



اَلْاِسْمُ الْعَرَبِيُّ لِلْاِسْمِ الْعَرَبِيِّ
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS AND MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION (HONS) FINANCE
INDUSTRIAL TRAINING REPORT (MGT666)



PREPARED BY

NAME	MATRIC NUMBER
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GROUP
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EXECUTIVE SUMMARY

This is a report on an industrial training program for undergraduate students. The industrial training is expected to be completed within the university's timeframe of February 27, 2023 to August 11, 2023. The goal of industrial training is to expose students to the real-world work environment in the field or industry connected to the course they are taking.

In my internship report, I will go through the experiences I had and the things I learned during my six month of internship. I choose Brunfield International Group as my host organization to do my internship. Brunfield International Group is a diversified multinational corporation with its headquarters in Malaysia. Founded in 1982, the company has emerged as a prominent player in various sectors, including real estate development, construction, engineering, infrastructure, and hospitality.

I also outline the responsibilities that were assigned to me in this report. This assignment provided me with a lot of exposure, experience, and information. This report also discusses the firm, the benefits offered, what I received, and any recommendations that may be made based on my observations throughout the internship periods. Brunfield International Group has continually showed outstanding financial performance, with stable revenue growth and a strong financial position. Prudent financial management and an emphasis on operational efficiency have contributed to the company's long-term profitability.

Last, but not least, experience has been the most useful thing for me during my one-semester training term since it has prepared me for working in the sector on a good day. In many respects, this experience has been beneficial to me. My internship enables me to view things from a range of viewpoints. Every internship experience will be beneficial in the future when working in the real world. Additionally, an internship experience develops my independence. My internship has also helped me to become a better communicator and sociable person.

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ACKNOWLEDGEMENT

I am so grateful that I am being able to finish my six months of internship at Brunnsfield International Group. This internship had taught me many things that I can use in the future of my life. Also, it enhances my skills and knowledge in different kinds of aspects. All of the new people that I met during this journey were so great and kind to teach and guide me in this tough adventure.

Hence, I am using this space to convey my deepest gratitude and special thanks to my on-site supervisors, Mrs Umi Dayana and Mrs Yoon Yoke Leng, the head of department. They give me a chance to be part of the team and advise me a lot in the field. They helped me a lot and assist me in every task given to ensure the task is completed smoothly. My appreciation also goes to all the staff in the company that also lend a hand to me during my internship there.

Also, I am highly grateful to my family members that fully support me and give me a lot of encouragement to continue this journey. This includes my friends Aiedeel Jalil and Arif Zaim that have been my supporters by my side since day one. Thank you all for your patience and understanding. I would also like to express my gratitude to my internship classmates who were eager to teach and share their knowledge while I was still new in the field of accounting.

Last but not least, I would like to take this opportunity to express my gratitude to my Industrial Training Supervisor and also my mentor, Dr. Mastura Roni who checked up on me and encouraged me to keep moving forward despite any hardship. These six months' experience and knowledge I have gained will always be the cherry on top of my life and a motivation for me to face the future journey ahead. May all the kindness I received from these amazing individuals will be repaid by Allah SWT.

1.0 STUDENTS PROFILE

1.1 Updated Resume

MUHAMMAD ZHARIF BIN SUHAIMI

Bachelor of Business Administration (Hons.) Finance



EDUCATION

March 2021 — Present (Expected to graduate in August 2023)	Bachelor of Business Administration (Hons.) Finance, Universiti Teknologi MARA (UiTM) <u>Current CGPA:</u> 3.76/4.00 <u>MUET:</u> Band 3 <u>Dean's List:</u> all semesters	Bandaraya Melaka
June 2018 — Feb 2021	Diploma in Accounting, Universiti Teknologi MARA (UiTM) <u>Current CGPA:</u> 3.56/4.00 <u>Dean's List:</u> 3 semesters	Alor Gajah, Melaka
2017	Sijil Pelajaran Malaysia, MRSM Batu Pahat	Batu Pahat, Johor

