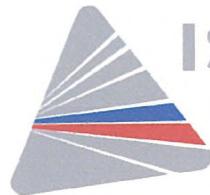




UNIVERSITI  
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dan Perniagaan



**ISKANDAR**  
**INVESTMENT**  
Catalyst of Change

# **INDUSTRIAL TRAINING REPORT**

**AT ISKANDAR INVESTMENT BERHAD (IIB)**

**12 AUGUST 2024-24 JANUARY 2025**

Prepared for:

**SIR MOHD ZAKI BIN SADIK**

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**BA240 - BACHELOR OF BUSINESS ADMINISTRATION**

**(HONS.) MARKETING**

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## **PART 1: PRELIMINARY PAGES**

### **EXECUTIVE SUMMARY**

This internship report focuses on my experience at Iskandar Investment Berhad (IIB), where I undertook a 24-week internship from August 2024 to January 2025 as part of my Industrial Training (MGT666) course. This program was aimed at giving students practical industrial exposure so they could do given tasks and gain important knowledge. I strived to improve my communication skills, get involved in teamwork experience, and overall professionalism throughout this internship.

In this report, it will explain the background company of Iskandar Investment Berhad (IIB) along with its goals, organizational structure, and the range of its main products, services, and projects. Under the direction of my supervisor, Miss Tan Doo Inn, I will also discuss my internship experience, including how I manage my routine task of updating the lead listing of potential clients in the system, handle the Bumi Lot Application, and also take part in overall marketing and sales initiatives. Thus, I was able to participate successfully and obtain a deeper understanding of how the corporate company operates with the help and guidance of my supervisor and department team.

For the next part, I also included the comprehensive SWOT analysis of the company, which focuses on their strengths, weaknesses, opportunities, and threats. The SWOT analysis will be explained clearly based on my analysis during the internship. This report also highlights the recommendations to improve strengths, strengthen weaknesses, take advantage of opportunities, and reduce risks. Overall, the report will conclude my contributions, including my involvement in training courses, site visits, and all my work experience to highlight the skills and knowledge I gain while working at IIB.

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## ACKNOWLEDGEMENT

Alhamdulillah, first and foremost, I want to thank Allah for giving me the strength, patience, and opportunity to finish this internship report, a significant turning point in my academic career. Additionally, I am also grateful for my good health and wellbeing, which helped me get through my internship at Iskandar Investment Berhad (IIB).

I sincerely appreciate IIB's management for providing me with an opportunity to intern at such a prestigious company. I would want to express my sincere gratitude to my supervisor, Miss Tan Doo Inn for her constant assistance, insightful advice, and encouragement during my internship. Her guidance was really helpful to me in expanding my knowledge and practical skills. I also want to express my appreciation to all of the IIB employees, particularly those in my property development department and marketing and sales division, for their kindness, teamwork, and willingness to share their knowledge. Their advice and assistance have been very beneficial to my educational journey.

I also want to express my gratitude to Sir Mohd Zaki, my lecturer adviser at UiTM, for all of their help, encouragement, and support during my internship. Their advice has been really helpful to me in successfully finishing this report. Finally, I want to express my sincere gratitude to my family and friends for their unwavering support, understanding, and encouragement throughout my internship. Their continuous belief in me has given me courage and inspiration. I am very grateful to everyone who has helped me a lot throughout this internship.

## PART 2: STUDENT'S PROFILE



### NUR AISYAH BALQIS BINTI UJUD

Address :  
Mobile :  
Email :  
LinkedIn :

#### BRIEF SUMMARY

Detail-oriented and motivated Business Administration (Hons.) Marketing fresh graduate from Universiti Teknologi MARA (UiTM). Strong foundation in marketing principles and strategies, with hands-on experience in project marketing, customer service, and event management. Demonstrated leadership skills through academic projects and extracurricular activities, showcasing the ability to guide teams, manage tasks efficiently, and achieve objectives effectively. Proven adaptability, teamwork, and commitment to continuous growth. Seeking a full-time marketing position to apply academic knowledge, practical experience, and strong collaborative skills to contribute to business success.

#### EDUCATIONAL BACKGROUND

**UNIVERSITI TEKNOLOGI MARA (UITM) BANDARAYA MELAKA** (Mar 2022-Jan 2025)  
Bachelor of Business Administration (Hons.) Marketing  
CGPA: 3.56

**UNIVERSITI TEKNOLOGI MARA (UITM) ALOR GAJAH** (Jul 2019-Feb 2022)  
Diploma in Tourism Management  
CGPA: 3.69  
MUET: Band 4

#### WORKING EXPERIENCE

**ISKANDAR INVESTMENT BERHAD (IIB)** (Aug 2024-Jan 2025)  
Internship Trainee of Project Marketing & Sales, Property Development - Degree

- Actively managed and updated leads in the CRM system (Road Runner), ensuring consistent follow-ups from Facebook ad campaigns to enhance client engagement and conversion rates for the first project development.
- Participated in key project meetings, site visits, and collaborative sessions with department teams, gaining insights into future property development projects and market trends.
- Contributed to the Taburan Bumi Application process, facilitating smoother preparation for future project sales soft launches of 40% of unit for bumiputera.
- Supported the creation of marketing materials, factsheets, and market surveys from property roadshow event for promotional ideas aligning with the company's vision for sustainable urban development.

**VILLEA ROMPIN RESORT & GOLF** (Sep 2021-Dec 2021)  
Internship Trainee of F&B and Housekeeping Department - Diploma

- Gained experience in both Food & Beverage (F&B) and Housekeeping departments.
- Updated and maintained accurate records of inventory, sales, and guest preferences.
- Analyzed data to improve operational efficiency and guest satisfaction.
- Handled event such as weddings, tea time, and dinner.

**GALERY TUDUNG ARIANI, WISMA JAKEL SEGAMAT****(May 2019-Jul 2019)**

Sales Associate

- Provided excellent customer service and exceeded sales targets.
- Maintained store cleanliness and organized merchandise displays.
- Developed strong product knowledge to assist customers effectively.
- Assisted customers in selecting scarves and offering styling advice.

**EXTRACURRICULAR INVOLVEMENT****Deputy Director, Webinar LinkedIn: Your Gateway to Professional Activities, UiTM Bandaraya Melaka (2024)**

- Conceptualized event ideas and secured experienced speaker in LinkedIn platform.
- Provided crucial support in overall event planning and management.

**Project Leader, FitXFun: Healthy Heroes, SK Bukit Tunggal, Segamat (2024)**

- Led a children's health campaign, demonstrating strategic planning and collaboration.
- Coordinated with team, communicated with school authorities, and managed logistics efficiently.

