



اَوْنَهْوَرَسِيَّتِي تِيَكُونُو لَوِي كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

UNIVERSITI TEKNOLOGI MARA KAMPUS BANDARAYA MELAKA

FACULTY OF BUSINESS MANAGEMENT

BA246

**BACHELOR OF BUSINESS ADMINISTRATION (HONS.) INTERNATIONAL
BUSINESS**

MGT666

INDUSTRIAL TRAINING REPORT

(1ST MARCH 2023 - 15TH AUGUST 2023)

MAJLIS BANDARAYA MELAKA BERSEJARAH



CLASS

M1BA2466C

PREPARED BY

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(2021117519)

PREPARED FOR

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Executive summary

In accordance with my study schedule, it is mandatory for me to register for the MGT666 Internship, in my final semester. The subject requires me to do a 6-month long industrial training at an organisation, and prior to the completion of the semester, I am obligated to turn in a report and present on information or knowledge that I have gathered during the industrial training at the company.

I was luckily accepted to be an intern at a well-known government organisation in Malacca, which was Majlis Bandaraya Melaka Bersejarah (MBMB). In this report, I will elaborate further regarding my information as well as what I have learned during my internship there. The report will first start off with a brief overview of MBMB's background, and also its vision, mission, objectives, as well as its goals. Additionally, this report will also include both its organisational structure and the services it provides.

Furthermore, a carefully thought out SWOT analysis of the company will also be included in this report. SWOT analysis of the firm is one of this report's primary points of interest. A SWOT analysis is used to assess the corporation's competitive situation and create a strategy to address them. The company's internal and external factors, as well as existing and forthcoming circumstances, are all evaluated using a SWOT analysis. Also provided are comments and answers for the MBMB's SWOT analysis.

Additionally, a conclusion of my internship will be added in this report. The conclusion will summarise my thoughts, experience as well as my observation throughout my practical training at MBMB.

Table of content

Content

1.0 Preliminary Pages	
1.1 Cover Page	i
1.2 Executive Summary	ii
1.3 Table of Content	iii
1.4 Acknowledgement	iv
2.0 Student's profile	
2.1 Updated Resume	1
3.0 Company's profile	
3.1 Name, Location, Background of the Company	2-3
3.2 Vision, Mission, Objective, Goal	4
3.3 Organisational Structure	5-6
3.4 Services	7-9
4.0 Training's Reflection	
4.1 Working Duration	10
4.2 Details on Roles	10-12
4.3 Gains: Intrinsic & Extrinsic Benefits	12-13
5.0 SWOT Analysis	14
6.0 Discussion and Recommendation	15-34
7.0 Conclusion	35
8.0 References	36-37
9.0 Appendices	38-43

1.4 Acknowledgement

First and foremost, I would like to give my deepest gratitude to the Almighty god Allah S.W.T, for giving me the blessing to be an intern at Majlis Bandaraya Melaka Bersejarah (MBMB). Additionally, I want to thank Him for giving me the fortitude to tackle all the difficulties and issues I encountered during my six-month internship.

I also want to express my gratitude to MBMB for admitting me as one of their interns. During the course of my internship there, I gained a lot of insight and was able to broaden my experience. Apart from that, I had the opportunity to interact and work with a diverse range of people from varied backgrounds. The fact that I was an intern for the company, in my opinion, was a big blessing.

In light of the foregoing, I would like to take this moment to convey my deepest appreciation and gratitude towards my advisor, Madam Norraeffa binti Md Taib, who, despite being highly preoccupied with her duties, took the time to listen to me, give me advice, and keep me on the right track in doing this report. Without her, this report would surely not turnout well.

Moreover, I would like to give a big thank you to my family and friends. They have played a significant role in the pursuit of this internship. I want to thank them for their support and affection they gave me throughout the journey.

2.0 Student's Profile

2.1 Updated Resume



AISYAH ASYIQIN BINTI ZULKIFLI

I'm a student of international business. who is adept in trend-spotting and analyzing information. I'm excited for the start of my career and am prepared to give the firm my all in order to see it succeed.

Contact



Language

Bahasa Melayu ●●●●●
English ●●●●●

Skills

Organized ●●●●●
Communication ●●●●●
Teamwork ●●●●●
Adaptability ●●●●○
Critical thinking ●●●●○

Reference

- Madam Norain binti Ab Karim (Administrative supervisor) Majlis Bandaraya Melaka Bersejarah
- Madam Norraeffa binti Md Taib (Senior Lecturer) Universiti Teknologi MARA (UiTM)

Education

- **Bachelor of Business Administration (Hons.) International Business**
Universiti Teknologi MARA (UiTM) 2021 - 2023
 - Assisted my group during the study trip and CSR at Sabah.
 - In charge with talking with the locals at the rural village
 - Became the logistics bureau and activity bureau at the same time for a group project which required my group to conduct a seminar at a primary school
 - In charge of writing the scripts for the MCs of the event and took part in games with the students later on.
 - Have been the group leader several times
- **Diploma in Banking Studies**
Universiti Teknologi MARA (UiTM) 2017 - 2019
 - Became the cleanliness bureau for a club project which involve the collaboration with a university from Indonesia
 - Have been the group leader several times

Experience

- **Internship**
Majlis Bandaraya Melaka Bersejarah Mar 2023 - Aug 2023
 - **Data entry** : Accountable for precisely inputting and updating data into the office's databases or computer systems.
 - **Organizing and Managing Documents** : Physical and digital files were organized and maintained, and documents were properly labeled, kept, and made accessible as needed.
 - **Customer Service** : tasked to make answer calls from clients
- **Cashier**
News Station 2017
 - **Customer Service**: Greeting customers, assisting with inquiries, and providing helpful and friendly service to create a positive shopping experience.
 - **Operating the Cash Register**: Processing customer purchases accurately and efficiently, handling cash, credit card, debit card, and mobile payment transactions.
 - **Stocking Shelves**: Replenishing merchandise and arranging products on shelves to ensure items are readily available for customers.
 - **Maintaining Cleanliness**: Keeping the store clean and organized, including cleaning floors, restocking supplies, and ensuring that the store's appearance is well-maintained

3.0 Company's Profile

3.1 Name, Location, Background of the Company

3.1.1 Name : Majlis Bandaraya Melaka Bersejarah (MBMB)



Figure 3.1 Image of MBMB's logo

3.1.2. Location : Majlis Bandaraya Melaka Bersejarah, Graha Makmur, No.1 Jalan Tun Abdul Razak - Ayer Keroh, Hang Tuah Jaya 75450 Melaka, Malaysia

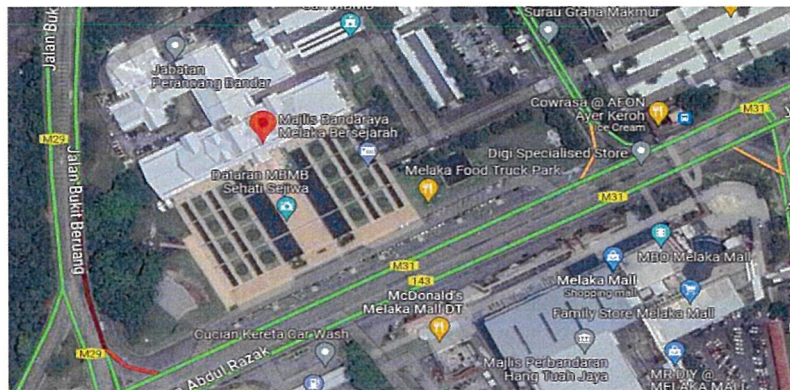


Figure 3.2 Image of MBMB's headquarters location

3.1.3 Background of the company



Figure 3.3 Image of MBMB's building

To begin with, there is a connection between the lengthy history of Malacca with the Melaka Historic City Council (MBMB). The British government's "Committee of Assessors" was in charge of "The Town and The Fort of Malacca" in 1824. The British East India Company established the 11 square kilometre wide Municipality of the Civic and Fort of Malacca to oversee security for the public, cleanliness, town planning, environmental protection, enforcement of building codes, promotion of social and economic development, and general maintenance of urban infrastructure.