WORK EXPERIENCE

2023	Brunsfeld International Group (Internship)
	<ol style="list-style-type: none"> Key in supplier invoice in the financial system <ul style="list-style-type: none"> To capture all supplier invoices in FCD-DMS such as parking, fuel, consultant, and club membership Receive e-di for inter-co invoice in the financial system <ul style="list-style-type: none"> To accept e-di for all invoices in FCD-DMS such as interest charges, ICT rental, maintenance of motor vehicles and audit fees Do billing for all supporting documents in FCD-DMS and issue invoice, credit note and debit note Receive collection-EV <ul style="list-style-type: none"> To accept e-di for EV collection based on payment acknowledgement in the TFF shared folder To ensure capture correct bank ID
2021	QMac Mobile Accessories (Part Time Sales Assistant)
	<ul style="list-style-type: none"> Greeting customers and offering assistance Recommending products or merchandise to help customers Demonstrating how products work
2020	Campur Campur Kitchen (Part Time Waiter)
	<ul style="list-style-type: none"> Providing excellent wait service to ensure satisfaction Taking customer orders and delivering food and beverages

AWARDS & SCHOLARSHIPS

- 2022 **Virtual-Melaka International Intellectual Exposition (V-MIIE) 2022**
Received a certificate of Bronze Award for V-MIIE 2022 where our team made an innovation of a scented pillow.
- 2022 **Program Ijazah Dalam Negara (JPA Scholarship)**
Granted a scholarship from Jabatan Perkhidmatan Awam to pursue my undergraduate studies.
- 2021 **Deans List Award, UiTM Melaka Kampus Alor Gajah**

Awarded for achieving dean list for semesters 3,4 and 5 during diploma

EXTRA CO-CURRICULUM ACTIVITIES

- 2022 • Head of Director for Innovation Competition: “Discover Generate Innovate “where the competition mainly created for innovation of product or ideas in finance.
- June 2022 • Head of Director for a webinar programme, “Wise Worth Wide” where the talk mainly focuses on foundation of technical analysis.
- June 2022 • Multimedia Bureau for a webinar programme, “Earn More, Live More” where the talk emphasizes on investment and portfolio analysis and things related to it.
- May 2022 • Secretary for a webinar programme, “Navigating The Future” which focuses on future career development and how to prepare mentally for it.
- May 2022 • Head of Director for a webinar programme, “Practical Guidelines on Administration of Estates In Malaysia” where the webinar mainly focuses on estate planning
- 2018 – 2022 • Class Representative during diploma and bachelor study

SKILLS	Microsoft Word	Advanced	Microsoft Excel	Advanced	Adobe Animate	Beginner
	Microsoft PowerPoint	Advanced	Adobe Photoshop	Intermediate	Adobe Premier Pro	Beginner

LANGUAGES **Malay** Native speaker **English** Highly proficient

REFERENCES	Mr. Amirudin bin Mohd Nor Academic Advisor/Senior Lecturer Faculty of Business Management Universiti Teknologi MARA (UiTM) Cawangan Melaka, Kampus Bandaraya Melaka 110 Off Jalan Hang Tuah, 75350 Melaka	Umi Dayana Binti Othman Senior Accountant Officer Brunsfield International Group Brunsfield Centre-8, Jalan Wan Kadir 4, Taman Tun Dr Ismail, Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur
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2.0 COMPANY'S PROFILE

2.1 Company's Name, Logo, Location and Operation Hour



Figure 1: Logo of Brunsfield Company

Brunsfeld International Group is founded in 1990 by Tan Sri Dr Ir Gan Thian Leong. Brunsfield International Group is a technology-driven, Entrepreneurial Digital Enterprise, with a focus on strengthening its core expertise in end-to-end capabilities to deliver sustainable best value integrated services and solutions in its five key business segments:

1. Brunsfield Property Development & Engineering, Procurement & Construction (PDC)
2. Brunsfield Real Estate Investments and Management (REM)
3. Brunsfield Healthcare and Wellness (HWS)
4. Brunsfield Digital and Technology (DAT)
5. Brunsfield Global Trading and Investments (GTI)