**Program Director, Foodie Fair Program, YES Club x MASA, UiTM Bandaraya Melaka (2023)**

- Delegated tasks effectively and collaborated with other clubs to enhance event.
- Managed a budget of RM300 and successfully generated a profit of RM500

**Group Project Leader, CSR Program, Pertubuhan Kebajikan Anak-Anak Harapan (2023)**

- Planned and executed activities for CSR program that suitable to do activities with kids.
- Delegated tasks effectively among group members to maximize efficiency.

**ACHIEVEMENT**

- Dean's List Award for 5 Semesters, Bachelor of Business Administration (Hons.) Marketing, UiTM Bandaraya Melaka
- Best Student Award for Bachelor of Business Administration (Hons.) Marketing, in Semester 5, UiTM Bandaraya Melaka
- Vice Chancellor Award, Diploma in Tourism Management, UiTM Alor Gajah
- Certificate of Bronze Award, Innovation for V-MIIEEX 2021

**SKILLS****Software:** Microsoft Word (Expert), Microsoft Excel (Expert), Microsoft PowerPoint (Expert), CapCut (Expert), Canva (Expert), Adobe Photoshop (Moderate)**Soft Skills:** Effective Communication, Leadership, Time Management, Teamwork, Quick Learner**Language:** Malay (Native), English (Advance)**REFERENCE****Dr. Fadhlor Rahim bin Azmi**  
Senior Lecturer  
UiTM Bandaraya Melaka**Tan Doo Inn**  
Head of Marketing & Sales, Property Development  
Iskandar Investment Berhad (IIB)

## PART 3: COMPANY'S PROFILE

### 3.1 COMPANY BACKGROUND



Iskandar Investment Berhad (IIB) was an investment company that was established in November 2006. They strive to promote the strategic growth and development of Iskandar Malaysia. Their main office is located at Iskandar Puteri. IIB focuses on transforming the area into a vibrant and sustainable city. They are committed to developing significant projects in several fields, such as health and wellness, education, tourism, leisure, and the creative industries. The goal is to create a lively, pleasant environment that can increase investors and improve the standard of living in the surrounding areas.

Dato' Idzham Mohd Hashim is the President/CEO of IIB, who was appointed on October 1, 2022. Since that, under his direction, IIB has made great progress in promoting the development of Iskandar Malaysia. The achievements they gain include the successful launch of Iskandar Malaysia, the completion of important infrastructure projects, and partnerships with academic institutions like Newcastle University Medicine Malaysia and Marlborough College Malaysia. Other than that, another achievements include the launch of Legoland Malaysia and the development of EduCity, which is a place to nine foreign colleges.

The shareholders of Iskandar Investment Berhad include major well-known organizations such as Khazanah Nasional Berhad (KNB), the Employees Provident Fund (EPF), and Kumpulan Prasarana Rakyat Johor (KPRJ). Together, these stakeholders drive IIB's mission to promote Iskandar Malaysia as a leading economic hub in the region, ensuring sustainable growth and development for years to come. Then, Iskandar Investment Berhad promotes many investment opportunities in property development that specifically focus on commercial development and residential property development. However, they actively focus on several sectors such as education, tourism & leisure, healthcare & wellness, and creative.

## 3.2 VISION, MISSION AND GOALS

### **Vision**

Building and inclusive and sustainable future metropolis.

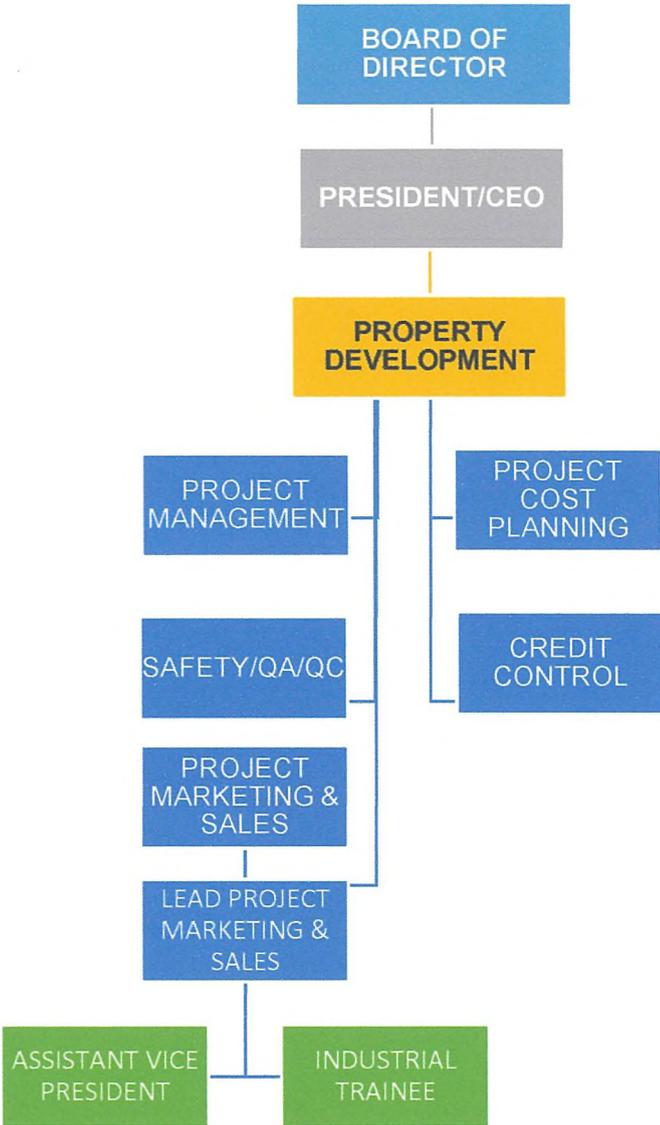
### **Mission**

We deliver sustainable value to our stakeholders as we transform Iskandar Malaysia into a strong sustainable conurbation of international standing.

### **Goals**

Iskandar Investment Berhad (IIB) has the goal of creating a future metropolis that is both inclusive and environmentally friendly. "We are proud to be leading the charge towards a sustainable future in the region, demonstrating strong leadership in environmental stewardship for future generations."

3.3 DEPARTMENT ORGANIZATIONAL CHART



**Organizational Chart of Project Marketing & Sales Department  
Iskandar Investment Berhad (IIB)**

### 3.4 PRODUCT AND SERVICES OFFERED

#### **Property Investment**

The primary goal of IIB's investments in Iskandar Puteri is to promote sustainable development and economic progress. IIB attracts both domestic and foreign partners by strategically interacting with high-impact industries and projects, which promotes innovation and advancement in the area.