The "Committee of Assessors" was to be replaced by a "Municipal Committee" in accordance with The East India Act XIX of 1848. The five council members that make up the Municipal Commission are directed by a "Resident Counselor" in accordance with the regulations. These Municipal Commissioners were given authority under the East India Act XXVII to serve as trust holders and either indict or be indicted. The Straits Settlement Municipality Regulations created a 1.4 square mile municipal jurisdiction on January 1st, 1887. Act 133 from 1913 allowed for an expansion to 4.2 square miles in that year.

Furthermore, Act 171 (1976), which united the Melaka Municipality Area and the Historical Melaka City Municipal Council (MPMBB) on January 1st, 1977, gave the MPMBB administrative responsibility over a region that is 114.7 square miles in size. MPMBB was primarily responsible for Melaka's change, development, and aesthetic appeal. Its administrative territory has expanded at the same rate as Melaka overall, where the commercial, agricultural, and most recently, tourism sectors are being given priority.

On April 15, 2003, MPMBB changed its name to Melaka Historic City Council (MBMB). With the help of this honour, MBMB will maintain the calibre of service it offers to Melakans and visitors alike.

In order to create the Hang Tuah Jaya Municipal Council (Majlis Perbandaran Hang Tuah Jaya, MPHTJ), a portion of its territory, including the headquarters building, was divided on January 1, 2010, spanning 57.66 square kilometres. However, due to the creation of a new administration area that is 30.86 square kilometres in size as a consequence of land reclamation, the council now has an area of 270.39 square kilometres.

3.2 Vision, Mission, Objective, Goal

3.2.1 Vision : MBMB leading to the world class cosmopolitan city.

3.2.2 Mission :

- Developed sustainable cities.
- Strengthen the corporate governance with integrity.
- Maintaining the culture and heritage

3.2.3 Objectives :

- To transform MBMB to become a powerful, ever-changing, as well as outstanding organisation
- Becoming the driving force behind the development of an improved modern and vibrant Malacca Historical City..
- To increase the quality of services that are provided to the public.
- To better organise the community's functions

3.2.4 Goal

- Monitoring city growth continually and enhancing the municipality's administrative, business premises, educational, and cultural functions.
- Develop Malacca into a modern metropolis.
- Create economic activity through comprehensive licensing policies in the commercial, industrial, tourism, along with financial sectors..
- Establish a "Garden Inner City" in Malacca by growing trees and flowers along public thoroughfares and in areas with sophisticated decor, well-designed illumination, along with neatly arranged paving.
- Maintain the cleanliness of the environment by keeping an eye on the drainage systems, grass trimming, and solid waste management.
- Establish and preserve infrastructure to fulfil community responsibilities, raise individual standards of living, and attract more tourists.
- Setting up and carrying out programs and initiatives aimed to advance a harmonious and united plural civilization

3.3 Organisational Structure

3.3.1 Organisational Structure of The Organisation



Figure 3.4 Image of MBMB’s organisational chart

3.3.2 Organisational Structure of Department

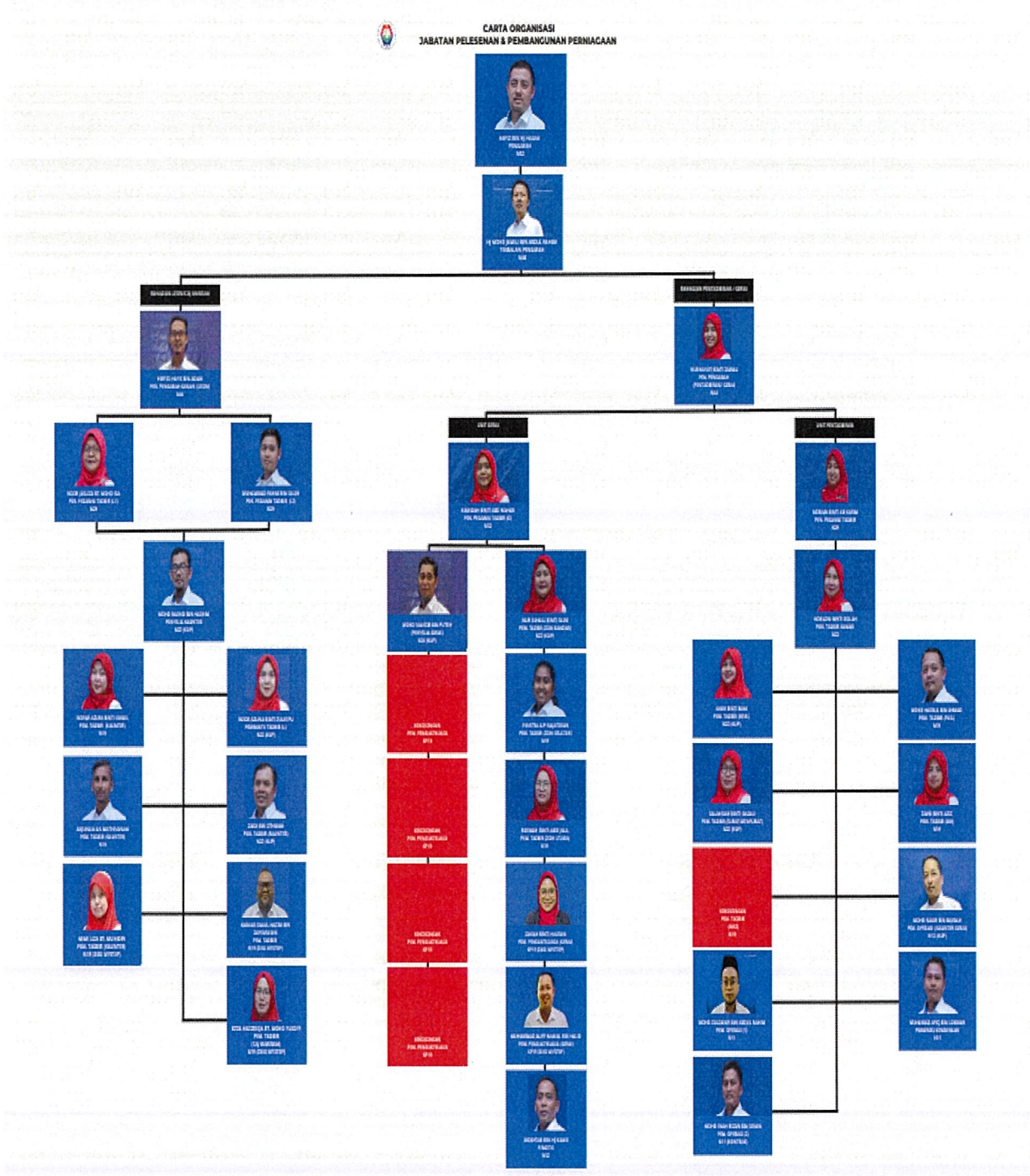


Figure 3.5 Image of MBMB’s licensing and business development department organisational chart

3.4 Services

3.4.1 City services

A spectrum of necessary amenities and services that are available to everyone are referred to as "city services" and are offered by local governments to citizens along with companies. These services are essential for upholding a high standard of living, guaranteeing the security of the public, and enhancing the overall welfare of the neighbourhood. Some of the city services that MBMB offers are :

3.4.1.1 Waste management

The term "waste management" describes the procedure for gathering, handling, getting rid of, and repurposing different kinds of garbage in a way that is socially, economically, and ecological appropriate. Waste management's main objective is to reduce waste's detrimental effects on human well-being and the ecosystem whilst fostering preservation of resources and environmentally conscious behaviours. MBMB manages the waste in Malacca. In fact, it is even the very first company in Malaysia to establish a regulated solid waste management facility for the communal garbage as well as hazardous waste from industrial places.