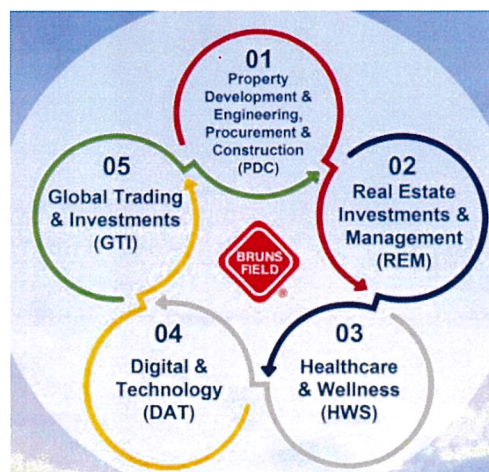


Figure 2: Five Key Business Segments

2.1.1 Location

Brunsfeld Centre is located in Taman Tun Dr. Ismail, Kuala Lumpur. This company operates everyday start from 8.30 a.m. to 10.00 p.m. Address of the office is 8, Jalan Wan Kadir 4, Taman Tun Dr Ismail, 60000 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur.

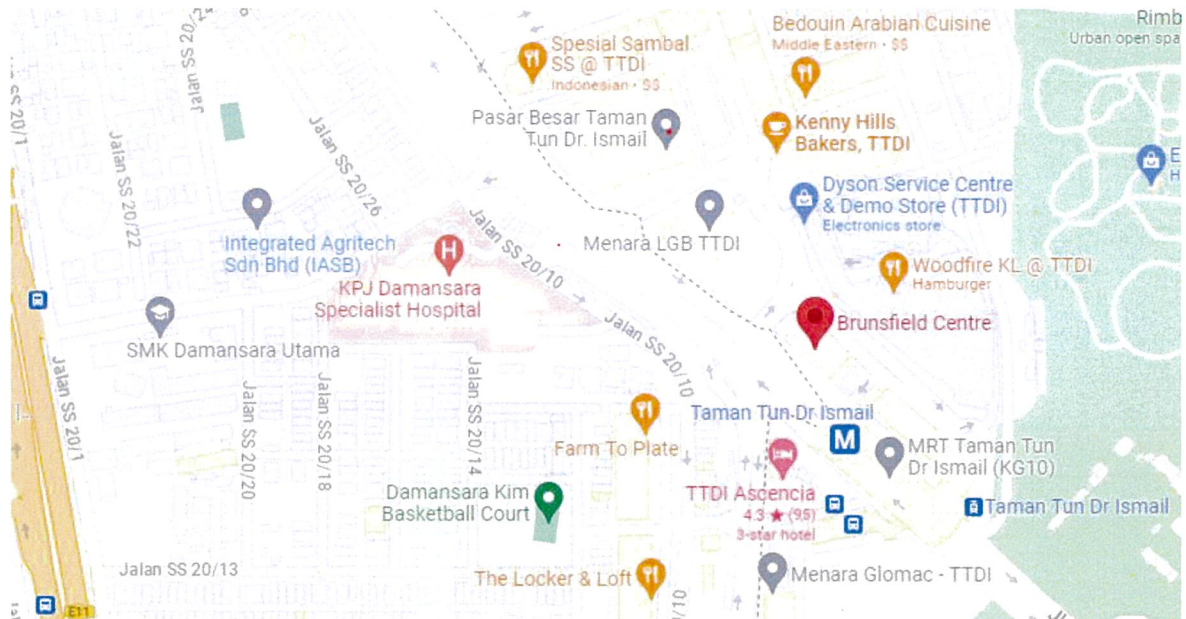


Figure 3: Location of Brunsfeld International Group

2.2 Vision, Mission & Company's Objectives

2.2.1 Vision

- ❖ The vision of Brunfield International Group is to become a world-class entrepreneurial organization providing the best quality solutions and services to the clients and to achieve a sustainable competitive advantage through strong commitment and corporate creativity.

