

INTERNSHIP REPORT

CITY CENTREPOINT SDN BHD

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EXECUTIVE SUMMARY

During my enriching and memorable 6-month industrial training at City Centrepoint Sdn. Bhd. I, Nurain Afiqah, a Human Resources student, am sincerely grateful for the valuable opportunity to intern at this distinguished establishment. City Centrepoint Sdn Bhd, envisioned as an international hub by day and a lifestyle haven by night, boasts diverse components such as corporate towers, cyber office suites, serviced residences, hotels, leisure attractions, a data centre, and a 1.5 million sq ft super-regional shopping mall.

Throughout this internship, I have refined my skills in payroll management, training provider processes, administration, and project handling. Under the guidance of Ellie, Tan Pei Li, and Iris, I have actively contributed to the company's objectives, gaining valuable insights into the payroll department and administration.

The SWOT and PESTEL analysis of i-City provides crucial insights into its current position and the external operating environment. i-City's strengths lie in its robust procedures and policies, emphasizing the priority of Standard Operating Procedures (SOP) and the establishment as a One-Stop Entertainment Center. However, weaknesses include a very rigid policy regarding ticket refunds and customer service challenges at i-City Theme Park. On a positive note, there are opportunities to create new attractions with prominent cartoon characters and to offer employment opportunities to senior citizens and persons with disabilities (OKU). Meanwhile, threats include environmental factors like weather conditions and leasing-tenant affairs.

This internship has afforded me a comprehensive understanding of i-City's internal operations and the external challenges it faces. In conclusion, my internship at i-City has been a transformative experience, providing profound insights into the dynamic sector. The SWOT analysis serves as a strategic guide for future endeavors, underscoring the importance of continuous improvement and adaptation to industry trends.

COMPANY'S PROFILE

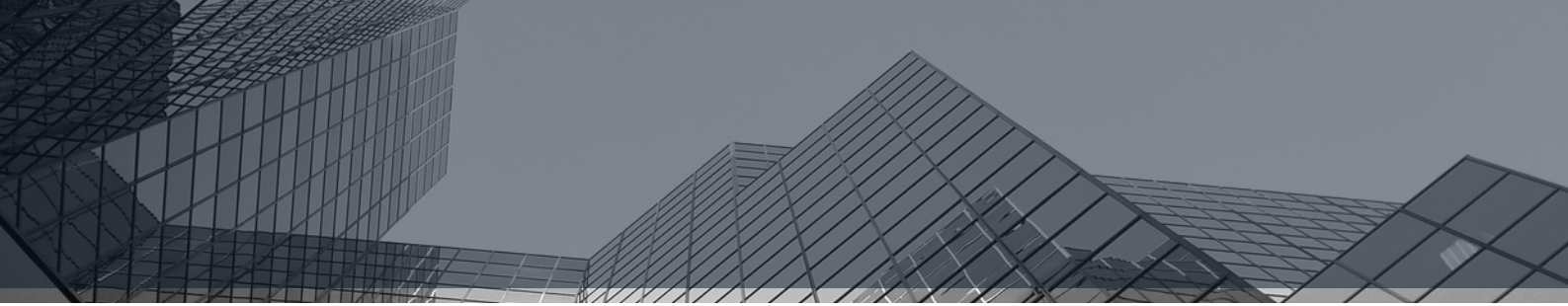


Established in 2013, City Centrepoint Sdn. Bhd. stands as a prominent player in the property development and construction sectors in Shah Alam, Malaysia. With a founding date of November 1, 2013, and registration number 1068828t / 201301039005, the company has swiftly become a dynamic force in the local market. Specializing in property development and construction contracting, City Centrepoint is also engaged in diverse business activities, functioning as a land and property owner involved in hotel operations and restaurants.

As an integral part of the corporate landscape, City Centrepoint is affiliated with i-Berhad, a Malaysia-based investment holding company. i-Berhad operates through three primary segments: property development, property investment, and leisure and hospitality. In the property development segment, i-Berhad focuses on the development and sale of residential and commercial properties. The property investment segment involves strategic investments and property holdings, while the leisure and hospitality segment encompasses event promotion, marketing, and management, particularly in the domains of leisure, hotels, and various tourism-related activities.

City Centrepoint Sdn. Bhd.'s commitment to excellence is reflected in its portfolio of subsidiaries, including I-City Marketing Sdn. Bhd., I-City Properties Sdn. Bhd., Centralwalk i-City Sdn. Bhd., I-City (MM2H) Sdn. Bhd., I-City (Selangor) Sdn. Bhd., I-Marcom Sdn. Bhd., and others. These subsidiaries collectively contribute to the diverse expertise and capabilities that City Centrepoint brings to the market, spanning property development, construction, marketing, and complex management.