#### **i. Medini Iskandar Malaysia Sdn. Bhd.**

Medini Iskandar Malaysia Sdn Bhd (MIM) was founded in 2007 and has been supported by Jasmine Acres Sdn Bhd, United World Infrastructure, and Mitsui & Co. Ltd. Jasmine Acres is the largest stakeholder and is jointly owned by Iskandar Investment Berhad and Khazanah Nasional Berhad. As the developer and master planner of the 2,230-acre Medini urban township, MIM has an impact on the landscape of Iskandar Puteri. Due to its strategic location near Singapore, Medini has the potential to grow into the Central Business District (CBD) of Iskandar Puteri, a hub for business, innovation, and current urban living.

#### **ii. Iskandar Coast Sdn. Bhd.**

Iskandar Coast Sdn Bhd (ICSB), a subsidiary of Iskandar Investment Berhad, collaborates with Iskandar Waterfront Holdings (IWH) to promote development in Iskandar Puteri and Iskandar Malaysia. ICSB seeks to provide a range of land-use options that meet rising customer demands, with a focus on integrating intelligent infrastructure. They want to build a smart, connected community that will support sustainable urban living and long-term economic success.

#### **iii. Nusajaya Lifestyle Sdn. Bhd.**

Nusajaya Lifestyle Sdn Bhd (NLSB) is the management company of the Mall of Medini, an active shopping and entertainment center conveniently located near LEGOLAND Malaysia Resort. The 200,000-square-foot mall offers a range of dining options, shopping centers, and a local food shop that are accessible to families, tourists, students, and the local population. The Mall of Medini is a venue for festivals, demonstrations, art exhibits, and gatherings of communities thanks to its 1,800 parking spaces and unique spaces. Furthermore, its prime location ensures quick access to nearby landmarks including Somerset Medini Iskandar Puteri, Afiniti Residences Medini, and Gleneagles Medini Hospital.

## **Property Development Investment**

IIB is dedicated to making investments in property development projects driven by business, collaborating with partners who share their goal of creating a sustainable and inclusive city. The objectives of their projects are to improve connectivity, draw in investors, and stimulate economic growth.

- i. **Medini City:** Over RM1.4 billion has been invested in modern infrastructure in Medini City, a historic central business district. The region is a top destination for international investment and development since it provides developers with special advantages like tax exemptions and unlimited foreign ownership.
- ii. **Coastal Highway:** The Coastal Highway is an essential component of infrastructure that improves communication between Johor Bahru and Iskandar Puteri. The Coastal Highway Southern Link (CHSL) greatly reduces down on travel times, increasing accessibility and boosting local economic activity.
- iii. **LEGOLAND Malaysia Resort:** The first international theme park in Malaysia, LEGOLAND Malaysia Resort features a water park, SEA LIFE aquarium, theme park, and hotel facilities. Iskandar Puteri has become a popular tourist destination as a result to this flagship project, which attracts millions of tourists each year and boosts the local economy.

## **PART 4: TRAINING'S REFLECTION**

### **4.1 DURATION**

In my 6th semester of degree, which is my last semester in Bachelor of Business Administration (Hons) Marketing, I need to do practical training to complete the entire semester. So, my application for an internship has been accepted by Iskandar Investment Berhad (IIB), which is in Iskandar Puteri, Johor. I started my practical training on 12 August 2024 and completed it on 24 January 2025. The total of my internship is around 6 months, which is 24 weeks (about 5 and a half months) to experience hands-on learning and exposure to the working environment of the company that we choose. This internship program can provide students with good insight into what we learned during the previous semester in the real working environment. It also aligns with our career goals and prepares me for future challenges, especially in real work projects. Thus, I think the period times given to students for doing internships are good for me to enhance essential skills and knowledge relevant to my assigned department. Here, my working hours are standard office hours, which are from 8:30 p.m. to 5:30 p.m. on Monday to Friday. However, this company also provides other flexible working hours for all their employees, but it depends on the head of each department.

### **4.2 RESPONSIBILITIES**

#### **Understanding SOP**

As an industrial trainee at Iskandar Investment Berhad (IIB), I was given the opportunity to work on a wide scope of tasks and manage to participate in various activities that led to enhancing my understanding of this industry and boosting my skills. In the first week of my internship, I was exposed to the Standard Operating Procedures (SOP) of IIB and the new Property Development system. The SOP I focused on was about procurement and contract administration. After keeping on studying and understanding it, I had to prepare a slide about the summary of SOP to summarize my understanding. From what I always learnt during university, the slide must be easy to explain and direct to the point, which is very important to highlight the key of procurement strategy, authority approvals, and different procurement strategies based on the budget range.

### **Routine Task**

Then I was told that the marketing team normally meets once a week to update my supervisor on work progress. Its purpose is to guarantee that our work remains on track and that we all work together to achieve our goals. Currently, our organization is focused on new project development. So, the marketing staff has a lot of work to do with the sales kit, brochures, market study, and more.

Beginning in the second week of my internship, I learned how to complete my routine tasks, which included following up on leads on a daily basis and updating the CRM system. When my colleagues make marketing posts on social media platforms like Facebook, I need to download and update the new registration from Meta Suite Business, as well as transfer the leads' information to Excel before importing it into our CRM system. After all of the new leads have been entered into Excel, I need to save all of the registration numbers to the marketing mobile phone. It is so close with our potential clients that they are excited about our fresh upcoming projects. Aside from that, to make the leads more organized, I had to divide the leads into Bumiputera and non-Bumiputera so that we know which category is most likely interested in the project. This company employs the Road Runner System to update the CRM system and save information about potential clients. My supervisor advised me to first learn how to use and become familiar with the Road Runner system before beginning to update the lead's information in the CRM system. To do so, she has scheduled an online meeting for me to discuss with the MHW business how to use the system for our specific requirements. Aside from updating the list in the system, I also need to create a QR code for interest registration, primarily for people to fill out the form and then register in the system. These routine tasks help to enhance problem-solving skills while also seeking advice and getting consultation from peers and colleagues. I also gained the trust of my supervisor to work on tasks assigned, and it was a good initiative for me to kick off the project's task.

### **Taburan Bumi Application Process**

After that, helping with the Taburan Bumi Application process was one of my main duties, which gave me a great chance to learn a variety of new things. My supervisor initially helped me understand the idea of Taburan Bumi and its function related with the development of our next project. I was then given the responsibility of determining and assigning Bumiputera lots in accordance with the 40% criterion established for Johor state policy. To streamline the application process, my department introduced me to an officer from PKPNJ, who was the main person in charge for our submission. From then on, I was responsible for communicating personally with him whenever I had questions or needed clarification about the submission process. After every meeting of consultation with the

officer of authority, I will report it to my team for them to get acknowledge about this submission process. It is important for us to easily differentiate which units are designated for Bumiputera buyers and which are available to the general public in order to achieve a seamless and well-planned soft launch in 2025.

