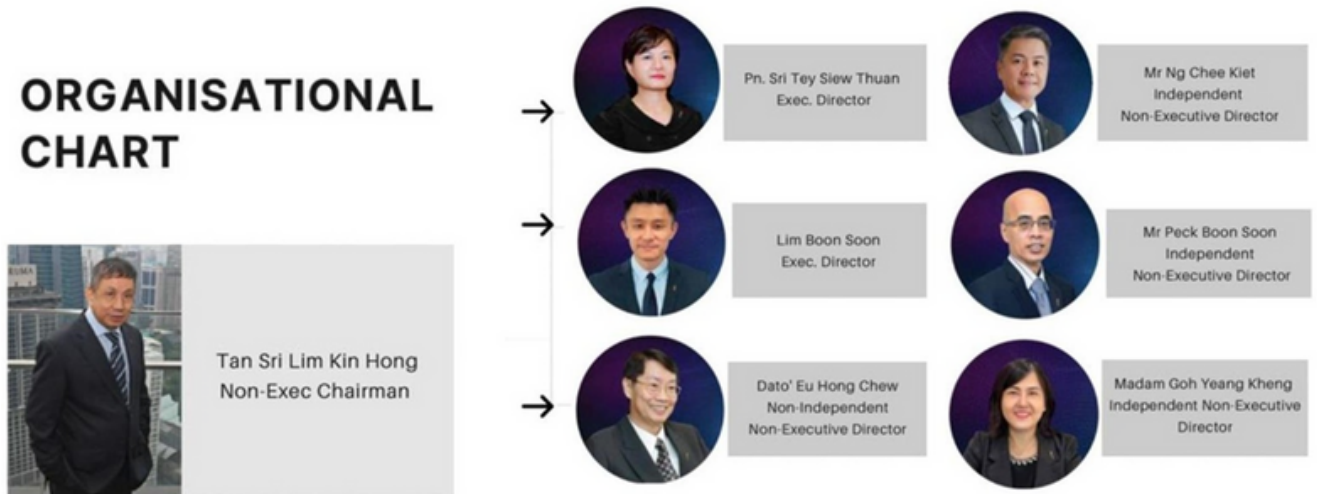
2.7 The Objectives

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

2.0 COMPANY PROFILE

Organization Structure

a. Company organization chart:



Total employees in I-city Properties Sdn Bhd : **250**

Figure 3: Company's Organization Chart

b. Human Resources organisation chart:

HUMAN RESOURCES Organizational Chart

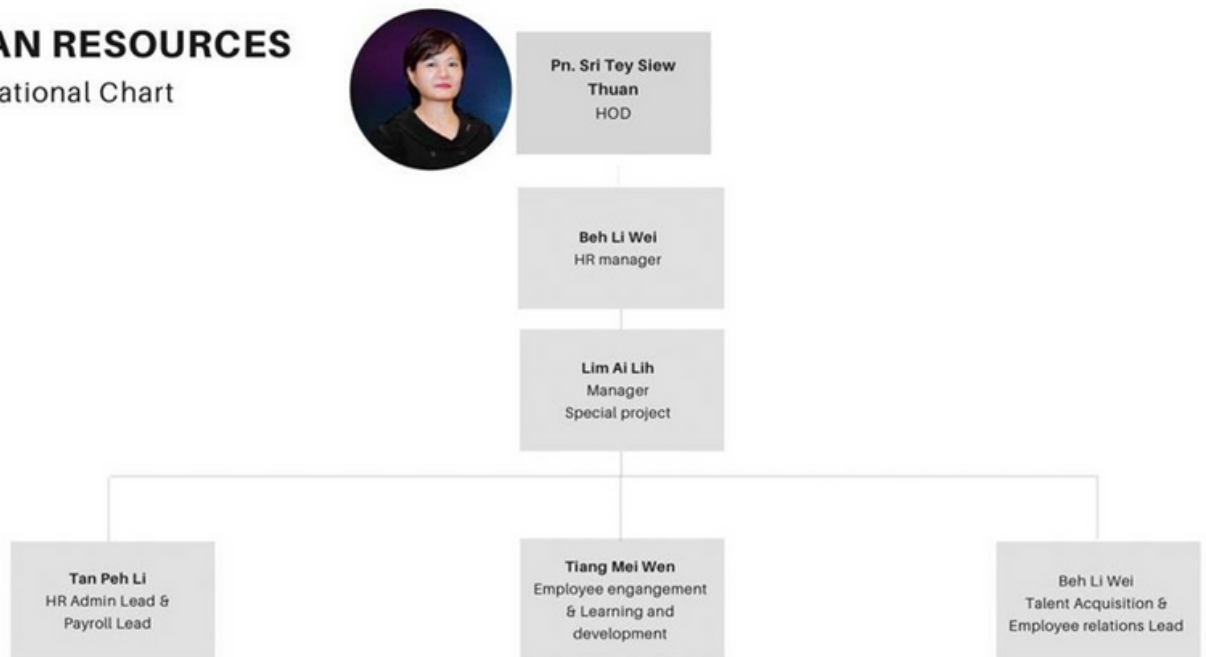


Figure 4: Human Resources Organization Chart

3.0 TRAINING'S REFLECTION

3.1 Duration

I commenced my contract on 14th August 2023 and officially began working on 15th August 2023. The conclusion of my internship is slated for 9th February 2024, marking a total duration of 26 weeks. Throughout this internship, I encountered various experiences and engaged in tasks relevant to my field of study, Human Resources. Working hours at i-City span from 9:00 am to 6:30 pm, Monday through Friday.

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

Division	Talent Acquisition
Department	Human Resource
Roles	To assist the HR Manager in the recruitment of individuals for positions within the Theme Park.
Responsibilities	Hiring individuals for Theme Park Positions
Tasks	<ul style="list-style-type: none"> • Sourcing. • Phone screening and arranged interview. • Offering stage and Pre-onboarding. • On - onboarding. • Sharing Job Vacancy on Facebook and Telegram Groups.
Assignments	<ul style="list-style-type: none"> • Established a Notion page to record expected salaries provided by candidates. • Created a Whatsapp and Telegram group.

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

3.0 TRAINING'S REFLECTION

3.3 Department

I was assigned to the Talent Acquisition department within Human Resources Management, specifically focusing on recruitment, and my immediate supervisor is Ms. Beh Li Wei. Additionally, I have another leader, Ms. Elaine, who serves as my supervisor. Collaboratively, Ms. Elaine and I are responsible for recruiting individuals to join our company, ensuring that they meet the requisite qualifications and the company's quality standards.

