



INDUSTRIAL TRAINING REPORT AT
MITRALAND MANAGEMENT SERVICES SDN. BHD

12 AUGUST 2024 - 24 JANUARY 2025

FARAH YASMIN BINTI MOHAMED JIZAD

2022819638

BACHELOR IN OFFICE SYSTEMS MANAGEMENT (HONS.)

PREPARED FOR : SIR FARHI BIN RAZALI

SURAT KEBENARAN

Tarikh : 13/2/2025

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Setuju



Tidak Bersetuju

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Nama Pelajar	FARAH YASMIN BINTI MOHAMED JILAD		
No. Matriks	2022819638	Nama Program	BA - OFFICE SYSTEMS MANAGEMENT
Tajuk Laporan	INTERNSHIP REPORT	Nama Syarikat	MITRALAND MANAGEMENT SERVICES 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



Nama Pegawai : MRS. WOON PHET CHEN

Jawatan : MANAGER

No. Tel. :

No. Faks :

MITRALAND MANAGEMENT SERVICES SDN BHD (1114795-D)

(Formerly known as MAGICAL WORLD SDN. BHD.)

D-28-01, Menara Mitraland, No. 13A Jalan PJU 5/1,

Kota Damansara, 47810 Petaling Jaya, Selangor

Tel: 03-7661 8688 Fax: 03-7661 8689

Email: enquiries@mitraland.com.my

Cop jabatan/organisasi:

EXECUTIVE SUMMARY

As a final-year Bachelor of Office Systems Management student at UiTM, I completed a 24-week internship with Mitraland Management Services in Kota Damansara from August 12, 2024 to January 24, 2025. This internship was a prerequisite for the MGT666 Industrial Training course in the Bachelor of Office Systems Management program.

During my time at Mitraland, I was assigned to the Sales and Marketing department. My primary responsibilities included verifying and completing buyer/customer documents, processing payment requisitions, and maintaining effective communication with clients regarding their booked properties and many other tasks. Through these tasks, I developed essential skills in customer service, document management, and administrative tasks.

One of the most important things I learnt from this internship was how to use the Roadrunner system to monitor client information. This encounter has improved my understanding of digital tools and their use in the property sector. I proved my capacity to work both independently and collaboratively by contributing to important initiatives and successfully completing a variety of duties. Despite confronting some difficulties, I was able to overcome them through good problem-solving and time management abilities.

My professional abilities have greatly improved as a result of this internship, especially in the areas of administrative work, document management, and customer service. Additionally, it has aided in the development of critical soft skills including interpersonal, communication, and organizational abilities. I have no doubt that these abilities will come in very handy as I start my next job. I am appreciative of the chance to put my academic understanding to use in real-world scenarios and support Mitraland Management Services Sdn Bhd's growth.

Along with getting practical experience, I also performed a SWOT analysis of Mitraland Management Services to determine its advantages, disadvantages, opportunities, and threats. The parts that follow in this report will go into further detail about this study.

TABLE OF CONTENT

NO.	TABLE OF CONTENTS	PAGES
1.	EXECUTIVE SUMMARY	2
2.	ACKNOWLEDGEMENT	4
3.	STUDENT'S PROFILE	5-6
4.	COMPANY'S PROFILE	7-12
5.	TRAINING REFLECTION	13-17
6.	SWOT ANALYSIS	18
7.	DISCUSSION	19-21
8.	RECOMMENDATION	22
9.	CONCLUSIONS	23
10.	REFERENCES	24
11.	APPENDICES	25-27

ACKNOWLEDGEMENT



First and foremost, I would like to express my sincere gratitude to Allah SWT for granting me the opportunity to undertake this internship at Mitraland Management Services and complete this report. I am very thankful to have been able to complete my industrial training in good health and with remarkable competence. For the blessing of being able to finish this industrial training report, I am grateful to the Almighty. I want to express my gratitude to my parents for their unwavering support during my industrial training.

I want to take this opportunity to express my gratitude to my supervisor, Mrs. Woon Phei Chen, for her invaluable assistance, insightful feedback, excellent direction, close supervision, and unwavering support during my industrial training experience. Not to mention, a huge thank you to the entire Sales & Marketing Department staff for providing the required assistance and guidance throughout my practical training. I want to express my gratitude to the entire Mitraland staff for their hospitality, which has made me feel at home and like I belong there as an intern.