### **Property Roadshow**

uring a property roadshow event at Paradigm Mall Johor Bahru, I was also tasked with conducting a market survey. I need to gather market insights to support our pricing strategies and competitor analysis for our upcoming project. This can help us to effectively position our project by gaining information about market trends, offerings, and price structures. I was able to see other developers' tactics and gain a better understanding of their approaches to marketing and sales by going to the roadshow. I focused on obtaining information from important developers, such as Joland, KPRJ, KCC, VAG (TH Tebrau), and Malton. At that time, my supervisor wanted to collect information about Bumiputera and non-Bumiputera prices, sales packages, and incentives like partial furnishing options and first-time buyer offers. I also noted their projects' starting stages and expected completion dates, as well as the facilities and services they provided. To gain better references, both visual and contextual, of competitors, I collected their marketing materials, such as posters, brochures, and pictures of each scale model. Then, I updated the supervisor with all the collected data from the survey so she could review it. Overall, this task was an enjoyable journey that gave me the chance to interact with businesses in the same industry, develop my analytical and observational abilities, and provide our team with valuable insights for improved strategic planning and decision-making.

### **SCRC Committee**

At Iskandar Investment Berhad (IIB), we have an internal club known as the Sports, Cultural, and Recreational Club (SCRC). This club is organized by staff members who are appointed by the organization. Every year, SCRC organizes many sporting activities that involve staff. These activities help to boost relationships among employees and gain a positive work-life balance. Staff members are split up into three teams, which are the Red Team, Green Team, and Blue Team, in order to promote participation. The sport games, including football, bowling, futsal, badminton, netball, and volleyball, each team must send representatives. These games not only serve as a platform for friendly competition but also create an energetic and interesting workplace culture. Additionally, as an intern, I have the opportunity to participate in these events by volunteering to serve on committees. This gives interns practical experience in teamwork, coordination, and event preparation. I had the opportunity to serve as a committee member for both volleyball and

bowling tournaments during my internship. It was a wonderful experience where I not only helped the event succeed but also learned useful skills in teamwork and event management.

### **Involvement in Training Module**

I also get the opportunity to participate in the company's training during my internship. In this year, 2024, all employees must participate in the six training modules they received in order to meet their KPI. Human resource management, or HCM, planned the trainings as one of the practices that may help employees become more critical thinkers. Module 4 was my first training since the beginning of my internship in mid-August, and Module 6 was my last. We received training on business presentations in Module 4, which indirectly taught me how to do better presentation slides and how to dress professionally. Additionally, as certain tasks need us to present individually and in groups, these training sessions helped me improve my presentation abilities. Module 5, Consultative Multiplex Negotiation, is the subject of the following training. This part of the training teaches us how to negotiate more effectively with individuals, businesses, and other parties in order to reach a win-win outcome. Module 6, "Growth Mindset: The Modern Psychology of Mindset, Motivation, and Momentum," was the subject of my final training session. We learned how to keep an optimistic mindset to stay motivated and grow for a better life now and in the future, which made the last session interesting and enjoyable. Thus, these annual trainings greatly benefit employees and interns in expanding their knowledge and developing their talents, mindsets, and skills.

### **Site Visit**

During my third month having my internship at IIB, I got a new experience to go on a site visit with my property development team. The purpose of this site visit is to have a consultation with the companies that we want to work together with for our first project development. The first site visit was at JLGZaquin Johor, which proposed to us and shared information about their smart deep collection system. JLG Zaquin Sdn Bhd is a joint venture between Damansara Holdings Berhad (DBhd), Zaquin Resources Sdn Bhd, and Dato' Avinderjit Singh. So, this organization will revolutionize waste management with smart and sustainable solutions. We went there to get exposure about how their product works and, at the same time, maintain the sustainable procedures. They briefly explain all information about their product, such as how it works, how they process and recycle all the waste, and how they manage to auto-collect data on waste. We also get the opportunity to see the specialized trucks with advanced hydraulic lifts that effectively collect waste from semi-underground bins, which also reduces noise and visual pollution.

The semi-underground bin is also one of the unique ideas, as it enhances the aesthetic appeal of public spaces besides providing useful functions. After that, the smart IoT sensor on the bins can track temperature, compaction, and waste fill levels to allow for real data-driven scheduling and collection route optimization. We also learn about their Data-Driven Dashboard, a user-friendly software platform that combines sensor data and offers insightful information to optimize processes, boost productivity, and lower carbon footprints.

Overall, the site visits there really gave me better exposure to how advanced technology and environmentally friendly methods may be smoothly incorporated into urban development that aligns with IIB's vision for smarter and sustainable cities. Next, I also experience a site visit at CGPV IBS that focuses on industrial building material. This tour offered insightful information on a number of construction-related topics, such as design procedures, the manufacturing of precast concrete, transportation, accessory processing, assembly, and material research and development. The Industrialized Building System (IBS) is a contemporary construction technique in which building elements are produced in a factory and then delivered to the construction site to be assembled. IBS offers a more consistent design approach than traditional construction methods, integrating automation, modernization, and digitization at all stages. In addition to improving product quality, this strategy maximizes resource utilization, making the building process safer, cleaner, and more effective.

### **4.3 BENEFITS**

During my practical training, IIB provides all internship students with monthly allowance of RM700 if maintain full attendance, which really helps to cover my personal expenses during the internship period. Additionally, the company also provides accommodation for internship students whether they need it. As for me, who stay away from homes, I choose to stay at hostel provided by this company which is at EduCity Village in Iskandar Puteri, Johor. The well-facilitated hostel provided was very comfortable and convenient because it took only 8 to 10 minutes to arrive at my workplace. Other than that, I also gain others benefits in terms of skill development. This industrial training program allows me to enhance my soft skills and hard skills, which are important for my personal growth and professionalism. Through my daily interaction with colleagues, I learn to enhance my soft skills such as communication, teamwork, and time management efficiently. Meanwhile, I also manage to enhance hard skills particularly related to data analysis such as using tools like Road Runner System and CRM software to analyze data of the interested clients with our upcoming projects. By experience this real work environment, both skills were improved and give me confidence to be ready for the future work. Not only that, the most important things are I also got opportunity to learn new things specifically in the property development industry. It enables me to get major insights into the operations, trends, and issues of this business, particularly in areas like project planning.