Our recruiting efforts are divided into two main categories: office vacancies, managed by Ms. Elaine, and Theme Park vacancies, overseen by myself. This division of responsibilities allows for a more focused and efficient recruitment process.

My role in Talent Acquisition has been a valuable learning experience. It has taught me important skills such as patience and professionalism in dealing with individuals, particularly those who are external to the company and may have high expectations of our organization.

3.4 Roles, responsibilities, and task

In my capacity as an intern in Talent Acquisition, my primary responsibility is to support the HR Manager in the recruitment process for the Theme Park. This involves recruiting individuals for both full-time and part-time positions, ensuring that candidates meet all the requirements. I am also responsible for scheduling their interview dates, a task subsequently handled by the hiring manager in the Theme Park.

My role extends beyond scheduling interviews. I am tasked with managing the entire recruitment process, from sourcing potential candidates to overseeing their onboarding. Additionally, I am involved in promoting job vacancies on Facebook as part of our outreach efforts. This comprehensive involvement in the recruitment cycle has provided me with valuable insights and practical experience in the field of Talent Acquisition.

3.0 TRAINING'S REFLECTION

3.5 Assignments

- Established both a WhatsApp and Telegram group to disseminate information about job openings at the Theme Park.

This project aims to share job opportunities within the Theme Park with both former employees and new applicants. The process involves collecting essential details of ex-employees, like names and phone numbers. After gathering this information, the steps include organizing it in an Excel spreadsheet, importing it into Google Drive, and syncing it with the recruitment phone. Once synchronized, ex-employees are added to a Telegram group, where they receive information about job vacancies and application instructions. New individuals interested in opportunities can join the group through a link shared on Theme Park's Facebook page, fostering effective communication between potential candidates and the recruitment efforts.

- Created a Recruitment video for prospective hiring initiatives.

The project's objective is to create a recruiting video. In the first phase, I explored our Google Drive to find pertinent content. Once I had gathered the necessary resources, I recorded the video at the Theme Park with the assistance of employees. Transitioning to the editing phase, my goal is to produce a compelling and informative video tailored for future recruits. This multi-stage process ensures the development of a video that effectively communicates and engages potential candidates.

3.0 TRAINING'S REFLECTION

3.6 Benefits

Benefits refer to advantages or perks provided by a company to its employees. At i-City, I receive a monthly allowance of RM800 and complimentary parking access. Moreover, my supervisor, manager, and colleagues actively support me in my tasks, demonstrating patience whenever I need assistance or make minor mistakes. Additionally, colleagues from different departments treat me warmly, making me feel like part of the team rather than just an intern.

4.0 PESTEL ANALYSIS

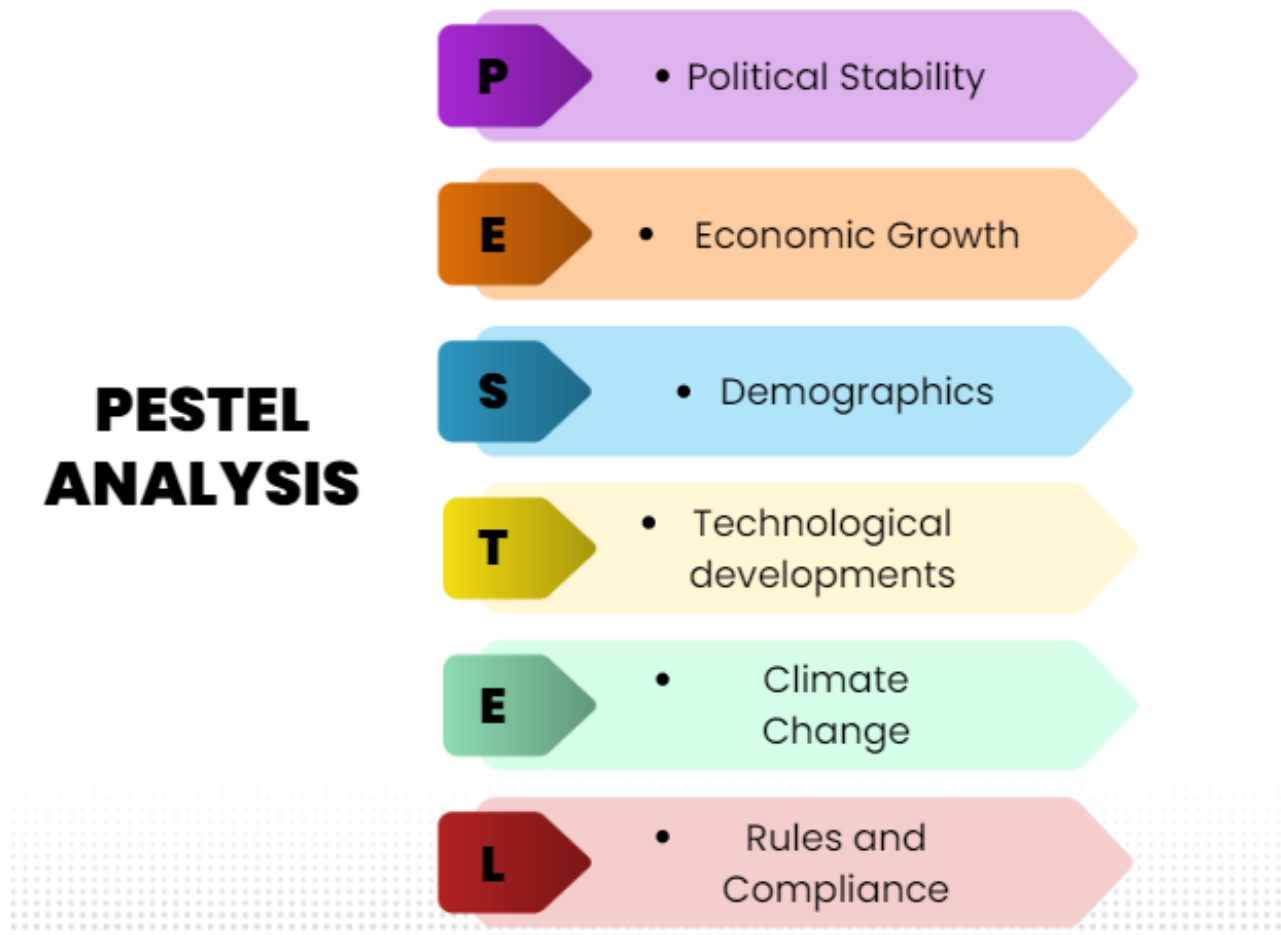


Figure 5: PESTEL Analysis

4.0 PESTEL ANALYSIS

4.1 Political Factors:

Political Stability: i-City benefits from a stable political environment in Malaysia, as it fosters a positive business climate, instills investor confidence, and ensures the consistent implementation of policies.