I would like to use this opportunity to express my gratitude to Sir Farhi Bin Razali, my industrial training advisor, for always assisting me when I had questions about my industrial training experience. All things considered, I sincerely appreciate his commitment to taking the time to talk with me and review my industrial training report. We are incredibly grateful for his understanding, support, and encouragement over the entire process of completing this report.

Additionally, I am grateful for the efforts of all of family and my friends who have offered support and encouragement during my industrial training path. Having their advice, information exchange, and support during these 24 weeks makes me feel fortunate. I have never had a more valuable experience in my life. I hope that this report will serve as a valuable reference for future work and provide insights into the practical aspects of the Sales and Marketing field.

STUDENT'S PROFILE



FARAH YASMIN BINTI MOHAMED JIZAD

SUMMARY

A detailed-oriented student from Universiti Teknologi Mara (UiTM) with a Bachelor in Office System Management with Honours and a minor in Office System Management with a current CGPA of 3.06. Seeking an opportunity for internship placement and available to start on 12 August until 24 January 2025.

EDUCATION

UNIVERSITI TEKNOLOGI MARA (UITM)

Oct 2022 - Jan 2025

Bachelor's Degree in Office System Management (Hons.) (CGPA 3.15)

- MUET: Band 4
- Relevant coursework: Records Management, Business Process, Digital Innovation and Society

UNIVERSITI TEKNOLOGI MARA (UITM)

June 2019 - Feb 2022

Diploma in Business Studies (CGPA 3.14)

- Relevant coursework: Operations Management, Organization Behavior, Human Resources Management

WORK EXPERIENCE

Internship (Mitraland Management Servies Sdn. Bhd)

Aug 2024 - Present

- Compile documents for purchasers to sign at SPA, including promo letters, entitlement letters, cash rebate, and any supporting documents.
- Raise payment requisitions (PR) for suppliers and process refunds for purchasers
- Provide general administrative assistance, including document preparation, filing, and scheduling.
- Assisted General Manager.

Cashier (Jaya Grocer)

May 2022 - Sep 2022

- Responsible for processing payments
- Handled cash transactions accurately, ensuring proper documentation for financial records.
- Developed and maintained strong relationships with customers to increase loyalty, trust and satisfaction.

Marketing Assistant (Mercu Prisma Sdn. Bhd)**Feb 2021 - Mac 2021**

- Develop ideas for content
- Monitoring and managing Facebook and Instagram account company
- Create advertising campaigns
- Tracked marketing efforts to monitor results in real-time.

Sales Assistant (Nazara Boutique)**Jan 2018 - April 2018**

- Processed transactions accurately while maintaining a high level of customer service.
- Increased sales by building strong customer relationships and providing excellent service.
- Handled customer inquiries, complaints, and returns professionally, ensuring a positive experience for all clients.

PROJECT AND ASSIGNMENT

Organizer for Project The Bond in Team Building**June 2021**

- Briefing the importance of team building and its impact on organizational success.
- Worked with 15 members

Organizer for Project The Beginner's Guide**May 2023**

- Offering practical tips on professional attire and workplace etiquette.
- Give knowledge and skills to make positive first impression in the workplace.
- Worked with 27 members.

Organizer for Project Vibe2Recycle**Nov 2023**

- Raising awareness about waste reduction and recycling through school wide campaigns.
- Worked with 27 members

ADDITIONAL INFORMATION

- **Technical Skills:** Microsoft Word (Intermediate) , Microsoft Power Point (Intermediate), Microsoft Excel (Basic), Google Drive (Intermediate), Canva (Advanced), Animaker (Intermediate)
- **Languages:** Malay (Native Speaker) , English (Intermediate)
- **Soft Skills:** Time Management, Adaptability, Teamwork, Problem Solving, Creative Thinking

REFERENCE

Nor Maslia Binti Rasli Samudin

Program Coordinator/Senior Lecturer

Nurul Ain Binti Mustakim

Senior Lecturer

COMPANY'S PROFILE



BACKGROUND OF ORGANIZATION

Founded by Mr Chuah in 1998, Mitraland demonstrated resilience by launching its inaugural project, Desa Permai, just two years after the 1997 Asian financial crisis. This landed residential development in Bandar Sungai Long, Selangor, not only garnered positive reception but also achieved an impressive feat by being completed and delivered ahead of schedule. This early success laid the foundation for Mitraland's subsequent growth and success.

