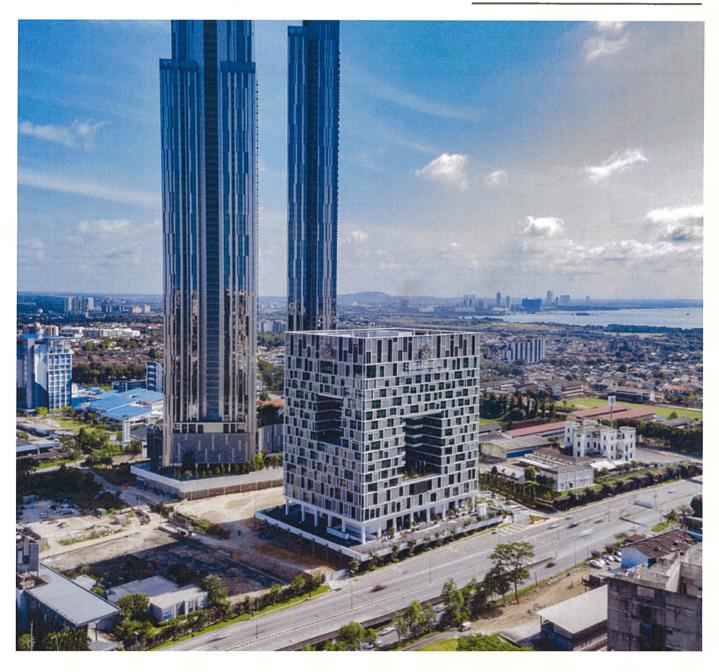




# INDUSTRIAL TRAINING REPORT

HRM666 AUGUST 2024 - JANUARY 2025



#### **SURAT KEBENARAN**

Tarikh :	24/1/2025	
Kepada:		Maklumbalas (/)
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Tuan/Puan

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Tajuk Laporan	INDUTRIAL JEUNING	Nama Syarikat	MADIS BAHRY CMB

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Nama Pegawai: MUR AFIRAH BILAI WOHD PASHIO Jawatan

No. Tel.

No. Faks

Cop jabatan/organisasi:

NUR AFIQAH BINTI MOHD RASHID Penolong Pengarah Pelesenan Jabatan Pelesenan Majlis Bandaraya Johor Bahru



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During my six-month internship in the Licensing Department at Majlis Bandaraya Johor Bahru (MBJB), I had the opportunity to gain valuable insights into municipal licensing operations and contribute meaningfully to the department's functions. This experience enhanced my understanding of local government processes while enabling me to develop skills relevant to licensing administration and public service. As an intern, I was there for eligibility application processing and ensured adherence with various municipal regulations, accurate record-keeping in the department, and supervising different levels of verification of documents and standards. Luckily, I worked with peers and supervisors effectively because of participation in community outreach programs that serve as a guide for applicants while doing his/her licensing process.

It was purely about the inquiries and resolutions of all issues pertaining to licensing. A person under this internship would have to master both verbal and written communication skills along with attention to detail, as the information most surely has to be accurate while remaining compliant with municipal regulations. Colleagues got involved in designing methods to ease workflow improvement and amendments to internal process updating that would end up trimming down the application processing turnaround time. Learning the ropes in the business was priceless, as I now understand just how critical licensing is to an orderly business environment and compliance in the community. In addition, my problem-solving skills were enhanced by this experience, and it will help me greatly in my future career. In short, my stay at the Licensing Department of MBJB was certainly informative and rewarding. I've learned many exciting things, inculcated skills in a practical context of use and purpose for my career goals, along with a culture to value the pivotal role of local government in community-based development.

Nabil Ashraffi



## **ACKNOWLEDGEMENT**

In the name of Allah, the Gracious, the Merciful, I would like to spend some moments thanking Alllah's blessings in guiding me through my internship. Without His grace I would not have been able to complete this seriously significant experience.

Heartfelt gratitude goes to the whole department for a wonderful appraisement head. This prized internship experience would be possible by efforts in my study expressed by encik Hazrin Bin Ahmad, Director of Licensing Department at Majlis Bandaraya Johor Bahru (MBJB).

I owe it all very much to my internship advisor, Ms. Nur Hidayah Binti Zaini, whose encouraging presence and well-meant advice sustained me through this program. Her dedication, as well as the guidance, served as motivation that helped me face challenges with a sense of assurance and direction.