Conveniently located on Level 31 of Mercu Maybank, at the heart of i-City in Shah Alam, Selangor, Malaysia. City Centrepoint not only embodies strategic centrality but also reflects the commitment to innovation and excellence that characterizes the i-Berhad group. The company's presence in the thriving urban landscape of i-City underscores its role as a key player in shaping the region's dynamic and evolving real estate and hospitality sectors.



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-use developments that enhance the quality of life for people and promote economic growth while minimising the environmental impact.



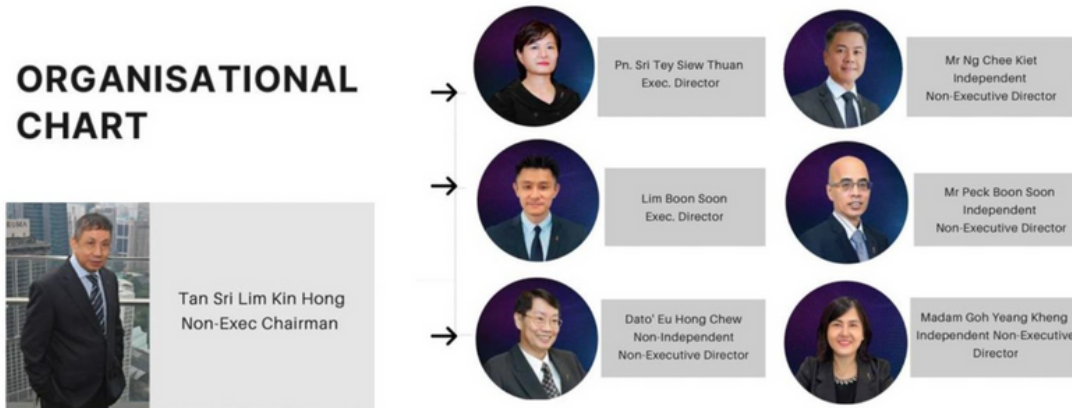
LOCATION

Mercu Maybank, i-City, Selangor Golden Triangle, 40000 Shah Alam, Selangor



ORGANIZATIONAL CHART

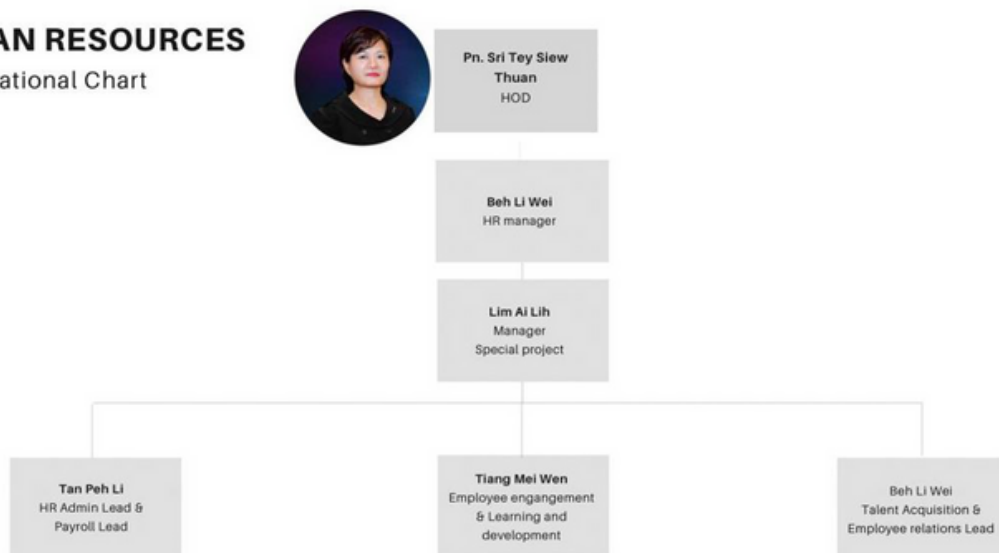
ORGANISATIONAL CHART



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

Company's Organization Chart

HUMAN RESOURCES Organizational Chart



Human Resource's Organizational Chart

TRAINING REFLECTION

Duration

I report for duty on 1st September 2023, and I will finish my internship on 9th February 2023, which equals 24 weeks. During my internship, I experienced many things and worked related to my course of studies, Human Resources. The working hours at i-City are from 9:00 am until 6:30 pm, Monday until Friday.

Department

As a key member of the Human Resources Management department, specializing in Payroll and Administration under the guidance of Ms. Lim Ai Lih, I collaborate closely with my supervisor, Ms. Pei Li, and colleague Iris to ensure the precise closure of payroll and administration tasks in our company. Handling calls at 0355218800 related to administration inquiries is part of my role, requiring a meticulous approach to provide accurate information. Additionally, I manage crucial documentation tasks such as filing for staff medical leave, overseeing onboarding for new employees, handling offboarding processes, and verifying proof documents submitted by staff. This role has not only honed my attention to detail but has also instilled patience and a positive demeanor, emphasizing the importance of courteous communication when addressing inquiries. Committed to upholding the high standards set by our leadership, I contribute to the efficient functioning of our department, ensuring the success of our company's administrative processes.