Following the 2008 and 2020 global financial crisis, the COVID-19 epidemic is affecting the real estate sector of the construction business, just like it is affecting other sectors. It has serious negative effects on the employment market, firm finances, material supply, project delivery, major cost components, and others. In general, the real estate industry frequently faces challenges with regard to project financing, timing, and completion. The lack of enough numbers of skilled workers and staff prevents the intended job from being completed (*Majumder & Biswas, 2022*).

Dato' Johan assumed the role of chairman at Mitraland. Under his leadership, the company embarked on a significant project, Kiara 1888, a residential development in the prestigious Mont Kiara neighborhood of Kuala Lumpur. Remarkably, Kiara 1888 garnered substantial interest from the market despite the challenging economic climate, showcasing Mitraland's ability to navigate and thrive even during periods of economic uncertainty.

This project's success was further solidified by its recognition with the prestigious Malaysian Institute of Architects (PAM) Gold Award for Multiple Residential (High Rise) Project in 2012. Since then, Mitraland has continued to flourish, garnering international acclaim for its exceptional projects, including Cascades in Kota Damansara, 16 Quartz in Taman Melawati, and Gravit8 in Klang, Selangor.

Mitraland, an established property and real estate developer in Malaysia. Under Chairman Dato Johan's direction, Mitraland focuses on developing unique, superior projects that put the needs of customers and environmentally friendly operations first. Notable innovations including 16 Quartz, Air Hitam, and Tresor are part of the company's portfolio, which highlights their wide range of products. In order to increase the number of outstanding residential and commercial buildings in their portfolio, Mitraland is currently working on the development of 22 Quartz and The Riva Residence.

Aside from that, Mitraland Group has received other awards, such as the Lifestyle - Boutique Property Development Solutions Award at the BrandLaureate Property Branding Awards 2024 and the People's Choice Award at the PropertyGuru Asia Awards Malaysia 2023. At the ATAP Design Awards 2024, Mitraland Group also took home an award for their 22 Quartz Sales Gallery.

The company's dedication is demonstrated by Menara Mitraland, its iconic headquarters in Kota Damansara. Developed by Mitraland itself, this iconic structure is a prime example of the company's emphasis on producing cutting-edge, award-winning real estate. Driven by "The Mitraland Way," which places a strong emphasis on customer satisfaction, unflinching honesty, and innovative approaches, Mitraland keeps growing its business throughout Malaysia while continuously completing projects that not only meet but surpass the expectations of its discriminating customers.

LOCATION COMPANY

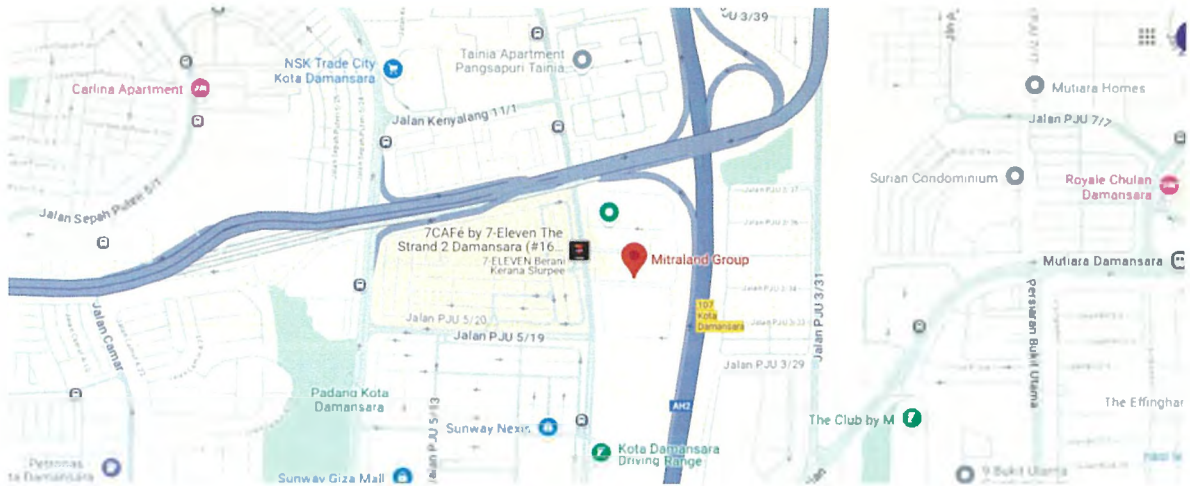


Figure 1: Location of Mitraland Group on the Google Maps



Figure 2: Menara Mitraland

Mitraland was located at 13A, Jalan Pju 5/1, Pju 5 Kota Damansara, D28-01, Menara Mitraland, 47810 Petaling Jaya, Selangor.

