



اوتو سيني تيكنولو مارا
UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Pengurusan
dan Perniagaan

INDUSTRIAL TRAINING REPORT AT TAIPING MUNICIPAL COUNCIL

1 March – 13 August 2021

NURHAZWANI BINTI ABD KHABIR | 2018228166 | BA242



EXECUTIVE SUMMARY

This is my internship report during my industrial training at Taiping Municipal Council (MPT) and I was assigned under Valuation and Property Department. MPT is the municipal council which administers Taiping city in the state of Perak that was established on 1 September 1979. MPT is a financially autonomous authority and is an organization that provides authority services in Taiping and its operating areas. In this report I have included the background of the company, vision and mission, organizational structure, the objectives and the services of the company. In addition, training reflections have also been written in this report to reflect my experience during a 24 -week internship starting from 1st March to 13th August 2021 at MPT. Based on my observations and experience in the organization, I have elaborated a SWOT Analysis that covers the company's Strengths, Weaknesses, Threats, and Opportunities in this report. The strength of this company is having modern information technology equipment that allows employees to work faster, reduces manual and repetitive tasks, improves efficiencies and overall productivity. Besides, they have strength competent human capital where it is an important element in determining the success of every organization. The weakness of this company is the amount of revenues that is collected by the MPT is decreasing due to the problem of assessment tax arrears. In addition, the existence of overlapping functions and job descriptions between departments at the company is when two or more employees disagree on who should perform a task, it frequently leads to conflict and strained working relationships. Furthermore, MPT has the opportunity to play role together in the process of urban conservation in the city of Taiping and they have a strong state financial position which is income from sustainable financial sources with an annual revenue. However, the company have a threat which is they are prone to crime and fraud and also have an unsatisfactory image and perception of the people. This SWOT analysis are coming with several recommendations. The SWOT analysis recommend reviewing into political, economy, sociology, technology, environmental and legal (PESTEL) aspect related to the company.

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2.0 COMPANY'S PROFILE

Taiping Municipal Council (MPT) is the municipal council which administers Taiping city in the state of Perak and was established on 1 September 1979 as a result of the enactment of Act 171, Local Government Act in 1976. Now, MPT with an area of 1350.568 square kilometer is a combination of eight Local Government Management Boards. This area includes the city and suburbs of Taiping. Basically, the task of the Taiping Municipal Council involves planning in shaping the future development of the Council area and providing municipal services to meet the basic current needs of the residents in the Council area. To achieve this goal, MPT has tried one of the Taiping Municipal Council area options as a beautiful, clean, beautiful, orderly and dynamic area.

Taiping Municipal Council is a financially autonomous authority and is an organization that provides authority services in Taiping City and its operating areas. As a realization of the mission and vision of Taiping's color change is always viable using efficient, friendly and service, MPT has its management and administration strategy in line with the development and needs of the time. Currently, I have been accepted to undertake an internship at Taiping Municipal Council (MPT) and has been assigned under Valuation and Property Department that lead by Tuan Haji Khairul Anwar Bin Hashim as a director of the department in which consists of a total of 23 staffs.

VISION MPT

- Making Taiping a Progressive, Dynamic, Sustainable, Safe and Prosperous City by 2050

MISSION MPT

- Provide municipal services and development planning with effective governance while maintaining the sustainability of heritage and natural beauty.

