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UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka

UNIVERSITI TEKNOLOGI MARA (UTM) KAMPUS BANDARAYA MELAKA
FACULTY OF BUSINESS AND MANAGEMENT
BACHELOR IN BUSINESS ADMINISTRATION (HONS) FINANCE

MGT666

INDUSTRIAL TRAINING REPORT
PORT DICKSON CENTRAL MARKET SDN BHD



PREPARED BY:

ZULKHAIRIZ BIN MOHD HAZIZI

2022855406

M1BA2426A

PREPARED FOR:

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SUBMISSION DATE:

24th January 2025

SURAT KEBENARAN

Tarikh : 07/01/2025

Kepada :

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Maklumbalas (/)



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Tidak Bersetuju

Tuan/Puan

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Nama Pelajar	Zulkhairiz Bin Mohd Hazizi		
No. Matriks	1022855406	Nama Program	Finance
Tajuk Laporan	Industrial Training Report	Nama Syarikat	Port Dickson Central Market Sdn Bhd

2. Tindakan ini adalah di bawah tanggungjawab dan kesedaran penuh oleh pihak organisasi.

3. Sekiranya terdapat sebarang masalah atau kebocoran maklumat sulit pihak organisasi tidak boleh mengenakan sebarang tindakan undang-undang kepada pihak universiti.

Yang Benar

PORT DICKSON CENTRAL MARKET SDN BHD
(797443-D)

NO 57A JLN DS 2/1, BANDAR DATARAN SEGAR
71010 LUKUT, NEGERI SEMBILAN
TEL: 06-648 4622



Nama Pegawai : Pavitra
Jawatan : Account Executive
No. Tel.
No. Faks

Cop jabatan/organisasi:

EXECUTIVE SUMMARY

I obtained a great deal of expertise in office administration and operations management while working as an intern at Port Dickson Central Market (PDCM), a thriving travel and entertainment business. I gained a thorough awareness of the operational nuances and administrative duties necessary to guarantee the efficient operation of the many PDCM outlets thanks to this internship. I performed a range of duties in my work that improved my abilities and expanded my professional horizons.

This report begins with an overview of the company's history and my profile, which serves as a more thorough introduction to both profiles. I then discussed my training perspective in the following section, which focused more on the experience I gained during my internship and the job scope, as well as how the training would benefit me going forward in my academic or professional endeavours. The SWOT analysis and discussion of the analysis, which serve as the primary goal of my analysis report, are covered in the next section, where I go into detail about every finding I made during my internship at PDCM. This report concludes with a summary of my findings and experience, which I hope helps readers better grasp the analysis.

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ACKNOWLEDGEMENT

First and foremost, I want to give thanks and gratitude to the Almighty God for having given us the strength to complete my internship this past semester. Without His approval, I think it would have been difficult for me to get to where I am now. During my internship and my three years of education at UiTM, I learnt a lot. I gained knowledge about how to be dedicated and accountable for every duty assigned by my UiTM supervisor and my superior at work.

I am appreciative to Madam Najihah Abdul Rahim, my advisor. I appreciate her time and effort in helping me with the opportunities and challenges of my internship, and her advice has been invaluable. A special thanks goes out to my supervisor, Mrs. Pavithra, whose vast knowledge, commitment, and enthusiasm have shaped my comprehension and enhanced my abilities. My professional development during my five-months, 24-week internship has been greatly aided by her help.

I want to express my gratitude to the entire PDCM staff for their unwavering support during my internship. This self-reflective journey has been instructive and interesting because of the exchange of ideas and knowledge. I am appreciative of my parents' unwavering encouragement and support. My academic achievement has been greatly aided by their motivating presence and faith in my abilities. I value the great lessons they taught me and the sacrifices they made. I'm grateful to everyone who has supported my growth and education along the way. May Allah SWT richly bless and reward each and every one of you.

1.0 STUDENT'S PROFILE

1.1 Updated Resume



Education

BACHELOR OF BUSINESS ADMINISTRATION (HONS) FINANCE

Universiti Teknologi Mara Campus
Bandaraya Melaka
2022 - Current
Current CGPA: 2.94

DIPLOMA IN BANKING STUDIES

Universiti Teknologi Mara Campus
Rembau
2020 - 2022
CGPA: 3.25

SIJIL PELAJARAN MALAYSIA (SPM): ACCOUNTING

SMK Tinggi Port Dickson
2014 - 2018

SKILLS

- Proficiency in accounting and finance
- Languages: Malay, English, and Arabic (Basic)
- Competent with Microsoft Word, Excel, PowerPoint, Canva and ChartNexus
- Intermediate proficiency with Adobe Photoshop, Million Accounting System, trustworthy, and capable of working in a team
- Problem-solving skills, customer service skills, time management, and rapid learning

ZULKHAIRIZ BIN MOHD HAZIZI

Profile

I am a 24-year-old, fresh graduate from UiTM Bandaraya Melaka aspires to learn new things for continual progress, explore the workforce, and acquire a variety of talents

Work Experience

- | | |
|---------------------------------|---|
| 2018
-
2019 | Shell Lukut Port Dickson Bound
Cashier, Pump Attendant <ul style="list-style-type: none">• Maintaining the payment counter and making certain that clients receive the greatest possible service and ensuring the amount of money supplied and received is adequate and accurate.• Assist in the neat and organised arrangement of the store's inventory and maintaining a tidy workspace. |
| 2022
-
2024 | Port Dickson Central Market SDN BHD
Operation Part Timer <ul style="list-style-type: none">• Responsible for overseeing the entire operations of a park and handles the operations of park facilities and grounds.• Leads indoor and outdoor excursions, skills and ensures the safety of participants. |
| 2024
-
2025 | Port Dickson Central Market SDN BHD
Office Administrator/ Assistant Account Executive Intern <ul style="list-style-type: none">• Assist with doing accounting tasks, sales collection, and analytics, as well as being secretary for the HOD weekly meeting• Part of the PDCM Operation Team and working alongside the Sales & Marketing Team. |

Achievement

- Class Representative Appreciation**
 - Received class representative appreciation from UiTM Kampus Bandaraya Melaka in recognition of outstanding contributions while serving in the class.
- Programme Leader Appreciation**
 - Received praise from UiTM Kampus Rembau as programme leader for managing a cultural programme with Universiti Putra Malaysia (UPM) from UiTM Kampus Rembau.
- Spirituality Bureau**
 - Joined the programme for the hospitality industry's professional image as a spirituality bureau representative.

References

Zarinah Binti Abu Yazid
UiTM Kampus Bandaraya Melaka
Senior Lecturer (Finance)

Dr Intan Maizura Binti Abdul Rashid
UiTM Kampus Bandaraya Melaka
Senior Lecturer

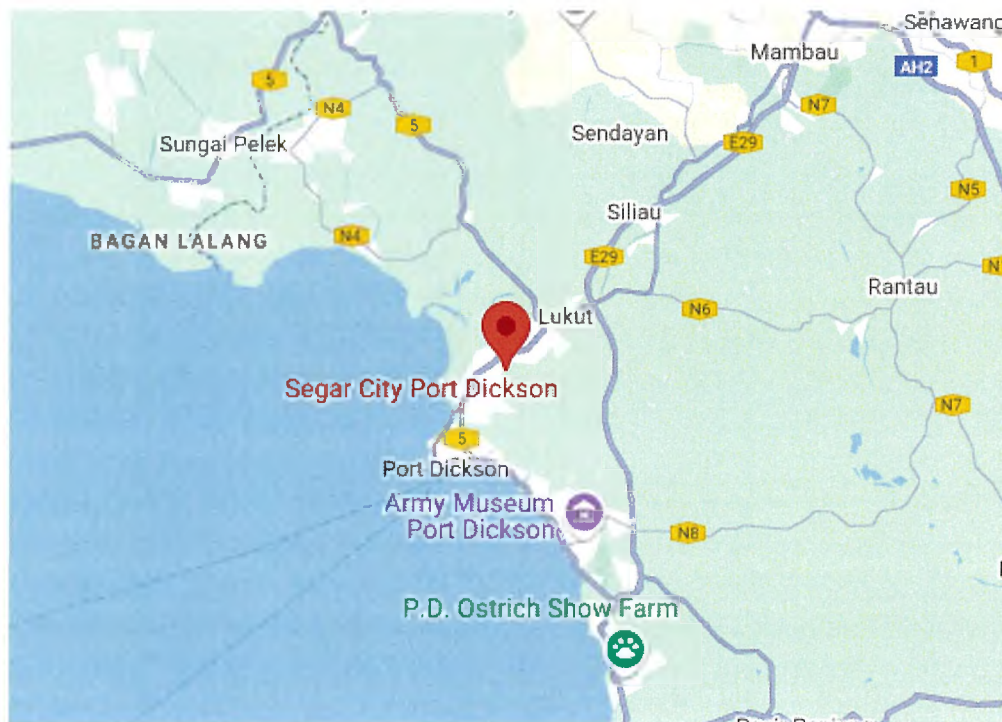
2.0 COMPANY'S PROFILE

2.1 Name, Location & Background



COMPANY NAME	Port Dickson Central Market Sdn Bhd
COMPANY REGISTRATION NO.	0797443D / 200701039411
NATURE OF BUSINESS	Operation of Alive 3D Art Gallery, Wild West Cowboy, Segar Recreation Eco Park and provide training services to corporates
DATE OF REGISTRATION	28th November 2007
STATE	Negeri Sembilan
EMAIL	3dart.pdcmacct@gmail.com
PHONE	06-648 4622

Location



Port Dickson Central Market Sdn Bhd is located in the famous Dataran Segar area of Port Dickson. A great place, there is a lively atmosphere. Still now, its charm attracts both visitors and locals here. In fact, Dataran Segar itself is quite a famous place to dine, enjoy, and shop around because it's more of a commercial hub. Its ideal position in this area, full of various markets, makes it even more attractive for visitors, as there is a lot it has to offer, ranging from facilities to attractions that visitors can access very easily.

One of the most relevant reasons why Dataran Segar appeals is because of its prominence by location in Port Dickson. Tourists can get to the market in the area effortlessly since it is accessible. This position and the activities that are to be undertaken at Dataran Segar make it one of the leading tourist destinations at Port Dickson. In addition to making it visible, the market position at such a convenient area benefits the general economic well-being of the area. As a result, Port Dickson Central Market Sdn Bhd contributes meaningfully to the local tourism scene as it attracts tourists and provides them with an experience of a kind.

Background Of The Company



Incorporated on 28 November 2007, Port Dickson Central Market Sdn Bhd is a major subsidiary of Segar City Sdn Bhd, a company focused on tourism and attractions. The company has contributed meaningfully to the local tourism industry through the management of various spots for entertainment that can suit all ages and tastes of clients visiting the area. They range from a relaxation park, an exhibition gallery, to a theme park. Satisfaction of guests in terms of spending maximum time in enjoyment can only be through the existence of various recreational activities in the different spots. This is the reason why the theme park has various thrilling rides and other amusements, an exhibition gallery that has a viewing of history and culture of the region, and a recreation park offering a serene atmosphere for leisure and outdoor activities.