4.2 Economical Factors:

Economic Growth: i-City's success is closely tied to the overall economic growth and stability of Malaysia. Increased economic growth tends to result in higher consumer spending, increased company investments, and a boost in tourism activities, all of which contribute to enhanced revenue and higher visitor numbers for i-City.

4.3 Social Factors:

Demographics: For i-City's marketing and commercial initiatives, it is crucial to comprehend the demographics of both the local and target markets. Factors such as population size, age distribution, income levels, and lifestyle choices play a significant role in influencing the demand for i-City's attractions and help identify the core target demographic.

4.4 Technological Factors:

Technological developments: To maintain competitiveness and foster innovation, i-City needs to embrace technological advancements. Incorporating cutting-edge technologies like augmented reality, virtual reality, and the Internet of Things (IoT) can elevate i-City's attractions and products, providing visitors with unique and captivating experiences.

4.0 PESTEL ANALYSIS

4.5 Environmental Factors:

Climate Change: In ensuring long-term planning and sustainability, i-City must give due consideration to the potential risks and consequences of climate change. This encompasses assessing the robustness of infrastructure, readying for possible disruptions resulting from extreme weather events, and instating initiatives for climate adaptation.

4.6 Legal Factors:

Rules and Compliance: i-City is dedicated to adhering to all pertinent local laws, regulations, licenses, and safety requirements during both its development and operational phases. This commitment involves securing essential building permissions, ensuring visitor safety, and upholding the protection of intellectual property rights to safeguard its ideas and assets.

5.0 SWOT ANALYSIS

<p>Strengths</p> <ul style="list-style-type: none"> • Unique Attraction • Strategic Location 	<p>Opportunities</p> <ul style="list-style-type: none"> • Technological Advances • Partnerships and Collaborations • Expansions of new rides and attractions
<p>Weaknesses</p> <ul style="list-style-type: none"> • Highly Tourism Dependency • Seasonal Demand • Understaffed 	<p>Threats</p> <ul style="list-style-type: none"> • High Intense Riverly • Economic Conditions

Table 2: SWOT Analysis

6.0 DISCUSSION AND RECOMMENDATIONS

6.1 Strengths

i. Unique Attractions

i-City in Shah Alam, Malaysia, is known for its unique attractions that blend technology, entertainment, and urban experiences. i-City offers tourists exclusive digital and light-based attractions, featuring a diverse range of experiences. Visitors can explore theme parks, enjoy various rides, engage in play areas, experience haunted houses, and partake in other exciting attractions.

The entertainment district of i-City is separated into a few sections which are City of Digital Lights, Snowwalk, WaterWorld, Red Carpet 2, Trick Art Museum, Funworld, and Haunted House. Each region within i-City boasts its unique allure, from the enchanting winter landscape of Snowwalk to the stunning and dazzling 'lightscape' of Digital Light within a maple and pine forest.

Red Carpet 2 is a unique attraction featuring life-sized replicas of celebrities and iconic figures from around the world. Visitors can explore and take photos with these realistic statues.

WaterWorld is a water theme park within i-City that provides a refreshing escape with its water slides, wave pool, and other aquatic attractions. It caters to visitors of all ages seeking a day of fun and relaxation.

6.0 DISCUSSION AND RECOMMENDATIONS

ii. Strategic Location

i-City's strategic location in Shah Alam ensures convenient access to a sizable population. Situated just 40 miles from the heart of Kuala Lumpur, it holds an advantageous position within Selangor's capital city. The area is well-equipped with existing infrastructure, encompassing technology, economics, and connectivity, facilitating a seamless transition and operation for businesses.

i-City also has access to Educational Institutions which can be appealing for families and students. Having reputable schools and universities nearby adds to the overall attractiveness of the area. Also, i-City benefits from its access to major transportation networks, including highways and expressways. This facilitates easy to travel to and from the development, making it convenient for residents, tourists, and businesses.

6.0 DISCUSSION AND RECOMMENDATIONS

6.1.1 Recommendations for strengths

i. Capitalise on unique attractions

i-City should continue investment in and enhancement of i-City's unique digital and light-based attractions is crucial. This entails introducing fresh interactive experiences, incorporating emerging technologies, and consistently updating and revitalizing existing attractions to sustain visitor interest. By maintaining a commitment to innovation and delivering captivating experiences, i-City will not only attract more tourists but also foster repeat visits.

i-City can involve the local community in promoting the attraction. They can encourage residents to share their experiences and become ambassadors for their unique site. For example, organize community events or collaborations that further integrate their attraction into the local culture.

ii. Strengthen business and residential offerings

To establish a thriving and cohesive environment benefiting both businesses and residents, i-City should offer attractive incentives for enterprises to set up within its premises. Creating a hospitable environment for entrepreneurs and ensuring the presence of high-quality residential homes with modern amenities are crucial elements of this strategy. By cultivating a flourishing commercial and residential environment, i-City can build a sustained and diverse consumer base.

6.0 DISCUSSION AND RECOMMENDATIONS

i-City can improve infrastructure and facilities. They can invest in modern and efficient infrastructure to attract business. This can ensure that the area has reliable utilities, transport, and connectivity. In addition, being able to develop a business park or co-working space with the latest facilities. Investing in this aspect of infrastructure and facilities not only attracts business but also contributes to the overall economic development and quality of life in the area. It creates a supportive environment for businesses to thrive and encourages various industries to establish themselves in the community.

6.0 DISCUSSION AND RECOMMENDATIONS

6.2 Weaknesses

i. Highly Tourism Dependency

i-City's success hinges primarily on attracting a consistent flow of tourists. Given its reliance on tourism, the destination is susceptible to changes in tourist numbers and travel patterns, which can impact visitor traffic and revenue generation.

The availability of hotels, resorts, and other accommodation options within or near i-City suggests a focus on accommodating tourists. Offering comfortable and convenient lodging enhances the appeal of the destination for visitors.

ii. Seasonal Demand

The appeal of i-City's attractions often experiences seasonal variations, with higher attendance during peak seasons like holidays, and reduced foot traffic during off-peak hours. Festive seasons and holidays, such as Chinese New Year, Hari Raya, and Christmas, may attract more visitors seeking themed events, decorations, and celebrations. i-City's special events and promotions during these times could contribute to increased seasonal demand.