OBJECTIVE OF MPT

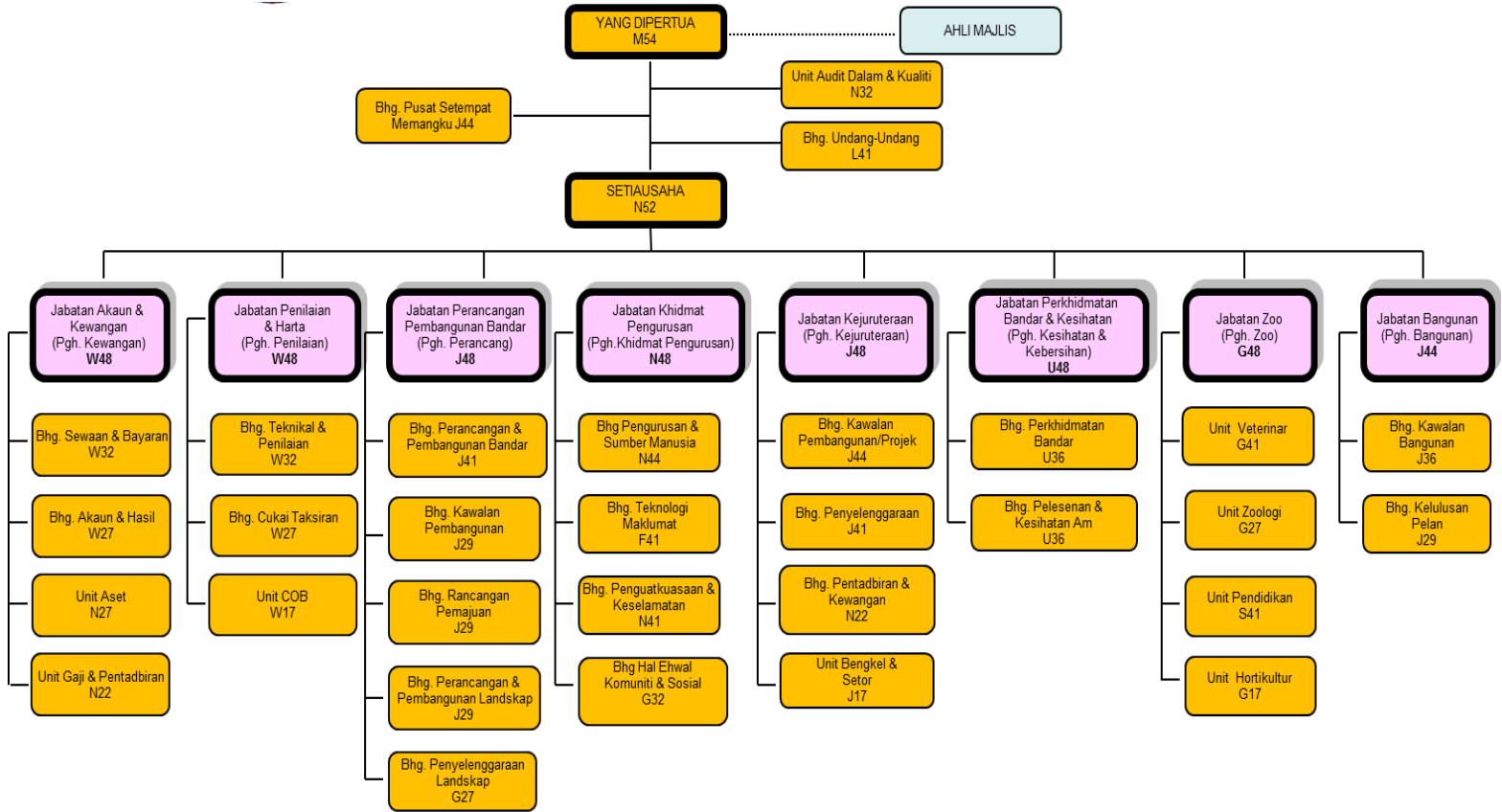
- Improving the quality of life through the best municipal services and facilities and use.
- Play a role as a government machinery to achieve the goals of the National Development Policy (DPN).

- Control and all developments within the jurisdiction of the Taiping Municipal Council in accordance with the policies of the Council.
- Promote social, physical, economic development and land use development in an orderly, efficient and economic manner.
- Provide and use infrastructure facilities, as well as maintain to a perfect level.
- Organize landscaping and beautification projects as well as maintain recreational facilities, entertainment, public parks in order to create a harmonious natural environment.
- To ensure that the management and administration of the Council's departments run cleanly, efficiently, effectively and systematically
- Establish good relations between departments, agencies-agencies involved with the current affairs of the Council.
- Control and maintain cleanliness and health in the Council area is always guaranteed.
- Prepare and implement admission cooperation programs for the well-being and high and sustainable quality of life.