Figure 3.6 Images of the Krubong disposal site regulated by MBMB

3.4.1.2 Zoning and planning

For Malacca to experience orderly growth, land usage, and development, MBMB oversees zoning laws and urban planning. Zoning and planning are vital elements

of urban development because they have a major impact on how a city develops physically, socially, and economically. Zoning and planning are very important in luring industry and investment. Cities may provide economic possibilities and jobs by establishing appropriate zones for business and industrial operations.

3.4.1.3 Permits and licensing:

Issuing permits and licences for building, commercial operations, events, and other activities that need regulatory clearance is one of the services provided by MBMB.

Figure 3.7 Image shows application form for rental of stalls and commercial space, which can be downloaded at MBMB’s website

3.4.2 Property appraisal

Identifying an area of real estate's fair market worth is the objective of doing a property appraisal. MBMB itself does not directly provide property appraisal services. However, the city council plays an important role in overseeing as well as managing the process to ensure transparency, fairness, and compliance with local regulations.

3.4.3 Land development

MBMB normally has to be consulted if any individual or organisation wishes to develop land inside Malacca. Applications for brand-new construction, improvements, or alterations to land use are reviewed by the organisation. MBMB takes into account aspects including the effect on the neighbourhood, infrastructure, traffic, and zoning adherence.

3.4.4 Temporary ads

In order to avoid further issues like collapsing sign boards or setting up at the incorrect location, which might result in an issue for others, individuals or company's need to get permits or licence to set up their ads in Malacca. MBMB will then ensure that individuals or organisations follow all the rules and regulations of placing up the signboard or ads.

4.0 Training's Reflection

4.1 Working Duration :

4.1.1 Duration of internship : 1st March 2023 until 15th August 2023

4.1.2 Working days : Monday to Friday

4.1.3 Working hours : 8.00 a.m until 5.00 p.m

4.1.4 Break hours : 1.00 p.m to 2.00 p.m

4.2 Details on Roles

I was assigned to the licensing and business development department on the first level of the building for the duration of my six-month internship at MBMB. I didn't have any particular roles allocated to me during the time that I was there. Nevertheless, my supervisors, Madam Norhayati binti Zainal and Madam Norain binti Ab Karim, occasionally gave me a range of tasks to complete. I gave you the following tasks, among others:

4.2.1 Organising and managing documents

- I was given the responsibility of organising and managing my department's documentation, among other things. It was my duty to make sure that each item was stored correctly, well labelled, as well as making sure that the documents are easily retrievable by the staff there. Staff members will find it easier to discover and retrieve files if they are organised. As a result, less time is spent manually seeking for files, and a comprehensive and unified system is offered. As a result, productivity among employees increases, and collaboration is improved.

4.2.2 Data entry

- The process of entering, managing, as well as editing different kinds of information into databases or computer systems is known as data entry. Data entry also involves converting data from various sources, such as paper documents, electronic files, or other formats, into a digital format that can be easily accessed, stored, and manipulated electronically. One of the data entries I did was, I had to take care of and update around 300 depositors information within an excel spreadsheet in the database of the department. In order to assure accuracy, I also had to do validation of the data and confirm the inputted data's accuracy compared to the source documentation.

4.2.3 Assisting in meetings and events

- On occasion, I'm requested to assist at meetings or events. It is my responsibility to bring the necessary documents or materials to any meetings or events and give them to the attendees. Additionally, I am sometimes tasked to set up and take care of the registration table along with making sure the attendees have signed their attendance. Besides that, I also had to attend events held by the company after working hours. One of them was a gotong-royong activity at Sungai Udang which was held on Saturday morning.

4.2.4 Customer Service

- Customer service is a service and guidance an organisation offers to consumers who use or buy its goods or services. Throughout my internship at MBMB, I was tasked to make and answer calls to clients regarding their licence, agreement or deposits. I am responsible for telling them whether their licence is approved, or if their agreement is ready to be signed or if they have deposits that they have not claimed.

4.2.5 Administrative Support

- The variety of services, jobs, and help offered to ensure that an organisation's or a person's daily activities run smoothly is referred to as administrative

support. I am usually assigned to assisting other team members or managers with general administrative tasks like printing, compiling, as well as filing.

4.3 Gains: Intrinsic & Extrinsic Benefits :

People who undertake internships benefit much from them. Whether an intern works for an organisation, they can gain valuable professional experience and abilities that will help them grow both personally and professionally. Below are the benefits of internship that I was able to gain :

4.3.1 Intrinsic Benefits

There are several intrinsic benefits to becoming an intern, and they may support one's personal as well as professional growth. These advantages might not always be visible or palpable right away, nonetheless they are capable of having a big influence on someone's growth and future success. Here are a few of the most important advantages that being an intern has for me :

- Hands on experience
 - Through internship, a person is able to gain practical experience in the fields that they are interested in. Being an intern gives them the chance to observe the company's culture, working environment, and ideals to see if they coincide with their own. With a greater understanding of the professions a person desires, this information will aid one in their future job search.

- Learning and Skill Development
 - Internships offer chances to develop new abilities and obtain useful experience in a real-world working setting. One may gain useful skills through internships, like time management, communication, project management, writing, and /. Any future occupation that person chooses to pursue can benefit

greatly from having these talents. This education may be gratifying and powerful.

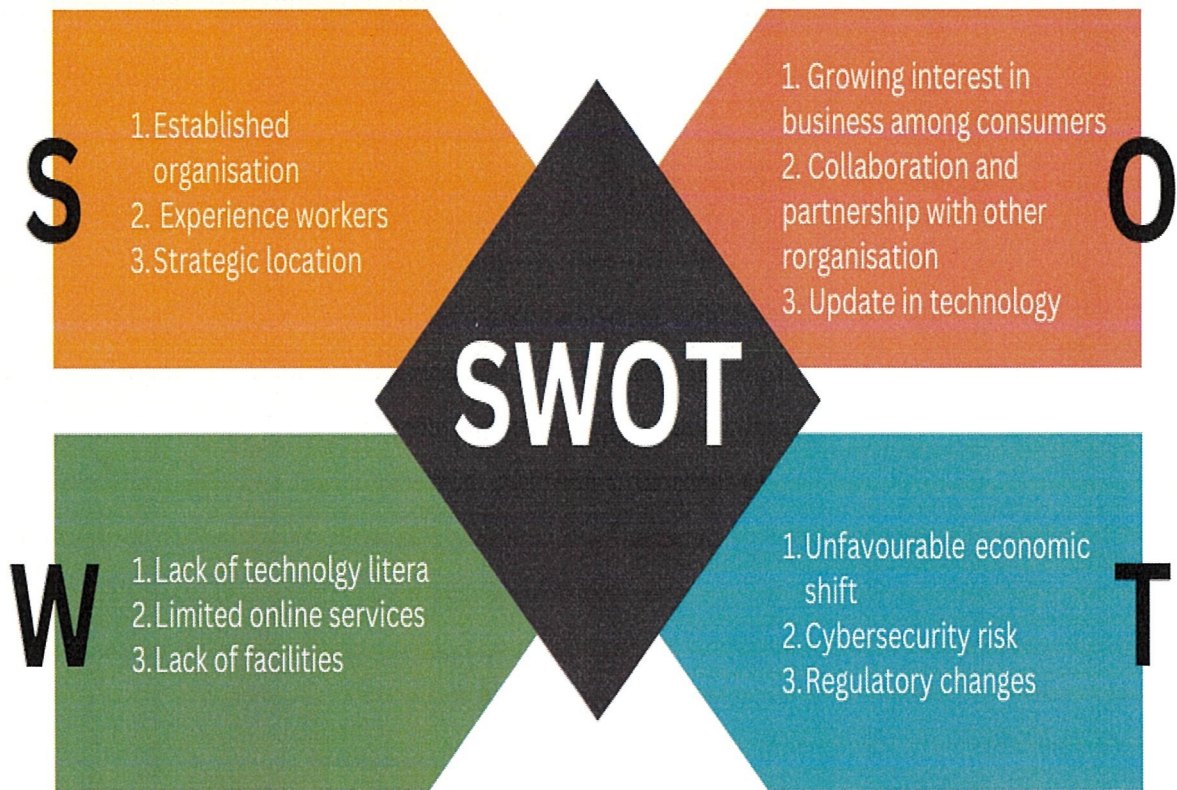
- Personal growth
 - Internship opportunities can introduce one to a range of individuals, settings, and situations. You'll discover along the way that you possess all the skills necessary to make a difference after graduation. The move from college student to fully-fledged professional will be considerably easier thanks to this enhanced confidence.