I admit that I had a wonderful internship experience, although I would like to my heart-felt appreciation towards the Licensing Department of Majlis Bandaraya Johor Bahru (MBJB) for granting me the privilege of being an intern in this vibrant and conducive organization. It will probably become an everlasting experience to cherish as I now build up my professional advancement.

To my great friends Amira, Farah, Aizuddin, Hafiz, Adib, Zahrul, and Syazwan: you have really made this journey incredible with all your support and constant encouragement. You lent this internship an aura of enjoyment and very enriching moments in my life.

Finally, I couldn't help but say a word of thanks to my dearest family-my father, Jamalludin; my mother, Aidah; and my siblings, Yasyri Addin and Nazatul Syuhadah. Your unconditional love, prayers, and encouragement laid the strength and determination to overcome this challenge.

I would like to conclude with this statement: I am really gratified to all who have contributed all the way to making my internship a worthwhile and fulfilling experience. May Allah SWT bless each one of you abundantly.

# 1.0 MY PROFILE (RESUME)



#### MUHAMMAD NABIL ASHRAFFI BIN JAMALLUDIN

#### SUMMARY

As a final year student in Human Resources, I am eager to secure a position as an intern that allows me to implement theory into practice. My proficiency in HR concepts include talent management, industry relations, staffing, training and development, and organizational development. I am determined to contribute effectively to your organization.

#### **WORK EXPERIENCE**

CS Fashion Store Sdn. Bhd (Part time)

August 2022 - September 2022, August 2023 - September 2023, February 2024 - March 2024

- Cashier
- · Serve customers
- · Fold clothes

#### Night market (Nasi beryani stall)

August 2022 - August 2022 (2 weeks)

- Salesperson
- Set up tents before operation
- · Clean up after operation

#### BeatNation (Beatbox event)

June 2022 - June 2022 (1 day)

- Set up stage before event
- Registration
- Videographer
- · Clean up after event

#### Concession stand (Sultan Ibrahim Stadium)

Only during football matches

- Oversee everyone's work as a leader
- · Observe the needs of 4 concession stands
- · Manage inventory

#### **EDUCATION**

Bachelor of Business Administration (Hons.) Human Resource Management , UiTM Campus Bandaraya Melaka 2022 - present

Diploma in Accountacy

2019 - 2021

University of Malaya Centre for Continuing Education (UMCCed)

#### **EXTRACURRICULAR ACTIVITIES**

 Assistant Program Leader of "Pathway to Professionalism Mastering Career & Etiquette" at UiTM Bandaraya Melaka (June 2024)

My job scope is to assist the Program Leader with event management.

My responsibilities include scheduling meetings and smoothening the Program Leader's workflow.

• Food Bureau of "Pariticipant Development Program" at UiTM Bandaraya Melaka (June 2023)

I am responsible for ordering food and beverages for the participants and VIPs (lecturers and speakers).

I ensure that attendants find everything served satisfying.

 Programme's Specialisation Bereau of "Superpowers vs Skill Gaps: How to Win in the Malaysia Talent Market" at UiTM Bandaraya Melaka (June 2024)

Handle placement changes.

Prepare formal invitation to programme speaker.

Send out invitation to programme.

• Decorative Bureau for Infographic Presentation (June 2024)

Execute ornamental tasks during events.

#### ADDITIONAL INFORMATION

- Skills: Sales, Digital Content Creation, Software (Word-Intermediate, Excel-Beginner, PowerPoint-Intermediate), Communication, Coordination
- Languages: English, Malay
- Awards: Dean's List (Diploma Semester 6)

#### REFERENCE

#### Muhammad Nur Afiq bin Juhari

Supervisor of Common Sense at Johor Premium Outlets

# 2.0 COMPANY'S PROFILE



Figure 2: The organizational chart of Majlis Bandaraya Johor Bahru

ADDRESS	Menara MBJB, No. 1, Jalan Lingkaran Dalam, Bukit Senyum, 80300 Johor Bahru, Johor.
OPERATION HOURS	8:00 am -5:00 pm
VISION	Strengthening Johor Bahru's Resilience Towards an International, Cultural and Sustainable City
MISSION	<ul> <li>Strengthen the role of the organization as a driver and facilitator of strategic change that is responsive to all stakeholders</li> <li>Ensure sustainable, prosperous and prosperous city development with high cultural identity</li> <li>Provide efficient delivery systems, high-credibility governance, effective resource management and innovative technology for the benefit of city residents</li> </ul>

# COMPANY BACKGROUND



Johor Bahru was declared the capital and administrative center of the Johor Darul Ta'zim State Government on 1 January 1896. The history of the Johor Bahru City Council (MBJB) began in 1933 when the Town Board was established, then elevated to the status of a Town Council in 1950. In April 1977, the Johor Bahru City Council was upgraded to the Johor Bahru Municipal Council (Town Council) and subsequently obtained the status of a city on 1 January 1994.