Segar City Sdn Bhd also owns JBF Readymix Sdn Bhd, established on 5th October 1996. It mostly supplied ready-mix concrete. Next is the HKT Group Sdn Bhd, established on 22nd April 2000. It was for holding investments, rental of real estate, and management services. Next comes the HKT Construction Sdn Bhd, which was established on 23rd March 2001. It involved suppliers of building materials and general contracting. Next is DS Mart Sdn Bhd, established on 19th July 2005. It sold toys, consumables, food items as well as kids' clothing. Then comes the Guest Hotel And Spa Sdn Bhd, established on 19th July 2005. The hotel had four-star qualities. Then came the CM Cafe Sdn Bhd established on 7th June 2006. It had been a cafe. Lastly, there

is the Guest Travel And Tour Sdn Bhd. It is a tour and travel agency established on 2nd July 2007.

In addition to all the leisure options, Port Dickson Central Market Sdn Bhd also distinguishes itself as one of the major training providers. The company does design special training programs with themes that best suit the needs of any organization, be it private, nonprofit, schools, or any other place. Assuredly, the program, with its emphasis on skills enhancement, leadership development, and teambuilding, will elevate corporate training experiences.

With specialized programs and world-class facilities, Port Dickson Central Market offers improved business performance and efficiency and enhanced personal professional satisfaction. The two major business entities are Port Dickson Central Market Sdn Bhd, which operates mainly in corporate training and tourism. The many entertainment venues it houses have attracted a huge number of tourists, thus helping the local economy and providing unparalleled experiences to visitors.

2.2 Vision, Mission, Objectives & Goals

VISION

Be the top destination and facilitator of experiences unique tourist and corporate training solutions in Port Dickson, renowned for its originality and excellence.

MISSION

To provide excellent tourist attractions and professional captivating corporate training programs that exceed expectations, resulting in remarkable experiences and development possibilities.

The vision is to become the first choice for unique visitor experiences and corporate training options in Port Dickson. They are dedicated to excellence in uniqueness and recognition through excellent training and memorable attraction offers to each and every visitor, unsurpassed in this area.

The mission of Port Dickson Central Market is to deliver outstanding business training programs and tourism attractions that go above and beyond. In addition to delivering opportunities for professional growth, they aim to deliver outstanding experiences to their guests.

Objectives

A company's objectives are specific aims it hopes to accomplish over time. Its activities and success are guided by these objectives. Financial ambitions, plans for corporate expansion, or objectives for the creation of new products and services could be among them. The following are the company's PDCM objectives:

Tourist Attraction

A wide variety of excellent tourist attractions that showcase Port Dickson's natural and cultural charm should be developed and maintained.

Customer Satisfaction

By offering individualised service, continuous improvement, and sustainable practices, it can guarantee unparalleled customer satisfaction.

Corporate Training

Boost abilities and promote professional development by offering training programs that are tailored to the needs of organisations.

Community Engagement

Encourage positive relationships within the community and boost the local economy by practicing corporate citizenship and responsible tourism.

Goals

Firm goals are certain aims that a company establishes in order to succeed. They place a high priority on innovation, customer satisfaction, corporate growth, profit, and social and environmental responsibility. Setting goals affects how a business plans and prepares for the future. Below are the company's PDCM goals:

Tourism Excellence

Become a popular destination for those seeking authentic and significant Port Dickson experiences.

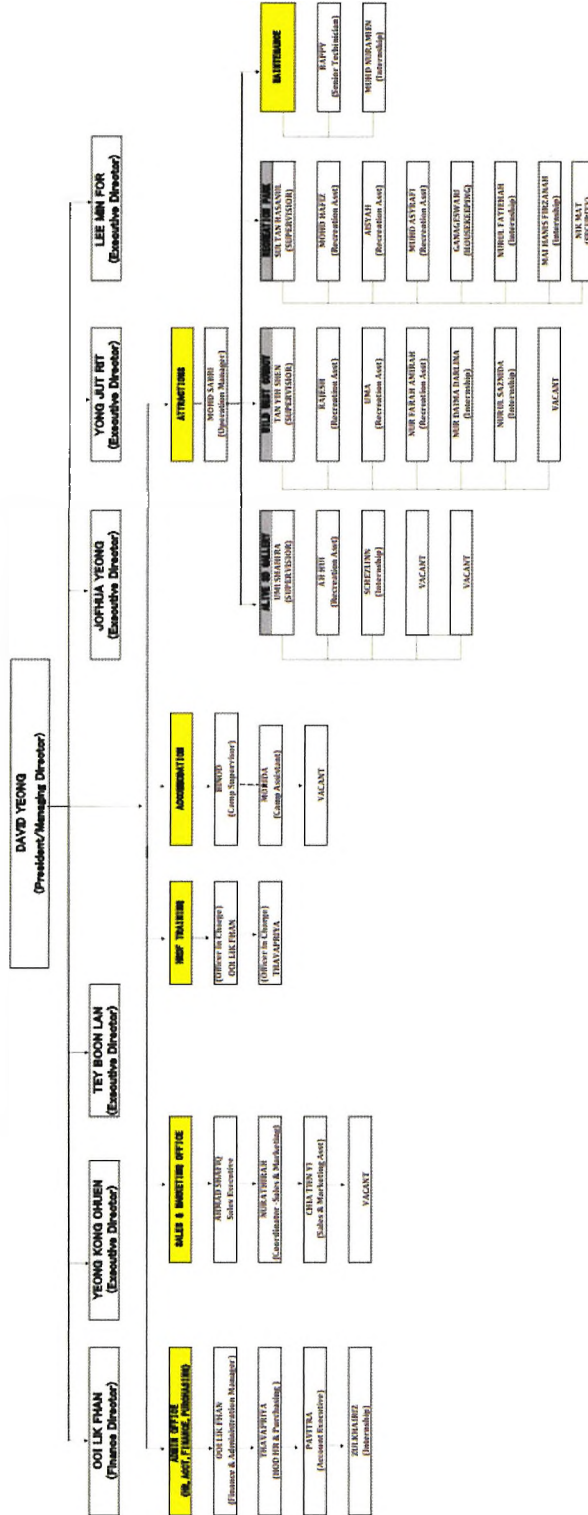
Innovation & Sustainability

Inspire creativity in training methods and tourism services while promoting social and environmental sustainability.

Training Leadership

Become the go-to partner for businesses seeking training initiatives that are both impactful and worthwhile.

2.3 Organizational Structure



2.4 Products & Services

- **Alive 3D Art Gallery**



The site, which debuted in 2015, features 50 interactive artworks and optical illusions categorised into five themes which are Dark Art, Adventure, Aquarium, Animation, and Exotic. TripAdvisor has awarded this gallery the 2019 CERTIFICATE OF EXCELLENCE, and Tourism Malaysia has acknowledged it as a must-see destination in Port Dickson.

- **Price Entrance**

ALIVE 3D ART GALLERY PRICING		
ITEM	MALAYSIA (MYKAD)	NORMAL/ FOREIGNER (WITHOUT MYKAD)
Admission To Alive 3D Art Gallery For Adult	RM20.00 RM25.00 (Walk In)	RM24.00 RM30.00 (Walk In)
Admission To Alive 3D Art Gallery For Child/ Senior Citizen	RM16.00 RM20.00 (Walk in)	RM20.00 RM25.00 (Walk In)
Kids Below 90cm	Free	Free

OPERATION HOURS
Wednesday - Monday: 10:00am - 7:00pm **Tuesday Closed, except Public Holiday

- **Wild West Cowboy Indoor Theme Park**



The first Malaysian indoor theme park, Wild West Cowboy Indoor Theme Park, opened its doors in 2016. This theme park features three floors, three different kinds of amusement rides, Awake Thrill (five themes), a dinosaur room, a drift cart, two VR and Nintendo game types, a rodeo bull, and arcade games.

- **Price Entrance**

WILD WEST COWBOY INDOOR THEME PARK PRICING		
ITEM	MALAYSIA (MYKAD)	NORMAL/ FOREIGNER (WITHOUT MYKAD)
Admission To Wild West Cowboy Indoor Theme Park For Adult	RM44.00 RM55.00 (Walk In)	RM48.00 RM60.00 (Walk In)
Admission To Wild West Cowboy Indoor Theme Park For Child/ Senior Citizen	RM40.00 RM50.00 (Walk In)	RM52.00 RM65.00 (Walk In)
Kids Below 90cm	Free	Free

OPERATION HOURS
Wednesday - Monday: 10:00am - 7:00pm **Tuesday Closed, except Public Holiday

- Segar Recreation Eco Park



Segar Recreation Eco Park is a "new" outdoor recreation area that encourages travel by offering top-notch, healthful activities. A bicycle park, obstacle courses, a flying fox, a climbing wall, a high rope, a junior rope, a low rope, abseiling, a go-kart, and other team-building activities are there, along with first-rate amenities like Country Houses and Farm Houses for overnight stays, fire camping, BBQ camping, and a handy store and cafe close by.

- Price Entrance

EXTREME PACKAGE

CHALLENGE YOURSELF TODAY !

<p style="font-size: 1.2em; font-weight: bold;">RM 120</p> <p style="font-size: 0.8em; font-weight: bold;">FOR 2 PAX</p> <ul style="list-style-type: none"> • FLYING FOX • ROCK CLIMBING • ABSEILING 	<p style="font-size: 1.2em; font-weight: bold;">RM 240</p> <p style="font-size: 0.8em; font-weight: bold;">FOR 4 PAX</p> <ul style="list-style-type: none"> • FLYING FOX • ROCK CLIMBING • ABSEILING (or JUNIOR ROPE) <p style="font-size: 0.8em; font-weight: bold;">BONUS : 10 ARCHERY</p>
---	---

OPERATION HOUR : 10.00AM TO 7.00PM
(WED TO MON ONLY)
* TUESDAY CLOSED, EXCEPT PH/SCHOOL HOLIDAY

3.0 TRAINING'S REFLECTION

3.1 Duration

- **Specific date for industrial training:**

START DATE	END DATE	TOTAL WEEKS
12th August 2024	24th January 2025	24 weeks

- **Working day and time for PDCM:**

WORKING DAYS	TIME	BREAK HOUR	TOTAL WORKING HOURS
Monday - Friday	9:00am - 6:00pm	1 Hour	8 Hours
Saturday	9:00am - 1:00pm	N/A	4 Hours

3.2 Details

- **Department**

I mostly worked in the Accounting Department during my industrial training. This division oversees the management of procurement procedures, including the identification of suppliers, contract negotiations, and timely acquisition of the goods and services the company needs. In order to satisfy organisational personnel demands, I also gain experience in the Human Resources Department, which is in charge of hiring, training, and administrative tasks. Additionally, I collaborate with the Operations Team, which oversees day-to-day operations and ensures effectiveness across several locations or attractions, so promoting a seamless operational environment.

- **Roles, Responsibilities, Assignments and Tasks.**

As a PDCM internship student, I have been working in the company since the beginning of my industrial training until now as an Administration Intern. Being a departmental intern, I handle various administration tasks, assist the head of the accounting department, Ms Pavi, with some accounting tasks, and play an active role in the Human Resources Department and assist one of the directors, Mr. Ooi if needed. For operations matters concerning all three attractions, I work closely with the Operations Team. The varied nature of the tasks has allowed me to come into contact with numerous departments and helped me in fine-tuning my organizational management skills.