- Build a strong resume
 - Your resume may be filled up succinctly and properly utilising this relevant job experience. When a person is looking for a full-time job, the mentors and bosses they work with during their internship may prove to be useful references for them. If you are upbeat and hardworking, managers are more likely to suggest you for openings. The fact that your internship supervisors knew you well and had firsthand knowledge of your accomplishments to the company may be helpful to you in your job search. They can offer specifics, show how your skills are developing, and describe how your education has prepared you for the workforce.

4.3.2 Extrinsic Benefits :

- Allowance
 - Allowances were given RM15.00 per working day for 3 months of the internship.

SWOT ANALISYS



6.0 Discussion & Recommendation

6.1. Strength

6.1.1 Established Organisation

a) Explain and elaborate the strength

A business or organisation that has been around for a while and has effectively functioned and expanded through time is referred to as an established organisation. Established firms, or those that have existed operating effectively for a while like MBMB who has been operating for years, often have a number of advantages over more recent or smaller rivals. The benefits of established businesses include access to qualified staff, brand recognition, customer loyalty, financial stability, and operational expertise. With the help of these advantages, they are able to foster innovation, and keep a competitive edge in their respective fields. However, in order to remain relevant and satisfy shifting client needs in a constantly changing business environment, it is critical for established businesses to keep adapting and evolving.

b) How does it impact the organisation?

In my opinion, MBMB is definitely an established organisation. MBMB existed in Malacca for so long. Based on what I have seen, even those who don't use their services are aware of the company's presence. Aside from that, MBMB being one of the organisations in Malacca for people to get their business licence is another reason. Furthermore, the company's flag and logo can be conjointly seen all across Malacca. Thus, ignorance regarding the company's present is almost impossible.

A variety of benefits come with being an established company, like MBMB, which supports its competitive advantage, reputation, and stability. To begin with, having an established business raises the company's brand recognition. How well clients are able to identify a product is referred to as brand awareness in marketing terms. Customers' awareness of the company's existence ought to involve positive perceptions of the qualities that distinguish the product from its competitors. For a

firm, having great brand recognition has several benefits. Customers may quickly recognize a brand thanks to brand awareness. Consumers are more inclined to take a recognizable brand into consideration when making purchases when they encounter it since it elicits pleasant associations and trust.

Additionally, having brand recognition means that MBMB frequently have little trouble luring top personnel to want to work with the company. The attraction of a respectable and well-known brand to job searchers increases the efficacy of recruitment activities. Due to the benefits and chances that large corporations like MBMB may provide to job searchers, many people aspire to work for them for a variety of reasons. Large corporations like MBMB have well-known, renowned brand names that have a long history. An individual's professional reputation may be improved by working for a renowned and well-known company, and this can lead to new job prospects. They are also interested in the competitive pay scales and extensive benefits packages, such as health insurance, retirement programs, and other advantages that MBMB offers.

Using alliances is another. As a well-established business, MBMB may build strategic alliances with other organisations, resulting in partnerships that benefit both businesses and aid in their growth.

c) Recommend how can the organisation sustain or expand this strength?

A proactive and flexible strategy is necessary to maintain the advantages of being an established business. First and foremost, MBMB has to emphasise the importance of an innovative culture within the company. Encourage staff members to look for innovative concepts, tools, and techniques to enhance the quality of processes, services, and products. In a market that is changing quickly, innovation aids the organisation in remaining relevant and competitive.

Next, maintain communication with clients to comprehend their changing wants and preferences about the services at MBMB. To obtain information, use surveying, social media listening, and consumer feedback channels. Engagement with customers encourages loyalty and aids in locating potential development areas. Due to

its vital role in corporate success, customer loyalty has emerged as a key indicator in the business sector (Bahri Ammari & Bilgihan, 2019). In addition, building a special relationship with clients can increase both business and customer loyalty over time (Das et al. 2018).

Lastly, MBMB could also do partnerships with other known organisations in or outside of Malacca. By utilising the advantages and reputation of the organisation that MBMB partners with, it may dramatically enhance the company's image. When two trustworthy organisations collaborate, they can have a beneficial effect that improves their market status and perception of their brand. The brands of both organisations gain legitimacy and confidence when they collaborate with a well-known and reputable institution. Customers are more inclined to believe in a business if it has a solid partner, which boosts confidence in the services that MBMB provides. Additionally, enabling both businesses to access customers. Having a larger market presence helps boost the company's reputation by raising brand recognition and awareness.

6.1.2 Skillful workers

a) Explain and elaborate the strength.

One who consistently goes above and above in carrying out their duties and who holds the necessary credentials for their position is referred to as a skilled worker. For developing nations, skilled employees provide the human capital that drives economic development and progress.(Sarwar et al. 2021). Professional employees are aware of their responsibilities and are fully committed to the company. They strive to provide outstanding customer service and ensure that all work is completed with care and attention to detail.

Skilled people are essential in the modern workforce. Simply said, any organisation that values its workers should make an investment in them by giving them access to further training, education, and opportunity to develop their skill sets and advance within the firm.

b) How does it impact the organisation?

There are tons of skilled workers in MBMB. MBMB's performance and operations is significantly impacted by these employees with expertise. First of all, it boosts the performance of the company. Skilled employees of the company are productive and they are familiar with their jobs and the organisation's procedures. They can do duties faster and with less training, which improves operational effectiveness overall. Besides that, skilled labourers are far less inclined to commit mistakes or need to redo work. Their expertise lowers the possibility of mistakes, resulting in higher-quality results and less effort required for making repairs.

Next, the skilled workers produce good quality output. The skilled workforce at MBMB frequently produces better work. Employees with more experience have developed their talents through time, which lowers the possibility of mistakes and results that are on par with or better than expectations.

Moreover, due to a number of important elements that are ingrained in their knowledge and experience, skilled individuals at MBMB offer excellent customer service. They have a thorough grasp of the services that MBMB provides. Customers are given confidence by their ability to give thorough answers, respond to challenging queries, and efficiently handle consumer concerns. Strong communication abilities are a characteristic of skilled professionals, allowing them to engage with clients in a direct, kind, and expert manner. They have the capacity to empathise with and actively listen to customers' issues.

c) Recommend how can the organisation sustain or expand this strength?

The effort put forth by skilled personnel is expected to finally lead to the desired performance objective. If the skilled workers feel that their efforts are not being appreciated, they might leave the company. Thus, MBMB must find ways to retain them. Previous research (Zhang et al., 2021) that found that external rewards should be paired with intrinsic advantages in order to retain skilled staff supports this result.

One of the things MBMB can do to sustain or expand their skilled workers is by way of training, workshops, conferences, and certifications, to provide skilled individuals the chance to expand their knowledge and competence. MBMB should invest in their professional development to maintain their engagement and motivation. According to (Hway et al, 2022) Both monetary and non-monetary incentives work well to encourage and keep competent employees.

Additionally, MBMB should make sure that their skilled employees receive competitive pay and comprehensive benefit packages. Recognize and honour their contributions to the achievement of the company. Provide skilled employees with opportunity for professional progression. To promote adherence and retention, acknowledge and recognize internal talent.

MBMB can also offer workshops for its employees to improve their abilities. Give people a lot of chances to train and enhance their skills. To assist staff members in honing their knowledge, provide workshops, seminars, online courses, and mentorship programs.

Programs for appreciation and recognition are another thing the MBMB can undertake. Recognize and value the contributions and accomplishments of talented people. Implement employee appreciation initiatives to recognize their efforts and raise morale. Through this program the skillful workers will feel appreciated and not want to work elsewhere. In addition, this could also encourage other workers to work harder too.