To date, MBJB has obtained several proud achievements and recognitions until its performance which always meets the needs of the government and the people places MBJB as one of the two best Local Authorities (PBT) out of 149 PBTs in Malaysia with a 5 Star SPB-PBT rating received in 2013.

Johor Bahru City is undergoing rapid economic development transformation where it has also been identified as one of the competitive cities besides Kuala Lumpur, Kuching City and Kota Kinabalu. The establishment of Iskandar Region (IM) has provided various development benefits, especially in the context of domestic and foreign investor confidence to implement various high-impact investments in this city.

This phenomenon indirectly opens up extensive job opportunities for city residents in particular. Social and community interests have also never been forgotten. Therefore, **MBJB** mobilizes close always cooperation with city residents organizing various through programs such as LA21 and other community programs.

The ultimate goal is to create a society with high social value, which is the core benchmark for the future development of Johor Bahru city.

Although rapid development also generates urbanization issues, a holistic and balanced approach is believed to be able to create a sustainable environment that can meet the needs and aspirations of all city residents, as well as realize the vision of the Johor Bahru City Council, namely Johor Bahru as an International, Cultural and Sustainable City.



Community development	Traffic management and public transportation	Enforcement of urbanization laws
Urban development planning and control	Environmentally friendly drainage system management	Provision and maintenance of public facilities
Regulation of business activities through the issuance of business licenses	The beauty and joy of the city	Preparation and maintenance of roads within the city
Urban socio-economic development	Property tax management and supporting revenue sources	Providing city health services & control

# 3.0 REFLECTION

### 3.1 Duration

The six months of internship I underwent in the Licensing Department at MBJB, starting from 12 August 2024 and finishing on 24 January 2025, was indeed great exposure. In fact, serving two different segments, namely the Admin Department and the Hawker Department, has provided varied exposures to job responsibilities and learning platforms.

In the Admin Department, I was undertaking systemic tasks-incoming letter recordings, new registration applications of license and business undertakings, drafted formal letters, dispatch documents, and assisted in all possible paperwork and other relevant matters. That particular job had just whetted my administrative skill and enhanced my attentive to detail acumen, besides creating a conducive learning environment out of supportive colleagues there.

In the Hawker Department, I have put my focus on fieldwork: site visits to address complaints, ensuring tenants operate in the right lots, meeting night market association heads to verify the existence of business operations, and registering new night market license applicants. It developed my problemsolving and communication skills and taught me a lesson in balancing enforcement with public engagement.

Both sections were great learning curves. The staff and superiors were very helpful and guided me through it, even giving me the opportunity to be involved in many of the departmental programs. These experiences broadened my knowledge and skills that will be helpful in my future career.

In general, the internship in MBJB's Licensing Department was one that totally transformed and combined both administrative-fieldwork exposure to understand municipal operations well. I really appreciate what I have gained and the relationships built during this time.

#### 3.2 Details

While at the Admin and Hawker Department, I am entrusted with all sorts of diversified job assignments that prove informative concerning the office procedures at every different step.

#### Admin Department (first 3 Months)

- Record and key in received letters to departments.
- Registered application received regarding issuance of business licenses.
- Typing, Draft and prepare formal letter to be dispatched at department levels.
- Document dispatches to other concerned departments.
- The art of paper and proposal writing was learned for.
- Undertook additional administrative work when asked by other colleagues.

#### Hawker Department-Next 3 Months

- Conducted site visits at complainants' sites or as instructed by superiors.
- Ensured tenants operated their stalls in the correct lots as per their applications.
- Met with heads of night market associations to address concerns and ensure satisfaction.
- Verified the continued operation of businesses at allocated sites.
- Registered new applicants for night market licenses.
- Assisted with fieldwork operations.