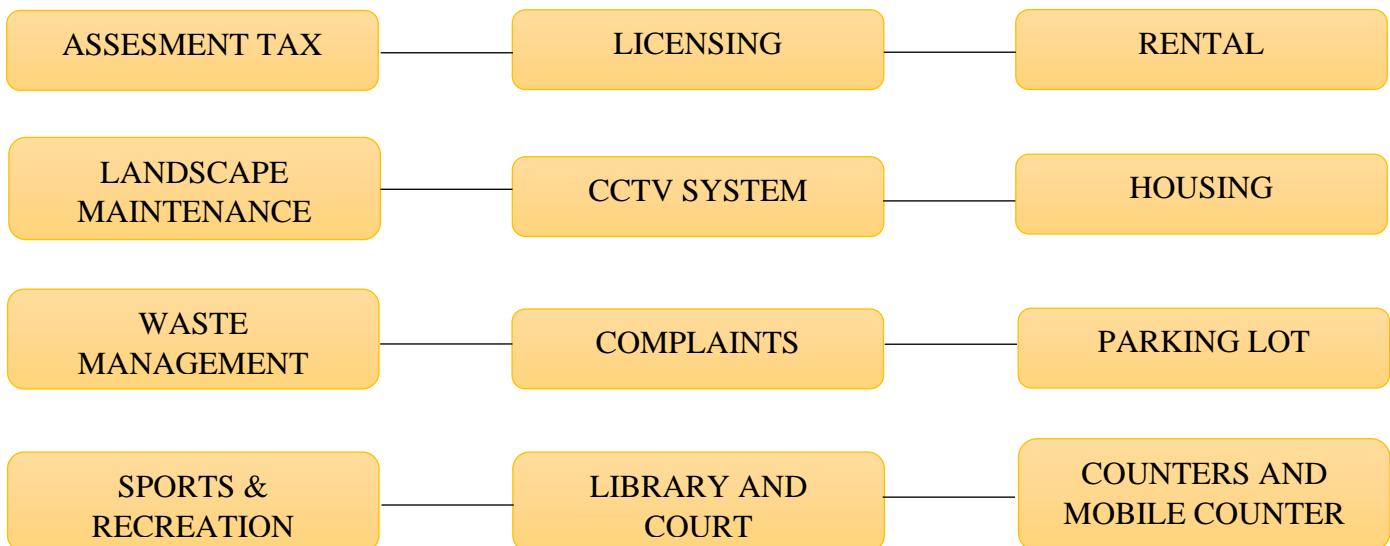
FUNCTIONS AND ROLES OF MPT

1. To plan and control land development optimally including approving layout plans, surveying tape plans, earthwork plans, road and ditch plans and landscape plans.
2. Controlling buildings including approving building plans.
3. Licensing and controlling business permits, temporary permits, hawker licenses and advertisements.
4. Provide municipal services, food quality control, food center hygiene and infectious disease control
5. Provide regulation and maintenance of attractive urban and landscape beautification.
6. Provide regulation and maintenance of roads, drainage systems and manage traffic systems.
7. Planning, provision and maintenance of public facilities, infrastructure and social facilities.
8. Manage and maintain Taiping Zoo and Night Safari.
9. Manage and provide the best municipal services including solid waste disposal and public cleaning
10. Provide and develop heritage-based Taiping tourism and eco-Tourism.
11. Enhancing the relationship and cooperation between MPT and the local community.

TAIPING MUNICIPAL COUNCIL ORGANIZATION CHART



SERVICES OF MPT



TAIPING MUNICIPAL COUNCIL ADMINISTRATIVE AREA



OBJECTIVES DEPARTMENT OF VALUATION AND PROPERTY

- Evaluate and assess proportional holdings (properties) within the Taiping Municipal Council area
- Assist in optimizing the Council's income based on taxation and returns from the Council's assets

FUNCTIONS AND ROLES OF DEPARTMENT

1. Manage Assessment Tax Incentives programs to payers every year
2. Prepare and monitor collection works such as warning letters, tax bill assessment, Notice E, Warrant F, seizure, caveats and actions by appointed lawyers
3. Manage the printing and delivery of assessment tax bills and Notices E
4. Process Warrant F and Form H for foreclosure cases to indebted owners
5. Prepare and supervise inventory for property involved in foreclosure
6. Update records and file the assessment tax arrears
7. Prepare periodic reports on a daily, monthly, term and yearly basis
8. Assist in optimizing the Council's income based on taxation and returns on Council property
9. Carry out survey work on proportional holdings in the Taiping Municipal Council area and prepare valuation proposals to determine assessment tax on:
 - a. New Properties
 - b. Additional Properties & Amendments
 - c. Vacant Land (entitled)
 - d. State Government Buildings, Federal Government and Statutory Bodies. (under Article 156, Federal Constitution)
10. Carry out survey and re-evaluation of proportional holdings in the Taiping Municipal Council area for every 5 years with the permission of the State Authority
11. Assist in the management of the Valuation & Property Department of MPT
12. Receive and manage cases taken from the MPT Building Department and the MPT Town Planning & Development Department
13. Update and maintain information on new property, additional property / land and vacant land