6.1.3 Strategic location

a) Explain and elaborate the strength.

For an organisation to prosper, its location must be ideal. Long-term organisational effectiveness can be considerably increased by making wise site decisions. Unsatisfactory ones might cost the business millions in wasted resources. The organisation may maximise potential while minimising costs and risks by choosing the best site that suits its goals and objectives with the aid of a strong

location strategy. The location of MBMB is favourable. The organisation is located in Jalan Tun Abdul Razak. Nearby malls and restaurants that are well-known in Malacca include the Melaka Mall, McDonald's, and Aeon Shopping Centre. A hospital, two gas stations and a residential area are also conveniently located nearby too. Not to mention, the area rarely gave problems such as floods.

b) How does it impact the organisation?

An organisation can benefit from several important advantages and qualities that have a favourable influence on its operations, market presence, and general performance by choosing a strategic location. First off, MBMB can have better access to its target market. The organisation building is built close to the housing area, shops and much more. This close proximity gives the business an advantage over competitors that are further away.

Additionally, networking possibilities. MBMB has access to networking possibilities with other companies, trade groups, and possible partners because of its strategic location. Networking may result in partnerships, collaborations, and enhanced industry awareness.

c) Recommend how can the organisation sustain or expand this strength?

Maintaining and maximising the benefits provided by a strategic location requires taking a proactive approach. First and foremost, MBMB has to invest in the building's infrastructure and amenities. Maintaining and advancing infrastructure, facilities, and technology on a regular basis will guarantee that the strategic location stays alluring and productive for business operations.

Additionally, relationships and networking. Maintain MBMB's connections and look for collaborations with nearby companies and trade groups like MPHTJ. Collaboration can open up new possibilities and strengthen a company's local presence.

Additionally, MBMB has to pinpoint any hazards that can have an impact on the strategic position, such as environmental dangers like floods. Create risk management plans and backup plans to increase resilience.

6.2. Weakness

6.2.1 Lack of technology literacy

a) Explain and elaborate the weaknesses

The inability of people to use contemporary technology and digital tools successfully in their job or daily life is referred to as a lack of technology literacy among employees, also known as digital illiteracy or tech illiteracy. It indicates that they are unable to navigate and utilise digital tools, software, and internet resources. The lack of proficiency can affect people of all ages and from all ages. The employees at MBMB with limited technological literacy have trouble handling digital files and folders, or even just opening and shutting software programs. Lack of technological literacy may have a range of effects on both the individual and the workplace. Employees with poor levels of technological literacy may find it challenging to embrace new technologies, stay up with digital workflows, or collaborate effectively online. This may have an effect on productivity and limit a business's capacity for innovation and competitiveness.

b) How does it impact the organisation?

Based on my observation, a handful of staff at MBMB are not very tech savvy. Some of them sometimes have problems using the latest version of software such as the newest version of Excel or Word. They do not have a strong grasp on how to use the updated software efficiently. They struggle to use software programs and internet resources that are often used at work..

The impact of low technological literacy among employees might cause reduction in productivity. Having non tech savvy employees makes it difficult for

them to properly use digital tools and applications, which could result in slower productivity.

For MBMB, the lack of technological literacy among employees might have a number of serious repercussions. These consequences might negatively impact the organisation's overall efficiency, competitiveness, and capacity to adjust to the world of business that is increasingly driven by digital technology.

First off, it decreased output. Employee productivity and efficiency may suffer in the workplace if employees lack the necessary technological skills to execute activities that call for the use of digital technologies quickly. Project delays, decreased production, and slower turnaround times may arise from this.

c) Recommend what the organisation needs to do to overcome this weakness or lessen its impacts?

A proactive and all-encompassing approach that prioritises education, support, and developing a tech-friendly work atmosphere is needed to address the staff's lack of technology literacy. MBMB can start by thoroughly evaluating each staff member's degree of technological literacy. Surveys, skill evaluations, or one-on-one conversations can all be used to pinpoint particular areas that need work.

Besides that, create and administer an employee-specific focused technology training program. Provide instruction in the use of the key digital tools and software for their tasks through training sessions, workshops, and online courses.

Next, to make sure that staff have actual experience utilising technological tools, combine academic understanding with practical instruction. Give staff members chances to put what they've learned to use in actual situations.

6.2.2 Limited of online services

a) Explain and elaborate the weaknesses

The absence or restricted availability of digital platforms, apps, or tools that enable clients to engage, do business, or access services online is referred to as a company's lack of online services. Businesses that do not provide online services may lose out on important possibilities to engage with clients, streamline operations, and maintain competitiveness in today's technologically advanced world. Some clients are displeased by the fact that not all services are offered at MBMB's website. They have to come to MBMB themselves to get the services they want. Some of them might live far away and might lead to them not wanting to get MBMB's service at all. This causes them to have a bad customer experience.

b) How does it impact the business?

Based on my observation, MBMB's website is limited in online services. Consumers usually have to come to MBMB themselves to get their services they want. The lack of online services can create several weaknesses for a company, particularly in today's digital era where online presence and accessibility are crucial for business success

Firstly, one of the impacts of having limited online services is customer dissatisfaction . Customers now demand the ease of use of services. Customers may get dissatisfied if there are no online services available since they may choose to communicate and conduct business online due to its ease and quickness. Lack of online services in the digital age give customers the idea that the business is out of current or not technologically cutting edge, which might harm customers' perceptions of its brand.

Furthermore, with limited online service, MBMB's audience is limited to those who can visit the premises. People who are not from Malacca that want to open a business here have expressed their frustration about MBMB's unreliable system. As a result, it could be more challenging for the company to create a presence in markets outside of Malacca.

c) Recommend what the organisation needs to do to overcome this weakness or lessen its impacts?

To overcome the lack of online services and establish a digital presence for a company, one of the things MBMB must do is simply start by creating a comprehensive digital strategy that aligns with the company's goals and target audience. Identify the online services and platforms that are most relevant to the business.

Next, MBMB should invest in website development. Build a professional and user-friendly website that showcases the company's products or services, provides essential information, and allows customers to interact with the business.

Furthermore, implement analytics and insights: Use analytics tools to track website performance, customer behaviour, and other key metrics. Analysing data provides valuable insights to make data-driven decisions

6.2.3 Lack of facilities

a) Explain and elaborate the weaknesses

Lack of facilities in a company refers to the absence or inadequacy of physical resources and infrastructure required to support its operations and meet the needs of its employees, customers, and stakeholders. Facilities encompass various aspects, including workspace, equipment, amenities, and support services. Even though the MBMB headquarters has several amenities including prayer rooms, restrooms on each level, parking spaces, and an elevator, sometimes workers as well as clients still protest about the scarcity of amenities it provides. First of all, there aren't many parking spaces available, and only a few of them have roofs. Customers must thus park far from the organisation, and occasionally even the employees must do so when an important conference or event is taking place. Both sides become frustrated with this, which can harm MBMB's reputation.

b) How does it impact the business?

Based on my observation, a lot of staff at MBMB and also customers had complained that the facilities were not enough. There is no ATM machine here for them to cash out money, the parking spots are limited, especially if a big event is being held at MBMB where they have to fight for a spot, and there is only one lift in the building for everyone to use.

The impact of the lack of facilities on a company can be significant and far-reaching, affecting various aspects of its operations, performance, and overall success. One of the impacts is reduced productivity: Inadequate facilities can lead to inefficiencies in workflows and processes, resulting in reduced productivity among employees. As there is only one lift in the company, workers have to wait long

Additionally, employee and customers morale and satisfaction are affected. Employees feel that their basic needs are not met and would feel unsatisfied with their work environment. Meanwhile, customers feel that the organisation

c) Recommend what the organisation needs to do to overcome this weakness or lessen its impacts?