VISION

To become a premier and innovative boutique developer.

MISSION

- To continuously create and enhance customer value.
- To continuously create rewarding career opportunities for our employees.
- To continuously generate profitable returns for our shareholders.

VALUES

- Customer first, always.
- Passion for quality.
- Commitment to timely delivery
- Dedication to social responsibility.

ORGANIZATIONAL STRUCTURE

BOARD OF DIRECTOR



Ir. Teo Ching Wee
Executive Director



Dato' Johan Bin Ariffin
Chairman



Chuah Theong Yee
Deputy Executive Chairman



Tan Chee Hoaw
Chief Operating Officer



Caroline Wong Kit Yin
Chief Financial Officer



Ong Kuan Yuen, Yan
General Manager, Sales & Marketing



Yong Yu Fung
General Manager,
Project Development

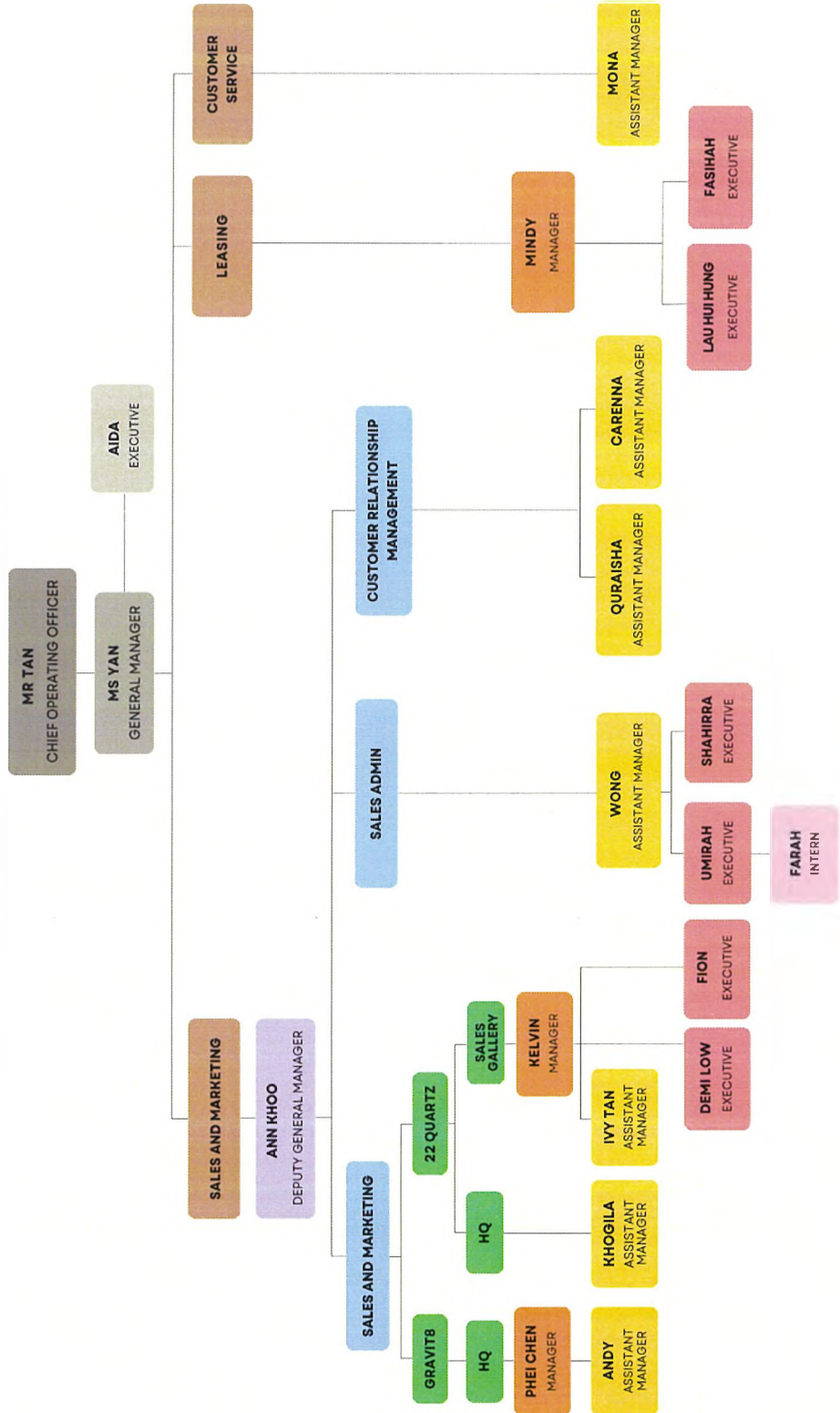


Ray Hwong Yiu Chung
Deputy General Manager,
Project & Contract



Lua Boon Ann
Deputy General Manager,
Corporate Finance

SALES AND MARKETING DEPARTMENT CHART



PRODUCT/SERVICES OFFERED

Mitraland is a real estate company that offers customers both tangible products and necessary services. They are able to meet a variety of demands and create enduring partnerships because to this dual strategy. Their portfolio demonstrates their dedication to create varied and superior living and working environments, with its main focus being the development and sale of residential and commercial buildings. Several significant residential developments have been completed and the active project, including:

- 16 Quartz
- Lake 6
- Pier 8
- The Tresor
- 22 Quartz
- The Riva Residences.

Homes from bungalows to landed terrace houses, condominiums like high-rise residential structures, and commercial assets like offices are all included in these developments. Modern designs, strategic locations, and ecological elements are frequently incorporated into Mitraland's meticulously crafted product offerings.

Aside from the products offered, Mitraland also offers a variety of services that compliment their products and improve customer satisfaction. These services are essential to the real estate industry since they provide a positive and easy encounter to investors, bankers, agents, and purchasers. The services that Mitraland offers include property management, which facilitates maintenance and community management, sales assistance, which guides customers through the purchasing process, and customer service, which to addressing any inquiries and resolve issues that occurred. Mitraland positions itself as a full-service real estate developer committed to building not just houses but also vibrant communities by providing both premium products and all-inclusive services.

TRAINING'S REFLECTION

The internship term that is required is specifically capped at 24 weeks, from 12th August 2024, to 24th January 2025. As a result, I only work Monday through Friday from 8:45 am to 5:45 pm at Mitraland Management Services Sdn. Bhd. but usually I will be stayed around 6:00 pm due to the workload I have to do to make the following day's operations go more smoothly. I was granted one hour for lunch from Monday through Friday, and happily, the employer offered company lunch on Fridays each week.