### 3.3 Gains

My six-month internship at the Licensing Department of Majlis Bandaraya Johor Bahru (MBJB) was a transformative experience, offering me both challenges and growth. Though I received a daily allowance of RM15 for the first three months, the remaining months were unpaid, teaching me financial discipline and adaptability. No meals were provided, but the good interaction among colleagues and sometimes being treated by them and superiors made a good working environment. One of my major achievements was learning to make slides, which I always did to support my superiors in various meetings. As a matter of fact, one of the best moments was when the Deputy Secretary of MBJB commented that my presentation design was neat and unique, something that has built confidence and made me pay great attention to details.

This internship also strengthened my mental resilience. Daily two-hour jams tried my patience, but ultimately developed my time management and stress management capabilities. Fieldwork exposed me to all sorts of public behaviors, where one had to maintain professionalism and keep one's cool with problem people. These experiences improved my interpersonal skills and emotional intelligence, which are the necessary ingredients of managing a social situation.

These include participation in operations such as confiscation of items from unlicensed businesses, which requires teamwork, responsibility, and honesty. Working with enforcement teams and other departments taught me how to communicate effectively and work together as one. Generally, this internship developed my technical and interpersonal skills and brought about personal growth, thus laying a firm foundation for my future career as a human resource manager.

# 4.0 SWOT ANALYSIS

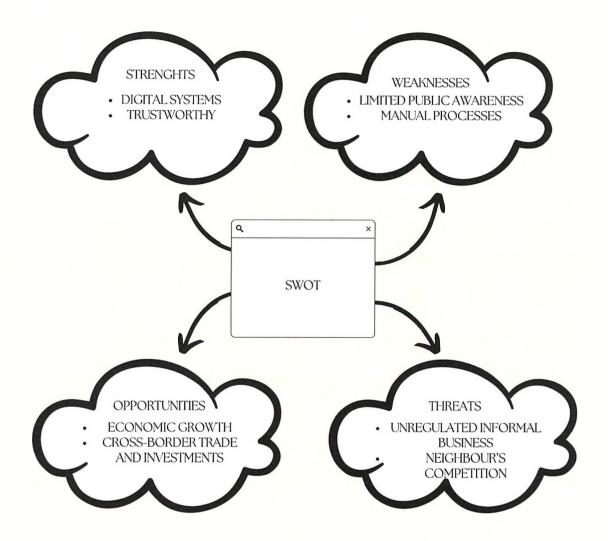


Figure 4: The infographic of SWOT analysis

## 4.1 STRENGHTS

#### 4.1.1 Digital systems

Among the strong points of MBJB is the digitalization of the process for renewing licenses. By going digital, MBJB increased efficiency and added more transparency to its processes. Businesses are no longer frustrated with traditional manual procedures and need not make physical visits to MBJB offices, which were often less convenient and time-consuming.

The online system proposed will not only bring the renewal applications into a single process but will also reduce time and workload for both the applicants and the department's staff. This web-based portal introduces transparency by allowing users to track the status of their applications and provides complete records of all fees, requirements, and deadlines. It is also indicative that MBJB is keen on modernizing and upgrading to suit international best practices on government. Thus, the system allows MBJB to be a more progressive municipal body through better user experiences and more efficient operations.

#### 4.1.2 Trustworthy

The other key strength of the Licensing Department in MBJB is perceived trustworthiness. Being a well-established municipal authority, MBJB has commanded confidence from the local business communities through its consistent and reliable regulatory practices. To such business people, MBJB is seen as a credible body that ensures that licensing processes are done with integrity and professionalism.

This reputation for reliability creates compliance from the business sector and helps to build a well-regulated and orderly commercial environment. Besides, MBJB's commitment to fairness and transparency in enforcing local regulations further cements its role as a dependable authority. This level of trust is important for maintaining good relations with businesses and for supporting the sustainable economic growth of Johor Bahru.

# **4.2 WEAKNESSES**

#### 4.2.1 Limited public awareness

One of the major problems facing the Licensing Department of MBJB is a lack of awareness by some business operators of the exact nature of licensing that is required. This lack of awareness generally leads to confusion, errors in applications, or non-compliance with municipal regulations. Some may not be well aware of what kind of license is required to operate their businesses, nor are they informed about timelines when such licenses are to be renewed.