Overcoming the lack of facilities requires a proactive and strategic approach. MBMB can take several steps to address this challenge and ensure they have the necessary resources and infrastructure to support their operations effectively. Firstly, begin by conducting a thorough assessment of the company's current facilities and identifying the areas with the most significant gaps or deficiencies. Prioritise the facilities that are critical to the company's operations and growth.

Next, allocate budget and resources: Allocate a budget specifically for improving or acquiring new facilities. Secure necessary financial resources to fund facility upgrades or expansions.

Besides that, employee engagement. Involve employees in the process of addressing facility issues by seeking their input and feedback. Engaged employees are more likely to support and adapt to changes

6.3. Opportunities

6.3.1 Growing interest in business among customer

a) Explain and elaborate the opportunity.

MBMB is an organisation in Malacca that offers services of producing business licences and so on to individuals. Nowadays, people's increased interest in business has been increased as the result of a number of variables that are motivated by both social and personal goals. There has been a major change in recent years toward encouraging entrepreneurship and innovation. To effectively handle the surge in applications, MBMB must adapt their processes, manage resources efficiently, and ensure compliance with regulatory requirements. By doing so, they can contribute to fostering entrepreneurship, supporting economic growth, and maintaining public trust in the licensing process.

b) How does it impact the business?

The increase in customer desire to launch their own businesses has a significant impact on MBMB. As more consumers express interest in starting their own businesses, the necessity for partnerships and licensing opportunities increases. First off, it raises consumer awareness of MBMB. More licensed businesses provide more opportunities for brand exposure. Additionally, MBMB anticipates a rise in revenue as a result of providing more business or individual licences. The price of obtaining permissions, together with any associated fees, might significantly raise the budget. Last but not least, more customer feedback and suggestions are sent to MBMB as a result of the increase in licence submissions. This information might be utilised to pinpoint areas that need improvement.. This input may be used to identify areas for improvement in the licensing procedure.

c) Recommend how can the organisation take advantage of this opportunity and the potential outcome can the company gain?

MBMB may benefit from consumers' increased interest in starting businesses by employing a number of techniques to fulfil the rising demand and offer value-added services. First, simplify the licensing procedure. Streamline and quicken the application procedure for company licences. MBMB might invest in online portals and digital platforms that make it simple for business owners to apply for licences and check the progress of such applications.

Additionally, offer training materials and manuals to assist budding entrepreneurs in comprehending the licensing requirements and procedures associated with beginning a firm. More people may start their own businesses if the information is clear and easy to get.

Additionally, provide top-notch customer care to assist applicants with the licensing procedure. Customer service that is responsive and helpful may foster trust and promote repeat business.

6.3.2 Collaboration and partnerships with other organisation

a) Explain and elaborate the opportunity.

A business partnership or cooperation occurs when two or more organisations get together to work cooperatively toward the same goal. In this kind of collaboration, businesses combine their resources, know-how, and skills to accomplish a common objective or take on a particular difficulty. These cooperation might be formalised through contracts or can be done through informal agreements. Through a collaboration or partnership, MBMB is able to gain lots of benefits. Partnerships between other organisations may foster innovation, increase efficiency, and present new prospects for the expansion and development of businesses when they are properly handled.

b) How does it impact the business?

There are a lot of impacts of collaborations and partnership towards MBMB. Scholars' interest in the investigation of the connection between collaboration and

partnership performance has increasingly grown. The findings of this type of empirical research are contradictory, while some academics hold that partnerships and the formation of strategic alliances are positively correlated (Jiao et al., 2019; Iwami, 2021). The inter-enterprise network linkages can have a significant positive impact on MBMB and the other party performance, according to several researchers that examined the relationship between alliance network structural features and alliance performance from the perspective of social networks (Kamal et al., 2021).

In other research, inter-firm cooperation has been examined in relation to partners' financial and non-financial performance. Cost effectiveness and a return from investments are examples of financial performance, and non-financial performance can take many different forms and include things like access to complementary resources, reduced uncertainty due to vertical integration, and risk avoidance through coinvestment with partners (Tran et al., 2021).

c) Recommend how can the organisation take advantage of this opportunity and the potential outcome can the company gain?

By utilising the strengths of other organisations to achieve shared objectives, MBMB may greatly benefit from partnerships and collaborations.

First, look for partners whose knowledge, abilities, or market presence the organisation may benefit from. A well-matched cooperation can improve the entire offering and close capability gaps.

Make sure the other party has aligned goals for the partnership and that they share a similar vision. Objectives that are understood and agreed upon will keep the collaboration on track and fruitful. A misunderstanding between parties can cause disputes between parties. The inability to sustain ties between partners is the primary cause of strategic alliance breaks (Dyer et al., 2018).

Maintain honest and straightforward communication with your partners. Share updates, achievements, and difficulties frequently to establish a collaborative atmosphere and to build trust.

6.3.3 Update in technology

a) Explain and elaborate the opportunity.

The process of enhancing or replacing current technology with newer and more sophisticated technology to increase performance, efficiency, and functionality is referred to as technological update. It entails integrating the most recent technologies and solutions into an organisation's current infrastructure to stay up with changing market norms and satisfy shifting business requirements. Software Upgrades are one example of a technological upgrade. upgrading databases, operating systems, or software programs to newer versions with enhanced functionality, security updates, and bug fixes. Hardware upgrades: Adding to or replacing hardware elements including networking gear, computer processors, memory, storage devices, or networking equipment to improve performance. MBMB is actively working to improve its website to make it more user-friendly and offer its customers the greatest possible user experience. Additionally, MBMB's equipment is gradually transitioning to more high-tech goods, which may boost production of the workers

b) How does it impact the business?

Firstly, it can improve efficiency: Upgrading technology often leads to streamlined processes, automation of repetitive tasks, and faster data processing, resulting in improved overall efficiency and productivity.

Next, Enhanced Productivity: With advanced tools and software, employees can accomplish tasks more quickly and effectively, leading to increased productivity across the organisation.

Additionally, reduced costs. Technology upgrades can help optimise resource usage, eliminate manual errors, and lower operational costs in the long run

c) Recommend how can the organisation take advantage of this opportunity and the potential outcome can the company gain?

A company can take advantage of technological upgrades by implementing advanced technologies and solutions to improve various aspects of its operations and performance. When effectively utilised, technological upgrades can lead to several benefits and potential outcomes, such as enhanced efficiency and productivity. Upgraded technologies can automate tasks, streamline processes, and optimise workflows, leading to increased efficiency and productivity throughout the organisation

Moreover, improved customer experience: Advanced customer relationship management (CRM) systems and digital tools can enhance customer interactions, personalization, and responsiveness, resulting in improved customer satisfaction and loyalty.

Furthermore, data-driven decision making: Technological upgrades often provide access to real-time data and analytics, enabling data-driven decision making that leads to more informed and strategic choices.

6.4 Threat

6.4.1 Unfavourable economic shift

a) Explain and elaborate the threat

An unfavourable economic shift can have significant impacts on a company's operations, financial health, and overall performance. Such shifts often result from macroeconomic factors, changes in market conditions, or disruptions to the business environment. MBMB cannot escape this problem. An economic shift can result in less consumers needing their service as less people willing to open up business during hard times. As a result the demand for MBMB's services decreases.

b) How does it impact the business?

Based on what I have gathered, an unfavourable economic shift can greatly impact MBMB. For example, the covid-19 pandemic, lots of business had to be shut down which consequently impacted MBMB's service demand negatively. If a similar pandemic happens again in the future, MBMB's services will yet again face a negative impact.

Moreover, MBMB faces customer payment delays. During tough times customers facing financial challenges may delay payments, affecting the company's cash flow and working capital.

In addition, regulatory and policy changes. Economic shifts may lead to changes in government policies, regulations, or tax structures, impacting the company's operations and compliance costs. As a government company, MBMB must abide these rules, even though

c) Recommend what can the company do to deal with this threat and how can they avoid or lessen its impact?