2.2.2 Mission

While the mission of Brunfield International Group is included:

- ❖ To make Brunfield the most cost-efficient and productive knowledge-driven company in the world.
- ❖ To ensure that Brunfield has the highest level of professional, integrity and standing.
- ❖ To ensure that Brunfield is committed to innovation and application of new technology.
- ❖ To ensure that Brunfield offers the highest quality of solutions and services at the most competitive prices.
- ❖ To ensure that Brunfield provides the most conducive and pleasant working environment.
- ❖ To ensure that Brunfield becomes a food and responsible corporate citizen.

2.2.3 Company's Objectives

- ❖ **Growth and Expansion**

Brunfield intends to achieve long-term growth through increasing market presence, boosting revenue, and seizing new market opportunities. This goal frequently entails entering new geographic markets, releasing new products or services, and acquiring strategic assets or businesses.

- ❖ **Operational Excellence**

Brunfield strive for operational efficiency and effectiveness by streamlining processes, optimizing resource allocation, and implementing best practices.

- ❖ **Employee Development and Engagement**

Brunfield values their people and might set objectives focused on talent development, employee engagement, and establishing a great work culture. This involves offering chances for training and development, fostering diversity and inclusion, and creating a safe and supportive work environment.

2.3 BACKGROUND OF THE COMPANY (BRUNSFIELD INTERNATIONAL GROUP)



Figure 4: Brunsfeld Headquarters

Brunsfeld International Group is a Malaysia-based multinational conglomerate. Tan Sri Dr Ir Gan Thian Leong formed Brunsfeld International Group in 1990. Brunsfeld has achieved success in a number of fields, particularly development of real estate, engineering, building, infrastructure, and hospitality. This corporation has an extensive presence in Malaysia and has since diversified its operations to other Asian, Middle Eastern, and European countries. Brunsfeld has completed a number of prominent builds, including residential and commercial structures, infrastructure projects, and hospitality work environments. In the real estate development business, Brunsfeld focuses on building unique and sustainable properties that satisfy the evolving needs of consumers.

The company has constructed housing developments, commercial complexes, and mixed-use buildings, earning an image for quality and craftsmanship. In addition to real estate development, Brunsfeld offers construction and engineering services. Infrastructure development, building construction, and civil engineering projects are all undertaken by the organization. It has aided in the construction of numerous transit networks, utilities, and public amenities. Brunsfeld International Group has consistently demonstrated excellent financial performance throughout the years, with stable revenue growth and a focus on operational efficiency. The company's success may be attributed to its commitment to providing value, maintaining high standards, and maintaining positive relationships with its stakeholders.

AT A GLANCE

1990
YEAR ESTABLISHED

> 500
WORKFORCE SIZE

Global Presence

- MALAYSIA
- UNITED STATES OF AMERICA
- CHINA
- UNITED KINGDOM
- CANADA
- AUSTRALIA
- HONG KONG, CHINA
- SINGAPORE

BEST EMPLOYER

- AWARDED BY HR ASIA BEST COMPANIES TO WORK FOR IN ASIA AWARDS 2015
- HEWITT - THE BEST EMPLOYERS IN ASIA 2005

8D BIM
INDUSTRY LEADING HOMEOWN BIM TECHNOLOGY

50 MILLION
SQUARE FEET OF PROJECTS COMPLETED

379,000 ACRES
SINGLE LARGEST PROJECT PLANNED

4,288,285 HOURS
HIGHEST NO-LOST TIME INJURY

2.4 Brunfield International Group Organizational Chart

Organization Chart for FCD

(Last update on 17/10/22)