Benefit

Working at i-City comes with valuable benefits, including a monthly allowance of RM800 and free parking access. Equally important are the supportive relationships within the team – my supervisor, manager, and colleagues are always patient and helpful. What's particularly uplifting is the inclusive atmosphere across departments, where everyone treats me with kindness, making me feel like a valued part of the i-City community.

TRAINING REFLECTION

EXPERIENCE

During my internship at i-City, I had the unique opportunity to actively participate in various significant events that provided me with invaluable hands-on experience. One noteworthy event was the 'JOM MAKAN SAMA-SAMA NASI LEMAK,' where interns, including myself, were required to work on weekends, both Saturday and Sunday. My specific role involved assisting the staff at WaterWorld to manage the increased crowd, as the event included free entrance to WaterWorld, adding an extra layer of excitement and responsibility to the experience.

Additionally, I had the privilege of joining the opening ceremony for i-City's new attraction, the Immersive Winterland. This event was a major milestone, attracting considerable attention from the media and various ministries. Being actively involved allowed me to witness firsthand the meticulous planning and execution required for a successful attraction launch, providing me with valuable insights into the intersection of entertainment and media relations within a dynamic environment.

Another significant responsibility during my internship was contributing to the success of the 'Hero Appreciation Day' event for the theme park employees. In this role, I had the opportunity to work as a backstage staff member, coordinating the program to ensure smooth execution. Additionally, I took on the role of a photographer, capturing memorable moments throughout the event. This experience not only honed my organizational skills but also allowed me to understand the importance of behind-the-scenes efforts in creating impactful and memorable events within the theme park industry. Overall, my internship at i-City was enriched with diverse experiences, providing me with a comprehensive understanding of event management and the multifaceted nature of the entertainment industry.

ROLE & RESPONSIBILITIES

During my internship at i-City, I embraced a range of roles and responsibilities that significantly contributed to the smooth operation of various administrative functions. Working diligently from 9 AM to 6:30 PM every Monday to Friday, my mornings began with the meticulous tidying of meeting rooms, ensuring optimal conditions by checking air conditioning temperature, chair arrangements, and the availability of essential supplies such as marker pens. A pivotal aspect of my responsibilities involved managing the general line of i-City at 0355218800. This required comprehensive knowledge of all facets of i-City, encompassing both the theme park and the property divisions. Handling calls efficiently became a crucial part of my daily routine, requiring me to provide accurate and detailed information to all callers. Furthermore, I undertook the responsibility of payroll closure, managing casual worker payroll every Monday and foreign worker payroll every 11th of the month for theme park employees. Additionally, on the 1st of each month, I ensured the systematic closure of the Actatek thumbprint system for all staff members, maintaining accurate attendance records.

On a monthly basis, I diligently renamed all statutory receipts for payroll on the 7th of each month, contributing to the systematic record-keeping of essential documents. Handling incoming letters, whether from the mailbox or walk-ins, became part of my routine. Each letter required meticulous data entry and proper allocation to the respective point of contact. To ensure the overall hygiene standards of the workplace, I conducted monthly toilet inspections on all 24 levels of Mercu Maybank, reflecting my commitment to maintaining a conducive working environment. Additionally, I undertook projects aimed at developing new Standard Operating Procedures (SOPs) for i-City.

In the realm of human resources, I played a crucial role in daily filing for medical leave and maintaining the personal information of staff members. Beyond these responsibilities, I actively participated in a groundbreaking initiative as i-City ventured into the training provider business. Collaborating with Pentaa Academy, a reputable training provider, I was tasked with contributing to the growth of this new business venture. This role not only required me to support business development but also exposed me to the intricacies of the training provider industry, facilitating my acquisition of valuable new knowledge and skills. Overall, my internship at i-City provided a multifaceted experience that extended beyond routine administrative tasks, offering a rich learning environment and exposure to the dynamics of diverse business operations.

SWOT & PESTEL THEORETICAL

PESTEL

A PESTEL analysis is a strategic framework that evaluates the external macro-environmental factors influencing a business. The acronym encompasses Political, Economic, Social, Technological, Environmental, and Legal considerations. Through this analysis, organizations assess political stability, government policies, economic conditions, societal trends, technological advancements, environmental factors, and legal regulations to understand the potential impacts on their operations. This comprehensive evaluation aids in strategic decision-making by identifying opportunities for growth, potential threats, and the need for adaptation to changing circumstances in the broader business environment.