## PART 5: SWOT ANALYSIS

### 5.1 SWOT ANALYSIS OF ISKANDAR INVESTMENT BERHAD

SWOT Analysis is a strategic planning method that helps businesses identify and assess their internal strengths and weaknesses, as well as external opportunities and threats. This analytical approach helps organizations understand their existing position in the competitive landscape, allowing for more informed decision-making and strategic development. By carefully analyzing these four factors, companies can leverage their strengths, address weaknesses, capitalize on opportunities, and prevent possible risks, ultimately improving strategic planning and operational success. Performing a SWOT analysis gives businesses an extensive understanding of their organizational environment and encourages proactive management and critical thinking, which helps them adjust to shifting market conditions and efficiently allocate their resources to meet their objectives. (Kumar & K.B, 2023)

INTERNAL	<b>STRENGTHS</b>	<b>WEAKNESSES</b>
	<ul style="list-style-type: none"><li>• Outstanding Reputation</li><li>• Qualified Employees</li></ul>	<ul style="list-style-type: none"><li>• Encounter Unstandardized Procedures</li><li>• New Entrants in Project Development</li></ul>
EXTERNAL	<b>OPPORTUNITIES</b>	<b>THREATS</b>
	<ul style="list-style-type: none"><li>• Smart City</li><li>• Sustainability Initiatives</li></ul>	<ul style="list-style-type: none"><li>• Economic Uncertainty</li><li>• Negative Perception of Regional Development Area</li></ul>

Table 1: Swot Analysis of Iskandar Investment Berhad

## PART 6: DISCUSSION AND RECOMMENDATION

### 6.1 STRENGTHS

#### 1. Outstanding Reputation

An outstanding reputation gives definition of trust and respect that a business always get from its stakeholders including customers, employees, and industry peers. It shows the overall quality, validity and dependability of the company which indirectly showing their ability to fulfil promises frequently. Companies with strong reputations are frequently recognized for delivering high-quality products and services and getting more satisfied clients and increase loyal customer. This reputation not only increase marketability but also attracts talented individuals and builds trust with many people. By standing out as a respected and dependable entity, the company gains a big advantages in maintaining their leadership and competitiveness in their industry. This approach is supported by (*Schwaiger et al. 2021*), who discovered the fact that corporate reputation creates a number of positive effects, such as customer loyalty, controlling it as a crucial intangible asset has become as a top priority for businesses. According to their research, a solid company reputation fosters client loyalty, which is necessary to keep a competitive edge in the marketplace.

To support this statement, Iskandar Investment Berhad (IIB) has been recognized with multiple awards, including Best Township Masterplan Design, Low Carbon Champion, and Social Impact Champion at the Property Guru Asia Awards Malaysia 2024. These awards has strengthen IIB's standing in the real estate sector by proving to its outstanding achievements, commitment to sustainability, and significant social contributions (*The Iskandarian, 2024*).

In Asia, The Property Guru Asia Awards is one of the most prestigious and well-recognized of a real estate sector. The strict evaluation standards and transparent criteria used to assess each entry give these awards their authenticity. The Property Guru Asia Awards make sure that only businesses that have a track record of success in their industries are awarded. Professionals from the industry make the selection by carefully evaluates applicants based on their contributions to the industry overall, innovation, and sustainability initiatives. The fact that Iskandar Investment Berhad (IIB) has won multiple awards at this prestigious event is evidence of its excellent performance and consistent delivery of excellent work. These honors further enhance

IIB's profile by highlighting its commitment to social responsibility, sustainability, and quality in addition to establishing its position as an industry leader.

Thus, IIB can increase their market position by highlighting these award achievements in promotional marketing materials and public statement in order to boost their reputation, attract new investors and differentiate itself from competitors. For example, highlight these multiple awards like the Property Guru Asia Awards Malaysia 2024 on brochures, websites, social media, and client presentations. Awards serve as an effective method of validation as outstanding reputation by showing a company's expertise in design, sustainability, and social effect. Lastly, by publicly showcasing these successes in campaigns, events, and internal communications not only boosts stakeholder trust but also increases brand awareness and loyalty. This approach ensures that IIB's standing in the sector will remain strong, consistent, and frequently recognized.

## **2. Qualified Employees**

Qualified employees are an individual who has formal education, recognized qualifications, and specialized training relevant to their professional role which serve as certificated endorsements from respectable organizations that represent a particular level of accomplishment. In addition to offering a solid theoretical basis, this formal education gives employees best practices and necessary expertise to succeed in their industries. Additionally, it is essential to incorporate practical experience since businesses are now starting to value practical skills in addition to academic qualifications, realizing that practical knowledge improves the application of theoretical principles. This can be supported by the article that the combination of academic qualifications and real-world experience enables highly qualified employees to quickly adjust to shifting market demands, come up with creative solutions, and keep their businesses competitive (*Fisher & González, 2020*).

As an intern in the Property Development division's Marketing & Sales department, the researcher had gathered information about our team members' backgrounds from internal departmental documents, such as employee profiles and their past specific project. However, the qualifications of the qualified 13 team members are compiled in the table below:

### Qualifications of Property Development's Team

Qualification	Number of Employees	Percentage
Bachelor's Degree	13	100%
Master's Degree	3	23%
Professional Certification	5	39%
Working Experience		
i. Less Than 5 Years	2	15%
ii. 5-10 Years	8	62%
iii. More Than 10 Years	3	23%

Source: Internal departmental document. This information is confidential and only meant for internal use.

*Table 2: Qualification of Property Development's Team*

Based on the table above, it shows that 100% of the department's employees have a bachelor's degree, indicating a strong academic background in relevant fields such as quantity surveying, real estate management, architecture, business administration and finance. Furthermore, it shows 23% of the team had advanced qualifications like master's degrees in specialized fields such as Master of Architecture and Quantity Surveying equips the team with advance knowledge and innovative approaches, essential for maintaining competitiveness in the rapidly evolving property development sector. The combination of academic credentials and professional experience makes Property Development team as capable and reliable group in delivering high-quality developments that meet market demands and stakeholder expectations. About 39% of our team hold professional certifications, such as registered memberships with the Royal Institution of Surveyors Malaysia (RISM) The Board of Quantity Surveyors Malaysia (BQSM), Board of Architects Malaysia (LAM) and Malaysia Board of Technologists (MBOT). These qualifications shows their dedication to maintaining standards in the profession and seeking further professional growth. Having qualified employees are a great advantage since they guarantee that the business has the advanced skills, theoretical knowledge, and experience required to succeed in competitive sectors like investment and property. These qualifications guarantee that the company stays contemporary and innovative,

two things that are critical for sustained growth and preserving a dominant position in the market.

IIB gains many advantages from having qualified employees since they offer a strong basis of current information, and specific skills to deal with problems in the real estate sector. Their strength which include degrees and professional certifications allow them to remain up to date with new technologies and market trends. Because of this, they are able to deal with problems, keep learning and growing. By having a highly qualified team, IIB establishes itself as a market leader and guarantees long-term success, sustainability, and innovation. To enhance this strength even more, I would suggest the company to provide funding for department-specific training courses, certifications, and leadership development projects. By meeting the specific requirements of each department within IIB, these training would guarantee that staff members remain updated of market advancements. IIB will guarantee its competitiveness and adaptability in handling upcoming difficulties by making the most of the potential strengths of its highly qualified employees.