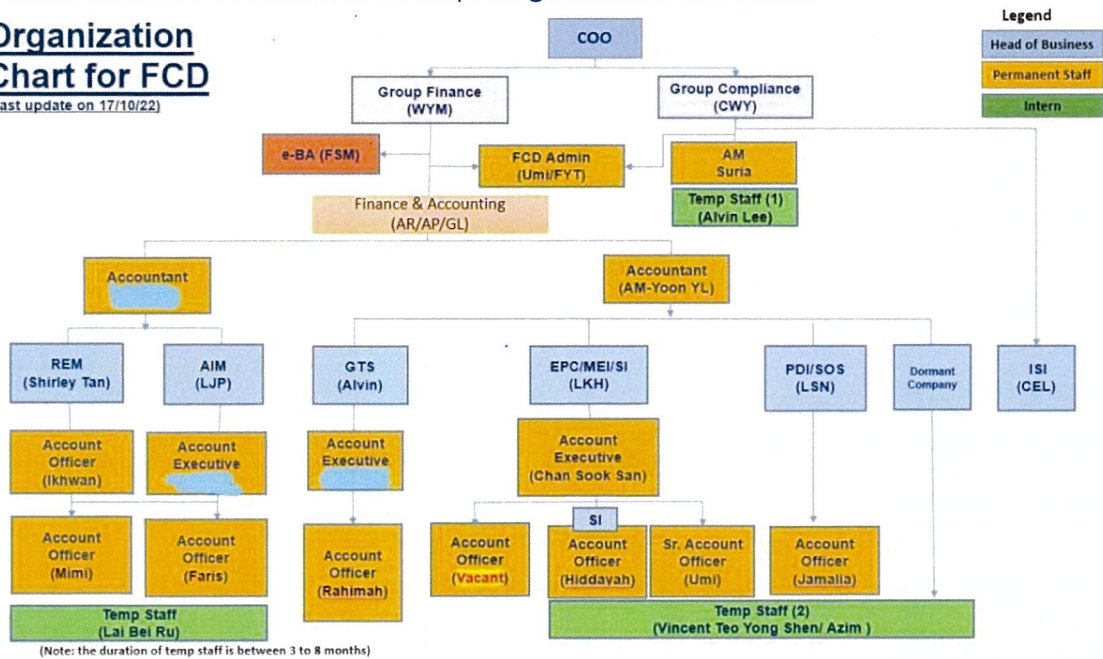


Figure 5: Organization's chart

2.5 Products and Services Offered

- **Real Estate Development:** Brunfield specializes in the development of residential, commercial, and mixed-use properties. This includes the planning, design, construction, and marketing of real estate projects. The company aims to create innovative and sustainable developments that meet the needs and aspirations of its customers.
- **Construction and Engineering:** Brunfield provides construction and engineering services for various types of projects. This includes infrastructure development, building construction, civil engineering works, and project management. The company leverages its expertise to deliver high-quality construction projects on time and within budget.
- **Infrastructure:** Brunfield is involved in the development and management of infrastructure assets. This encompasses transportation systems, utilities, public facilities, and other critical infrastructure projects. The company focuses on creating sustainable and efficient infrastructure solutions that contribute to the development of communities and regions.
- **Hospitality:** Brunfield owns and operates a portfolio of hotels and resorts. These properties offer a range of accommodation options, amenities, and services for both leisure and business travelers. The company aims to provide a comfortable and memorable experience for guests through its hospitality offerings.
- **Property Management:** Brunfield provides property management services for its real estate assets. This includes overseeing the day-to-day operations, maintenance, and administration of properties to ensure they are well-maintained and meet the needs of tenants or occupants.
- **Facilities Management:** Brunfield offers facilities management services to ensure the smooth operation and maintenance of buildings and infrastructure. This includes services such as cleaning, security, maintenance, energy management, and other related facility management functions.

- **BRUNSFIELD EMBASSYVIEW**



- **THE LOCUS SENIOR LIVING**



- **SIME DARBY PLANTATION**



3.0 TRAINING REFLECTION

3.1.1 Duration

Depending on the requirements of the course, the internship program may run for three months, four months, or even up to six months. My internship will be a total of 24 weeks, starting on February 27th, 2023, and ending on August 11th, 2023. Monday through Friday, with the weekend off, are the working days of the week. The office is open from 8:00 AM to 6:00 PM, with a break for lunch from 1:00 PM to 2:00 PM. Only on public holidays like Hari Raya Aidil Fitri, Hari Raya Aidil Adha, Nuzul Quran, and so forth does the company take time off.