If MBMB faces the threat of an unfavourable economic shift, it must take specific actions to safeguard its operations, support the economy, and protect the interests of its citizens. Some of the actions they can take is employee engagement and retention. Engage with employees transparently and maintain open communication during uncertain times. Invest in employee development and well-being to retain valuable talent

Next, risk management: Assess and manage potential risks associated with an unfavourable economic shift. Implement risk mitigation strategies to safeguard the company's assets and reputation.

6.4.2 Cybersecurity risk

a) Explain and elaborate the threat.

The hazards and risks by malicious individuals that try to take advantage of weaknesses in systems, networks, as well as technological structures are referred to as cybersecurity threats. These online dangers can result in illegal access, data breaches, service interruptions, monetary losses, and reputational harm to a company. Cybersecurity threats come in a wide variety of shapes and sizes and are getting more complex and advanced. The MBMB is not safe from these assaults. Hackers can try to steal private information about clients or businesses. This might make customers cautious and unwilling to cooperate with MBMB as a result. Cybersecurity is a crucial component of corporate risk management, not only an IT issue. To safeguard a company against cyberthreats and their possible repercussions, a solid cybersecurity plan and preventative actions are required. To protect their assets, reputation, and long-term performance, businesses must prioritise cybersecurity, invest in the correct technology, embrace best practices, and foster a culture of security awareness among workers.

b) How does it impact the business?

MBMB's operations, reputation, as well as general well-being are all significantly impacted by cybersecurity attacks. First off, a cybersecurity incident may seriously harm a MBMB's brand and destroy consumer confidence. Customers and organisations may lose faith in the business's capacity to secure their privacy and data, which might result in a decline in brand value and ruin its image.

Cyberattacks can also interfere with MBMM operations. Systems and networks might go down, which would cause delays in projects, lost productivity, and downtime.

In addition, MBMB may lose their competitive advantage. The market position of the business may be harmed, and future growth may be impeded, by stolen trade secrets or innovations.

Next, employees may experience stress and worry as a result of cybersecurity events. Productivity and morale may suffer if worries about the company's security posture are present.

c) Recommend what can the company do to deal with this threat and how can they avoid or lessen its impact?

A proactive and all-encompassing strategy is needed to defend a company's digital assets and sensitive information from cyberattacks. Conducting frequent cybersecurity training sessions to inform staff about the most recent dangers, phishing schemes, and best practices for safeguarding sensitive data is one action that MBMB may take. Having awareness aids in avoiding mistakes made by people that might result in security breaches.

In addition, enact stringent password standards that mandate the use of complicated passwords and frequent password upgrades. To increase security, think about adding multi-factor authentication (MFA).

Maintaining the most recent security patches and upgrades for all software, operating systems, and apps is essential. Attackers may take advantage of flaws in dated software.

Maintaining the most recent security patches and upgrades for all software, operating systems, and apps is essential. Attackers may take advantage of flaws in dated software.

6.4.3 Regulatory changes

a) Explain and elaborate the threat.

The operations, finances, and general business climate of MBMB can all be significantly impacted by regulatory changes. New legislation, revisions to current rules, or adjustments to governmental policy can all result in these changes. Depending on how the business adapts and complies with the new regulations, regulatory changes can have both beneficial and bad effects.

b) How does it impact the business?

It's possible that MBMB may have to spend more money to comply with new rules. This might involve appointing compliance officers, making investments in cutting-edge technology, or offering staff training courses.

Adjustments to the company's operations and procedures may be necessary as a result of regulatory changes. In order to comply with the new specifications, MBMB would need to alter its production processes, supply chain, or data management procedures.

Regulatory changes may have an effect on a company's financial results. For instance, revisions in financial reporting may be necessary if tax rules change, which may impact the company's tax obligations.

c) Recommend what can the company do to deal with this threat and how can they avoid or lessen its impact?

MBMB can overcome regulatory changes by taking a number of proactive measures to assure compliance and reduce operational interruptions. First, keep a careful eye on regulatory developments and communicate with regulatory agencies often. Participate in meetings and provide suggestions to help shape future legislation

Impact assessments should be conducted often to determine how any future regulatory changes could affect the operations, finances, and stakeholders of the organisation. Decide which places would need improvements or alterations to meet new standards.

To understand the effects of regulatory changes and create efficient compliance plans, engage with regulatory consultants, industry experts, and legal professionals.

7.0 Conclusion

Ultimately, internships provide a wealth of priceless advantages that have a long-lasting effect on both interns and employers. Internships provide prospective professionals a crucial opportunity to put their academic knowledge to the test in real-world situations, creating a better grasp of their chosen disciplines and developing their skill sets. Interns gain the confidence and adaptability necessary to succeed in their future employment by being exposed to real-world difficulties. Additionally, internships provide students with the chance to network, establishing contacts with professionals in their field and prospective mentors.

Overall, internships act as a vital link between the classroom and the working world, preparing young people for the difficulties that lie ahead and fostering a talented and vibrant workforce that helps businesses prosper. Internships are a vital investment in the future of both interns and the companies they support because of the benefits that both parties derive from them.

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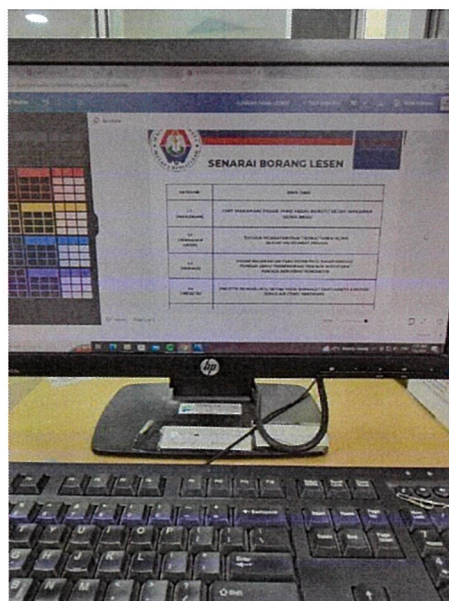
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Part 9: Appendices



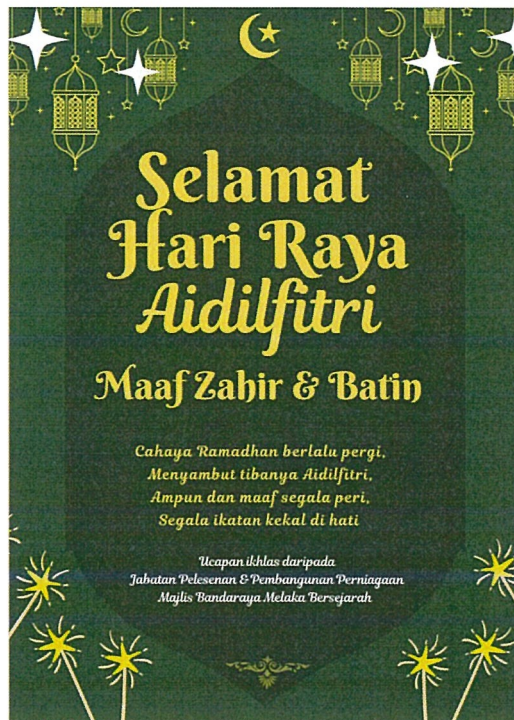
Appendices 1 Image of student at taking part at an event held by MBMB



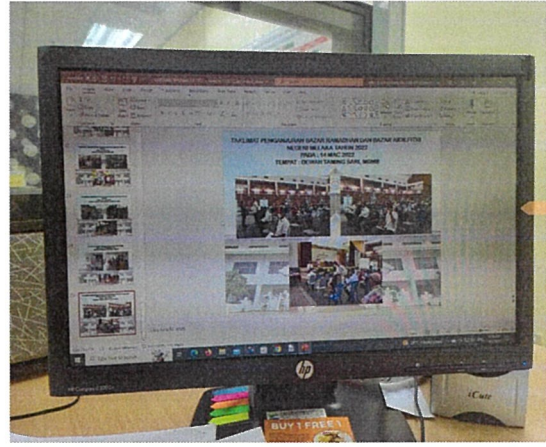
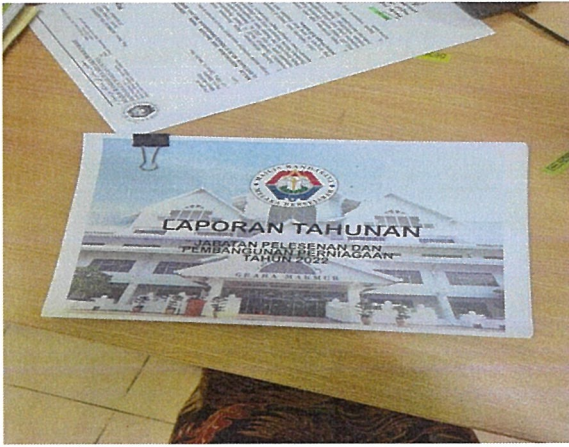
Appendices 2 Image of list of forms that the students was responsible to make