SWOT

The SWOT Analysis is a strategic management tool used to evaluate a business's internal Strengths and Weaknesses, along with external Opportunities and Threats. Strengths are internal assets contributing to success, Weaknesses are internal limitations, Opportunities are external growth areas, and Threats are external challenges. This analysis informs strategic planning by identifying areas to leverage strengths, address weaknesses, capitalize on opportunities, and mitigate threats. It involves gathering information, cross-analyzing factors, and formulating adaptive strategies. SWOT is integral to decision-making, risk management, and innovation, offering a concise yet comprehensive view of the organization's strategic landscape.

PESTEL ANALYSIS

Political Factors:

a) Government Regulations: i-City's needs to be aware of any governmental regulations and policies affecting the entertainment industry, such as licensing requirements, safety standards, and zoning laws.

- Licensing Requirements: i-City must stay informed about licensing requirements imposed by government authorities for operating in the entertainment industry. This could include obtaining permits for specific attractions, events, or overall business operations.
- Safety Standards: Compliance with safety standards is paramount. i-City needs to ensure that all attractions and facilities meet or exceed safety regulations to protect visitors and maintain a positive reputation.

b) Political Stability: Political stability in the region is crucial for i-City's operations. Any instability may impact tourism and overall business sustainability.

- Impact on Tourism: Political stability directly influences tourism. In regions with political instability, tourists may be hesitant to visit, impacting i-City's visitor numbers and revenue.
- Overall Business Sustainability: i-City's long-term success is tied to the stability of the government. Political uncertainty can lead to economic downturns, affecting consumer spending and the overall business climate.

Economic Factors:

a) Consumer Spending: Economic conditions, like recessions or economic growth, influence how much consumers are willing to spend on entertainment. i-City's success is tied to disposable income levels.

- Recessionary Impact: During economic downturns or recessions, consumers typically cut back on discretionary spending, including entertainment. i-City may experience a decline in visitor numbers and revenue during such periods.
 - Impact of Economic Growth: Conversely, during periods of economic growth, consumers tend to have higher disposable incomes, leading to increased spending on leisure and entertainment. i-City can capitalize on this by offering attractive packages and promotions during economic upswings.
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PESTEL ANALYSIS

b) **Currency Exchange Rates:** i-City may be impacted by fluctuations in exchange rates, especially if it relies on international visitors or engages in global collaborations.

- **International Visitors:** If i-City attracts a significant number of international visitors, fluctuations in exchange rates can impact their spending capacity. A stronger local currency may make i-City more expensive for foreign visitors.
- **Global Collaborations:** For any global collaborations, currency exchange rates can influence the costs and revenues associated with these partnerships. i-City should monitor currency trends and consider hedging strategies to mitigate risks.

Sociocultural Factors:

a) **Demographic Understanding:** Changes in the population's age, income levels, and preferences can influence i-City's target markets and marketing strategies.

- **Age Demographics:** Understanding changes in the age distribution of the population is crucial for tailoring attractions to different age groups. For instance, if there is a significant increase in the young adult population, i-City might consider introducing more thrill-seeking or tech-oriented attractions.
- **Income Levels:** Changes in income levels can influence spending patterns. i-City should adapt its pricing and promotional strategies based on the income demographics of its target market to ensure accessibility and affordability.
- **Preferences:** Evolving preferences within demographics, such as a shift towards eco-friendly or wellness-focused activities, should guide i-City's development of new attractions or the enhancement of existing ones.

b) **Cultural Trends:** Understanding and adapting to cultural trends is crucial for i-City's entertainment offerings. Preferences in entertainment can change over time.

- **Local Cultural Sensitivity:** Cultural trends can vary across regions and communities. i-City should be sensitive to local cultural nuances to avoid unintentional insensitivity or cultural misappropriation in its attractions and events.
 - **Seasonal and Festive Trends:** Adapting to seasonal and festive cultural trends allows i-City to create timely and themed events, attracting visitors looking for experiences aligned with specific cultural celebrations.
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PESTEL ANALYSIS

Technology Factors:

a) **Cybersecurity Risks:** As i-City relies on technology, it needs robust cybersecurity measures to protect customer data and operational systems.

- **Customer Data Protection:** Given that i-City likely collects and stores customer data for various purposes, robust cybersecurity measures are essential to protect this sensitive information from unauthorized access or breaches.
- **Transaction Security:** As transactions, both online and offline, are integral to i-City's revenue stream, ensuring secure payment processing is crucial. Implementing encryption and secure payment gateways helps safeguard financial transactions.

b) **Technological Advances:** The embracement of ongoing technological advancements is pivotal for the competitiveness and innovation of i-City. Integration of emerging technologies such as augmented reality, virtual reality, and the Internet of Things (IoT) can enhance i-City's attractions and offerings, delivering distinctive and captivating experiences for visitors.