Aggravating this lack of awareness may be delays and added penalties, or worse, the suspension of business activities. As previously mentioned, MBJB might provide information through its website or physical offices, but access to and effectiveness of such channels for disseminating information may be highly insufficient to reach each business owner. This is a serious issue that needs an increase in outreach and education to better inform businesses of their responsibilities and the process for licensing.

#### 4.2.2 Manual processes

However, MJB had come a long way in putting various systems into order with the need for manual processing in every department, particularly where the issuance of licenses may be involved-for instance, approving or reviewing documentation or even entry-level data input would most definitely increase the work that is in one's docket.

With applications that lead to large queues, bottlenecks get clogged up by manual work; apart from that, there is also the risk of human error, such as misplaced documents or errors in data entry, which may delay the whole process and frustrate applicants. Those fallen areas show that full digitization and automation are needed so that the workflow of licensing can function optimally and ensure better service delivery.

# 4.3 OPPORTUNITIES

#### 4.3.1 Economic growth in Johor Bahru

This presents the Licensing Department of MBJB with a huge opportunity due to Johor Bahru's economy, which is growing very fast through improved tourism, real estate, and commerce. Business licenses are always in demand as new businesses come up hand in glove when a city develops to service an increased population or the increased market needs. This growth therefore provides a conducive environment where MBJB can review and improve the current licensing processes in response to the increased applications.

While efficiently managing the increase in demand, MBJB has the opportunity to generate increased revenue while it plays a greater role in contributing toward the economic development of the city. This growth, however, also opens the door for innovative policies or licensing policies that could incentivize sustainability among businesses and therefore attract more investors to Johor Bahru.

#### 4.3.2 Cross-border trade and investments

The other critical opportunity available to the Licensing Department of MBJB is the strategic location of Johor Bahru close to Singapore. The proximity between the two cities encourages cross-border trade and investments whereby many Singapore-based businesses look up to expanding their operations to Johor Bahru to take advantage of the relatively lower operational cost and access to the Malaysian market.

This influx of businesses increases licensing applications and, with that, increases the revenue of the department and economic activities within the region as a whole. Capitalizing on such a factor, MBJB could serve as an enabler for cross-border businesses by making application procedures easy for foreign investors and by offering advice and guidance clearly with regard to compliance with regulations. Such strategic emphasis would also send reinforcing messages that Johor Bahru is not only a business-friendly city but also a focal point in international commerce.

# **4.4 THREATS**

### 4.4.1 Unregulated informal businesses

The rise of unlicensed and informal businesses, such as home-based online sellers, poses a significant threat to MBJB's Licensing Department. These unregulated businesses operate outside the formal economy, bypassing the need for official licenses and potentially reducing the department's revenue from licensing fees. It helps explain why such proliferation is serious for the levels in competition, since it burdens the licensed businesses with fees and regulatory compliance that the unlicensed businesses evade.

This further contributes to challenges in the area of enforcement, since often identifying and addressing these informal operators requires greater resources and effort. If it is not tackled properly, MBJB will lose a portion of its revenue and make compliance worse in the local business community.

## 4.4.2 Competition from neighboring municipalities

Competition from other towns and municipalities is another challenge that the Licensing Department at MBJB faces. Firms may well establish businesses elsewhere where the licensing may be simpler, the license fees lower, or where there are more business-friendly regulations in other aspects. Municipalities that boast of streamlined digital systems, faster processing times, or even incentives for new businesses will attract would-be investors and entrepreneurs away from Johor Bahru.

This is not only a loss to licensing revenue but also a factor in the economic vibrancy of the city. Inevitably, if MBJB cannot offer equal or superior efficiency and competitiveness compared with its neighboring municipalities, it will lose its status as a hub of preference for business operation.

## 5.0 DISCUSSION & RECOMMENDATION

### **5.1 STRENGHTS**

#### 5.1.1 Leveraging and expanding digital systems

One great strength of MBJB is its adoption of digital systems in licensing renewal, which should be further improved. MBJB must ensure that the platform remains user-friendly through updates and adding more features such as multilingual support for full utilization. Developing a mobile app would give it greater access, allowing business owners to handle applications, receive notifications, and track license statuses easily.

Automation features, such as renewal reminders, could reduce non-compliance and improve efficiency. Public awareness campaigns through social media, advertisements, and workshops can ensure that all business owners are informed about the platform's benefits. Lastly, a feedback mechanism would allow users to share their experiences and suggest improvements, enabling continuous refinement. By building on its digital systems, MBJB can enhance efficiency, user satisfaction, and its position as a leader in e-governance.