Following is the list of tasks assigned to me during my tenure as a PDCM internship student:

→ Assisting the Operation Team at any of the three locations as needed.
→ Record the Journal Voucher, mainly comprising utility and invoice bills for sales made by the company, within the Million Accounting System.
→ A detailed report of the weekly sales collection from all 3 outlets.
→ Attend the weekly meeting of the Head of Department and draft the minutes.
→ Carry out the filing work for any company's documents.
→ Prepare the petty cash claim report for the company on a monthly basis.
→ Preparing the company's payments for supplier, customer booking, and utility accounts.
→ Issuance of PO for all three outlets whenever they want to add up stocks.

- **Assisting the Operation Team at any of the three locations when needed.**

I am deeply aware of the peculiar operating challenges and dynamics facing each of our three locations because I work with the Operations Team on-site to help with the running of the outlet. This practical experience entails organizing product displays, cleaning the store, and taking stock and inventory. Moreover, I also get involved with customers directly as I attend to their inquiries, solve their problems, and assist them in making a purchase. All these help me sharpen my skills in customer service and further understand the customers' preferences. Other than learning best practices for tackling a wide array of operational challenges, working closely with the personnel allows me to observe and participate in good team collaboration and communication.

I improve productivity and customers' satisfaction by giving my feedback to the Operations Team through suggestions for enhancement. Besides operating the outlets in a more effective way, this immersive experience has indeed equipped me with insightful knowledge and useful skills so precious toward developing the Port Dickson Central Market as a whole.

- **Record the Journal Voucher, mainly comprising utility and invoice bills for sales made by the company, within the Million Accounting System.**

I type a huge volume of financial data into the accounting system, including utility bills, sales records, and invoices. It involves meticulous data entry of such documents within the accounting software and making sure that every transaction is correspondingly documented for proper and updated financial records. I check the quantity, date, and vendor of each document's information. I, therefore, ensure that the company's financial data, which forms the basis of financial reporting, planning, and decision-making, is both accurate and complete. Revenues and expenses will also be identified appropriately while posting in the process for better tracking and analysis.

The accuracy of such information is of utmost importance to the financial well-being of the company, assuring good cash flow management, timely vendor payment, and meeting all

financial and auditing requirements.

- **A detailed report of the weekly sales collection from all 3 outlets.**

In an effort to make it accurate and legible, I compile sales information from our three outlets on a weekly basis and develop detailed reports, comprising many vital steps. First of all, I gather the sales records of each outlet, including every transaction, earnings, and interaction with each customer. Then, I re-check these data in order to check their accuracy by matching them against the original receipts and searching for any discrepancies. After having the data checked, I put them together into comprehensive reports; I can also make use of spreadsheets or some special software in helping present the data in a form that will make some sense. This may include developing visual aids, like graphs and charts, in order to help explain metrics and performance trends. These are needed for tracking the performance of sales, finding out patterns, and also knowing whether the marketing campaigns pay off.

They equally present some important information that helps firms in making better decisions in respect of things like adjusting the inventory quantity, offering promotional packages, and rationalizing operational methods that improve overall profitability.

- **Attend the weekly meeting of the Head of Department and draft the minutes.**

I attend the weekly Head of Department meetings to stay updated on the major decisions, strategic goals, and activities of the different departments. During such meetings, I listen attentively and take comprehensive, detailed notes on what is being discussed, such as the topic of the day, projects underway, metrics used for performance assessment, and problems at hand. Upon the adjournment of the meeting, I draft full, detailed minutes. This means all discussed and agreed-upon actions with due dates should be noted; in fact, it is from such minute entries that all departmental activities originate. Here, after I have finalized the documents, the participants of the meeting make use of the paper document to make sure they are updated with the result of the meeting and monitor the development of and follow up on the issue at hand.

This will permit support for the effective execution of the department's goals and the activities of the team by encouraging better communications and accountability.

- **Carry out the filing work for any company's documents.**

My duties include organizing and maintaining both electronic and physical records in such a way that they can be accessed with ease whenever required. I am also responsible for undertaking filing of various documents pertaining to the company. To do this, the documents have to be arranged in folders or files but sorted according to their type, date, and relevance. I am also supposed to follow the prescribed methods of filing to ensure consistency. Furthermore, I have to ensure that each paper is suitably labeled and indexed to allow for easy access and reduce chances of misplaced or lost files. Proper record keeping involves good maintenance of the file system since it aids in legal and regulatory compliance, proper audits are more easily conducted, and the team can gain access to such information quickly.

I also study and update the file system on a regular basis to ensure that the information is kept up-to-date and organized so that better efficiency is achieved within the general administration and operation of the business.

- **Prepare the petty cash claim report for the company on a monthly basis.**

I always collect all the small purchase receipts and supporting documents to prepare a detailed report on petty cash expenses at the end of every month. I go through each receipt to check whether the expenses are valid and set under proper heads, then cross-check them with the petty cash log for accuracy. It allows me to validate the receipts, summarize the claims in a tabular report, and categorize the claims under the headings of office supplies, small repairs, and other unspecified goods. It summarizes the overall view of the monthly petty cash expenditures, including totals and justifications for every expense.

The completed report is then included in the business's financial statements to ensure that these small expenses are properly documented and to facilitate overall financial tracking and

budgeting. This process encourages transparency and control of petty cash by ensuring that all expenditures are recorded accurately and in accordance with financial policies.

- **Preparing the company's payments for supplier, customer booking, and utility accounts.**

I am responsible for the company's business outgoing payments, including supplier invoices, utility bills, and reservations made by customers. This needs to be very detailed and timely. This includes verifying every invoice or request for payment with regard to its validity, ensuring that the amounts and payment details agree with our books and contracts. I then make the necessary payment transactions through the required channels, which include checks or electronic transfers, ensuring that payments are made on time to avoid late fees and to preserve goodwill with our service providers and suppliers. I further make comprehensive records of each transaction for accounting purposes, which may be helpful for any further follow-up or reconciliation.

These payments have to be correct and timely because it keeps the wheels in motion, averts any disruption of service, and lends trust and reliability to our outside partners.

- **Issuance of PO for all three outlets whenever they want to add up stocks.**

I liaise with the outlet managers to ascertain their specific inventory needs and requirements before creating the necessary purchase orders whenever any of the outlets need to replace their stock. This entails talking about current stock levels, determining which products require replenishment, and figuring out the necessary quantities. With this in mind, I will compile the purchase orders, ensuring that all information is included, such as suppliers, product descriptions, and quantity. I will send these purchase orders to the appropriate vendors or suppliers and follow up to confirm receipt and anticipated delivery dates. I keep an eye on inventory level throughout the process to make timely orders to avoid stockout situations, thus maintaining smooth operations. Managing the purchase order means ensuring that at every site, there is adequate inventory to respond to customer demand with continuity of operations.

3.3 Gains: Intrinsic and Extrinsic Benefits

Intrinsic Benefits	I receive RM 400 a month from PDCM, along with a PC to use for work-related duties.
Extrinsic Benefits	I have acquired a wide range of abilities, expertise, and information throughout my internship here.

- **Experiences**

I did my internship in Port Dickson Central Market and was exposed to the busy ambiance of a company specializing in tourist and attraction management. My main responsibilities included coordination with the Operations Team in a few stores, including various administrative jobs: collecting payments, maintaining the weekly sales record, and journal vouchers. These activities helped me in widening my knowledge of financial operations and the importance of proper paperwork. I had great insights into the operation of the business since, for most of my tasks, I was working directly with the Operations Team. It helped me understand how many departments come together to keep smooth operations running.

My internship further extended to attend and minute the Head of Department meetings. This was important in understanding how plans and strategic decisions are made to support business outcomes. Making detailed notes and writing comprehensive minutes further enhanced my understanding of the decision-making process and how many departments serve the overall aims of the business. The latter has enabled me to develop my organizational and communication skills while learning how to effectively collect and provide important information from or to a wide scope of stakeholders.

This would further include the maintenance of company documents in order and preparation of a monthly petty cash report, both high-organization tasks that call for great

attention to detail. Working on creating purchase orders and keeping the paperwork organized really showed me the importance of fastidious record keeping and how efficiently organized administrative assistance affects the functions of the business. Overall, I had wide office administration experience during my internship at Port Dickson Central Market, involving useful skills for a deeper understanding of business operations in the travel and entertainment sector.

- **Knowledges**

Tourism Industry Dynamics	The internship in PDCM has made me further realize how intensive the function of managing and operating a tourism destination is. I have learned how an attraction is developed for creating an experience for its visitors, how day-to-day operations are smoothly managed, and different kinds of administrative tasks keep everything in order.
Event Management	I also learned how to plan events without stress in a tourist-oriented environment, including the subtlety necessary in organizing activities that attract visitors and ensure that operations run smoothly.
Customer Service	In order to deliver exceptional customer service, I learnt how to effectively meet the needs and expectations of tourists and visitors.
Administrative Procedures	I gained knowledge of office procedures, documentation requirements, and professional communication, all of which aided me in effectively navigating and handling tasks at

	work.
Marketing and Promotion	I learn about selling the place, as well as drawing tourists' attention to those places. In addition to this, strategies to engage the tourists in addition to the promotion of tourist attractions, join whichever events and participate in doing videos for marketing purposes.

- **Skills**

Organizational Skills	My internship at PDCM taught me how to handle appointments and scheduling successfully. It helped in ensuring that work and meetings were well-organized and resources put to good use. By the help of this skill, I was able to enhance overall productivity and hasten office processes.
Communication Skills	I developed my written and vocal communication skills through the interactions with colleagues and visitors at PDCM, which helped me to collaborate with others and share information.
Problem-Solving Skills	My problem-solving and adaptability were enhanced during the internship at Port Dickson Central Market, where methods of dealing with challenges at events and in the workplace were learned.

Team Collaboration	I learnt how to effectively collaborate with others during my internship at PDCM, which aided in achieving organisational objectives and enhancing our overall performance.
Technology Proficiency	Equipped with office software, accounting software, and specific tools for events planning and tourism management business, the PDCM internship developed my competence to a higher extent in order to perform multitasking and project management.

4.0 SWOT ANALYSIS

SWOT ANALYSIS



STRENGTHS

- Strategic Location
- Diverse Offerings
- Attractions
- Efficient Systems



WEAKNESSES

- Skill Gaps
- Infrastructure Limitations
- Seasonal Dependence
- Lack Of Staff



OPPORTUNITIES

- Government Support
- Technological Advancement
- Corporate Partnership
- Technology Integration



THREATS

- Competitive Pressure
- Economic Uncertainty
- Environmental Factors
- Competition

5.0 DISCUSSION AND RECOMMENDATION

5.1 Strengths

- **Strategic Location**

The main strength of the organization is the advantageous placement of Port Dickson Central Market Sdn Bhd within one of the most popular tourism areas. As it is located at one of the most famous beach resorts in Malaysia, PDCM enjoys a regular influx of visitors throughout the year. To the tourists who travel to the region, the market is an ideal stopover given its proximity to the seaside and other local landmarks, attractions, and recreational spaces. This prime position promotes visibility and attractiveness, especially for domestic and foreign tourists who would like to have this special shopping and cultural experience.

Many economic benefits result from the steady stream of tourists passing through PDCM. A consistent stream of customers would also translate into steady sales and profits for the suppliers and businesses operating within the market, hence stimulating favorable business conditions. Such reliability attracts different vendors in form of food and beverage outlets, craft, and souvenirs towards coming forth to create a more interesting market and, therefore, a better overall customer experience. This also translates into a good customer base always flowing in and keeps the moving operation and expansion of the market, hence encouraging more investment and further development.