14. Update and maintain information on change of address and transfer of proportional holdings
15. Process and certify official search applications of proportional holdings
16. Receive and process evaluation of appeal cases
17. Manage files-failures of proportional holdings and failures of the Administration of the Valuation & Property Department of MPT

3.0 TRAINING'S REFLECTION

I had the amazing opportunity to do an internship with Taiping Municipal Council (MPT) that located at Taiping city, where the place famous for its interesting historical background. I started for my internship on 1st March 2021 and finished on 13th August 2021. Allowance was not given to practical students at here because MPT is a company under the government. I was assigned under Valuation and Property Department that lead by Tuan Haji Khairul Anwar Bin Hashim as a director of the department in which consists of a total of 23 staffs. Although I was not placed under the finance department like the field I took at the university, but I considered this as a new challenge for me to explore something new during my internship.

The first day I have to self-report at MPT, that is when my area here in the Enhanced Movement Control Order (PKPD). So, the workers that are needed to come at the office is only 70% and they have morning and evening alternations. Morning shift workers must come to work from 8 am to 1 pm and evening shift workers must come to work from 12 noon to 5 pm. Meanwhile, for practical students at MPT, we have to work full shifts from 8 am to 5 pm. Undergoing industrial training during the covid season is quite challenging, not only am I face it, probably other students as well.

One of the experiences I went through while undergoing practical training here was when I became the person in charge of being at the assessment tax temporary counter due to my department is responsible for managing the assessment tax. The staffs at my department, who were supposed to be on duty at that time was on quarantine leaves. This is because, there was a positive case of covid in the One Stop Center (OSC) department at MPT. So, whoever have close contact with that positive covid person should make a swab test right away. And all the counters at MPT had to be closed for a while. But then after a day, the temporary counter has been opened to facilitate the public who want to pay assessment tax bills, compound and rent.

This is the time when I had been instructed to be at the assessment tax temporary counter to print bills of assessment tax for the public who come request for the bills. Usually, the public who came at the counter, they want to pay the assessment tax bills but at that time any payment was not allowed to be made at the counter. MPT wants to keep a social distancing by each other and avoid any physical contact that can spread the Covid-19 virus. Give a service and answer all

the questions of the people at that time was quite challenging for me because not only the young people came but most of the elderly people came and wanted to make the payment. So, I have to explain to them that they can't make payment at the counter here but can make payment at the post office or through online only. I feel happy and satisfied to be given the opportunity to give good services at the public that had come. Day by day, there was a time when we had to work from home from 1st June 2021 until 28th June as Total Lockdown Phase 1 implemented throughout the state in Malaysia as the covid cases increase. All the staffs at MPT and practical students are instructed to work only from home and just several staff that can go to the office under instructions of the head of department.

The whole journey of being a practical student was a very wonderful experience. I have realized many things such as a full appreciation of how to work outside of our field. I am also grateful of this opportunity given by my university and MPT. All the things I learned are beyond my expectations, so I am very thankful for all of it. During twenty-four weeks of internship, I have accumulated various experiences and wider new knowledge through activities and tasks had been assigned to me. My kind supervisor encouraged me to do diverse task across the department. Some of the subjects learned previously have serve to be useful such as background in Microsoft Excel, Word and PowerPoint that enable me to make use of in this internship period.

The exposure during this internship period will serve to enlighten me of the huge difference of the challenges in working world from the class academics and act as a reminder for me to future prepare ahead to be competitive in the working life in the near future. I am grateful and thankful to my supervisor, and the department of valuation and property for the experiences and tutoring. They also help me to handle some of my weaknesses and provide guidance to me whenever I am in need. Thankfully, I was able to complete the internship in 24 weeks starting from early March to mid -August.