# 5.1.2 Strengthening trustworthiness through engagement and transperancy

The trustworthiness should be strengthened in the context of MBJB by practicing strategies of engagement and therefore transparency. Community stakeholder meetings should be scheduled to afford opportunities for business communities to share any concerns or for updates regarding the process of licensing. Then again, producing annual reports inclusive of statistics from licensing and the rate of compliance would also exhibit accountability and assure stakeholders.

Such programs include the recognition of compliant businesses through certificates, which could also help build good relationships. Secondly, continuous staff training assures consistency in professionalism, while links with business associations serve to improve communications and cooperation. With these above efforts, MBJB will enjoy enhanced credibility as a municipal authority one can trust and support the vision for a well-regulated and thriving business community in Johor Bahru.

### **5.2 WEAKNESSES**

#### 5.2.1 Improving public awareness

To solve the problem of the public lacking awareness, MBJB needs to pay extra attention to outreach and educational programs so that businesses understand the requirements for licenses. Regular workshops or seminars can be conducted in collaboration with local business associations in order to educate entrepreneurs on what kind of licenses are required and when those will expire. The MBJB website can be extended by including elaborate step-by-step guidelines, frequently asked questions, and downloadable multilingual resources matching the diversity of business owners.

Social media campaigns and local advertisements would further raise the awareness that businesses really understand licensing processes and deadlines. This way, MBJB will minimize misunderstandings and reduce cases of non-compliance while developing much better relations with the local business community.

# 5.1.2 Strengthening trustworthiness through engagement and transperancy

MBJB should further invest in digitalization and automation to cut down inefficiencies caused by manual processes. The review and approval of documents can be done on digital workflows, which would increase the speed and decrease the chances of errors. Similarly, a single online portal would simplify procedures if applicants could handle all licensing needs from submission to payment.

It will also be further enhanced by the integration of automated application tracking or data verification tools. Such training programs in new systems are in place for smooth implementation and delivery by the staff to ensure consistency in service delivery. The measures will enable MBJB to enhance operational efficiency, reduce bottlenecks, and improve the experience of applicants.

## **5.3 OPPORTUNITIES**

#### 5.3.1 Capitalizing on economic growth in Johor Bahru

The rapid economic growth of Johor Bahru can therefore be capitalized on by the Licensing Department at MBJB to enhance the process of licensing to meet this ever-increasing demand. MBJB is, therefore, expected to embark on developing an online platform where applications are processed faster and owners of businesses can upload their documents for processing, monitor their status, and be updated on all procedures of the licensing process. MBJB can also formulate policies related to licensure or even incentives for such kinds of businesses that would help achieve sustainable development, like green businesses and those concerned with renewable energy.

MBJB can work with workshops and information sessions, enabling the newer business owners through its licensing process and better prepare to navigate this growing quarter. And as there is improvement in service delivery to reflect the growth of the city, it will not be difficult for MBJB to attract more investment as an enabler of increased business and boost the economic prospects of Johor Bahru accordingly.

#### 5.3.2 Leveraging cross-border trade and investments

The proximity of Johor Bahru to Singapore provides it with a unique opportunity to position itself as a gateway for cross-border trade and investments. In this regard, MBJB is empowered to create convenience in the licensing process for foreign investors through one single window or service that helps Singapore-based businesses set up their operations in Johor Bahru. This would include clearly outlined regulations, shortened approval times, and specialized support, which will ease foreign companies' entry into the Malaysian market.

MBJB could also utilize trade and investment commission bodies to offer such incentives as having special tax breaks or even faster time-to-license businesses that would help boost Johor Bahru. Cross-border business venture should be embraced by MBJB, where it ensures more revenue, economic activities growth, and Johor Bahru as an international trade promotion hub.

## **5.4 THREATS**

#### 5.4.1 Addressing unregulated informal businesses

MBJB has to counter this growth of unregulated informal businesses by offering easier and more accessible licensing options for small or home-based businesses. Such options include lower fees, faster processing, less complex documentation, and other similar modifications that will facilitate the formalization process for an informal business. By lowering barriers to entry, MBJB is able to reduce the discouragement of license compliance among informal businesses and hence reduce their operation outside the regulated economy.