Furthermore, PDCM is well-placed to capitalize on various marketing and promotional opportunities afforded by its location in a popular tourist area. Partnerships with nearby hotels, tour companies, and neighbourhood activities can create synergies that enhance the market's attractiveness and reach. Being positioned to make it part and parcel of the trip to Port Dickson, PDCM thus could take part in those bigger marketing drives promoting the varied attractions in the area. Such strategic alignment in the tourism industry will enable the PDCM to ensure its continuous relevance and competitiveness in the regional market while strengthening its brand and securing its position as a must-visit tourist destination.

- **Recommendations**

In fact, this can be manipulated through focused marketing by the Port Dickson Central Market Sdn Bhd. With focused marketing campaigns, PDCM will allure residents and visitors alike, increasing footfall and revenue. Acting in tandem with the local tourism boards in order to increase the profile of the PDCM within regional tourism marketing will emphasize unique offerings and activities seasonal in nature. With its integration into online travel portals, PDCM is also reaching wider audiences, including international visitors who make their plans for trips online. Such promotion packages will help in creating awareness and establish PDCM as one of the premier attractions in Port Dickson.

With location-based analytics, PDCM will finally have a better understanding of trends in visitor behavior and preference to inform its decisions in fine-tuning its offering of services. By identifying such trends as favorite stalls, demographics of visitors, and times of peak visits, PDCM can create for its customers experiences that are truly unique. Data on visitor preferences may also drive the planning of events, promotions of discounts, and offering of products at the market. Long-term success depends on PDCM's ability to increase customer happiness and loyalty by customising its offerings to the needs and preferences of its guests (Li, X., Ye, B., & Law, R., 2020). Location-based analytics also offer valuable data for enhancing operational effectiveness and marketing strategies.

PDCM will also be able to find out, through data pattern analysis, which marketing channels work best and make appropriate adjustments to their campaigns. The flow of visitors will be indicative data for crowd management and a consistent shopping experience. Such analytics-driven approaches make decision-making better in operations, making PDCM an innovative and adaptive market toward the changing preferences of its visitors. Finally, with the advanced analytics techniques implemented, PDCM can further enhance its visibility towards its success in the competitive travel industry.

- **Diverse Offerings**

The unique selling point of Port Dickson Central Market Sdn Bhd, or PDCM for short, lies in the manifold nature of leisure and tourism options to suit all kinds of tastes and groups. This way, it also continues to serve the needs and interests of older people, single travelers, families with young children, and all other sorts of customers. Carefully worked-out PDCM attractions provide a wide array of cultural, recreational, and gastronomic activities. As one of the ways to represent the richness of history in the region and the people's vibrant community life, the market represents interactive displays of the region's history, cultural performances, culinary festivals, and local craftsmen. Variety in attractions within PDCM therefore creates a vibrant atmosphere that encourages return visits and longer lengths of stay.

The most significant added value of PDCM, besides the previous one, is the fact that it can satisfy all categories because it makes a community and welcomes everybody. While families could enjoy entertainment and activities suitable for kids, like play areas and educational activities, the younger adults would probably like artisan markets, fashionable food vendors, and live music performances. For instance, wellness activities, quiet areas in the gardens, and traditional craft demonstrations will attract the interest of more senior visitors. This wide appeal not only adds to the visitor's overall satisfaction but also lessens the reliance of the market on any one particular demographic segment due to the constant flow of customers from varied sectors. Certainly, with its solid business model, PDCM can keep up with the latest trends and shifts in travel.

Also, the variety in the activities PDCM will have promotes the customers' experiences for the diversified time spent there, which results in having more visitors in the market spending for a longer time. By capturing a number of groups within the markets, PDCM will definitely offer something to someone, thus enhancing overall income in general. Additionally, with diverse attractions come shares on social media and word-of-mouth advertising because all the fun they get tends to be shared among friends, families physically, and even on social networking sites. Thus, natural marketing by satisfied clients of diverse demographic backgrounds would

definitely bring better exposure and more prestige for PDCM to even attract more tourists as the primary site for entertainment and fun at Port Dickson.

- **Recommendations**

According to Song and Li (2019), the Port Dickson Central Market Sdn Bhd (PDCM) might gain a lot from its products' ongoing innovation and variety. More than just traditional attractions are needed to sustain visitor interest in the dynamic tourism industry which are creative, distinctive, and captivating experiences that appeal to a wide range of audiences are also required. With the constant introduction of new products, services, and activities, PDCM will be able to keep its offerings fresh and appealing and motivate return visits. Seasonal festivals, pop-up markets, interactive exhibits, and themed events will attract a wider audience while keeping the market dynamic and exciting. Besides keeping tourists interested, this proactive approach positions PDCM as a progressive travel destination that is never left behind.

Song and Li, 2019, further established how meaningful market segmentation has been in customizing visitor experiences and increasing satisfaction. With the segmentation approach, PDCM has the ability to target visitor demographics, ensuring each finds something engaging and relevant. For example, to attract younger people, there will be a need to incorporate technology-driven attractions such as augmented reality tours or social media-friendly exhibits. Traditional and passive experiences, such as wellness programs and cultural events, may be what older visitors like. By truly understanding the needs and preferences of the different market segments, PDCM designs experiences that meet each of their needs, making the visitors happy and loyal.

Secondly, the company could expand its activities toward any market condition and towards a change in preference by a consumer. Because of the different kinds of attraction within the PDCM, it also led to responsive and adaptable changes over the visitor preference and expectations. The trend to respond for more sustainable tourism can be done with several greening activities such as Green markets, Recycling programmes, Environmental education seminars. Likewise, providing farm-to-table activities, culinary classes, and food tours are some

ways to enhance food tourism. On top of catering to today's visitors' expectations, through the continuous refinement and diversification of the PDCM product line, this company keeps abreast of the times and thereby long-term relevance and profitability in a fiercely competitive industry (Song & Li 2019).

- **Attractions**

Port Dickson Central Market Sdn Bhd (PDCM) distinguishes itself from rivals in the tourism and entertainment sector with its distinctive and special attractions. The business is conveniently accessible and appealing to both domestic and foreign tourists due to its ideal location. Because of its modern amenities and well-maintained infrastructure, every visitor is guaranteed a first-rate experience, building a reputation for excellence that encourages repeat business.

Port Dickson Central Market Sdn Bhd (PDCM) is excellent at providing a variety of attractions that appeal to a wide range of visitors, such as families, young adults, and culture vultures. Its capacity to create experiences that cater to a wide range of interests guarantees a large and devoted clientele. It also includes regional culture and heritage for added educational value and closer affiliations with tourists who seek something true and meaningful in their experiences. For each different kind of visitor, something special is offered by the PDCM, which can keep it up-to-date even in the ever-changing scenery of tourism.

With the emerging demand for responsible tourism, PDCM attracts more appeal in the implementation of eco-friendly measures in attraction building and management. The facility creates a heavy presence in the market through massive campaigns, its equally wonderful branding and marketing activities. It retains its leading situation in the attraction industry through well-planned events, seasonal festivals, and new attractions, keeping the guests interested in visiting the facility more often.

- **Recommendations**

PDCM should constantly update and broaden its attractions to sustain and boost visitor interest. The offerings can be kept fresh and current with the introduction of new themes, interactive displays, and advanced attractions like virtual or augmented reality. With constant innovation in leading the market trends, PDCM can draw both new and returning visitors for growth and engagement over time.

Accordingly, it may focus on planning within parks; theme zones and sections may develop distinct visitor experience points and attractions. The cultural zone will showcase all the local cultures and historical accounts, while a zone of adventure may be constituted with thrill and ecstatic rides and sports. This diversity invites longer stays and return visits in addition to appealing to a wider range of interests, since visitors might not be able to see everything in one visit.

This would also let the visitors have a more distinctive and authentic experience by working with local artists, entertainers, and firms in putting up special events, performances, and temporary attractions. Therefore, PDCM can relate better to the community and thus differentiate itself from competitors by embracing the talent and culture of the community. Such partnerships can also help unlock new revenue sources and marketing opportunities that will benefit business growth and success.

- **Efficient Systems**

Along with smooth financial operations in place, it also means that an efficient accounts department at PDCM relies much on effective systems in place. Installation of sophisticated accounting software in the department can automate certain repetitive operations associated with data entry, invoice processing, and reconciliation works. This reduces the chances of human error, besides saving precious time for higher-value activities like forecasting and financial research. With these technologies in place, the department will have no problem handling large volumes of transactions while maintaining financial records that are accurate and reliable.

Besides automation, efficient solutions promote better organization and accessibility of financial data. Modern accounting platforms come complete with centralized databases where team members can access the latest financial data from one point. With this, because the stakeholders operate on the same constant and up-to-date data, this increases better decision-making and collaboration within the department. Many of these systems will then include reporting and compliance functionalities that make the deadlines and regulatory requirements less burdensome-without pressure or last-minute changes.

Where PDCM is growing, scalable and flexible solutions are supported. As business grows, so does the volume and complexity of financial transactions. Systems that can integrate smoothly with other corporate tools, such as CRM or ERP software, are capable of handling such growth. The accounts department will then be in step with other aspects of business, which makes it much more cohesive and efficient. These systems ensure long-term operational excellence, placing the business in a position to quickly adapt to changes in the market or regulatory environment.

- **Recommendations**

So, for higher efficiency in the accounts department, PDCM may want to switch over to integrated accounting software which would have better and greater levels of automation. Artificial Intelligence or AI, and Machine Learning platforms find patterns and trends or anomalies within the financial data; it increases precision by reducing the tendency for human errors. For instance, AI-powered solutions will automate such complex procedures as forecasting, tax calculations, and fraud detection, freeing the team to focus on strategic financial planning. Cloud-based solutions would introduce flexibility and teamwork by providing real-time access to financial data from any location.

Investment in training programs that help staff maximize the potential of these technologies is another recommendation. Even the very best tools are only as good as the person using them. PDCM can begin to optimize its return on technology investments now by providing

the workforce with in-depth knowledge of the software. Workshops, webinars, and certifications specific to the chosen software will make sure that the functions of creating informative reports, automating tedious operations, and integrating the program with other business systems are used effectively.

It is also very important to establish a system evaluation and feedback mechanism for continued improvement of the business. This involves periodic assessment of the efficiency of existing systems and solicitation of the opinions of team members regarding any bottlenecks or pain points. This will make the accounts department proactive by envisioning further upgrades or areas for optimization before problems actually knock on the door. Upgrading systems in conjunction with the overall organization's long-term strategies will make sure that future growth is supported by the technology and scaled up accordingly. These recommendations, if followed through, would make the department more efficient in supporting the whole success of PDCM.

5.2 Weaknesses

- **Skill Gaps**

One major problem which PDCM could face is the inability to acquire higher specialization in areas of importance to achieve operational efficiency and superior service quality. From supply chain management to logistics, and from the use of digital marketing and customer service, the sectors of tourism and market management have called for diverse areas of skill. Operational inefficiencies may result in terms of daily operations such as inventory control problems, scheduling conflicts, delays in service delivery due to lack of expertise of personnel, among other similar key areas. The overall visitor experience will result in dissatisfaction and further reduce repeat business.

Moreover, PDCM will experience erosion of quality services, especially since several forms of knowledge would be absent.