- **Internet of Things (IoT):** Implementing IoT devices within the attractions and facilities can enhance operational efficiency. For instance, smart sensors can be used for crowd management, maintenance monitoring, and energy optimization, contributing to a seamless visitor experience.
- **Mobile Apps and Integration:** Developing a user-friendly mobile app can facilitate easier navigation, ticket purchases, and real-time updates for visitors. Integration with emerging technologies, such as contactless payments and location-based services, can enhance overall convenience.

PESTEL ANALYSIS

Environmental Factors:

a) Sustainability Practices: Adhering to sustainable practices is essential. i-City must consider environmentally friendly initiatives to enhance its image and comply with regulations.

- Waste Reduction and Recycling: Implementing waste reduction strategies, promoting recycling initiatives, and minimizing single-use plastics contribute to i-City's commitment to environmental sustainability.

b) Weather Conditions: Outdoor attractions may be affected by weather conditions, and i-City should have contingency plans for adverse weather.

- Adverse Weather Contingency Plans: Given that i-City has outdoor attractions, having comprehensive contingency plans for adverse weather conditions is crucial. This includes strategies for sudden rain, storms, or extreme temperatures.

Legal Factors:

a) Rules and Compliance: i-City is obligated to comply with all pertinent local laws, regulations, licenses, and safety requirements throughout its development and operation. This encompasses obtaining necessary building permissions, ensuring visitor safety, and upholding the protection of intellectual property rights to safeguard its ideas and assets.

- Licensing and Permits: i-City needs to obtain and renew all necessary licenses and permits required for its operations, including those related to entertainment, safety, health, and zoning.
 - Labor Laws: Compliance with local labor laws is crucial, covering aspects such as working hours, employee rights, fair wages, and occupational safety and health standards.
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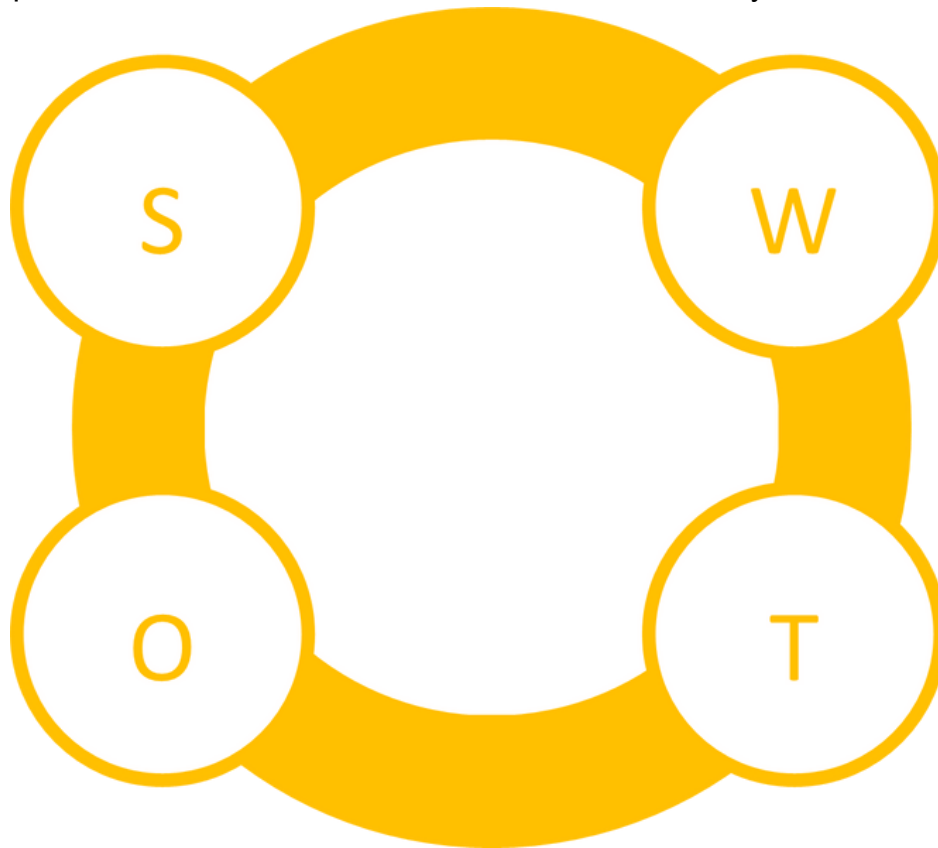
SWOT ANALYSIS

STRENGTHS

- Strong procedure and policy instilled- Priority of SOP
- One Stop Entertainment Center

WEAKNESS

- Very rigid policy - Ticket refund
- Customer Service Challenges at i-City Theme Park



OPPORTUNITIES

- Create new attraction - Disney, Star Wars
- Offer employability to senior citizen and individuals with disabilities (OKU)

THREATS

- Environments Weather - Decrease Revenues and System Failure
- Leasing - Tenant affair

SWOT ANALYSIS

5.1 STRENGTHS AND RECOMMENDATIONS TO SUSTAIN THE STRENGTHS

I. STRONG PROCEDURE AND POLICY INSTILLED- PRIORITY OF SOP

i-City demonstrates a notable strength in its operational efficiency through the robust procedures and policies integrated into its work culture, with a particular emphasis on adhering to Standard Operating Procedures (SOP). The utilization of Notion as the main system for office operations enhances this strength, as it provides a comprehensive platform for freemium productivity and note-taking. Notion facilitates organizational tools such as task management, project tracking, to-do lists, and bookmarking, creating a centralized hub for streamlined workflows.