3.2 Roles and Responsibilities

TinyTerm accounting software is used by the company. As a result, I made widespread application of the TinyTerm system during my internship. It was difficult for me at first because I was unfamiliar with the system. So, throughout my first month of internship, I quickly learned and adapted to the system because it will be used on a daily basis in this working field.

I also worked with Microsoft Excel and Microsoft Word. My knowledge of this software continues to improve and I'm discovering new features that I never knew existed. These make my life easier because we deal with a lot of data and information in the workplace that needs to be kept properly. As a result, the tasks listed below were completed during my 24-week internship with Brunnsfield International Group.

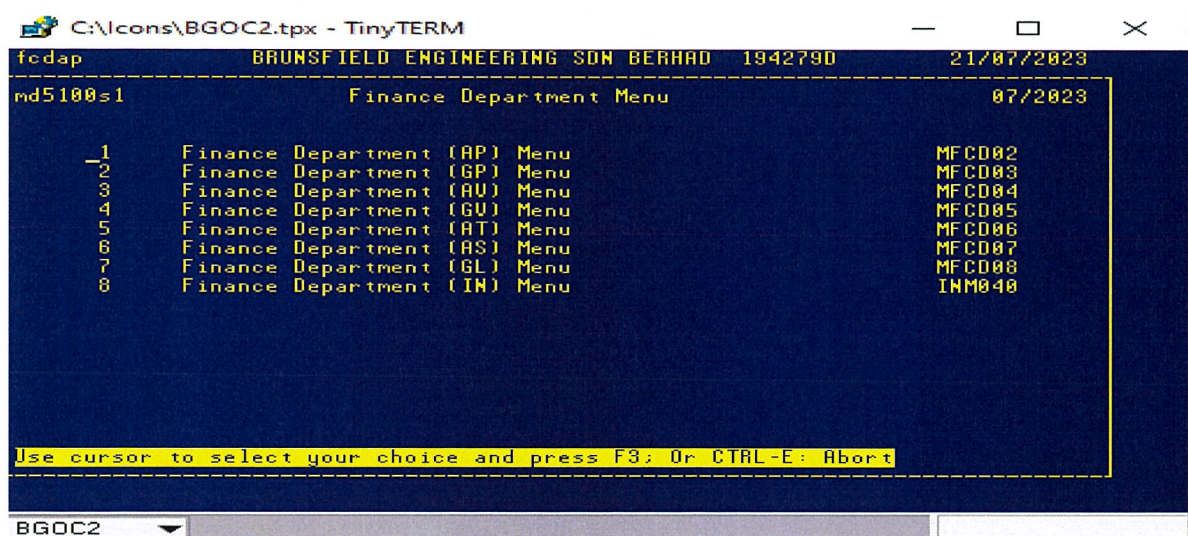


Figure 6: Accounting Software (TinyTerm)

3.2.1 Bank Reconciliation

It is the process of matching the balances in an entity's accounting records for a cash account to the corresponding information on a bank statement. I need to do the bank reconciliation manually also in the system where it called e-bank reconciliation. The manual bank reconciliation was done in Microsoft Excel. The data that need to look into is the transaction in the bank statement for the corresponding month and match it with the information that is in the general ledger of the company.

Then I will have to recheck the information from the preceding bank reconciliation. In the bank reconciliation, any mismatched transaction will be classified as an unrepresented cheque, an uncredited payment, interest, or bank charges. I need to double-check that the items were appropriately placed because the balance on the bank statement must match the balance on the general ledger account.

Furthermore, I also did the bank reconciliation with TinyTerm. The step is similar with manual reconciliation. However, I need to be more careful in matching the data because it is hard to amend if we make a mistake in the system. I need to knock off the data that match with each other. After I do the bank reconciliation, I need to key in general payment for the interest charged of the bank for the equivalent month.

3.2.2 Account Payable

I need to record, aggregate, and analyze the company's obligations or liabilities in the course of business on the purchased of goods and services. I need to key in manually the account payable transaction entry, receiving the documents through electronic data interchange (EDI) and also the documents from Asset Management System (AMS) for property rental.