Thirdly, excellent customer service means the tourists are going to keep their tourist experiences memorable and loyal amongst clients visiting. Apart from this, lack of skilled staff in the department of hospitality and customers, there is a chance that the expectation of client mix visiting it gets defeated. In this way, inconsistency in service provision may not be up to par; bad complaints or questions presented to tourists are mishandled; and finally, loss of good reputation among their clientele. It is obvious that high service quality is very important for PDCM's attractiveness and competitiveness in the highly competitive travel industry, where word of mouth and online reviews have become extremely influential in the decisions of travelers. Furthermore, without the specialized knowledge in developing areas such as data analytics and digital marketing, it could be difficult for PDCM to market itself and make sound commercial decisions.

That reaches and engages prospective visitors both is indicative of a strong online presence, and applies data-driven insights effectively within the modern digital environment. Any lack of cognizance along these lines may finally result in failing to leverage the new opportunities available to strengthen PDCM's marketing strategy and understand the visitor

behavior with which to change or add offerings. This is a disparity that can make PDCM less capable of growing and adapting to shifting market trends because of inefficient use of marketing resources, not being able to capitalize on crucial data.

- **Recommendations**

Antonacopoulou and FitzGerald (2019) suggest that investment in staff training and development programs is the strategic advice to help improve the PDCMs shortage of specialized talent. It is important that PDCM implement effective training programs that would equip the staff with knowledge and skills to bring efficiency and high quality to operational performance. Through the training programs in supply chain management, digital marketing, logistics, and customer service, employees will gain more substantial knowledge and self-confidence in their field. This fills in not only the current talent gaps but also builds a culture of excellence and continuous improvement that improves the overall experience of visitors to PDCM.

Other important elements of effective staff development include programs for mentoring and continuing education. As Antonacopoulou and FitzGerald (2019) note, the potential for an employee to receive guidance and support through mentorship from more experienced colleagues could enhance his or her knowledge transfer and career development. This could be further facilitated by PDCM through a mentoring scheme where less experienced staff are partnered with more senior members. Continuous learning programs through conferences, seminars, and online courses will also assist the staff in keeping current with the latest happenings in the industry and its best practices. This approach allows PDCM to be in a better position to meet the changing needs of its visitors by enhancing human capital and organizational ingenuity and innovation.

PDCM can enhance its talent resourcing and development programs in cooperation with local educational institutions. These would be possible through partnerships with colleges, universities, and technical schools. Partnerships with higher-learning institutions can also increase internship and apprenticeship opportunities and tap a pool of emerging talent. This

would lead to developing a pool of competent personnel who could support PDCM's initiatives. These apprenticeships give students real-life work experience and training; at the same time, PDCM benefits through increased staffing and new ideas. These partnerships would contribute to the community by way of education and employment, would create goodwill, and enhance PDCM's reputation as an employer of choice, according Antonacopoulou and FitzGerald (2019).

- **Infrastructure Limitations**

One of the key challenges that PDCM faces is that old or inadequate infrastructure might hamper the delivery of quality experiences for visitors. Infrastructure, including physical structures, utilities, and technology systems, is required for smooth operations and a satisfactory tourist experience. Poorly managed or outdated PDCM infrastructure can give rise to many operational issues, such as frequent failures, inefficiencies, and safety hazards. For example, poor electrical facilities can cause power breakdowns, poor plumbing can lead to sanitary hazards while poor structural construction can jeopardize the safety of vendors and tourists. These defects may affect the tourist's stay in the place and eventually bring about negative feelings that could even chase away the visitors.

Besides, due to inadequate infrastructure, PDCM cannot provide the modern comforts and services that today's travellers need and expect. More and more tourists are in search of places that can provide them with hassle-free, pleasant experiences that would normally include access to reliable Wi-Fi, clean and accessible restrooms, ample parking, and comfortable seating areas. PDCM risks being seen as less desirable than competitors if it cannot deliver these experiences due to its outdated infrastructure. For instance, the introduction of state-of-the-art ticketing systems or interactive information kiosks, now increasingly featured at tourist destinations, can be banned by insufficient digital infrastructure. Without these modern facilities, PDCM would hardly be able to satisfy the demands of its customers and meet the requirements of the industry, which, in turn, would reduce its attractiveness and competitiveness.

Moreover, aged infrastructure may hamper the ability of PDCM to expand its operations and initiate new projects. For instance, large events may necessitate heavy infrastructure to

accommodate them, just like the inclusion of more attractions and building the capacity of vendors. These expansions could hinder the growth and innovative opportunities that could emanate from PDCM if indeed they are not possible because of infrastructure limitations. Furthermore, old buildings are less energy efficient and require more maintenance hence increasing the operation costs that can be utilized in adding value to the experience of visitors. It is vital that these infrastructural issues are addressed through routine maintenance, upgrading, and calculated expenditures if PDCM is to survive in the long term and be successful within the tourism industry.

- **Recommendations**

The infrastructure development of PDCM needs to be prioritized so that modern standards of comfort and safety for the visitors can be achieved. The viewpoints of Smith and Johnson (2019) are that the investment in modern infrastructure can help in enhancing the whole travel experience of people by making the facilities modern, useful, and safe. Renovations include upgrading the seating area, improving internal lighting and signage, renovating restrooms, and making sure safety concerns are addressed. In line with this, renovation in these main areas will afford PDCM an avenue through which to become more accommodating and safe, an essential factor to attract and sustain a base of customers accustomed to superior comfort levels and high degrees of hygiene with the added needs for modern amenities.

Other routine maintenance inspections are essential in preventing deterioration of infrastructure, which might be the root cause of operational problems and severe safety hazards. According to Smith and Johnson (2019), proactive maintenance identifies and solves probable issues before becoming big problems. It will be easy to keep the structural elements, plumbing, electrical systems, among other infrastructural essential components in good working condition by means of routine inspections. While lengthening the lifespan of infrastructure and minimizing the chances for unplanned malfunction, this design practice ensures a higher quality of service delivery as well as ensures visitor safety. Another recommendation relates to investment in infrastructure solutions that will be sustainable.

Such a recommendation, therefore, complements the recommendations presented in the study by Smith and Johnson (2019). Besides minimizing operation costs in the long run, environmental sustainability would provide green procurement at building stage, water-saving fitting, and electrical saving lighting. By applying these ideas, PDCM will be able to decrease its carbon footprint and utility bills and ultimately increase its net profits over time, while contributing to environmental protection. In this way, eco-friendly infrastructure might help cement PDCM's status as a green-aware, visionary resort among customers who would appreciate environmental sustainability. By integrating these procedures within infrastructure upgrading, PDCM remains powerful in an emergent market while offering better and more responsible visitor experiences at the same time.

- **Seasonal Dependence**

Because of this seasonal dependence, the income of PDCM is hooked to a particular period, like holidays, summer breaks, or periods with good weather. This will, in turn, lead to serious financial turmoil since this ability to have fat revenues during one season and not being able to cover expenditures during another off-season can be realized only by the company in question. Such fluctuations may affect PDCM's ability to maintain a consistent stream of funds and resources throughout the year, making it difficult for the company to engage in long-term planning and investment.

Other potential effects of fewer tourists during the off-season are underutilized attractions and services. Besides affecting the visitors' overall experience, this can also result in higher operating costs in relation to revenues. Financial constraints might eventually make an attraction lose appeal over time without continuous updating and maintenance. Incomes from tourism are reduced because fewer people visit as tourists, then spend less in its attractions; thereby, making those places no longer interesting or attractive outside their peak period of the year.

These are challenges that PDCM has to overcome by developing plans that will attract tourists throughout the year. Probably, the development of indoor or weatherproof attractions that can attract tourists in all kinds of weather would be a way. A variety of experiences and

activities, such as cultural events, educational workshops, or themed festivals, would help to keep tourists interested throughout the year. Offering special deals and packages during these off-peak times can also prompt visits during those slower times, evening out the flow and ensuring more consistent revenue streams.

- **Recommendations**

PDCM, however, to overcome the adverse consequences of the seasonality of tourism, has to develop the all-season indoor attractions protected from weather influences. Creating festivals or indoor areas with various themes or with interactive exhibits may attract guests at low seasons of the year. With seasonal changes, themes could change to provide freshness and spontaneity and attract revisits as this would allow PDCM a uniform stream of visitors throughout the year.

Apart from that, the seasonal dependency can be dealt with by using strong marketing techniques. The PDCM can plan some concentrated marketing campaigns for off seasons and create packages that are unique to attract tourists. Offering attractive packages in coordination with travel companies, lodging establishments, and online travel portals could give a push to trips during leaner periods. This is a case where highlighting the advantages of going at times when visitors are few could be helpful, like lesser crowds and special offers.

These become added support and stability in the low seasons, thanks to good alliances forged with corporate and local communities. Events such as PDCM-organized workshops or cultural festivals might bring in local tourists who do not visit during lean months. This would also raise revenues via corporate partnerships in team building activities, corporate retreats, or sponsored events, attracting another kind of visitor to help further diversify and stabilize revenues.

- **Lack Of Staff**

The serious challenges an accounting department staffing shortfall would present in PDCM, for example, impact the effectiveness and productivity of operational aspects. Low staffing can lead to many situations where the same team members have to assume more responsibilities over and over, which most times equates to longer days of heavier work. This would, in turn, create overexertion leading to fatigue and loss of concentration. It increases the chances of committing errors in sensitive areas such as transaction processing, tax compliance, and financial reporting. Some key activities may be performed incompletely or not at all; also some of them may be postponed which will affect the work cycle and might compromise the ability of the department to deliver within set deadlines.

This shortage of personnel further extends to affect the ability of the department to manage strategic projects. Without them-for instance, needed staff for budget research, financial planning, or the introduction of new technology-it is challenging for the team to find time for tasks beyond daily tasks. In turn, the business is likely to have a harder time achieving its long-term goals since the department is not positioned or empowered to contribute to strategic decisions or continuous process improvement. Understaffing causes bottlenecks, especially at those very busy periods of the year, such as year-end or when audits are being performed, adding even more load to the team.

Apart from this, issues of understaffing are associated with retention and morale among workers. Continuous tension to always work harder despite being undermanned presents a danger of turnover as a result of dissatisfaction and burnout. The shortage is further compounded by high rates of attrition, creating a vicious cycle that is hard to break. In such an environment, employees may prioritize speed over accuracy in order to manage their workloads, further affecting the quality of their output. It is, therefore, of utmost importance that the shortage in staffing is addressed in order to provide a sustainable, effective, and productive accounts department to support the operational and strategic objectives of PDCM.

- **Recommendations**

This can be overcome if PDCM recruits more efficient employees. This is the initial step that the company must take to overcome issues that arise due to fewer employees in accounts. Proper valuation of the roles and responsibilities and workload of the department will help assess the number of employees required for sustaining the activities of the department with optimal efficiency. The candidates can be recruited through efficient recruitment policies by targeting educational institutes, job camps, and employment sites. The organization will appear more attractive to top people in the industry if the organization offers competitive salary and perks.

Besides, management should not seek to recruit new staff but focus on automation and technology by easing the pressure on existing staff. Most modern accounting software saves the staff workforce by automating operations such as data inputting, reconciliations, and preparation of reports. Automation frees time for key operations hence allowing the department to function efficiently despite a small workforce by automating and streamlining most procedures. Apart from that, PDCM should outsource all non-core accounting activities from external service providers to reduce the workload for the internal team, such as accounts payable or payroll processing.