I was assigned to the sales and marketing department as a student of office system management, and I also studied customer relations management, which was related to the course I was taking. Therefore, it is my responsibility to make sure that the administrative and customer relationship management tasks are completed effectively in accordance with my supervisor's instructions, Mrs. Woon Phei Chen, who has given me a lot of sales and marketing instruction.

DUTIES AND RESPONSIBILITIES

- Preparing Payment Requisition

To begin the payment process for products or services obtained from a supplier or vendor, an official internal document known as a payment requisition is required. I would typically prepare these payment requisitions either once a month or as needed, depending on the invoice dates. It guarantees appropriate authorisation and verification of costs by working as an official request for payment. A description of the goods or services provided, quantities, unit prices, the total amount owed, pertinent invoice or purchase order numbers, the vendor's details, and the requester's information are usually included in this document. In order to guarantee that the expense is valid and within the allocated budget, it is also necessary to obtain approval signatures from authorised people which from my manager, my general manager and sometime it required approval signatures from Chief Operating Officer and Deputy Executive General if the amount exceed above RM100k.

- Filing, scan and photocopy and shredding unimportant documents.

An important aspect of my job was keeping accurate records. I would file a payment requisition as soon as I received an acknowledgement from the finance department or any other necessary supporting documentation. This made sure that our department's essential financial documents were accessible and properly organised. Before submitting documents to finance, this filing procedure frequently involved scanning and photocopying them. This allowed us to keep a local copy on the server in our department for convenient access and future use. I also helped colleagues with standard document management duties, such shredding old or redundant documents to preserve privacy and free up physical storage space.

- Checking booking form and cancellation from

One of my duties was to carefully review booking forms to make sure every necessary document was accurate and complete. This included checking the accuracy of the dates, times, services requested, and prices, as well as the customer identification card information, bank details form, sales form, and proof of payment for the RM500 booking fee. Additionally, I made sure the booking met with corporate laws and regulations and that all fields on each form were filled out.

In terms of the required documentation, the cancellation procedure was identical to the booking procedure. Verifying the buyer's proof of payment for the initial RM500 fee was my main duty because it was essential to completing the refund. I verified the existence of the buyer's identification card, proof of payment, bank details form, sales form, and supporting documentation, such as a bank loan rejection letter, when I received a cancellation form. These documents were all necessary for the booking and cancellation. My manager highlighted that cancellations must have a valid reason and that supporting documents, such as a letter of bank rejection, is required for cancellations related to loans. Lastly, I obtained my manager's signature of approval on the cancellation form before sending it to the credit administration department for processing the refund.