However, seasonality can lead to fluctuations in income and pose operational challenges in managing staffing levels and resources. An illustrative example is the observed pattern where Theme Park sees a surge in customers during school holidays, while it may experience lower attendance when there is no school holiday.

6.0 DISCUSSION AND RECOMMENDATIONS

iii. Understaffed

i-City has an insufficient number of employees to efficiently and effectively handle its operations and meet the demands of visitors. Understaffing can lead to a variety of challenges and impacts on the organization. For example, there are a few staff that work the night shift and need to cover for the morning shift because now i-City still lacks staff. For situational example, if i-City experiences a sudden surge in the number of visitors due to unforeseen circumstances, such as a popular event or an unexpected promotion, the existing workforce may not be sufficient to manage the increased demand.

6.0 DISCUSSION AND RECOMMENDATIONS

6.2.1 Recommendations for weaknesses

i. Examine Potential Opportunities

i-City should explore avenues to diversify its consumer base and reduce reliance on tourism. Targeting other market sectors such as residents, corporate clients, and international business travelers could be a strategic approach. Developing attractions and products tailored for these segments can help mitigate the impact of fluctuations in tourist numbers.

i-City can explore by asking and getting feedback from customers. Engaging with current customers can prove to be an effective strategy for uncovering new opportunities. Just because they have made previous purchases doesn't guarantee their continued loyalty or that they lack ideas on potential improvements. To ensure ongoing excellent service, it's essential to actively seek and listen to their feedback, being open to making necessary changes.

ii. Implementation Strategies

To mitigate the impact of seasonal demand, i-City can devise strategies to attract tourists during off-peak periods. This might involve organizing special events, offering affordable packages, or implementing targeted marketing campaigns to boost visitor numbers in quieter seasons. Furthermore, broadening services to encompass indoor attractions or experiences that are less weather-dependent can contribute to attracting visitors consistently throughout the year.

6.0 DISCUSSION AND RECOMMENDATIONS

To begin, companies must establish clear objectives, articulating their strategy's goals for all stakeholders to comprehend. Subsequently, the strategy should be dissected into actionable steps, creating a comprehensive action plan detailing tasks, responsibilities, timelines, and required resources. Allocating resources and effectively communicating the strategy are crucial steps, along with providing training for employees when new processes, technologies, or skills are involved. Incorporate Key Performance Indicators (KPIs) to monitor and evaluate progress.

Additionally, implementing a feedback mechanism involving input from employees, customers, and stakeholders allows for the identification of challenges, issue resolution, and continuous improvement. Finally, fostering a culture of continuous improvement involves regular reviews of the strategy's outcomes and the pursuit of ways to enhance processes and results. This is because, periodic progress reviews, feedback gathering, and adjustments are essential to ensuring the strategy's ongoing success.

6.0 DISCUSSION AND RECOMMENDATIONS

iii. Encourage Seniors and Disabled Candidates to Apply

i-City should hire senior citizens and the disabled. Employing senior citizens and individuals with disabilities can introduce a variety of skills, experiences, and perspectives to the workplace. Additionally, it fosters inclusivity, advocates for equal employment opportunities, and contributes to cultivating a positive corporate culture.

Moreover, older workers are frequently recognized for their reliability and punctuality. Their robust work ethic and dedication to tasks can have a positive influence on team productivity and overall workplace morale. Employing individuals with disabilities fosters diversity and inclusion in the workplace. Having a diverse workforce is a positive reflection of the organization's dedication to providing equal opportunities for all.

To promote the inclusion of senior citizens and individuals with disabilities in the workforce, i-City can collaborate with Disability Employment Services and Community Organizations. By partnering with disability employment services and organizations dedicated to assisting seniors in securing employment, i-City can tap into valuable resources to connect with qualified candidates and receive support throughout the hiring process.

Additionally, establishing partnerships with community organizations supporting seniors and individuals with disabilities can facilitate attendance at events, career fairs, or workshops organized by these groups. This direct engagement provides opportunities to connect with potential candidates and further foster an inclusive and diverse work environment.

6.0 DISCUSSION AND RECOMMENDATIONS

6.3 Opportunities

i. Technological Advances

Enhancing its attractions and offerings, i-City can harness emerging technologies like augmented reality, virtual reality, and the Internet of Things (IoT). Leverage advanced technologies to transform i-City into a smart city. Implementing smart infrastructure, Internet of Things (IoT) devices and data analytics can enhance efficiency in energy consumption, waste management, and overall urban living.

Moreover, i-City can provide distinctive and immersive experiences that set it apart from competitors, appealing to tech-savvy tourists by embracing cutting-edge technology innovations. For instance, leveraging Artificial Intelligence (AI) can be a forward-thinking strategy to enhance their business, given that AI stands out as a significant technological advancement. i-City can explore the integration of artificial intelligence for personalized customer interactions, chatbots for visitor assistance, and predictive analytics for anticipating visitor needs. AI can be applied across various aspects, from customer service to operational efficiency.

6.0 DISCUSSION AND RECOMMENDATIONS

ii. Partnerships and Collaborations.

i-City can collaborate with both local and international technology corporations, educational institutions, and startups. Such partnerships have the potential to foster creativity, propel research and development projects, and attract investments in emerging technologies, ultimately enhancing i-City's services and enriching visitor experiences.

Furthermore, i-City can create global tourism partnerships. They can work with international tourism boards, travel agencies, and global travel networks to attract visitors from various regions. This is because joint marketing campaigns and promotional initiatives can expand i-City's reach on a global scale.

iii. Expansions of new rides and attractions

The expansion of new rides and attractions at i-City presents a substantial opportunity to draw in a larger visitor base, retain existing patrons, and maintain competitiveness in the leisure and entertainment industry. This strategic move is aimed at enriching i-City's entertainment portfolio and reaching a broader audience. The expansion entails the introduction of innovative and thrilling experiences, designed to captivate visitors and ensure the destination remains dynamic and appealing.

i-City could expand more attractions such as ice-skating, rollerblade neon, and Live Shows and Performances. Rollerblading or inline skating is a fun and enjoyable form of physical activity. The sensation of gliding, the feeling of wind against your face, and the rhythmic motion contribute to a positive and enjoyable experience. Also, rollerblading is an activity that spans different age groups. It is not limited to a specific demographic, and people of various ages can enjoy rollerblading, from children to adults.

6.0 DISCUSSION AND RECOMMENDATIONS

In addition, live shows are often designed to appeal to a wide range of ages, making them suitable for families and visitors of all demographics. This inclusivity ensures that parents, children, and grandparents can all enjoy the same performance together. Not just that, live shows often include beloved characters from movies, cartoons, or the park's themes. This allows visitors to interact with characters, take photos, and create memorable moments with their favorite fictional personalities.