One key aspect that underscores this strength is the meticulous documentation of every process and task within Notion. The importance of SOPs cannot be overstated, as they serve as a comprehensive guide for employees, ensuring a standardized approach to tasks and projects. The presence of SOPs becomes particularly valuable for new joiners, enabling them to efficiently learn and adapt to their roles by referring to established procedures. This structured approach minimizes the need for extensive guidance from senior staff, allowing for a smoother onboarding process and faster integration into the company's workflow.

To sustain and enhance this strength, i-City should prioritize the continuous improvement and updating of SOPs within Notion. Regular reviews and revisions ensure that procedures stay relevant and aligned with the evolving needs of the company. Encouraging a culture of feedback from employees can also contribute to refining and optimizing SOPs. Additionally, ongoing training and awareness programs can reinforce the significance of adhering to SOPs, fostering a company-wide commitment to maintaining operational excellence. By consistently reinforcing these practices, i-City can continue to leverage its strong procedures and policies, ensuring efficiency, consistency, and adaptability across its operations.

SWOT ANALYSIS

5.1 STRENGTHS AND RECOMMENDATIONS TO SUSTAIN THE STRENGTHS

II. ONE STOP ENTERTAINMENT CENTER

i-City stands out as a formidable strength due to its position as a One-Stop Entertainment Center, consolidating a myriad of attractions within a single destination in Shah Alam. The cornerstone of this integrated experience is the i-City Central Mall, serving as a bustling hub for shopping, dining, and leisure activities. Complementing this, the presence of the renowned DoubleTree Hotel, a 5-star establishment, and the Best Western Hotel, a 3-star accommodation, adds a layer of convenience for visitors seeking high-quality lodging options within proximity to the entertainment offerings.

A distinctive feature contributing to i-City's appeal is its comprehensive leisure attractions, encompassing both indoor and outdoor theme parks. Families can indulge in a diverse range of games and activities, providing an inclusive environment for all age groups. This multifaceted entertainment experience positions i-City as an ideal destination for families looking to spend quality time together, with a plethora of engaging options to choose from.

The "One Destination, One Shah Alam" campaign further enhances i-City's strength by promoting the idea that i-City is not just a place but an entire experience encapsulated within the vibrant city of Shah Alam. This integrated approach encourages visitors to explore and enjoy various facets of entertainment, hospitality, and leisure all in one location. The campaign serves as a unifying theme, reinforcing i-City's status as a singular and comprehensive destination within Shah Alam.

To sustain and build upon this strength, i-City should continue to invest in the development and enhancement of its entertainment offerings, ensuring a diverse and continuously updated array of attractions. Collaborative marketing efforts and community engagement can further solidify i-City's position as a preferred One-Stop Entertainment Center, fostering a sense of excitement and anticipation among visitors seeking a holistic and enjoyable experience in Shah Alam.

SWOT ANALYSIS

5.2 WEAKNESS AND RECOMMENFATIONS

I. VERY RIGID POLICY-TICKET REFUND

The theme park company's very rigid policy regarding ticket refunds, explicitly stating no refunds or exchanges after the ticket purchase, poses a notable weakness. While policies are essential for operational clarity, unforeseen circumstances such as continuous rain impacting the entire day can leave customers dissatisfied and frustrated.

In instances where visitors have purchased tickets and are unable to enjoy the park due to persistent rain, the current policy provides no recourse for customers. This lack of flexibility can result in negative customer experiences, leading to dissatisfaction and potentially damaging the company's reputation.

To address this weakness, the theme park company should consider revisiting its terms and conditions, adopting a more customer-centric approach. This involves incorporating provisions for exceptional circumstances, such as continuous adverse weather conditions that prevent park enjoyment. Implementing a fair and transparent process for ticket exchanges or rain checks when uncontrollable factors impact the visitor experience is crucial. By embracing a more flexible refund or exchange policy in the event of persistent rain, the company demonstrates empathy toward customers, enhancing overall satisfaction and perception of the theme park. This customer-centric approach aligns with industry best practices, fostering positive relationships with patrons and potentially encouraging repeat visits and positive word-of-mouth recommendations. Balancing operational requirements with customer understanding can lead to a more harmonious and mutually beneficial relationship between the theme park company and its visitors.