- Commission Claim

A commission claim occurs when a real estate agent or broker believes they are owed a commission for their efforts in a property deal, usually for facilitating a sale. This indicates that the agent has complied with their end of the contract and that the agreed-upon commission payment is due. This task, which includes reviewing documents and updating information about customers, needs to be finished within 5 to 10 days according with established protocols before it's submitted to the finance and credit administration departments. Each agent invoice is first checked for accuracy, sales information that matches your records and the sales agreement, a clear commission breakdown, the invoice number and date, and agent details. Check sales agreements again for correct customer and unit information, the right date of sale, well-defined commission terms, and all required signatures.

Finally, check the account statement to make sure the loan has been paid back, the down payment was made, and the commission was accurately recorded. Any information about customers must be listed in the commission list. It is crucial that all documentation and the customer information update be accurate, consistent, and comprehensive. The finance and credit admin departments will be able to handle information more quickly with well-organised documentation, including current customer data. I need to follow up with finance ten days after submitting the claim to enquire about the disbursement of payments.

- Contact customer from the namelist of LPHS

Assessing the interest of potential customers in our project by contacting them from a list provided by Lembaga Perumahan dan Hartanah Selangor (LPHS). Data privacy and the acquisition of the list must be carefully taken into account. Furthermore, I will inform customers about the necessary documents they need to prepare and submit. I will then assist them in reviewing these documents for completeness before submitting them to Lembaga Perumahan dan Hartanah Selangor (LPHS). After completing the important document, I need to prepare *Surat Tawaran* letter stated the customer's name and identity card number shows that the customer interested and want to purchase one of the unit for our project. Therefore, if customers not interested in our project, I will asked the customer the reason why their didn't interested and prepare a *Surat Penolakan* letter to be submit to LPHS.

- Preparing signing arrangement for SPA

My task involves preparing the SPA signing arrangement, encompassing several crucial steps. First, I gather and prepare all necessary documents, including customer identity card copies, promo letters detailing rebates, loan approval letters, KPKT letters, bank details forms, and sales forms. I then utilize the Road Runner system to verify the accuracy and completeness of this information, ensuring data consistency. Once verified, I email to the credit admin department proposing the signing arrangement details, including location, date, time, and down payment amount. Following this, I update our internal server with these details, ensuring team-wide access to the most current information. Finally, I communicate the signing arrangements to my teammates, keeping everyone informed and coordinated.

- Assisted General Manager

I provide general administrative support to the General Manager, particularly in the absence of her secretary. This includes managing her meeting schedule and calendar, preparing printed materials, providing refreshments as needed, and handling various ad-hoc tasks. Recently, I assisted the General Manager with a layout comparison analysis. She provided instruction on comparing our Mitraland project with competitor projects, focusing on key features such as the number of bedrooms and the size of square feet. Additionally, I support the General Manager in customer relations, including contacting customers regarding defect items and scheduling inspection meetings to address these issues.

- Others

In addition to my primary duties, I actively contribute to various team and company initiatives. I readily assist colleagues with diverse tasks, ranging from event preparation, such as cutting beverage vouchers, to logistical support, like organizing and packing t-shirts for a charity run. My contributions also extend to marketing efforts, including assisting with the drafting of a press release for the company's Unity Run. Furthermore, I play a vital role in company events; during the annual dinner, I served as an usher for our Chairman, Dato' Johan, and our Deputy Executive Chairman, Mr. Chuah, specifically distributing gifts and certificates to staff award recipients on their behalf. I also supported the event by managing attendee registration.

BENEFITS AND EXPERIENCE GAINED

I had a comfortable and well-equipped workspace, including a computer, Wi-Fi, an access card, and stationery supplies. My RM1,000 per month excluded EPF contributions was more than enough for an intern, and I am appreciative of the invaluable skills and information I acquired while undergoing industrial training.

Through a variety of tasks and jobs, I was able to broaden my knowledge and acquire a variety of experiences throughout my twenty-four-week internship. I was encouraged to take on a variety of responsibilities around the department by my supervisor, Mrs. Woon Phei Chen, which helped me develop the critical ability to strike a balance between original ideas and execution difficulties. This variety of experience, together with the chance to work with many people, was so beneficial. Importantly, I was given important and difficult tasks that helped me improve my communication abilities and increase my knowledge in a variety of fields. Adapting to and thriving in my department's fast-paced the environment, I often finished these assignments inside the specified time constraints.