6.0 DISCUSSION AND RECOMMENDATIONS

6.3.1 Recommendations for opportunities

- i. Allocate resources to Research and Development (R&D), and consistently update and refresh existing attractions.

Investing in research and development is crucial to staying ahead of emerging technologies. Explore new ways to integrate augmented reality, virtual reality, and the Internet of Things (IoT) into i-City's attractions. Collaborate with technology businesses, startups, and educational institutions to leverage their expertise and drive technological advancements in i-City. Regularly updating and refreshing attractions with the latest technological breakthroughs is essential, ensuring that guests always have access to innovative and immersive experiences.

i-City can establish a dedicated R&D Team first and they can also collaborate with industry experts. Establishing a dedicated team focused on research, development, and innovation within i-City is a strategic initiative to drive progress and excellence. This specialized team should comprise experts from diverse yet relevant fields, including theme park design, technology, entertainment, and customer experience. By bringing together professionals with varied expertise, i-City can foster creativity, synergy, and a comprehensive approach to advancing its offerings.

This team will play a pivotal role in conceptualizing and implementing innovative ideas, ensuring that i-City remains at the forefront of the leisure and entertainment industry. Their collective skills and insights will contribute to the continuous enhancement of attractions, technology integration, and overall customer satisfaction.

6.0 DISCUSSION AND RECOMMENDATIONS

Moreover, Collaborating with industry experts is a strategic approach that entails forming partnerships with professionals, consultants, or organizations possessing specialized knowledge and experience in a specific field. In the case of i-City, a theme park, such collaborations with industry experts can yield valuable insights, innovative ideas, and a fresh perspective. These partnerships can significantly enhance various aspects of the park's operations, attractions, and overall visitor experience, ensuring that i-City remains at the forefront of the leisure and entertainment industry.

6.0 DISCUSSION AND RECOMMENDATIONS

ii. Actively seeking partnerships

To enhance its standing, i-City should engage in partnerships with tech businesses, educational institutions, and startups. By fostering collaboration, i-City can encourage information sharing, stimulate creativity, and generate novel experiences. Additionally, initiating joint research and development projects can explore and implement emerging technologies to enhance i-City's offerings. For instance, establishing partnerships with local tourism boards, travel agencies, and international collaborators can position i-City as a technology-driven destination, attracting visitors from diverse markets.

i-City may engage in Reciprocal Partnerships. Explore reciprocal partnerships where i-City and its partners benefit together. Look for opportunities where both parties contribute resources, expertise, or promotional efforts to achieve mutual objectives.

By actively seeking partnerships, i-City can leverage external resources, expertise, and networks that can enhance its offerings and contribute to long-term success. Building strategic partnerships requires proactive engagement, effective communication, and commitment to shared goals and values.

6.0 DISCUSSION AND RECOMMENDATIONS

iii. Customer Feedback and Iterative Improvement:

Customer feedback and iterative improvement are integral components of a business strategy aimed at enhancing products, services, and overall customer satisfaction. i-City can collect customer feedback through various channels, such as surveys, online reviews, social media comments, customer service interactions, and suggestion boxes. Feedback can be both positive and negative and may cover various aspects of the customer experience.

After collecting feedback, i-City should analyze the data to identify patterns, trends, and recurring themes. This analysis helps in understanding customer sentiments, preferences, and areas where improvements are needed.

Furthermore, i-City should implement changes. The business implements changes and improvements based on the feedback received. This can involve adjustments to products, services, processes, policies or any other relevant aspect of the business.

6.0 DISCUSSION AND RECOMMENDATIONS

6.4 Threats

i. Intense Competition

Various leisure and entertainment venues in Malaysia and the region pose competition to i-City. These competitors may offer similar or alternative attractions, potentially diverting visitors away from i-City. Notable examples include existing Theme Parks like Genting Highland, Berjaya Times Square, and Sunway Lagoon, and Water Parks such as Legoland, Desaru, Splash Mania, and others.

ii. Economic Conditions

Economic downturns have the potential to influence consumer spending on leisure activities, including visits to i-City. Factors such as exchange rate fluctuations, inflation, and economic instability can impact travel patterns and the number of visitors. Given the current economic challenges where people are facing financial struggles, there is a possibility of decreased tourist numbers, affecting i-City's visitor turnout.

6.0 DISCUSSION AND RECOMMENDATIONS

6.4.1 Recommendations for threats

i. Observing and Analyzing the Competitive Landscape

Consistently monitor and analyze the offerings and strategies of competitors to help i-City maintain a competitive advantage. Identify unique selling features and differentiators that set i-City apart. Staying ahead of the competition requires considering customer feedback and market trends while developing new experiences to maintain visitor interest. For instance, collaborate with similar businesses and attractions to create joint promotional campaigns or bundled packages that offer value to tourists and reach a broader audience.

Firstly, i-City should prioritize the identification of key competitors and set clear objectives. Subsequently, i-City can leverage Competitive Intelligence Tools by investing in platforms that provide real-time data on competitors. These tools are adept at monitoring online mentions, social media activities, pricing strategies, and market share. Additionally, i-City should vigilantly observe competitors' marketing strategies, scrutinizing advertising campaigns, promotions, and messaging. Analyzing the channels used, the frequency of campaigns, and the effectiveness of their marketing efforts is crucial.

6.0 DISCUSSION AND RECOMMENDATIONS

Simultaneously, i-City must closely monitor competitors' pricing strategies, including the employment of discounts, bundling, or other tactics. Conducting a thorough analysis of how i-City's pricing compares and determining whether adjustments are necessary is vital. Following this, i-City can proceed to perform a comprehensive SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis for each major competitor. This strategic approach ensures a comprehensive understanding of the competitive landscape, facilitating informed decision-making for i-City.

ii. Execute Promotional Activities

During economic downturns, i-City should execute focused marketing and promotional campaigns to stimulate visitor interest and attract cost-conscious guests. This could involve creating flexible pricing strategies, such as discounted packages or special promotions, aimed at encouraging visits during economic challenges. Additionally, to mitigate the impact of economic fluctuations and diversify revenue streams, i-City should explore commercial partnerships, host corporate events, and tap into specialized markets.

Promotions are essential for increasing brand visibility, attracting customers, and driving sales. Effective promotion strategies can vary depending on the industry, target audience, and specific goals.