## **6.2 WEAKNESS**

### **1. Encounter Unstandardized Procedures**

A first development project refers to the initial venture by a company or team into a large-scale real development project. Being new to the process, the team may encounter unstandardized procedures, where we need to adapt to a new challenge in navigating through unfamiliar procedures and decision-making processes. It gives challenging to effectively oversee a project when there are unclear objectives since it leads to poor decision making. Although skilled employees provide important technical skills and industry expertise, they might not have the practical experience required to deal with unexpected challenges, particularly when it comes to obtaining regulatory authorizations. This affects timelines projects and overall performance by causing delays, poor decisions, or ineffective procedures. This article outlines various risks and challenges in real estate development, including market fluctuations, financing difficulties, and regulatory hurdles, all of which can impact first-time developers (*Folger, 2024*).

Being a first-time development, the Wawari Townhouse project have given challenges in terms of understanding the full scope of regulatory requirements, managing the project timelines, and ensuring coordination between various departments that means it lack of well-defined workflow documentation and standard operating procedures. Since the development team is new, there is no set procedure to stick to, which causes inconsistent project execution and decision-making. Many activities and authorizations are based on situational needs rather than a planned system, requiring regular clarifications from top management. This dependence on unregulated instructions slows down processes and raises the possibility of misunderstandings or poor project execution. For example, new employees frequently struggle to understand the right procedures for regulatory submissions, project coordination, and approval processes due to a lack of clear documentation. Without specified guidelines, employees must regularly ask their managers for directions, which not only wastes time but also reduces overall efficiency. Furthermore, inefficiencies in managing regulatory permissions have resulted in errors, such as providing incomplete paperwork, delaying approvals and disrupting project timelines. As mentioned in the guide on navigating regulatory hurdles in real estate, new developers often struggle with things like zoning, building codes, and securing the right permits. These complexities have certainly added to our difficulties, leading to delays and mistakes, such as submitting incomplete documents for approval, which has affected our overall timeline (*Wiedner, 2024*).

The first development project means that there is a higher risk of encountering unexpected issues due to inexperience. The evidence shows that even if the team is qualified, their lack of practical experience in such large-scale projects makes it difficult for them to adjust to new procedures and regulatory challenges. The mistakes in decision-making and the delays show that qualifications are not enough to close the gap in execution abilities and procedure knowledge. To solve this issue, the company should develop standardized operating procedures (SOPs) for essential processes to ensure project consistency. Implementing clear workflow documentation can assist employees navigate tasks independently, minimizing their need on senior staff for routine guidance. Furthermore, creating an organized onboarding program for new employees, which includes detailed procedure manuals and training sessions, will help to accelerate learning and reduce errors. By implementing these methods, the organization can increase efficiency, eliminate delays, and improve overall project management performance.

## 2. New Entrants in Project Development

New entrants in the project of property development sector means that company who entering the market for the first time, typically with no established reputation or client base in own project of property development. It also can be define as organization that want to start develop a new product within company even though it is an existing product with competitors. As a new player in property development, Iskandar Investment Berhad (IIB) faces internal challenges due to its limited experience and lack of an established track record in executing development projects. While the company has extensive experience in investment and infrastructure planning, transitioning into full-scale property development requires a different set of expertise, including project management, construction oversight, and regulatory compliance. Since IIB has primarily focused on investment over the past years, it has yet to build a strong internal foundation in development execution.

As stated in the article, the disruptive nature of new business models, such as those seen in the sharing economy, presents significant problems for incumbents, who must adapt to maintain their market position. This dynamic results in a competitive environment in which new entrants must not only innovate but also strategically manage the challenges of market entry. The article underlines that existing organizations frequently use a variety of measures to reduce the risks caused by new competitors, such as improving their value propositions and developing strategic alliances. As a result, new entrants must be prepared to utilize distinctive products and possibly explore collaborative opportunities to develop a presence in the market and build confidence among stakeholders. (*Kahrizeh et al., 2024*)

Iskandar Investment Berhad (IIB) is relatively new in large-scale property development. The company is still struggling to stand out in a field that is dominated by well-established competitors, although having a strong base through initiatives like its ongoing projects in Iskandar Puteri, which aim to create a sustainable metropolis. Sunway City Iskandar Puteri is one of the integrated townships created by Sunway Property, a well-known brand in the sector with more than 100 completed projects. These townships are very good communities because they combine commercial, residential, and recreational areas (Sunway Property, n.d.). In contrast, IIB is currently concentrating on the Wawari Townhouse, its first significant real estate project, as part of its plan to establish a solid reputation in this highly competitive sector.

While IIB has made initiatives such as Iskandar NEXT and has been recognized with awards from the Property Guru Asia Awards, these achievements are still in the early stages of positioning IIB as a credible competitor. To differentiate itself from well-established developers with multiple completed projects, IIB need to consistent in delivering high-quality developments and always communicate their uniqueness with stakeholders and public. This weakness is important because as a new entrant in the property development sector, it directly impacts IIB's ability to secure future investment, attract potential buyers, and ensure the success of ongoing and upcoming projects. Without a proven track record, IIB must work harder to earn clients who may feel more comfortable working with well-established developers. The development of a strong brand, trust-building strategies, and successful project completions are crucial in establishing IIB as a reliable, competitive player in the market. If IIB is unable to effectively communicate its value proposition, it risks falling behind in the competition which can lead to long term effects on their development growth and success.

To address this challenge, IIB must improve marketing in order to boost their market presence and brand positioning. In order to differentiate IIB from competitors, they must constantly convey the company's unique selling proposition, which includes sustainability, superior design, and innovation. IIB should also focus on delivering successful early projects like the Wawari Townhouse with on-time completions, strong marketing efforts, and positive customer feedback. These initial successes will be vital in building a proven track record and establishing trust with stakeholders. Additionally, awards and recognitions like the Property Guru Asia Awards should be leveraged through strategic public relations campaigns to boost company image. These actions can help IIB to success in the sector and more better with other competitors.

## 6.3 OPPORTUNITIES

### 1. Increasing Demand in Smart City Concept

Nowadays, there is an increasing demand for smart city concept in whole country including in Malaysia. Iskandar Investment Berhad (IIB) has great opportunity to position itself as a leader in innovative urban development with this rising demand. According to the article, there is a growing need for smart technology in urban settings, and adoption of these solutions depends mostly on awareness of smart city projects and their potential advantages (*Haque et al., 2024*). A smart city typically focus on using advanced technology for communication and information (ICT) to improve individuals quality of life, increase operational efficiency, and promote long-term economic growth. This concept takes a better ways to urban development, incorporating elements such as smart economics, smart government, smart mobility, smart environment, smart people, and smart living. It aims to create a physical infrastructure that uses technology to improve city services, increase connectivity, and enable data-driven decision-making. (*Kozłowski & Suwar, 2021*).