I learnt a lot throughout my internship, which greatly improved my time management abilities. I gained knowledge about how to effectively meet deadlines, prioritise projects, and manage several duties in a work setting. This required understanding the value of planning, organisation, and efficient resource allocation, all of which are qualities I will apply in my future profession. In addition, my internship expanded my knowledge of the working world. I learnt more about the working environment, corporate culture, and the cooperative nature of projects. This practical experience made the transition from educational settings to a real-world work environment easier to understand and gave me the opportunity to see how theoretical ideas are applied in real-world situations.

In addition to providing insights into work-life balance and time management, my internship greatly enhanced my communication abilities. I developed my ability to effectively interact with customers, managers, and colleagues while modifying my style to suit various audiences. This included the capacity to give and receive constructive criticism, communicate verbally and in writing in a concise and straightforward way, and actively listen. Gaining these abilities has improved my ability to cooperate with others and provide valuable contributions to projects. It has also increased my confidence in professional settings.

SWOT ANALYSIS

STRENGTH

- Good teamwork.
- Experienced leadership.
- Positive working environment.

WEAKNESSES

- Time constraint
- Insufficient employees.
- Unstable of network coverage.

OPPORTUNITY

- Expand into new markets.
- Increase the variety of products offered.
- Boost visibility of the brand.

THREAT

- Growing costs of construction.
- Government regulations.
- Natural disasters.

DISCUSSION

1. STRENGTH

- Good Teamwork

This suggests that the organisation has a productive and cooperative workforce. This is an important strength since it promotes greater creativity, improved problem-solving, and increased productivity.

- Experienced Leadership

The presence of experienced leaders like my manager, colleagues, and other staff members who assist me throughout my internship demonstrates that the organisation has intelligent people directing its development. This knowledge can be very helpful while making strategic decisions and overcoming obstacles.

- Positive working environment

Positive work environments encourage motivation, retention, and employee satisfaction. Higher output, higher-quality work, and a more engaged staff are possible outcomes of this. I consistently receive helpful criticism and direction throughout my internship.

2. WEAKNESSES

- Time Constraint

Indicates that the business has trouble meeting deadlines or finishing projects within allotted time. This could result in hurried work, lost chances, and possible problems with quality. I initially find it a little challenging to finish the assignment because my organisation uses a fast-paced environment.

- Insufficient Employees

A lack of workers may result in overworked staff members, decreased output, and possible burnout. Additionally, it may make it more difficult for the business to grow or take on new initiatives.

- Unstable Network Coverage

Reliable network access is essential in the current digital world. Unstable network coverage can impair communication, cause operational disruptions, and have a detrimental effect on efficiency and productivity. I had trouble using Microsoft Office during my internship because my account had expired and I had to wait for the IT staff to renew it.

3. OPPORTUNITIES

- Enter New Markets

This suggests that by entering unexplored markets, the business may be able to increase the number of its customers. Increased sales and brand recognition may result from this.

- Increase the Variety of Products Offered

Increasing the product line might help business reach a larger audience and draw in prospective customers. In addition to diversifying revenue sources, this can lessen dependency on current items.

- Boost Brand Visibility

Increasing brand recognition and drawing in prospective customers can be achieved by boosting brand visibility through marketing and outreach initiatives. Public relations, advertising, and social media marketing are some of the tactics that can be used to accomplish this.

4. THREATS

- Increasing Construction expenses

Increasing construction expenses have the potential to affect profitability and raise project costs. Pricing plans may be impacted, and competitiveness may be diminished.

- Government Regulations

Businesses may face difficulties as a result of modifications to government policies and regulations. This can entail problems with compliance, higher expenses, and restrictions on particular activities.

- Natural Disaster

Because they have the potential to seriously harm property, interrupt operations, and affect supply chains, natural catastrophes are a hazard to businesses. This is especially important for the construction sector, which is directly impacted by natural disasters like floods, earthquakes, and hurricanes. The built environment will be significantly impacted by climate change on a social, economic, and physical level. Although the effects of climate change will differ from place to place, they will include physical effects like sea level rise and coastal erosion as well as increases in the frequency and severity of extreme weather events like rainfall, drought, and bushfires.