Public education campaigns are also important to be carried out to raise awareness of the advantages of being a licensed business, such as access to government programs, eligibility for loans, and legal protection. Such campaigns can be done via social media, local events, and in liaison with community groups that reach out to home-based entrepreneurs.

In addition, MBJB should also enhance its enforcement through better intelligence using data analytics to identify unlicensed businesses. A strong reporting system for violations, together with a graduated penalty structure, will help deter informal businesses from trying to avoid the licensing process. By inculcating a culture of compliance and helping businesses to come into the formal economy, MBJB can reduce revenue loss and create a level playing field for all business operators in Johor Bahru.

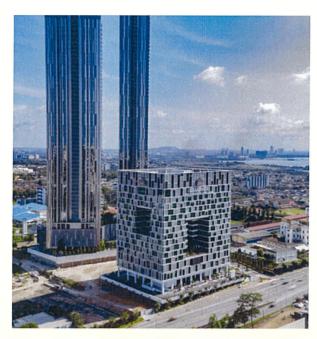
# 5.4.2 Staying competitive against neighboring municipalities

This also means that MBJB, with the competition from other municipalities, has to make its licensing more effective and attractive. This would include upgrading the current electronic system to full digital status to expedite processing times and improve the user experience. It can develop a single-window online portal for all kinds of licenses to make applications, tracking, and renewal much easier with minimum steps and without physical visits.

Similarly, MBJB could introduce special packages of incentives-for example, tax cuts or reduced charges when renewing licenses-so that those fulfilling conditions, such as contributing to local economic development, environmental sustainability among others, do not feel squeezed. These special sops will encourage Johor Bahru's recognition as a hospitable place to do business compared to other rival cities that may put in place fast-track but highly undesired processes.

MBJB should also benchmark its processes against other municipalities periodically to understand best practices and be competitive. Surveys and feedback from the local businesses would enable MBJB to know their requirements and make necessary adjustments in its services. With proactive efficiency, incentives, and continuous improvement, MBJB will remain the preferred destination for businesses in the region.

# **6.0 CONCLUSION**



There is also a chance for MBJB to cash in on the growing economy of Johor Bahru and its proximity to Singapore. The bustling commercial landscape and cross-border trade in the city offer opportunities for MBJB to attract more investors and business activities, which are translated into higher licensing applications and income. Through this, the MBJB will be able to further streamline processes through the introduction of policies that will help in business sustainability and reinforce its role of enabling economic growth.

**Threats** include unregulated informal businesses and competition from other neighboring municipalities. The unlicensed business operates regulation and depletes revenue and equity within the marketplace. Additionally, if MBJB's services are not streamlined and competitive, businesses may choose other municipalities with more attractive processes. To stay competitive, MBJB must focus on improving efficiency, offering incentives, and increasing compliance to maintain its role as a business-friendly authority in the region. With these improvements, MBJB can continue to support Johor Bahru's growth as a vibrant business hub.

MBJB thus, in conclusion, plays a very significant role in regulating and supporting the business venture undertaken within Johor Bahru. Strong points-make use of a digitized system and reputed for trust-much contributed towards enhancements in operational efficiencies and increased levels of transparency. These variables have contributed a great deal to improved relations between the licensing department and businesses alike, hence assurance of efficient processing of licenses.

Nevertheless, it remains a challenge in areas where the level of awareness among the public is still low and in areas relying on manual processes. The unawareness of certain licensing by some business people has brought about confusion and noncompliance. In addition, persistence of manual tasks within the system slows down the processing and creates inefficiencies. These call for further improvements in communication and operational automation that will make the smoothness of the licensing process possible.



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Figure 7



Figure 9



Figure 8



Figure 10

Internship friend, first day of enforcement operation, site visit with Dewan Bahasa Pustaka (DBP)



Figure 11



Figure 13



Figure 12



Figure 14

Meeting for department's event, site visit



Figure 15



Figure 17



Figure 16



Figure 18

Warning notice (violate the regulations), on duty at the night market for Enobas



Figure 19



Figure 21



Figure 20



Figure 22

On duty for Community Fest at Pusat Sivik Larkin, site visit for the arrival of hawker's stalls at Pusat Penjaja Dahlia



Figure 23



Figure 25



Figure 24



Figure 26

Night market site visit, site visit with building department and health officer, enforcement operation at Bazar Karat, JB



Figure 27



Figure 29



Figure 28



Figure30

Some of the programs I attended during my internship