4.0 SWOT ANALYSIS

SWOT Analysis

STRENGTHS

- Modern information technology & equipment
- Competent human capital

OPPORTUNITIES

- Plays role in the process of 'urban conservation' in the city of Taiping
- Has a strong state financial position

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WEAKNESSES

- High tax arrears rates
- The existence of overlapping functions and job descriptions between departments

THREATS

- Unsatisfactory image and perception of the people
- Prone to crime and fraud

PESTEL ANALYSIS

Political	Economy	Sociological	Technological	Environmental	Legal
<p><u>Local government is a political force shaped by the state government</u></p>	<p><u>Economic development in rural and smaller councils is dependent on state government grants</u></p>	<p><u>Taiping is the main city and its population is not less than 150,000 people</u></p>	<p><u>The local authority of the 'smart city' ensure all levels of community are able to exploit the benefits offered by ICT.</u></p>	<p><u>Local government provided good environmental services for the users at their living area.</u></p>	<p><u>The defining feature of local government is the authority to enact legislation within the defined jurisdiction</u></p>

5.0 DISCUSSION AND RECOMMENDATION

STRENGTHS

Workplace technology has enabled companies to better market to their customers and provide faster and more personalised customer service. Even today, some businesses devote at least a quarter of their workweek to manual, repetitive operations like sending emails and entering data, but mostly government companies already having modern information technology and equipment each of their departments.

While I was undergoing practical training at MPT, I can observe the strength of this company are having modern information technology that enables their employees to work faster and reduces manual and repetitive tasks, increase both efficiencies and overall productivity. For example, they were using a software solution to automatically collect, upload, or sync data into a system of record reduces the risk of employees inadvertently entering the wrong number, which could skew an entire data set.

The same applies modern equipment at this company that does more of what is required, faster, safer, and with higher quality, with less waste maintenance, resource consumption, and human interaction. It is important to note that productivity and efficiency gains, as well as the drivers behind them, can result in significant cost savings. MPT will ensure the availability and adequacy of good equipment and information facilities to facilitate and successful implementation of operations and service delivery systems to customers.

Human capital is described as an individual's knowledge and abilities that they possess and apply in their work. Furthermore, human capital is crucial for people's development, improving their lives and incomes, growing knowledge, skill, and product capacity, economic growth, and poverty reduction. As I can see the employees at the MPT, they have such competent human capital. They know that human capital is an important element in determining the success of every organization. They help improve organizational efficiency by working on cost-cutting initiatives and giving clients with additional benefits.

The recommendations that I can give to expand this company's strength are, they should develop more applications computer according to departmental requirements and expanding the uses of ICT. They are also should getting a maintenance of hardware and software regularly and use of hardware with the latest technology for more effective. Besides, the company have to upgrade the Portal Site MPT and existing systems. According to Wang (2019), this is very important to increase efficiency, system effectiveness delivery public services and avoid problems in the future.

Next, effective human resource planning is very important in every organization. The company focus should be given to improving the knowledge and expertise of human capital in various critical and strategic areas. The mentor-mentee approach, coaching and career development management can be implemented towards improving work efficiency and effectiveness as well as improving employee competence. Therefore, this human capital planning strategy should also include the training, performance management and recognition (Aina,2020)

WEAKNESSES

Local government in Malaysia is referred to as City Council, Municipal Council or District Council extent vested with the power to create its own revenue sources. Local government's financial autonomy is thus important because it will determine whether they are able to provide residents with services and development. Local governments rely heavily on their main source of revenue, the assessment tax, to provide these services. However, the amount of revenues that is collected by Taiping Municipal Council (MPT) is decreasing due to the problem of assessment tax arrears.

This is because there are several cases where the MPT are unable to reach the residents and the letter is not delivered to the homeowner on time or not at all. For an example, for those houses that are rented out to other parties, most tenants do not care about the assessment bills that are sent to their houses. They do not forward the bills to the owners of the respective houses. As a result, the homeowners do not pay on time. There are also some cases of property transfers that are not reported to local authorities. The Valuation department sends out the assessment bills with the old

property's owner name. The new property's owner refused to pay rates with the excuse that the bill does not state his or her name.