SWOT ANALYSIS

5.2 WEAKNESS AND RECOMMENFATIONS

II. WEAKNESS: CUSTOMER SERVICE CHALLENGES AT I-CITY THEME PARK

i-City Theme Park confronts a significant weakness characterized by recurring customer feedback on social media that highlights dissatisfaction with staff interactions. Numerous comments consistently express concerns about unfriendly and occasionally rude behavior from park employees, posing a considerable weaknesses to the overall guest experience and potentially tarnishing the park's reputation. This identified weakness is critical and demands immediate attention to preserve and enhance the park's standing in the eyes of its visitors.

In response to this challenge, i-City Theme Park should commence a thorough analysis to identify the root causes underlying the observed customer service challenges. Understanding these factors will inform targeted solutions to address the issues at their source. A pivotal recommendation involves a comprehensive overhaul of the customer service training program. This revamp should not only reinforce basic courtesy but also underscore the importance of creating positive and memorable guest interactions.

Introducing robust employee recognition programs that celebrate and reward exemplary customer service is a strategy to motivate and inspire staff. Publicly acknowledging and appreciating those who consistently excel in customer interactions can set a positive precedent for others to follow. Expanding feedback channels beyond social media is another recommendation, encouraging customers to provide input through surveys, email, or dedicated feedback kiosks within the park. This diversified approach ensures a more comprehensive understanding of visitor.

SWOT ANALYSIS

5.3 OPPORTUNITIES AND RECOMMENDATIONS TO BENEFIT FROM THIS OPPORTUNITY

I. CREATE NEW ATTRACTION - DISNEY, STAR WARS

i-City has an incredible opportunity to boost its appeal and attract a global audience by collaborating with renowned brands like Disney, Star Wars, Barbie, Harry Potter, Upin Ipin, and Boboiboy to create new and exciting attractions. These iconic names have massive fan bases worldwide, and by introducing attractions inspired by these beloved characters, i-City can tap into a diverse and dedicated audience.

Imagine a Disney-themed section, a Star Wars adventure, a Barbie dreamland, or a magical Harry Potter experience right within i-City. These attractions would not only cater to fans of these franchises but also become must-visit destinations for enthusiasts around the world. The charm of Upin Ipin and Boboiboy, popular characters in the Southeast Asian region, would also draw in a significant local and international crowd.

By incorporating these well-loved brands into i-City's offerings, the company can create a unique and immersive experience that goes beyond traditional theme park attractions. This collaboration presents a golden opportunity to showcase i-City as a global entertainment destination, enticing fans to travel from various corners of the world to indulge in their favorite characters and stories.

To maximize this opportunity, i-City should carefully negotiate partnerships with these brands, ensuring that the attractions capture the essence of each beloved character or world. Effective marketing campaigns, leveraging the fanbases of these brands, will further promote i-City as a must-visit destination. This strategic collaboration has the potential not only to significantly boost visitor numbers but also to elevate i-City's status as a global player in the entertainment industry.

SWOT ANALYSIS

5.3 OPPORTUNITIES AND RECOMMENDATIONS TO BENEFIT FROM THIS OPPORTUNITY

II. OFFER EMPLOYABILITY TO SENIOR CITIZEN AND INDIVIDUALS WITH DISABILITIES (OKU)

i-City has a unique opportunity to make a positive impact by offering employment opportunities to senior citizens and individuals with disabilities (OKU). By creating inclusive hiring practices, i-City can tap into the wealth of experience and skills that senior citizens bring to the table, as well as provide meaningful employment to OKU individuals.

Senior citizens often possess a wealth of knowledge and skills accumulated over their careers, making them valuable assets to the workforce. Offering them employment opportunities not only allows i-City to benefit from their expertise but also demonstrates a commitment to diversity and inclusivity.

Similarly, providing employment opportunities to OKU individuals can be a game-changer. By offering positions that match their skills and capabilities, i-City can contribute to empowering these individuals, fostering a sense of independence, and breaking down barriers to employment that they may face.

Implementing accessible facilities and inclusive workplace policies will create an environment where senior citizens and OKU individuals can thrive. This not only aligns with social responsibility but also enhances i-City's reputation as a company that values diversity and cares for the well-being of its community.

To make the most of this opportunity, i-City should actively collaborate with relevant organizations, create specialized training programs if needed, and communicate its commitment to inclusive employment practices. By doing so, i-City can not only enhance its workforce but also contribute positively to societal well-being and be a beacon of inclusivity in the business community.

SWOT ANALYSIS

5.4 THREATS AND RECOMMENDATIONS

I. ENVIRONMENTS WEATHER - DECREASE REVENUES AND SYSTEM FAILURE

The i-City susceptibility to adverse weather conditions directly impacts its revenue and contributes to customer dissatisfaction. Continuous rainfall, for instance, leads to operational disruptions as the park may need to close temporarily, resulting in a significant decline in visitor numbers. This decline in attendance during inclement weather translates to reduced ticket sales, food and merchandise purchases, and other ancillary revenues.