To take oppoortunity of this demand, Iskandar Investment Berhad (IIB) can further position itself as a leader smart city development by creating new digital innovation hubs. These hubs serve as platforms for companies, businesses, and researchers to test, assess, and improve new digital technologies before expanding their use. Additionally, they can be crucial in upskilling workers, making sure they are ready to use and adjust to new technologies. Digital Innovation Hubs also can serve as places for collaboration, bringing together academic institutions, government organizations, and business leaders to share ideas, create solutions, and stronger innovation ecosystem. Szombathely, Hungary, is an excellent illustration of how a Digital Innovation Hub may encourage the growth of smart cities. The city has integrated innovative technology including data science, 3D technologies, and robotics into its urban services through a hub named am-LAB. The hub showed how these technologies may enhance sustainability, improve the quality of life for citizens, and streamline city operations (*Digital Innovation Hubs, n.d.*). The potential of these hub is strongly alligned to Iskandar NEXT's primary goal. By emphasizing Digital Innovation Hubs, IIB may establish Iskandar Puteri as a smart city development hub in Southeast Asia, drawing in talent, investors, and international IT companies.

In order to take full advantage of this potential, IIB must focus on creating smart advance technology like real-time data monitoring systems and AI-driven cities. By following these recommendations, Iskandar Puteri can establish itself as a leading smart city, establishing new standards for urban innovation, drawing interest from around the world, and fostering long-term social and economic growth for Johor and Malaysia.

## 2. Eco-conscious Growing Trend

Iskandar Investment Berhad (IIB) can position itself as a leader in sustainable urban development as the growing global shift toward eco-consciousness offers an excellent opportunity for them. Eco-consciousness represents the increasing desire for environmentally friendly and sustainable activities among individuals and businesses. As governments, corporations, and consumers prioritize sustainability, embracing green projects is no longer optional; it is necessary for being competitive and relevant in the market. The article highlights how consumer preferences have shifted toward sustainable and ethically produced items, suggesting that companies that meet this need might improve their brand reputation and client loyalty (*Shodh Sagar, 2024*). Sustainability initiatives refer to strategic actions by organizations to promote environmental, social, and economic well-being while ensuring long-term viability. These initiatives include a range of practices that focus on innovation that not only addresses immediate business goals but also contributes to the broader objective of sustainable development. By focusing on sustainable innovation, firms aim to create value through the integration of environmental, social, and governance (ESG) considerations into their operations, indirectly leading to improved business performance and competitive advantage. This best approach underscores the importance of sustainability as a key driver of innovation, provides company to adapt with changing market demands and stakeholder expectations while contributing positively to society and the environment. (*Bhaskaran, 2023*)

One of the major ongoing projects is the Net Zero Carbon Central Business District (CBD) in Medini, which is expected to be the first in the ASEAN region by 2030. As part of this project, IIB has committed 40% of the Medini area to green spaces, started an electric vehicle (EV) pilot program, and installed EV charging stations to promote sustainable transport. These actions demonstrate IIB's commitment to making Iskandar Puteri a center for green development (*mgtc, n.d.*).

RATING TOOLS	LEED (United State)	GBI (Malaysia)
GREEN CRITERIA	Energy and atmosphere	Energy efficiency
	Water efficiency	Water efficiency
	Sustainable sites	Sustainable site planning and management
	Material and resources	Material and resources
	Indoor environment quality	Indoor environment quality
	Innovation	Innovation
SOURCE	<a href="http://www.usgbc.org/LEED">http://www.usgbc.org/LEED</a>	<a href="http://www.greenbuildingindex.org">http://www.greenbuildingindex.org</a>

Table 3: Criteria of LEED and GBI

Looking ahead, IIB has the opportunity to implement sustainable building standards into its upcoming projects. IIB can establish the standard for sustainability in the area by promoting green building certifications such as the Green Building Index (GBI) and Leadership in Energy and Environmental Design (LEED) and implementing renewable energy technologies like solar panels, rainwater harvesting, and environmentally friendly building materials (Adlina, 2023). In addition to being in line with worldwide, these eco-friendly methods make IIB more act as an innovator in the field of sustainable buildings. Additionally, there are many advantages to developing the sustainable building, such as cost savings as it is designed for efficiency, especially in lighting, heating, and cooling systems that help to reduce utility bills. Other than that, it also improved good indoor air quality that gives comfort and a healthier environment for the occupants (Adlina, 2023b). Furthermore, the focus on sustainability could bring in a new generation of investors and purchasers who are searching for environmentally friendly and energy-efficient spaces, given the growing popularity of eco-conscious living. The effectiveness of green technologies in the buildings may also lead to long-term cost savings.

In order to take full advantage of this chance, IIB should keep implementing sustainable building techniques, like employing environmentally friendly materials, utilizing renewable energy sources, and working toward green building certifications. By concentrating on these eco-friendly projects, IIB can enhance its standing as a top developer in the sector.

## 6.4 THREATS

### 1. Economic Uncertainty

Economic uncertainty is defined by a high level of uncertainty, risk, and unknown factors, making it difficult to predict the future economic climate. Financial crises, political instability, technical advancements, and worldwide phenomena like the COVID-19 epidemic are just a few of the factors. Decision-making by people, businesses, and governments is greatly impacted by economic uncertainty; it typically leads to careful resource allocation, delayed investments, and hesitation in long-term planning. It poses an important risk to stability and sustained growth since it can result in inconsistent company performance, a drop in market trust, and trouble forecasting economic trends (*Maastricht University, 2024*).

A clear example of how economic uncertainty caused an impact to many events in the past such as when Covid-19 Pandemic. The outbreak of the virus has caused significant economic uncertainty around the world. The pandemic has affected various supply chains, make many people loss job and led to a sharp contraction in any economic activity. For IIB, economic uncertainty is a big concern because the economic issues can affect investor and consumer confidence, which can lead to hard decision-making. Businesses might delay funding large-scale projects like those in Iskandar Puteri and Medini during uncertain times, which may stop the progress of development. Economic uncertainty frequently results in more cautious decisions and delays in significant investments, as noted by Ahiadu et al. (2024). Furthermore, unexpected costs or project delays may arise from changes in the global market or policy. Even if uncertainty cannot be totally removed, IIB must acknowledge these issues and generate backup plans that reduce their effects and continue to gain investment.