A job description, which is a list of particular duties that must be accomplished by whoever holds the position, usually summarizes an individual's job activities inside an organization. Employees who are given unclear job descriptions may become confused and lose interest in their jobs. Overlapping functions common in every department of the company. It refers to a situation in which multiple people are should do for the same activity. While I was undergoing practical training at MPT, I can see this happen when two or more employees are unclear about who should do a job because of overlapping functions, it usually leads to conflict and poor working relationships. Often the job does not get done because each employee assumes the other will do it.

The recommendations that I can suggest to overcome their weaknesses in the company are, MPT should expose the residents with the tax knowledge and they should be able to understand why they need to pay the assessment tax. Other than that, the MPT can held some programs such as "Open day" for the customers. This is to increase residents trust on the MPT. When the residents have trust in the MPT, they will be obliged to comply with the law and pay their assessment tax. According to the study, many councils now have their own websites, and provide enough information on assessment tax to the public. However, the council should be aware that not every citizen has access to the internet. Therefore, printed materials such as flyers and brochures with information on assessment tax, tax rates, and payment methods should be distributed to residents so that they can visit the councils to pay assessment tax.

Next, MPT must then create a clear job description that will assist employees in being successful by directing their efforts toward topics that are critical to their role. When job descriptions properly designed, communicate job content to employees, establishing performance levels that employees must maintain and serve as a guide that employees should follow will help the organization achieve its goals (Osborne, 2017). Besides, overlapping functions should be avoided when making job activity divisions.

OPPORTUNITIES

Urban conservation is one of the growing fields in Malaysia. It aims to create the balance between modern development and the relics of the past. Besides, urban conservation is also intended to control or regain the cultural importance of a place by ensuring its safety and care in the future. Taiping which was initially just a small town later flourished eventually became the capital of Perak before being replaced by Ipoh City. Taiping which was also once the oldest British city in the Federated Malay States currently still superior with features its history until it became known as the Heritage City. Taiping Municipal Council (MPT) grab this opportunity to play role together in the process of urban conservation in the city of Taiping. MPT is dedicated to urban conservation, particularly through the establishment of guidelines. All of the rules are in place to ensure that Taiping's heritage buildings are preserved.

Local Authorities (PBT) in our country are divided into three categories that is City Council, Municipal Council and District Council. PBT financial management system has five the main elements which is the planning and administration procedures of local authorities, development policy state government over local authorities, local government financial administration, resources local government finance and integration in local government departments. These elements contribute to the establishment of a financial management system to the PBT. Taiping Municipal Council is the main city or administrative center of a state or district and its population is not less than 150,000 people. They have income from sustainable financial sources with an annual revenue of not less than RM20 million and be able to provide services at a reasonable and comfortable level in accordance with the level of quality of life of a municipality.

The recommendations that I can suggest for the company to take advantage of these opportunities is with, company should play an effective role in realizing urban conservation programs together. Taiping like the other cities in Malaysia is undergoing a development process and often resulting in renewal of the physical features of the city especially the area old saturated build. It's an inevitable process, but should require an effective monitoring system to ensure the value of the city's heritage is preserved from destroyed by development that is insensitive to the value of heritage interests (Anthony, 2017). It is very disadvantageous if the city has a unique development pattern and proud characters are left extinct without any control to preserve the resources that generate the city's special attractions.

Next, MPT have to expand further the major industrial, business, tourism and housing activities existing or in the planning identified as having the potential to contribute to the increase in taxable holdings as well as the generation of employment opportunities in various sectors. In addition, the company should also provide space and opportunities to traders while encouraging the growth of investment, business and commercial activities

THREATS

Local Government or Local Authority (PBT) is responsible for managing the administration of a district or area. PBT is created through legislation and its activities are limited to the powers and duties provided in the law. The main task of PBT is to ensure the well-being and sustainability of the community by carrying out the task of planning, implementing, controlling planning well and providing services sincerely and fairly. But nowadays, the unsatisfactory image and perception of the communities has become a threat to them. In Taiping city, MPT play an important role in ensuring all city planning and services provided to the community. In fact, sensitivity to community comments and complaints is very important to be scrutinized and given due attention. In addition, in developed countries, communities are not only considered as clients but partners in collaborative plans to achieve a comfortable and community-friendly urban living environment.