For the manual transaction entry, I need to check the documents that are trading invoices, external property maintenance billing, and invoices from external suppliers. Take the information in the invoices and key in the data into the system. I need to ensure all the data was record properly including the name of the supplier, the amount, and the document number.

All of this item need be done correctly since if the mistake was done, it will be a nuisance for the staff to delete it one by one. I had made the mistake where I put wrong supplier when I record the transaction. Luckily, I noticed the error that I did before it was posted and the mistake that I done was not much. I tell my superior about the error and she remind me about the fault and asked me to be more careful next time.

In addition, I need to obtain documents from other companies who utilize the same system, TinyTerm. This will be accomplished by reviewing the invoice generated by account receivable, which we termed billing, and receiving it through account payable of associated organizations. For example, Aligan Construction rents a vehicle from one of the company's subsidiaries, Aligan Logistics. The purchase will be charged by Aligan Logistics via the company's account receivable in the system and will issue an invoice. After it has been prepared and submitted, the invoice will show in FCD-DMS, where I will review it and receive the transaction in Aligan Construction's account payable.

This is typically done for specific transactions such as wages, electricity, software and hardware rental, income charges, finance charges, and many more. Brunnsfield Management Services was part of the Brunnsfield International Group, which has a large commercial value chain; thus, there are many transactions involving inter-companies. This work must be completed daily since payments must be made based on the information obtained.

3.2.3 Account Receivable

For account receivable, I completed my work in which I needed to collect payment from the internal organization. This task was completed monthly during the month-end close. Except for the bank component, it is the same notion as obtaining the paperwork through account payable. In this work, I must guarantee that the bank account for the company is right so that any payments made get to the relevant bank. I need to verify the associated bank number in the bank reconciliation folder to ensure the bank id is right.

Besides, in the AR function, I also learnt to do billing for inter-company transaction. Some of the transactions that I had done include the finance charges, claim for work done, and motor vehicle rental. This billing is done to generate the invoice to be billed to the respective companies. This was done by looking at the information given by my superior. I need to ensure I put the right customer information, right amount, correct remarks, and also right quantities.

3.2.4 Ad-hoc Tasks

I also have to complete some ad-hoc tasks given by my superior and other staff in the company. For example, I helped to prepare some documents to be signed by the directors of the company such as the loan agreement and account receivable balance confirmation. While doing this task, I got to look at how these documents look and what are the purpose of all the documents.

I also did some printing and scanning the documents. Thus, I learnt on how to use the company property and it is important to make sure that we did not waste company's resources such as the paper, the clip, and other stationery. There was a time where I made a mistake in printing and I wasted the paper that are quite expensive and valuable for the company. I learnt from my mistake and ensure to communicate first with my supervisor to ensure I was making the right things.

Other than that, I do some filing for documents related to financial and accounting reporting and also ensure all important document has been properly kept and complete for transaction history as well as audit purposes. I need to check and filing the document according to the respective month to make it easier for the auditor to verify the documents.