Finally, the company needs to put efforts into strategies regarding employee development and employee retention so as to have a stable workforce. Professional development could be promoted in the way of training, certification, and providing career promotion tracks. It might enhance the skill sets of its employees and develop job satisfaction. Continuous evaluation of the workload, flexible work scheduling, or providing more resources during periods of peak workload may raise morale. Both the recruitment and retention issues need to be overcome if PDCM is to create a capable accounts department with regard to operational and strategic imperatives.

5.3 Opportunities

- **Government Support**

The Port Dickson Central Market Sdn Bhd (PDCM) stands to gain a great deal from government grants and incentives meant to encourage the expansion of tourism. The costs associated with creating or enhancing market facilities are lessened in part by these financial aid initiatives. As such, most of the time, the government subsidies given are focused on particular aspects of tourism development entailing marketing campaigns, improvement of infrastructures, or implementation of certain initiatives related to a sustainability program. In turn, PDCM will have the ability to invest in the needed renovations consisting of repair of the old infrastructures, enhancing visitor amenities, or adding new services or attractions through these funds. Also, financial support involves the development of the industry which will be competitive and attractive to tourists, both international and domestic.

Apart from direct financial incentives, it is possible that governmental incentives offer the needed regulatory support to set up new projects and activities more easily. Regulatory support could include, among others, professional consultancy for compliance with standards of the industry involved, easier permission, and administrative burdens. Current regulatory framework, as understood by PDCM, to accommodate large changes or new services offering, is slow and costly. Such smoothing of processes, by exploiting the governmental incentives, reduces relevant costs, shrinks project cycle times, and accelerates responses of PDCM towards new opportunities and emerging demands from markets.

Other than that, there are also some peripheral benefits, usually from the government incentives themselves, such as increased legitimacy and visibility in the tourism market. Government backing can heighten the profile of PDCM and attract more interest from third parties such as the media, investors, and tour operators. Greater legitimacy would probably result in closer cooperation and partnerships, which could create further developments and innovations. Furthermore, such accreditation will render PDCM a more significant regional hub since it would have greater prestige in the eyes of locals and visiting tourists alike. Thus, PDCM will be

able to use government incentives and subsidies with due dexterity to ensure its long-term success and expansion in the cutthroat travel industry by fast-tracking its growth, improving operational efficiencies, and enhancing its attractiveness.

- **Recommendations**

According to Page et al. (2019), the Port Dickson Central Market Sdn Bhd should prioritize its collaboration with local authorities in order to exploit government incentives and subsidies efficiently for tourism growth. By interacting with the local authorities, the PDCM can make sure that its infrastructure improvements align with the broader regional development objectives and secure the necessary support for execution. Apart from the fact that the regional tourism strategy can include growth plans for the market, cooperation opens up possibilities for accessing major resources such as financial incentives and regulatory support. Beyond this approach of leveraging all the opportunities of the government's support, it offers a platform upon which PDCM can play a collaborative role to fulfill community needs and help develop the region.

This recommendation also encompasses the fact that the incorporation of sustainable tourism practices has a very significant place in development strategies. Page et al. (2019) support the notion that environmental considerations should be at their lowest level while economic benefits are maximized at the same time. With these sustainable practices in place, such as waste management programs, energy-efficient amenities, and sustainable operation of vendors, PDCM will be in a better position to attract ecologically sensitive tourists and follow international standards related to sustainability. Aside from helping to access some government grants available to support such sustainability, the introduction of these procedures significantly enhanced PDCM's reputation as a responsible and forward-looking marketplace. The approach further aids in enhancing overall sustainability within the tourism industry by decreasing operational costs from the avoidance of harmful environmental impacts, thus ensuring profitability well into the long term.

Co-opetition with the local governments may also help market PDCM as a first-class

destination by using their networks and experiences to attract clients. Besides providing information that is useful in understanding consumer trends and the preferences of travelers, the support of local authorities will make PDCM more known and credible. It will benefit through joint efforts to attract tourists, joint marketing campaigns, and regional tourism initiatives through cooperation. This cooperative approach, says Page et al. (2019), allows the market to reach further outward and also helps in making sure that development initiatives are in line with regional priorities for a co-ordinated and attractive tourism product which maximizes economic impact with sustainability.

- **Technological Advancements**

Digital technologies, therefore, bring huge opportunities for PDCM in increasing visitor engagement and operational efficiency. Through integration with some of the latest digital solutions, PDCM will speed up a lot of its operational activities toward better efficiency at lesser costs. Inventory management systems can be automated to track the actual level of stock at any given time and optimize the supply chains to minimize waste. Digital technologies for employee management and shift scheduling will streamline the workers' efficiency, ensuring proper resource allocation and smoothness of the processes. While efficiency reduces the likelihood of mistakes and hiccups indeed, it similarly affords the opportunity for the PDCM to provide an experience that can be more scheduled and predictable with their visitors.

There are several ways in which digital technologies can move towards better visitor experiences for better engagement and facilitation of higher participation. For instance, mobile apps will let users navigate with ease and make informed choices about what is new regarding events, deals, and locations of vendors for enhanced experience. One could also create a more interactive marketplace by placing interactive digital kiosks and touchscreens at strategic locations within the market. These devices could deliver information on historical background, vendees, among other points of interest. These could also facilitate a new experience through virtual or augmented reality experiences that could allow users to experience and interact in a digital content complementary manner.

Additionally, PDCM will have a much wider range of activities related to the involvement of their target market when using digital technologies for marketing and customer relationship purposes: via social networking, email marketing, and online targeting advertisements to find potential customers to whom to offer discounts or customized content. It would also allow PDCM to more accurately develop products and marketing strategies that meet the needs and desires of the target market. This could possibly enable PDCM to enhance the competitive advantages, making more visitors satisfied, which in turn may lead to greater attendance and help it grow and prosper the market.

- **Recommendations**

According to Buhalis and Sinarta (2020), the Port Dickson Central Market Sdn Bhd (PDCM) should use a range of advanced digital solutions in order to take advantage of the potential presented by digital technology. One area where PDCM may make significant changes is in digital marketing strategies. The digital means include online channels such as social media, search engine marketing, and targeted ads to make PDCM more visible with the hope of attracting more visitors. Effective digital marketing strategies have the power to reach your target audience based on preferences and behaviors so that the right advertising can take place. The outcome will be an increase in the number of visitors in this competitive travel industry and also maintain a strong brand.

Other important recommendations include the use of mobile applications in information dissemination and ticket sales. Buhalis and Sinarta, 2020, argued that mobile apps increase visitor engagements through on-site real-time information, ticketing transactions, and customized suggestions, among others. Besides providing detailed market activities, including vendors and services, a PDCM mobile app could support ticket buying and reservations. Other excellent features include integrating push notifications to enhance the experience and engagement of visitors to the market in exploration. This may make it easier to keep them posted on unique events and offers.

Immersion technologies, such as Virtual and Augmented Reality, together with Internet

of Things solutions, can further enhance the experience of PDCM visitors. IoT systems, with smart sensors and analytics, maximize visitor management, providing value in terms of better crowd control, enhanced security, and customized experiences based on visitor data. Meanwhile, VR and AR are new ways of communicating with customers to create immersive and dynamic experiences that enhance the real market environment. AR, for instance, can superimpose digital data on real-world elements to offer interactive elements or historical context, while VR can create virtual tours or simulations of market highlights. With the help of this cutting-edge technology, PDCM can position itself as a place that welcomes innovation and offers visitors unique and unforgettable experiences (Buhalis & Sinarta, 2020).

- **Corporate Partnerships**

With strategic corporate tie-ups, the product of Port Dickson Central Market Sdn Bhd can be a better deal for all concerned. The business association with tour operators, hoteliers, and amusement/entertainment players could give it an additional competitive advantage, in creating combined value deals to lure more tourists and total appeal that ought to tempt a potential target customer to decide to travel. For example, cooperation with a hotel chain can offer the guests of PDCM to stay in hotels at a discount, while cooperation with tour agencies can also offer PDCM tickets within vacation packages. Such agreements will expand the business by boosting the visitors and offering new streams of revenues to boost the overall revenues and visitors.

Besides, corporate alliances can promote PDCM through their connections with the marketplace. Alliances will raise awareness of and enhance its image through exposure to the partner companies' greater customer reach and pre-existing marketing avenues. Co-branded products, shared marketing activities, and cross-promotions will result in improved market share and increased new consumers. This will also create an awareness online and offline through media houses or influencers in order to build up enthusiasm and curiosity about the experiences that PDCM has on offer.

With collaboration from other businesses, the PDCM would have at its disposal such resources and expertise that could allow innovative ideas and efficiency in operations to come

up. For instance, collaborations with technological companies introduce the latest solutions in visitors' management, ticketing, and interaction. Environmental organizational collaborations may probably contribute to improvements in sustainability and enhancements in the business reputation about ecological awareness. By this, PDCM can leverage partnerships to apply best practices, stay current with industry trends, and provide an evolving customer experience.

- **Recommendations**

PDCM should seek out and collaborate with companies that enhance its products to maximize the benefit of corporate relationships. For instance, joint collaborations with hotel chains and travel companies could offer attractive holiday packages that position PDCM as a key destination. Additionally, collaborations with local eateries and merchants could provide discounts and package deals that enhance the overall tourist experience. Such partnerships drive traffic by way of joint marketing and cross-promotional activities, truly benefiting both parties.

These associations will also make PDCM more innovative and competitive, embracing new technology offered by the different IT providers: "new forms of ticketing; visitor management applications; and on-site interactions that can facilitate and enhance experiences within the facility." For example, the technology firms can also collaborate in developing a mobile phone app that provides an overview of all digital maps of the park with access to information related to any recent happenings and personalized advice. These kinds of technological changes would facilitate enhanced consumer satisfaction and spending because it cuts down the procedures, does not keep consumers waiting in lines, and engages visitors better.

PDCM could improve its commitment to environmental and social sustainability issues by joining together with other businesses that have equally sound concerns of the environment and communities. It might include joint conservation efforts and eco-friendly projects such as activities directed at ecologically aware tourists with a corresponding better image of the whole company. It can be demonstrated by commitments such as partnering with a recycling group to implement trash reduction programs or a renewable energy company installing solar panels. These collaborations would build more customer loyalty and goodwill, capture an emerging

growth market that rewards environmentally friendly behaviors, and help protect the environment.

- **Technology Integration**

One of the essential ways to build up the efficiency and effectiveness of PDCM accounts is through the induction of technology within. Advanced software and digital tools involved in accounting would automate most tedious operations, such as data inputting, invoice processing, and reconciliation, once it is integrated into the system. Employees can then commit more productive hours to strategic financial planning and analysis, once automation brings down human error levels. It would be in this context that an integrated system could handle large volumes of transactions with complete ease and thus facilitate business growth without losing its timeliness and accuracy in its work.

Data management and access will also be greatly fostered through technology integration. Cloud-based accounting solutions support working remotely and in a team through facilitating access to the up-to-date financial information securely by all, anytime and from anywhere. These cloud accounting solutions dispel information silos by collating records in a single database for financial data so that everyone is sure to work on updated and current consistent data. The department can further project the future performance, identify trends, and give input at the organizational level to aid in making decisions based on various analytical reports that come out of the inbuilt analytics tools.

Integrating technology further enhances the security of finances and maintains compliance. Many of the accounting software packages include added functionality to support regulatory compliance, such as audit trails, automated tax calculations, and financial reporting templates that can be tailored to suit the business. These may also include cybersecurity features like multi-factor authentication and encryption of data. In this way, the accounts department in PDCM will be able to enhance decision-making, operational resilience, and competitive advantage in a competitive business environment by investing in and updating advanced technologies.