For i-City to succeed in promotions, it is essential to establish clear objectives and identify the target customer. Understanding the demographics, interests, and preferences of the customer base is crucial to tailor promotions effectively. Following this, i-City can select the type of promotion that aligns with the established objectives and caters to the identified customer base.

6.0 DISCUSSION AND RECOMMENDATIONS

Also, common promotion types to consider include discounts, coupons, limited-time offers, bundle deals, contests, giveaways, and loyalty programs. Each type serves different purposes, and the choice should be based on the desired outcomes and the preferences of the target audience.

Once the promotion strategy is determined, i-City should leverage social media platforms to amplify its reach. Creating engaging posts, running targeted ads, and using relevant hashtags can significantly increase the visibility of promotions. For instance, offering limited-time deals, running contests, or hosting giveaways can generate excitement and engagement among customers.

In conclusion, a well-defined objective, a clear understanding of the target customer, thoughtful promotion selection, and strategic use of social media can collectively enhance the effectiveness of i-City's promotional efforts.

7.0 CONCLUSION

In conclusion, my internship has proven highly advantageous, furnishing me with valuable knowledge and practical skills. Throughout this experience, I engaged in diverse projects and collaborated with a diverse team, significantly contributing to both my personal and professional growth. Primarily, I gained a comprehensive understanding of the industry and its operational procedures. I grasped how the company conducts its business, particularly in my department, which involves recruitment.

Secondly, the internship provided a platform to apply the theoretical knowledge acquired from my studies to real-world scenarios. This hands-on application has fortified my comprehension and bolstered my confidence in executing tasks related to my field of study. The team environment exposed me to new perspectives, enhancing my interpersonal and communication skills. Collaborating with colleagues from different departments taught me the importance of effective teamwork, active listening, and clear communication. I learned to manage diverse work styles and leverage individual strengths for collective goals.

Moreover, the internship empowered me to take on independent initiatives and assume responsibility for their successful execution. This role honed my time management and organizational skills, teaching me to prioritize projects, meet deadlines, and deliver high-quality work. Undertaking projects also showcased my problem-solving aptitude and creativity in devising innovative solutions.

Overall, my internship stands as a gratifying experience that has propelled my personal and professional development. The acquired knowledge and skills position me for advancement in my career. I am grateful to collaborate with such a supportive and competent team, and I eagerly anticipate applying the insights gained in future endeavors.

Lastly, the competencies, information, and experiences from this internship have thoroughly equipped me for future professional challenges. I am enthusiastic about continuing to build on this foundation and remaining committed to lifelong learning and progress in my chosen field.

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9.0 APPENDICES

HR TA N-PMT - Recruitment Listing, Aging & Prescreen Report

Month	NAME	DATE APPLIED	DATE PROCESSED	SOURCE	POSITION SHORTLISTED / APPLIED	EMPLOYMENT TYPE	SECTION	SHIFT
2024-01	SHARONIKA BANGAU (PMT)	1-Jan-24	2-Jan-24	Facebook	TP	Permanent	TP	Night
2024-01	NOOR FATIHA ZALINA BINTI MOHD HELMI	2-Jan-24	2-Jan-24	Facebook	TP	Permanent	TP	Night
2024-01	MOHAMMAD SYAMILE	2-Jan-24	2-Jan-24	Facebook	TP	Permanent	TP	Night
2024-01	MUHAMMAD ABB HANAL BIN ROSLAN	2-Jan-24	2-Jan-24	Facebook	TP	Permanent	TP	Night
2024-01	NOOR SYAHIRAH NORAZWARA	3-Jan-24	3-Jan-24	Equal	TP	Permanent	TP	Night
2024-01	SUSANDEE SHAHLE	3-Jan-24	3-Jan-24	Equal	TP	Part Time	TP	Night
2024-01	MUHAMMAD MUAZZAM BIN MOHD HELMI	3-Jan-24	3-Jan-24	Equal	TP	Permanent	TP	Night
2024-01	NAZIRA BINTI ABGUL GHAFAR	3-Jan-24	3-Jan-24	Facebook	TP	Permanent	TP	Night
2024-01	NUR AFIQAH	3-Jan-24	3-Jan-24	Facebook	TP	Part Time	TP	Night
2024-01	SHARONIKA BANGAU (PMT)	3-Jan-24	3-Jan-24	Equal	TP	Permanent	TP	Night
2024-01	MUHAMMAD HAZRIEG ZIKWAN	3-Jan-24	3-Jan-24	Equal	TP	Permanent	TP	Night
2024-01	SUMAN A.A. MURUGAN	3-Jan-24	3-Jan-24	Facebook	TP	Part Time	TP	Night
2024-01	AMRUL HAZIQ	4-Jan-24	4-Jan-24	Facebook	TP	Part Time	TP	Night

Calling List for Theme Park Job

2021 09-30 Theme Park Interview Schedule

Time	Friday 12 Jan	Saturday 13 Jan	Sunday 14 Jan	Monday 15 Jan	Tuesday 16 Jan	Wednesday 17 Jan	Thursday 18 Jan	Friday 19 Jan	Saturday 20 Jan
4.00-4.10				SYAZWAN SYAHZAN (PMT) - Pool (12-20-1849 (call) 011-14303049 (es))		HANSEN (PMT-POOL) 018-5472968			SHARONIKA BANGAU (PMT) 017-8510046 (EL)
4.10-4.20				HARICHANDER (PMT - Morning) 010-2050324	MOHD NADZLIE KHAN (PMT) 011-28557155	MOHAMMAD HAZRIEG ZIKWAN (PMT) 011-5909769			SUSAN A.A. MURUGAN (EL) 011-30543296 (EL)
4.20-4.30	SAFWAN HANIF (PMT - Pool) 078-2069395			LIJMAN HAZIM BIN MOHAMMAD (PMT - Pool) 011-5418663	DEVKA (PMT) 012-3194507	KRUTHIGA (PMT) 011-60918304 011-5172306			ARIFA SYUHADA (PMT) 011-23041347 (EL)
4.30-4.40	MUHD NAZMI (PMT - Lifeguard) 011-12927982			AHMAD ZAD (PMT - Morning)	LIYANA (PMT) 011-3301872	THARASHINI (PT) 011-8160359			SUHEN RAJ (PMT) 017-8518044 (EL)
					SITI AISHAH (PT)	NAZIRUL AKMAL (PMT - Pool)			UMAR ALIN AMRU (PT)