Moreover, the company's reliance on fair weather is a potential source of frustration for visitors who may have planned and paid for their visit in advance. Customer dissatisfaction arises when guests, eager to enjoy the park, find themselves limited by weather-related closures. This negative experience can result in a decline in customer loyalty and may discourage repeat visits or positive word-of-mouth recommendations.

The impact on revenue is further exacerbated during extreme weather events, such as heavy rain accompanied by thunderstorms. System failures become a critical concern in such instances, especially affecting the park's infrastructure, including the parking system. A malfunctioning parking system can lead to chaos and frustration among visitors, tarnishing their overall experience and potentially discouraging future visits.

To address these challenges, the theme park company needs to implement strategic measures to diversify revenue streams and enhance customer satisfaction. This may include investing in indoor attractions or covered facilities that can operate regardless of weather conditions. Additionally, deploying advanced technology for parking and other essential systems can help minimize the impact of system failures during adverse weather, ensuring a smoother and more enjoyable experience for visitors.

SWOT ANALYSIS

5.4 THREATS AND RECOMMENDATIONS

II. LEASING - TENANT AFFAIR

i-City faces potential threats in its leasing department, primarily concerning under-leasing and the competitive landscape in attracting new tenants. One major concern is the risk of under-leasing, where certain properties may not be fully utilized or leased out, leading to potential revenue losses.

Additionally, the intense competition in the leasing market poses a significant threat. While the leasing department actively seeks new tenants, the challenge lies in the possibility that other companies may offer lower rental prices, making it difficult for i-City to meet its leasing targets at the desired rates.

To address these threats, i-City should focus on strategic approaches. This may involve conducting thorough market research to ensure that rental rates are competitive yet reflective of the value i-City provides. Implementing creative leasing incentives or value-added services can also make i-City's properties more attractive to potential tenants, mitigating the risk of losing them to lower-priced alternatives.

Furthermore, building strong relationships with existing tenants and ensuring their satisfaction can contribute to tenant retention, reducing the likelihood of under-leasing. Additionally, exploring innovative uses for under-utilized spaces within i-City's properties can help maximize revenue opportunities.

By staying vigilant to market dynamics, offering unique value propositions, and maintaining strong tenant relationships, i-City can navigate the challenges in the leasing landscape and secure a robust tenant portfolio.

CONCLUSION

In conclusion, my internship has been an incredibly enriching journey, providing me with valuable insights, knowledge, and practical skills that will undoubtedly shape my future endeavors. Over the course of this experience, I had the opportunity to immerse myself in diverse projects and collaborate with a dynamic team, contributing significantly to both my personal and professional growth.

First and foremost, gaining an in-depth understanding of the industry and operational processes has been instrumental. Particularly within my department, where responsibilities included payroll and administration, I acquired a comprehensive view of how the company conducts its business.

Secondly, applying the theoretical knowledge acquired during my studies to real-world scenarios has been a pivotal aspect of this internship. This hands-on application not only solidified my understanding but also boosted my confidence in executing tasks related to my field of study. Collaborating within a team environment broadened my perspective, honed my interpersonal skills, and improved my communication abilities. Working with colleagues from different departments underscored the importance of effective teamwork, active listening, and clear communication in achieving collective goals.

Moreover, the autonomy afforded to me allowed for the initiation and successful completion of independent projects. This autonomy not only enhanced my time management and organizational skills but also taught me the importance of prioritization, meeting deadlines, and delivering high-quality work. Taking ownership of projects enabled me to showcase my problem-solving prowess and creativity in finding innovative solutions.

In summary, this internship has proven to be a rewarding and transformative experience, laying a solid foundation for my professional journey. The knowledge and skills acquired will undoubtedly propel my career forward. Grateful for the support of a helpful and competent team, I eagerly anticipate applying these newfound insights to future challenges.

Lastly, the competencies, knowledge, and experiences gained during this internship have equipped me to face future professional challenges with confidence. I am enthusiastic about building upon this foundation, remaining dedicated to lifelong learning, and continually progressing in my chosen field. This internship has not only been a stepping stone but a catalyst for ongoing growth and success.

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APPENDICES



**Malaysia Madani with
Prime Minister of Malaysia**



Hero Appreciation Day



**Immersive Winterland
Launching by
YB Dato' Hajah Nancy Shukri**



New Year Eve Celebration

APPENDICES



**Digital Sport Arena Launching by
YB Hannah Yoeh**



Receptionist



**Nasi Lemak
Makan Sama Sama Event**



**Pentaa Academy
Casual Meet up with MDEC**

OUR ORIGINAL REPORT

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