Fraud is defined as "any crime in which deceit is used as the primary mode of operation," which encompasses a wide range of deviant activities by persons and organizations, some of which are not always criminal but are "morally dubious." Fraud, if not successfully prevented and caught, can cause significant harm to a company. In Malaysia, fraud is not an unusual occurrence, whether in the private or public sectors. In the public sector, it is the Auditor General's (AG) report that highlights 'suspected' fraud cases. There have been a number of cases that have been highlighted in the report. Despite multiple alarming findings, these incidents can only be labelled as "suspected" because they have yet to be proven in a court of law. In fact, most of the time, these incidents are simply labelled as "mismanagement," and disciplinary action is taken as a result.

The recommendations that I can suggest for the company to deal with this threat is with develop and maintain a culture of continuous improvement. To attain high quality performance MPT must find a means of sharing the vision, values and goals through frequent training, interaction and conscientious feedback. Extensive entry-level training and re-training of existing employees is essential to sharing and carrying out the service goals (Timsal, 2016). Besides, MPT must examine and take steps to improve its organizational image by hosting open houses at municipal facilities several times a year, attending and speaking at neighborhood meetings and civic club meetings, inviting communities to participate in a crime or fire prevention program and so on.

Next, for the company to deal with the threat of crime and fraud, they must report all the fraud cases to authorities, so that due action can be taken. Keeping fraud instances hidden or just allowing the perpetrator to retire is not the best strategy since it implies that management or authorities are always willing to negotiate if the fraudsters are found. Besides, all State and Local Government entities in Malaysia should have an internal audit function as part of their internal control system (Ain, 2018). Perhaps now is a good moment for those agencies to beef up their internal control policy and enforcement to keep up with today's technological advancements. The internal audit department should be granted authority to carry out their responsibilities, and they must be independent of management. This is necessary in order for them to carry out their responsibilities without fear or favor. In addition, all occurrences of fraud must be reported to authorities so that appropriate action can be taken.

POLITICAL

Municipality or local government is a political force shaped by the state government for the purpose of the breakdown of political power into smaller parts. In generating opinions and managing an area, the Taiping Municipal Council (MPT) is required according to the political power of the state or country to ensure the balance and smoothness in the implementation of a country's planning and state. Local Authorities (PBT) financial management system has five the main elements which is the planning and administration procedures of local authorities, development policy state government over local authorities, local government financial administration, resources local government finance and integration in local government departments. These elements contribute to the establishment of a financial management system to the PBT. Next, in Malaysia, it is recognized that local power structures in their political and administrative functions have a decisive influence on fraud. A fraud in a municipality involves the local society, including its political-administrative institution.

ECONOMIC

The economic basis for power fractionation is for increase the economic effectiveness of a country. Local government increases in a country because development increased for the need to play a larger role in providing services, alleviating the burden of poverty and facilitate development. The process of local government service delivery extends beyond simple activities and the determinants of the services are linked to the area and the people who live within the local government. However, prospective determinants are carefully picked from four areas based on a thorough literature review which is economic, social, demographic, and natural. To accelerate economic development, communities are compelled to spend in infrastructure, facilities, and the construction of attractive sites for new business ventures in order to attract investors and creativity. Furthermore, while the identified determinants differ between cosmopolitans and non-cosmopolitans, there are certain parallels. The primary economic determinants include economic growth, industrial development, and economic structural transformation.

SOCIOLOGICAL

Taiping Municipal Council is the main city or administrative center of a state or district and its population is not less than 150,000 people. They have income from sustainable financial sources with an annual revenue of not less than RM20 million and be able to provide services at a reasonable and comfortable level in accordance with the level of quality of life of a municipality. Besides, they have major industrial, business, tourism and housing activities existing or in the planning identified as having the potential to contribute to the increase in taxable holdings as well as the generation of employment opportunities in various sectors. Their ability is to provide space and opportunities to traders while encouraging the growth of investment, business and commercial activities. The efficacy of municipal services in various local governments and councils was determined using community satisfaction. Citizen satisfaction based on the local government's commitment promotes peaceful coexistence among diverse ethnic groups in a specific area. As a result, citizen happiness and municipal services are important aspects of local government operation.