Set up candidate's interview date

Interview TP: 7Pax

Jan 19, 2024 4:00pm to 6:00pm Jan 19, 2024 Time zone

All day Does not repeat

Event details Find a time

Join with Google Meet

meet.google.com/eqq-mbs-ccf

Add location

i-City Sales Gallery (i-Gallery), i-Gallery, Golden Triangle, i-City, 40000 Shah Alam, Selangor

Notification 10 minutes X

Add notification

Nurin Syafiqah i-City

Busy Default visibility

Guests Rooms

Add guests

- Nurin Syafiqah i-City Organizer
- Anson Toh i-City
- Nurfarhanim i-City
- Lee Ming Tak i-Properties
- Siti Nora Yusoff i-City
- Chong Tim Kit i-City
- Recruitment Team (3)

Make a schedule for the interview

Video Call Interview TP: 4Pax

Jan 16, 2024 4:00pm to 6:00pm Jan 16, 2024 Time zone

All day Does not repeat

Event details Find a time

Join with Google Meet

meet.google.com/hvz-pduq-ihf

Add location

Notification 10 minutes X

Add notification

Nurin Syafiqah i-City

Busy Default visibility

Guests Rooms

Add guests

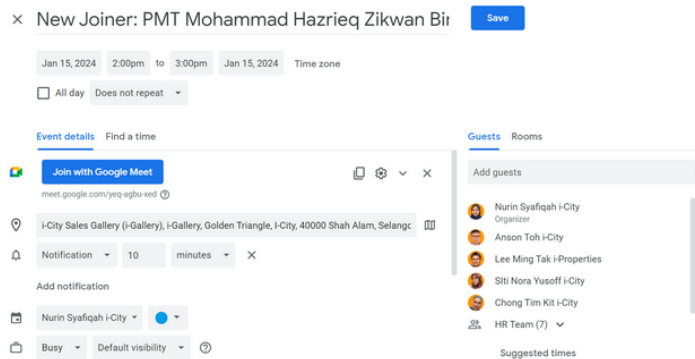
- Nurin Syafiqah i-City Organizer
- Anson Toh i-City
- Nurfarhanim i-City
- Lee Ming Tak i-Properties
- Siti Nora Yusoff i-City
- Chong Tim Kit i-City
- Recruitment Team (3)

Make a schedule for the video call interview

9.0 APPENDICES



Make a candidates' offer letter (Pre-onboarding stage)



Create schedule candidate's new join date

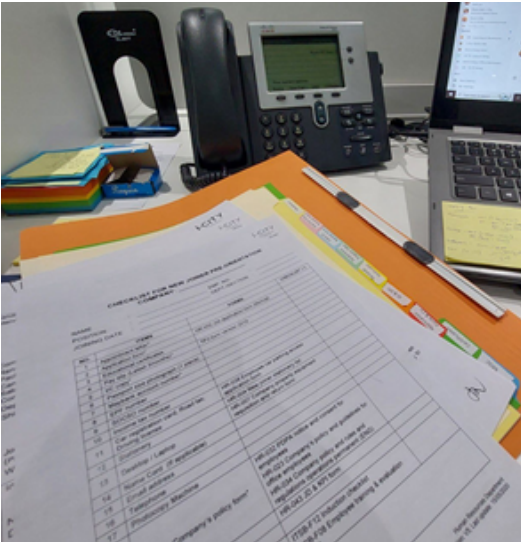


Meet New Joiners to help them sign the contract

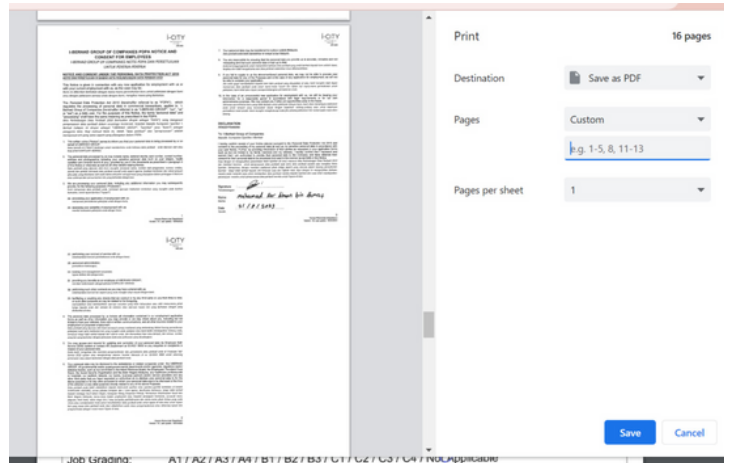


Register candidate's thumbprint

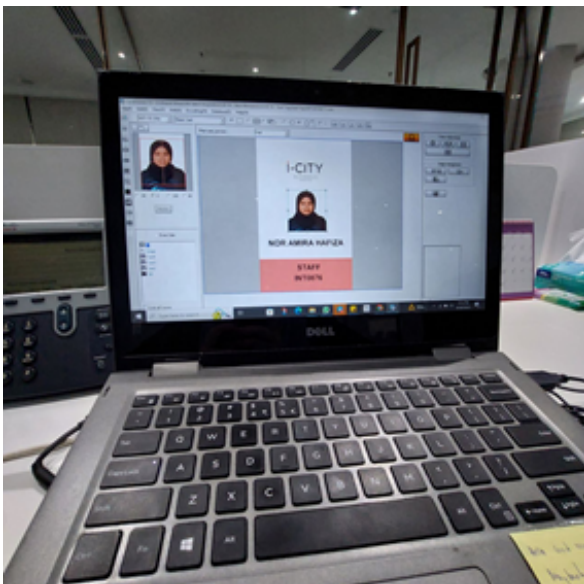
9.0 APPENDICES



Compile all documents of a new permanent



Compile all documents of a new joiners



Create Staff Tag for Theme Park Staff



Make Staff Tag for Permanent and Intern New Joiner

9.0 APPENDICES



Conducted inspections of meeting rooms every morning



Cover Receptionist



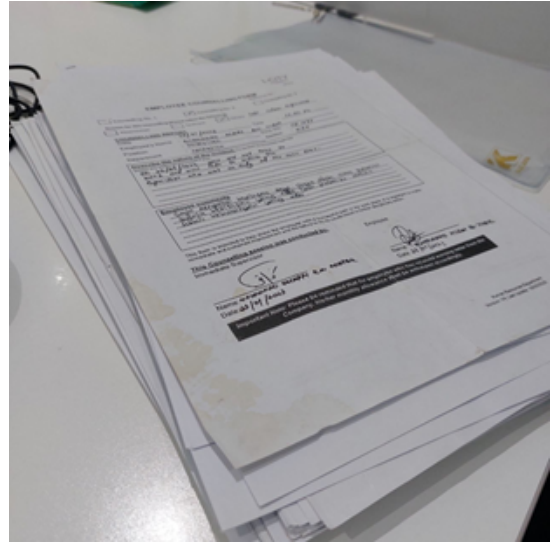
Checking the letters in the mailbox every evening