- **Recommendations**

PDCM should invest in advanced accounting software featuring strong automation and analytics capabilities that will further enhance the integration of technology in the accounts department. QuickBooks, SAP, and Oracle NetSuite are among the leading platforms providing broad functionality for finance maintenance, automation of repetitive tasks, and reporting. Only this way can a high return on investment be guaranteed: when the chosen software fits the particular needs of the business and then grows further with it. Also, besides the setup, cloud-based solutions will enable access to financial data instantly and safely, make remote work easy, and facilitate effective team collaboration.

Training is an integral part of any technology implementation strategy. PDCM needs to offer ongoing training programs so that the comfort level of employees would be ensured. This includes hands-on training in nature, e-learning, and workshops related to the chosen program. Once the staff is equipped with the necessary skill sets, production will rise upwards and resistance due to the move to new technology will fall to a minimum. Any lacuna in knowledge or technical issues during the transition period should be supported by resources and ongoing support.

Lastly, PDCM should make a long-term technology integration plan, which will involve regular checks and updates to the current systems. This way, the tools will certainly remain relevant to solve the dynamic needs of the organization. It can also consider integrating accounting software with other systems, such as CRM or ERP, to increase the synchronization of departmental data and smooth processes. By being proactive, an accounts department should be able to leverage technology to make themselves more productive and compliant, while at the same time helping the overall growth plans of the business.

5.4 Threats

- **Competitive Pressure**

The threat of substitute attractions and locations that offer similar experiences to PDCM could very well divert prospective tourists from this area. Such attractions offering similar experiences may impinge on the abilities of PDCM in capturing and retaining the travelers in a competitive market of tourism because destinations usually compete for the same clientele. For example, the tourists who would have liked to visit PDCM might also flow to other local markets or tourist destinations once these latter ones start offering similar cultural activities, food, or entertainment. This means that it is always important for PDCM to continue improving its competitive advantages and to make itself distinct enough to be noticed in an increasingly competitive industry.

Moreover, competition will be further heightened with the opening of new attractions and places with distinctive features or superior facilities. With the change in travel patterns, there is an increasing demand for novel and unique experiences beyond the ordinary travel experiences. Competitors that invest in state-of-the-art technology, immersive experiences, or famous events may attract potential tourists. For example, if PDCM does not keep pace with such improvement, places offering interactive exhibits, augmented reality experiences, or well-known cultural festivals may surpass its reputation. This competition pressure underlines that PDCM has to develop and improve its attractions constantly if it wants to be attractive and up-to-date.

The marketing and promotional efforts of the competing destinations also threaten the number of visitors to PDCM. Strategic alliances, an effective web presence, and effective marketing campaigns can all have a substantial impact on the behaviour of visitors. Competing locations could have heavy promotions on their various attractions via social media platforms and may attract potential visitors through aggressive marketing strategies, even using influencer endorsements, before a visit to PDCM may be considered. This is the threat that will necessitate investment by PDCM in marketing/promotional activities for communicating unique offerings of the facility in differentiation from other competitors. This includes, for reaching visitors, the

need to emphasize distinctive features, weave tales, and advertise targeted promotion.

- **Recommendations**

Brown, 2019 states that PDCM should conduct an extensive competitive analysis in identifying and maximizing its unique selling propositions so that it will be able to thwart the threats of competitive attractions and destinations. Competitive analysis involves understanding the market positioning of other similar attractions and venues, their comparative advantages and disadvantages, identification of any gaps which PDCM can leverage on. By investigating what the competitors have on offer and how they present themselves, PDCM will be in a position to determine what it alone can offer: unique local products, for instance, or events that nobody else offers, or great customer service-and hence build a value proposition that makes it different from competitors and appeals to tourists seeking distinctive experiences.

What will distinguish PDCM from its competitors will be the creation of unique experiences. Brown (2019) claims that paying attention to distinctive characteristics and products demanded by consumers can significantly raise market attractiveness and brand loyalty. For instance, PDCM can create unique cultural performances, interactive exhibitions, or themed events that no other venue offers. Since PDCM is constantly developing and offering experiences that are hard to imitate, it has the potential to leave a long-lasting influence on visitors. This takes away from competitors while at the same time promoting repeat business and positive word-of-mouth referrals, thus ensuring continued success and growth.

Another effective approach to increasing brand loyalty and differentiating PDCM from competitors is through the use of customer feedback and testimonials. Positive remarks left behind by satisfied customers can be a very strong testimony in enticing new clients and adding weight to the reputation of the market. According to Brown, 2019, the proactive collection and showcasing of customer reviews on social media, review websites, and the market's own website can help in gaining credibility and trust. Also, addressing client feedback, resolving issues, and highlighting endorsements can show PDCMs commitment to excellence and client satisfaction. By being proactive and making the most of such data, PDCM will be able to engender customer

loyalty, enhance brand image, and effectively neutralize competitive threats from similar attractions.

- **Economic Uncertainty**

Economic uncertainty is an unpredictable fluctuation in the overall economy, which may have a significant impact on consumer spending and behavior. This would mean that, for PDCM, potential tourists might cut their discretionary spending on travel and entertainment during unfavorable or downward economic times. This fall in consumer expenditure can lead to fewer visitors and revenues, hence the business will have a lower capacity to fund operations and investments in improvements or new attractions.

Since the tourist industry relies on disposable income and consumer confidence, it is peculiarly vulnerable to fluctuations in the economic cycle. Variables that might cause economic uncertainty for PDCM include the rate of inflation, unemployment rate, changes in government policy, and world economic events. For example, increases in the prices of petroleum products will raise the travel costs and could prevent tourists from visiting PDCM. Economic downturns that increase unemployment may also have the effect of forcing prospective tourists to attend to necessities rather than recreational pursuits such as sightseeing.

With increased economic uncertainty, it is left to PDCM to attempt to lessen these shocks by diversification and preparation for contingencies. Examples would be creating additional revenue streams in corporate events, educational activities, or merchandise creation. Building up cash reserves and agile spending plans, the business also can make sure of surviving an economically bad period. PDCM should also move in step with the economic developments during these times of uncertainty and stand prepared to change either its marketing or price plans in accordance with the changing consumer preferences.

- **Recommendations**

During economic downturns, PDCM may consider adopting flexible pricing methods and promotional offers to mitigate the risks caused by the fluctuations in the economy. Smith (2019) states that during periods of consumer economic hardship, offering reduced costs, unique packages, and limited-time promotions can help sustain visitor numbers. Price varying with economic fortunes would most likely help the PDCM make their attraction reach a greater set of consumers by dynamically raising and lowering the ticket prices, such that introducing off-season concessions or packaging two attractions could be done in an effort to lure travel consumers in choosing such concessions.

Apart from the flexible pricing policy, diversification of target markets is another important strategy that would help PDCM to mitigate the effects of an economic downturn. According to Jones et al. (2020), targeting those niche tourist markets which are less sensitive to economic factors guarantees much more consistent inflows of visitors. A strategic niche marketing policy may also extend to reach more specialist markets and customers, in the main who look for experiences rather than pure leisure, travel such as ecotourists and people interested in heritage and adventure travels. PDCM identifies a niche in these markets since this will decrease reliance upon the segments that were normally its biggest clientele. Only with correctly targeted marketing toward them, plus some very unique events or attractions, may PDCM be reasonably well positioned to weather economic bad news.

Moreover, PDCM can differentiate itself from the competition by further focusing on specialty tourism markets in a manner likely to attract tourists who seek special and unique experiences. In diversifying products for other target markets, PDCM will have a healthier and stronger business model. Implementation of such strategies would require profound research in the sphere and cognizance of the latest tendencies in tourism. This may be supported by other stakeholders, like local communities, travel agencies, and industry experts who will give more information and opportunities. In such a highly competitive industry of tourism, long-term success may find a better response with economic uncertainty that PDCM would face through early adoption of flexible pricing and diversification of target areas.

- **Environmental Factors**

Besides this, PDCM also has some major operational problems linked to the consequences of climate change and extreme weather. For example, heavy rain and flooding may force outdoor attractions to shut down temporarily; this would keep the company out of money and also increase the maintenance costs. Heavy storms and typhoons may destroy infrastructure and may need very expensive repairs, and could even put tourists in danger. These interferences not only bear daily consequences for the business but also have their long-term implications on the ability to provide a tourist experience that is consistent and of quality. Besides, resilient infrastructure and investments in solid emergency response plans are vital for reducing these risks.

Changes in weather patterns may also alter the behaviors and preferences of visitors. For example, the prolonged heat wave or increased humidity makes less appeal for outdoor activities, hence decreasing the visitor numbers during specific parts of the year. While good weather conditions lead to increased attendance, causing uneven distribution of visitors and revenue in the year. Considering these changes, PDCM has to expand into indoor and climate-controlled attractions to provide something enjoyable for the guests, no matter the outside weather conditions.

In fact, through their broader ecological and environmental impacts, climate change might impact the sustainability and attractiveness of PDCMs' attractions: an increase in temperature, changed patterns of precipitation, and other extreme events will make changes to local ecosystems. This might render flora and fauna-which might form a part of some attraction-vulnerable. Not all natural environments or wildlife sanctuaries can afford biodiversity or ecological balance. Equally important is that with sustainable PDCM practices, these same natural wonders could be preserved and continue to attract tourists for years to come, not even considering all the different conservation efforts supported. In addition, engaging tourists in the education programs about conservation and climate change would introduce them to environmental responsibility and enhance their visitation experience.

- **Recommendations**

Given the rise in both the frequency and magnitude of extreme weather events, Port Dickson Central Market Sdn Bhd needs to focus first on hardening its infrastructure by using durable materials that could resist strong weather, strengthening the structures to withstand strong winds, and increasing the drainage capacities to prevent flooding. PDCM minimizes the risk of damages, ensures safety for visitors, and saves money on maintenance and repairs by investing in resilient infrastructure.

Furthermore, PDCM should develop indoor, climate-controlled attractions to minimize the impact of seasonal fluctuation and disruption due to adverse weather conditions. Such attractions involve themed entertainment precincts, interactive exhibitions, or indoor adventure parks, thus enabling visitors to have a pleasant time regardless of weather conditions. Meanwhile, PDCM can enjoy regular volumes and revenues from visitors all year round despite any bad weather conditions by offering tourists options unrelated to weather conditions.

It therefore involves communication and preparation for the impacts of severe weather conditions on the tourist experience. For example, PDCM needs to have a proper crisis management plan which shall specify, among others, actions to be undertaken by employees and visitors in the event of extreme weather conditions. In addition, digital channels and mobile apps can be used to provide up-to-date information about the current state of the weather, the accessibility of attractions, and any safety precautions among visitors. By improving communication and preparation, PDCM will be better equipped to provide a satisfying visiting experience and engender trust in its visitors.