TECHNOLOGICAL

Malaysia, as a country with a diverse and diversified culture and traditions, has already experienced rapid development and infrastructure changes in response to technological innovation. People's needs and wants are meant to be of major importance to municipal council targets for service delivery. Utilities and infrastructures must be of good quality, and lives of communities must be improved by providing services at the proper time. The need for local government to exist wherever in the world derives from the desire to enable development at the local level, Housing, water, rural power, roads and transportation, and health facilities. As a result, local government authorities must be able to identify and target the most vulnerable communities, have procedures in place to track project expenditures, and be able to establish whether resource allocation has had an impact on the lives of local residents.

ENVIRONMENT

The fundamental approach for effective municipal service delivery is to expand coverage and improve service quality by assuring the long-term viability and cost-effectiveness of maintenance. Major municipal services such as garbage collection, sewerage disposal, drainage, and public space cleanliness and sanitation should be widely available and of good quality. This will improve the lives of residents while also increasing the municipal area's appeal. Furthermore, to support the local authority in administering and managing the municipal area, the local community's engagement in municipal service must be strengthened.

Taiping Municipal Council (MPT) plays an effective role in realizing the city's conservation program. Planning of Taiping urban conservation program began in 1990. Policies related to conservation programs were outlined in the Taiping Municipal Council Local Plan (1990-2010), then MPT continued urban conservation efforts and strategies in the Larut Matang District Local Plan (RTD). According to the 2019 Sustainable Top 100 Destination Award, Taiping is one of the world's top three most environmentally friendly cities. It's the first time they've won a prominent international prize. This accomplishment is the result of the community's and the relevant government entities' tireless efforts.

LEGAL

In Malaysia, there are 39 municipal councils that are responsible for providing public goods and services to the residents of respective communities. The most significant contribution made by local governments is through efficient and effective service delivery, particularly to people who currently have limited or no access to these services. As a result of the Local Government Act of 1976, Malaysian local governments now have a full range of activities and responsibilities. The Local Government Act of 1976 (Act 171) gave local governments the authority to undertake a variety of responsibilities and combined frameworks. The Town and Country Planning Act of 1976 gives local governments planning powers. The Act declared that the local government shall be the local planning authority for their area, allowing local governments to exercise control over urban development functions and play a more dynamic role in national development.

In Malaysia, either in the private or public sector, fraud is not uncommon. Fraud is a multi-faceted crime committed by a corporation that follows the rules against another company, an organized crime against an individual and a company, and an individual against another individual or company. Legally, fraud is defined as deception committed with the intent of obtaining an unfair or illegal profit.

6.0 CONCLUSION

In conclusion, SWOT analysis assesses the internal strengths and weaknesses of the organization, as well as external opportunities and threats. Internal analysis is used to determine the resources, capabilities, core competencies, and competitive advantages of the organization. External analysis investigates rivals' resources, the organization environment, and the wider environment in order to identify market opportunities and threats. The purpose of a SWOT analysis is to build a strategy based on an organization's knowledge of its internal and external environments. An organization might use a SWOT analysis to evaluate its own strengths and weaknesses.

A company's vision serves as the foundation for crafting a mission statement. MPT formulates appropriate strength to support the mission and overcome weaknesses by utilizing opportunities and strengths, as well as neutralizing threats identified in the external environment, based on the SWOT results. After completing a company's strategic analysis, MPT now has access to a possession of information about industry competitiveness, external opportunities and threats, and internal strengths and weaknesses. MPT would obviously proceed to creating long-term objectives for the organization based on the information received. Then, in order to acquire a competitive advantage in the market, they would devise relevant strategies.

Overall, I am grateful for the opportunity to complete my twenty-four-week internship with Taiping Municipal Council (MPT). I had the opportunity to work at a workplace before deciding where and what I wanted to do. Aside from that, I've gained new knowledge, skills, met a lot of new people, and I've achieved several of the learning goals. Throughout my internship at MPT, I learned a lot about self-confidence and how to deal with the obstacles that I confront on a daily basis. I also realized that this is only the beginning of my journey, and that I will have to travel a long way to be successful in this field. However, I must state that this experience will serve as a goal for me in the future.

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APPENDICES



Figure 1: ISO and EKSA audit certificates



Figure 2: All proportional holdings in the file room.



Figure 3: Visit Sites