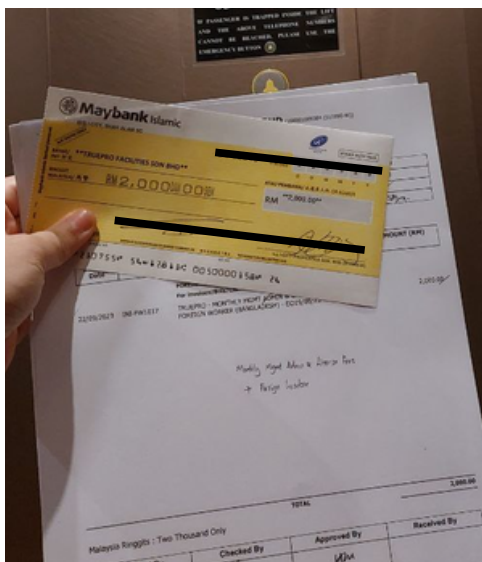
9.0 APPENDICES



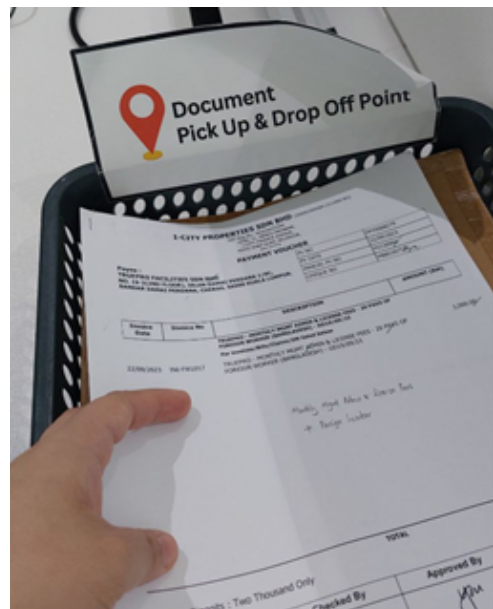
Recorded and stamp all of incoming mail



Organized all employees' counseling forms



The paycheck



Give the receipt of paychecks to the treasury department

9.0 APPENDICES



Packaged gifts for the participants of the Hero Appreciation Activity



HR Team - Staff Appreciation 2023



Staff Appreciation 2023 Leisure (Theme Park) event

9.0 APPENDICES



Some of the staff participated in Staff Appreciation 2023 event



Opening ceremony of Immersive Winterland with YB Dato' Sri Hajah Nancy Shukri, Minister of Women, Family and Community Development

9.0 APPENDICES



Photoshoot for Merdeka's Day



Take a photo for Malaysia Day with Prime Minister of Malaysia, Dato' Seri Anwar bin Ibrahim



Christmas Celebration
(Give away present)



Take a photo for Malaysia Day

9.0 APPENDICES



Customer Service for *Makan Sama-Sama* Event



Guide Customers during *Makan Sama-Sama* Event



Scanned customer's QR code ticket to enter free WaterWorld



Makan Sama-Sama Event

9.0 APPENDICES



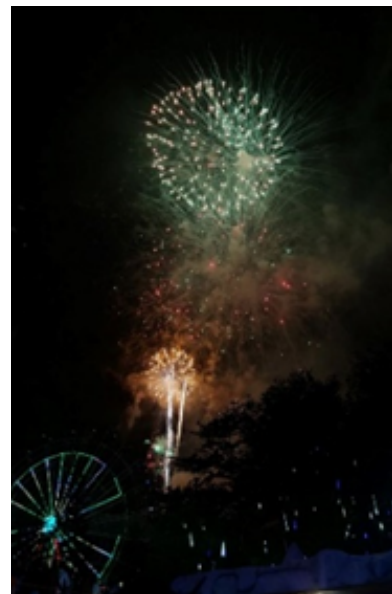
Ambassador for New Year Event



Ambassadors at Theme Park i-City



All Ambassadors for New Year Event



Fireworks for New Year

9.0 APPENDICES



Launch of the Digital Sport Arena with Hannah Yeoh, the Minister of Youth and Sports of Malaysia



Demonstrated the games inside Digital Sport Arena



Some of staff involved in the Digital Sport Arena launch

9.0 APPENDICES

KLINIK NIK ISAHAK

NO. 7 JALAN SINGA 20/H SEKSYEN 20, 40300 SHAH ALAM.
TEL 03 - 5545 3345

MEDICAL CERTIFICATE

No : M2023012999

Date : 14/11/2023

This is to certify that i have

Mr./Mrs./Miss :

NURIN SYAFIQAH BINTI AZMAN

IC No. 000827100086

from

He/She is unfit for proper performance of his/her

On/From 14/11/2023 to 14/11/2023 for One days

(in Words)

DR. NORAINI BINTI MUISIN

No Pendi PM : 32280

KI HAK

No. 7 Jalan Singa 20/H

40300 SHAH ALAM

(DR NORAINI BINTI MUISIN)

MMC 32280

WRTI

Medical Certificate on 14th November 2023

9.0 APPENDICES

KLINIK NIK ISAHAK

NO. 7 JALAN SINGA 20/H SEKSYEN 20, 40300 SHAH ALAM.
TEL 03 - 5545 3345

MEDICAL CERTIFICATE

No : M2023014463

Date : 19/12/2023

This is to certify that i have

Mr./Mrs./Miss :

NURIN SYAFIQAH BINTI AZMAN

IC No.

000827100086

from

He/She is unfit for proper performance of his/her

On/From

19/12/2023

to

20/12/2023

for

Two

days

(in Words)

DR. NORAINI BINTI MUHSIN

MBBS (MAL)

No Pendaftaran M: 32280

KLINIK IAK

No. 7 Jalan Singa 20/H

40300 SHAH ALAM

TEL : 03-55453345

(DR NORAINI BINTI MUHSIN)

MMC 32280

Left Ankle Sprain and Allergy

Medical Certificate due to injured on left ankle sprain and Allergy

10.0 OUR ORIGINAL REPORT



Document Information

Analyzed document	Industrial Training Report.pdf (D184915061)
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Analysis address	ilyani686.UiTM@analysis.ouriginal.com



Maybank

Central i-city

SUNSHINE WANG

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