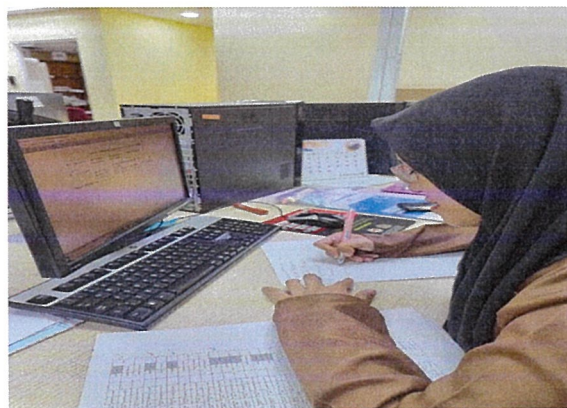
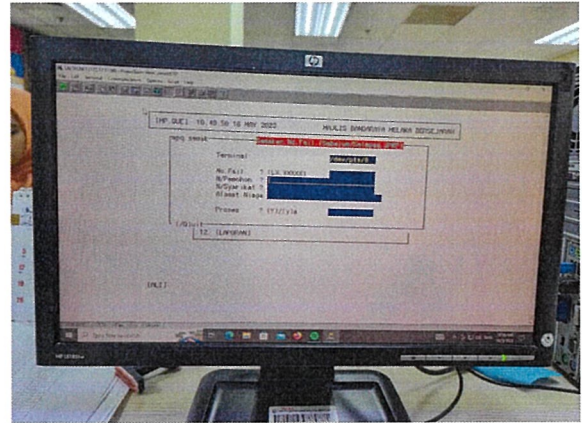
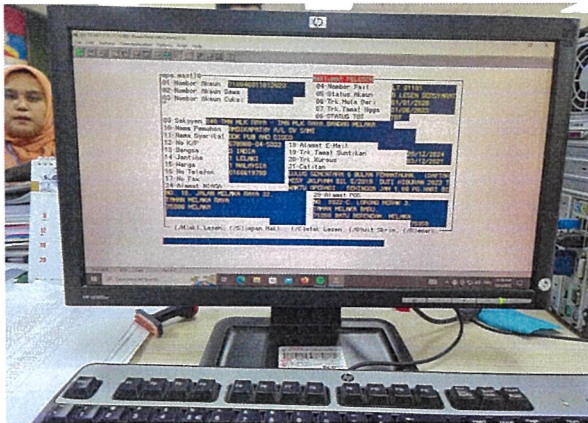
Appendices 3 Image of meeting the student was responsible to take



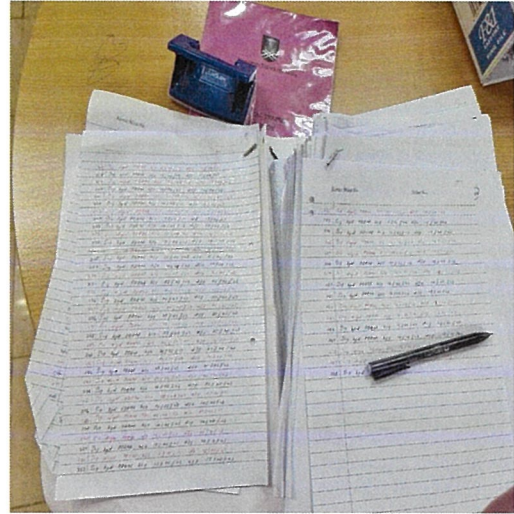
Appendices 4 image of the Hari Raya Dinner card invitation the student was responsible to make



Appendices 5 Image of the slides of the departments yearly report made by the student



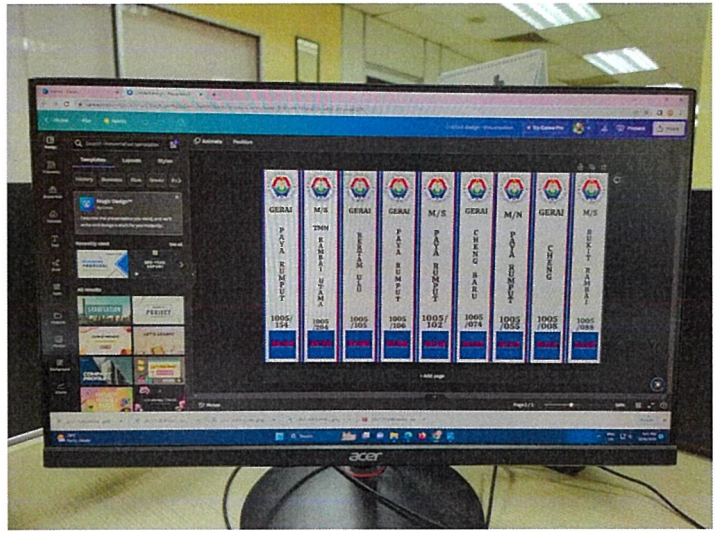
Appendices 6 Images of student doing digital data entry



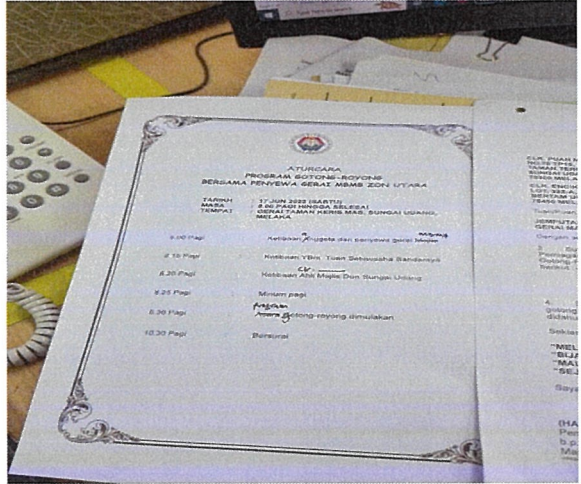
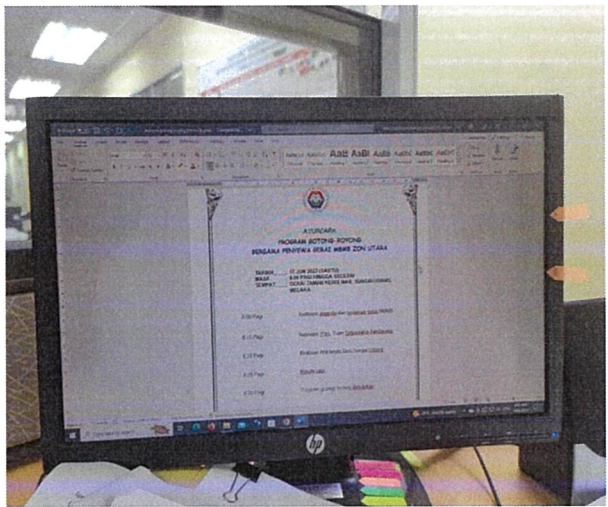
Appendices 7 Images of student doing physical data entry



Appendices 8 Images of event that the students attends



Appendices 9 Image of the labels that the student had made



Appendices 10 Images of memo for the gotong-royong activity that the student made



Appendices 11

Images of the gotong-royong activity that the student participated in.