- **Competition**

Competition within the accounts department at PDCM therefore refers to performance of that department against other firms, especially within the same line of business, as pertains to similar jobs. Good accounting practices provide a platform on which strategic decisions are appropriately made, accounted for, and disclosed. If competing companies can cut costs, make more accurate predictions and create more compelling insights from financial information the strategic advantage shifts to those that have implemented an advanced financial system, or simply more efficient processes. Overall business competitiveness can suffer if PDCM's accounting group is slow to adopt such processes competing through attraction and retention

The hiring of, and retaining of, top talent in accounting and finance is still another dimension of competition. Complex tasks, like financial forecasting, audit preparation, and tax compliance, are better performed by skilled professionals. However, competition from other firms offering higher salaries, career growth opportunities, or more modern work settings may impact PDCM's ability to recruit and retain qualified accounting staff. It will not be able to attract and retain talent, which may result in inefficiency and poor financial management, thus hampering its reputation and operational outcome.

Competitors will be in a position to attain much greater accuracy and efficiency in continuing to better the competitive landscape presented by technological advances and changes in legislation if they can stay ahead of the developments-introduction of blockchain for financial security or artificial intelligence into accounting procedures. These are a number of matters which the accounts department in PDCM has to effectively, proactively tackle if the business is ever going to remain updated and hence competitive. Of course, this shall involve introduction of good practice and current technology but also such innovations and learnings within the organisations which enable various modifications to evolve along with changing industry format specifications.

- **Recommendations**

Accounts in PDCM should give the highest priority to using state-of-the-art technologies along with efficient methods of financial management in order to outcompete competition. Investment in sophisticated accounting systems that offer automation, real-time reporting, and AI analytics could go a long way to greatly enhance both efficiency and effectiveness. These technologies also provide a competitive advantage over other competitors, putting the business in a leading position by providing insights through the department as quickly as possible, and making decisions based on data. Of importance also is that the department should be abreast of new technology: from blockchain to ensure safety in transactions up to machine learning for predictive analytics.

Another key strategy would be to enhance the department's capability in attracting and retaining first-class talent. PDCM will be differentiated from other employers through competitive remuneration, professional development opportunities, and a great place to work. It will develop a motivated and skilled workforce by providing staff with opportunities to gain certifications, attend industry conferences, and follow clear career development paths. Besides increasing productivity, a happy and well-trained staff provides innovative ideas to keep the business ahead of competition.

It is also important that the focus of the PDCM is to continuously benchmark and develop to stay competitive. The performance of the accounts department should be benchmarked against the industry's best competitors from time to time to understand areas where innovation and growth can be pursued. Industry forums, networking with peers, and seeking inputs from stakeholders provide valuable information on how operations can be improved. In such a position, it would enable PDCM's accounting department to be even more proactive, more adaptive to stay at the forefront and add more value to the business.

6.0 CONCLUSION

In a nutshell, Port Dickson Central Market Sdn Bhd is an epitome of a successful multi-faceted business strategy which incorporates tourism, entertainment, and hospitality to cater to a wide range of customers. Its various attractions, such as the Alive 3D Art Gallery and the Wild West Cowboy Indoor Theme Park, attract visitors, families, and groups-always boosting footfall. Added thoughtfully are interactive activities and themed dining alternatives that make the experience entertaining and memorable, hence encouraging repeat business and word-of-mouth publicity.

More so, targeting the adventure and ecotourism markets and, simultaneously, offering related services such as team-building exercises, outdoor experiences, and unique accommodation, adds value in attracting business clientele to Segar Recreation Eco Park. With diverse sources of income generated by different facilities-ranging from serene spots to highly action-packed-PDCM combines leisure and hospitality in a very smart, viable venture amid the competitive tourism milieu in Port Dickson.

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APPENDICES

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71660 Port Dickson,
Negeri Sembilan

Segar City Port Dickson
57 Jalan DS 2/1,
Bandar Dataran Segar,
71010 Port Dickson,
Negeri Sembilan

14 June 2024

Dear Sir/Ms/Madam

APPLICATION FOR FINANCE INTERNSHIP

I am writing this letter in response to your vacancy for internship in your company. I would like to apply for the Finance Management position, and I am very interested in occupying this position. Thus, I am enclosing my job application, my resume.

I am doing an internship of Bachelor Of Business Administration (Hons) Finance, Universiti Teknologi Mara (UTM) Kampus Bandaraya Melaka. I had some working experiences before continuing my study and during semester break. I have acquainted myself with a range of soft skills that allow me to fit into your work environment.

As a finance student at the UTM Kampus Bandaraya Melaka, I have required skills in using Microsoft Word, Excel, Powerpoint, Canva and ChartVizus. Also, I developed my soft skills by joining a programme in UTM Kampus Rembau and UTM Kampus Bandaraya Melaka. I was trained as Programme Leader and Spirituality Bureau, that made my leadership and communications skills increase. I am an agile individual and a good team player. My organizational and multitasking abilities are advanced.

Together I attach here my cover letter, resume, internship letter from UTM and also current transcript for your consideration.

I can be reached anytime via my cell phone 011-11249632 or email zulkhairibinmohdhasiq@gmail.com. I appreciate your time and consideration reviewing my application, and it will be a pleasure for me to attend an interview with you at your convenient time.

Your sincerely
ZULKHAIRI BIN MOHD HAZIQ
(Zulkhairi Bin Mohd Haziq)

PORT DICKSON CENTRAL MARKET SDN.BHD
170441-B
No. 61, Jalan D/ 2/1, Bandar Dataran Segar, 71010 Dataran
Port Dickson, Negeri Sembilan
Telefon: 06-29120600, 06-29120601

Date: 26th June 2024 INTERNAL & CONFIDENTIAL

ZULKHAIRI BIN MOHD HAZIQ
(NRIC: 010213-05-0263)
No. 121, Lorong Haji Mohd Del,
Kampung Chuah,
71660 Port Dickson,
Negeri Sembilan.


Dear Mr. Zulkhairi,

RE: OFFER AS AN INTERNSHIP – ADMINISTRATION & OPERATION

With reference to the discussion we had with you, we are pleased to offer you the position of Internship – Administration & Operation Department of PORT DICKSON CENTRAL MARKET SDN BHD. Your starting date will be 17th August 2024 until 24 January 2025.

As per our discussion, your internship allowance will be RM 400.00 per month (Empat Malaris Tujuh Ratusan Only).

Congratulations! We welcome you to our team. We believe that your skills and background will be a valuable asset to our team. You will abide by the rules and regulation of the company at any time for a fixed time to time. If you choose to accept this offer, please sign or below space provided and return it to us.


Zulkhairi Bin Mohd Haziq

On 16 June,
Managing Director

I, Zulkhairi Bin Mohd Haziq (N/C No: 010213-05-0262), hereby accept the offer and acknowledge having received a copy of the offer letter today.

Signature
Name:
Date:

SUKSES JABATAN

1. Nama: **ZULKHAIRI BIN MOHD HAZIQ**

2. Bilangan Pendaftaran: **010213-05-0263**

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97. No. Telefon: **011-11249632**

98. E-mel: **zulkhairibinmohdhasiq@gmail.com**

99. Tarikh: **14/06/2024**

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339. Tarikh: **14/06/2024**

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GL Transaction

Date	A/C No	Reference No	A/C Description	Debit	Credit
04/09/2024	3021/0000	JV 24/09/01	CASH DEP	11,243.50	
04/09/2024	3030/0000	JV 24/09/01	CASH DEP		11,243.50
05/09/2024	3021/0000	JV 24/09/02	CASH DEP	3,888.00	
05/09/2024	9000/0505	JV 24/09/02	SERVICES CHARGES	162.00	
05/09/2024	5000/H007	JV 24/09/02	HUMAN RESOURCE DEVELOPMENT CORPORATION		4,050.00
10/09/2024	9000/2W01	JV 24/09/03	05/08/2024-05/09/24 WATER CHARGES (3D)	36.85	
10/09/2024	9000/2W01	JV 24/09/03	05/08/2024-05/09/24 WATER CHARGES (3D)	27.15	
10/09/2024	9000/2W01	JV 24/09/03	05/08/2024-05/09/24 WATER CHARGES (3D)	19.40	
10/09/2024	4010/5011	JV 24/09/03	05/08/2024-05/09/24 SYARIKAT AIR NEGERI SEMBILAN SDN BHD		83.40
10/09/2024	9000/3W01	JV 24/09/04	06/08/2024-06/09/24 WATER CHARGES (WWC)	19.40	
10/09/2024	9000/3W01	JV 24/09/04	06/08/2024-06/09/24 WATER CHARGES (WWC)	33.00	
10/09/2024	9000/3W01	JV 24/09/04	06/08/2024-06/09/24 WATER CHARGES (WWC)	67.90	
10/09/2024	9000/3W01	JV 24/09/04	06/08/2024-06/09/24 WATER CHARGES (WWC)	19.40	
10/09/2024	9000/3W01	JV 24/09/04	06/08/2024-06/09/24 WATER CHARGES (WWC)	596.30	
10/09/2024	4010/5011	JV 24/09/04	06/08/2024-06/09/24 SYARIKAT AIR NEGERI SEMBILAN SDN BHD		736.00
10/09/2024	9000/4W01	JV 24/09/05	06/08/2024-06/09/24 WATER CHARGES (AGRO PARK)	25.25	
10/09/2024	9000/4W01	JV 24/09/05	06/08/2024-06/09/24 WATER CHARGES (AGRO PARK)	19.40	
10/09/2024	9000/4W01	JV 24/09/05	06/08/2024-06/09/24 WATER CHARGES (AGRO PARK)	62.05	
10/09/2024	4010/5011	JV 24/09/05	06/08/2024-06/09/24 SYARIKAT AIR NEGERI SEMBILAN SDN BHD		106.70
12/09/2024	3030/0000	JV 24/09/06	CASH	4,000.00	
				355,677.58	355,677.58

Batch No: 240950 Refresh Previous Next

240950 # Journal - Sep 2024

No.: GL 00018163 (1)

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4 Wednesday December '24

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Server: 192.168.1.201\MLD

Database: PDCMSB

GL Transaction

Date	A/C No	Reference No	A/C Description	Debit	Credit
01/09/2024	3030/0000		SALES OF SD		3,438.50
01/09/2024	3030/0000		CASH IN HAND	527.00	
01/09/2024	3033/0000		CREDIT CARD SALES	1,758.50	
01/09/2024	3031/0000		BOOST ACCOUNT	154.00	
01/09/2024	5000/3000		SALES OF WWIC		2,018.00
01/09/2024	3030/0000		CASH IN HAND	450.00	
01/09/2024	3033/0000		CREDIT CARD SALES	1,534.00	
01/09/2024	3031/0000		BOOST ACCOUNT	34.00	
01/09/2024	5000/6000		SALES OF AGRO PARK		448.00
01/09/2024	3030/0000		CASH IN HAND	166.00	
01/09/2024	3033/0000		CREDIT CARD SALES	240.00	
01/09/2024	3032/0000		TOUCH & GO ACCOUNT	42.00	
02/09/2024	5000/2000		SALES OF SD		488.00
02/09/2024	3030/0000		CASH IN HAND	190.00	
02/09/2024	3033/0000		CREDIT CARD SALES	305.00	
02/09/2024	5000/3000		SALES OF WWIC		2,179.00
02/09/2024	3030/0000		CASH IN HAND	1,334.00	
02/09/2024	3033/0000		CREDIT CARD SALES	575.00	
02/09/2024	3031/0000		BOOST ACCOUNT	270.00	
04/09/2024	5000/7000		SALES OF SD		711.00
				203,076.32	203,076.32

Batch No: 240910 Refresh Previous Next

240910 # Sales - Sep 2024

No. GL: 00018181 (1)

Quick Entry

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