Iskandar Investment Berhad (IIB) should focus on developing more adaptable and strong strategic strategies in order to survive difficult economic times. This might include having backup plans ready, evaluating risk assessments on a regular basis, and taking various economic scenarios into consideration. IIB can react faster to unforeseen obstacles like changes in governmental regulations or global market fluctuations by remaining proactive. Strong communication and trust with stakeholders, including partners, investors, and consumers, are even more important

during uncertain times. IIB should place a high priority on open and transparent communication, informing stakeholders about the company's risk management and flexibility. This improves connections and boosts confidence, particularly among investors.

## **2. Negative Perception of Regional Development Area**

Large regional projects that experience delays, poor performance, or lack of progress give rise to a negative perception of regional development and affect the confidence of stakeholders, investors, and the general public. Other than that, the surrounding region and other developers working there might be impacted by this perception. A bad reputation may discourage investment and restrict the possibility for economic progress within the region. Businesses in the area also may face long-term difficulties, especially drawing in investments and fostering trust for upcoming projects. A study that studied public infrastructure projects discovered that delays have a negative impact on the development of sustainable communities, emphasizing the wider economic and social implications of such failures (*Hussain et al., 2023*).

A notable example is Forest City in Iskandar Puteri, a large-scale development spanning over four reclaimed islands which covering 7000 acres. As stated by its regional deputy president, it was claimed that the project is progressing according to its master plan however the challenges occurred such as low occupancy rates, a slow global real estate market, and the impact of the COVID-19 pandemic have dampened its perceived success. As mentioned by (*B 2023*) and supported by (*Jones 2024*), the project which began in 2015 has completed 28000 residential units, two hotels, two international-standard golf courses and other facilities. However, only 15% of the project has been developed, with a mere 1% occupancy rate in completed units. Initial plans aimed to attract Chinese buyers seeking luxury homes abroad but soaring prices and shifting market dynamics have made the properties inaccessible to many, including locals. Forest City, once marketed as a model for sustainable urban living, now faces criticism as a "ghost town," with minimal activity and bleak prospects for recovery (*B, 2023, Jones 2024*).

For IIB, the association with the same geographical area magnifies these challenges. Even though IIB operates independently with distinct strategies, the perception of underachievement in Forest City casts a shadow over other developers in Iskandar Puteri. This may affect the ability of IIB to attract partnerships, secure funding, and sell properties, particularly as it positions itself as a leader in innovative and sustainable development.

To overcome these challenges, IIB has to focus on effective marketing and continuously producing projects of the highest quality that indirectly helps to boost image. It also helps to gain stakeholders' trust and confidence by providing successful projects and highlighting advantages, such as innovation, sustainability, and an emphasis on community design. Furthermore, to help eliminate the unfavorable impression brought on by Forest City's difficulties, IIB may enhance the amenities, infrastructure, and general appeal by close collaboration with other developers and local government. IIB can keep their position in the competitive real estate market and avoid the reputational risks associated with regional development difficulties by establishing itself as a forward-thinking and reliable developer.

## CONCLUSION

To sum up, my internship at Iskandar Investment Berhad (IIB) was very valuable educational opportunity that helped me advance both professionally and personally. I had the opportunity to involve myself in a vibrant and fast-paced work environment, where I acquired useful knowledge about the real estate development sector. My colleagues and supervisor, Miss Tan Doo Inn, created a friendly and encouraging environment that inspired me to actively participate and benefit from their knowledge. I gained valuable skills at IIB that will help me in my future profession, such as problem-solving, teamwork, and communication. Regardless of the profession, these are necessary talents. Additionally, I had a greater understanding of the industry's workings and realized how crucial flexibility is in a quickly evolving environment. I sincerely appreciate the guidance that I got since it enabled me to overcome obstacles and inspired me to keep working toward my objectives. My career goals have been strengthened by this internship, which has also given me the confidence I need as I get ready to start working. All things considered, my time at IIB has changed me, and I am eager to use the information and abilities that I gained in future endeavours.

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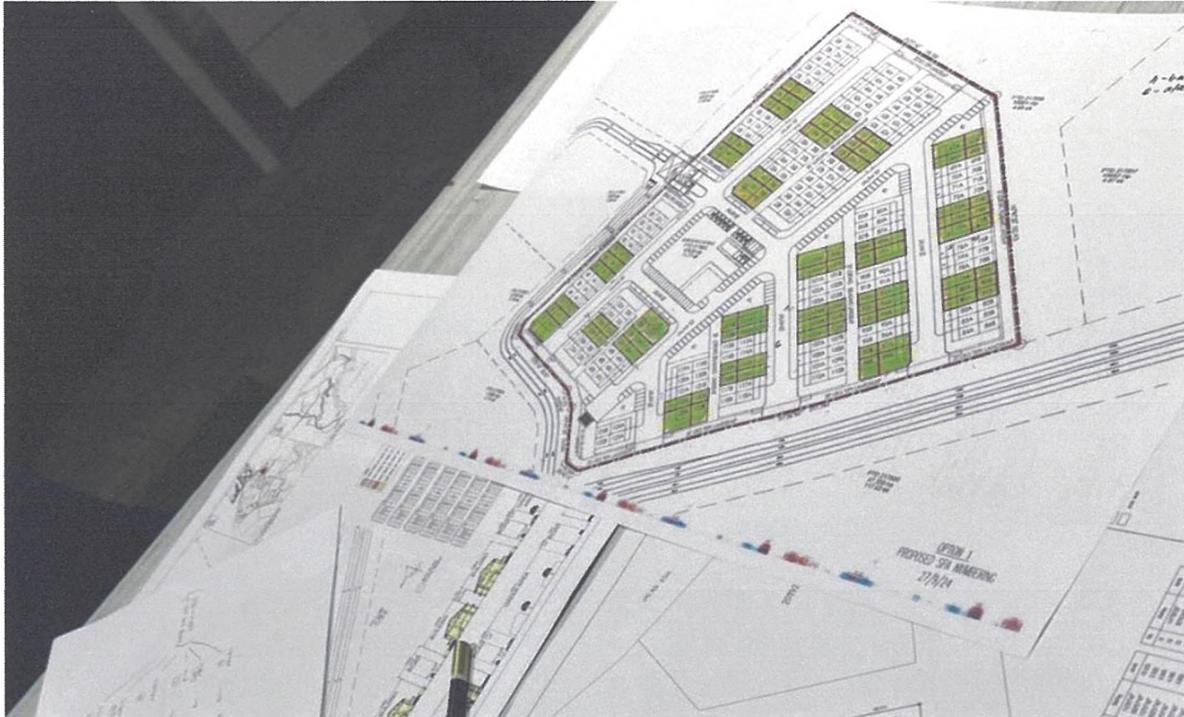
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Taburan Bumi Progress



Property Roadshow Event



SCRC Committee (Volleyball and Bowling)



Training Module 4-6



Site Visit Consultation