RECOMMENDATION

Several important suggestions to improve the company's performance can be made based on the SWOT analysis. In the beginning, the business can establish a culture of ongoing learning and innovation by leveraging the power of experienced guidance. This can be accomplished by putting mentorship programs into place, promoting knowledge exchange, and funding staff development and training projects. Additionally, the business should give strategic hiring and staff retention tactics top priority in order to lessen the impact of having too few employees. To recruit and keep the best employees, this could include introducing flexible work arrangements, creating a happy and inclusive work environment, and providing competitive wage and benefits packages.

To take advantage of the chance to enter new markets, an effective approach and thorough market research are necessary. The business may successfully enter new markets by leveraging its current advantages, such as its strong project execution skills and well-known brand. This may involve carrying out in-depth market research, figuring out possible target markets, and forming strategic relationships with local stakeholders in the new markets.

For instance, in order to mitigate the risk of rising construction expenses, the business can investigate cutting-edge techniques like flexible and prefabrication to boost productivity and cut expenses. Furthermore, proactive steps to reduce the effects of governmental laws, such keeping in regular contact with regulatory agencies and participating in trade associations, can guarantee compliance to the law and cut down on project delays. Through the implementation of these suggestions, the business may successfully maximise on opportunities, fix weaknesses, exploit strengths, and reduce risks, ultimately setting itself up for long-term success in the competitive and evolving real estate market.

CONCLUSIONS

Therefore, my six months of industrial training at Mitraland gave me invaluable hands-on knowledge in the ever-changing real estate sector. I was able to watch directly the company's dedication to high-quality construction and creative design during this time, which was demonstrated by successful projects like Pier 8 and Tresor. I also learnt about recent projects like 22 Quartz and The Riva Residence.

The SWOT analysis, which identified the company's opportunities, threats, weaknesses, and strengths, was another aspect of the strategic approach that I was able to observe. This experience has greatly expanded my understanding of both challenges and possibilities in the property development industry, such as the impact of growing building prices and the significance of adjusting to changing market trends.

I have gained useful practical skills from this internship, such as improved communication with coworkers and superiors, efficient time management, and a deeper comprehension of the real estate sector. The information and understanding I've acquired throughout this time, together with the hands-on experience of watching the business in action, will surely be very helpful to me as I pursue a future in the real estate industry.

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APPENDICES

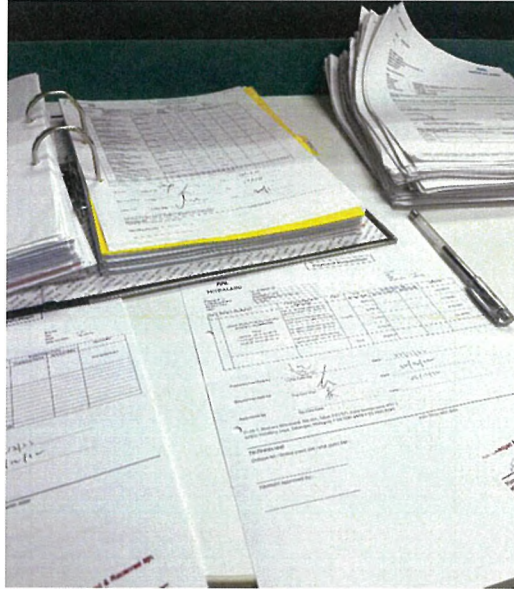


Figure 3: Doing filling for Payment Requisition



Figure 4: Checking and packing t-shirt for participant for Unity Run Events.



Figures 5: Cutting beverage voucher for upcoming events.



Figures 6: Covering receptionist during their lunch hour.

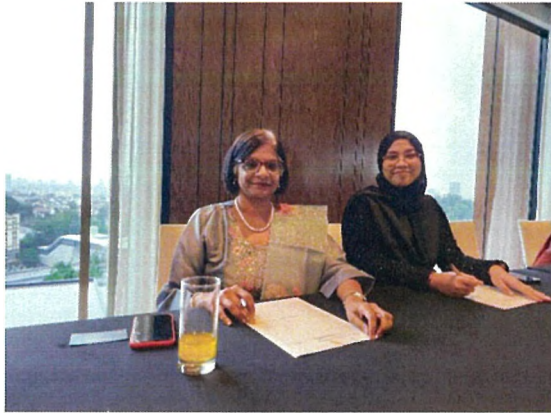


Figure 7 & 8: Participate for Registration Staff for Annual Dinner



Figure 9 & 10: Usher for Chairman and Deputy Executive Chairman