3.3 Gains

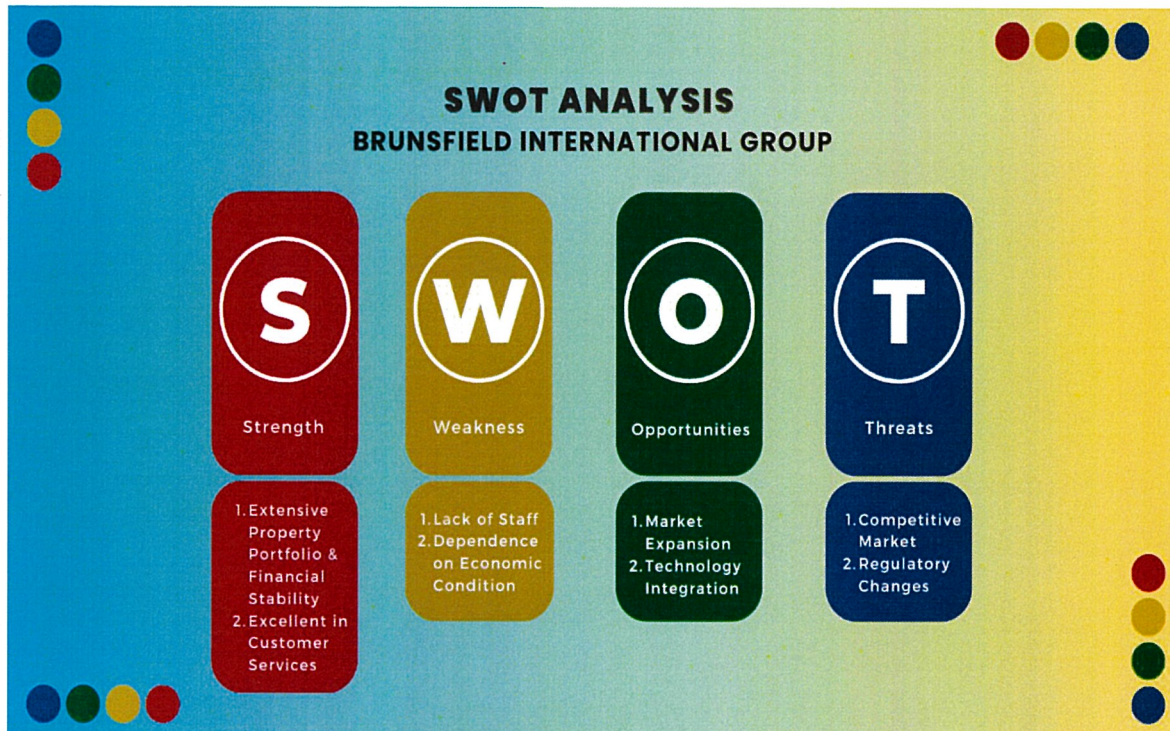
First and foremost, about the allowance, I shall receive RM1300 per month, depending on attendance and card accessibility. When it comes to work, my supervisor and staff are very supportive. Even if the tasks are in separate fields, they usually assist one another in completing each assignment. They constantly exchange ideas, points of view, information, and expertise. During my internship at Brunfield International Group, I completed a variety of tasks, work, and tiny parts of key responsibilities, which helped me a great deal in building my confidence and learning so much.

This company taught me a new system called Tiny Term Accounting. It covers all payment details for clients, and it is an honor to be given the opportunity to do this work. In addition, I had enhanced my Microsoft Excel skills. The method is noteworthy because it relates to what I studied at university at the beginning of the semester. Furthermore, the assignment assigned to me can train me to become acquainted with the most recent software and technologies in the field I am studying. Moreover, I feel that when I graduate as an intern at this organization, I will have a wealth of information and skills linked to personal growth since I need to present and interact well with people in order to generate ideas that will enable me to be more bold and confident while speaking in front of others. During my internship at Brunfield International Group, I was also

exposed to new knowledge, such as how to create an expense account, a supplier debit and credit account, and how to report every month.

Every day, I am learning new things and expanding my knowledge while also learning new writing styles as I was involved in many aspects of the company's daily activities, I was able to develop myself to be a versatile team member through industrial training in this company. My team also met the goal, which was the most significant accomplishment of my internship here. From there, I can teach myself not to be selfish and to accept other people's points of view. As a result, the assignment assigned to me encouraged me to be more willing to take risks and negotiate. In other words, I find a solution to multitasking because I need to do the task while still attending the meeting.

4.0 SWOT ANALYSIS



SWOT analysis is a framework for evaluating a company's competitive situation and defining goals and objectives. It is an acronym for strengths, weaknesses, opportunities, and threats. Internal elements of a firm include its strengths and weaknesses, and the majority of these elements may be handled to some level. Weaknesses are problems that put your company at a competitive disadvantage. Weaknesses are the polar opposites of strengths. Opportunities and threats are examples of external factors that have an impact on your company but are beyond your control.

A perfect SWOT analysis would involve a group of participants determining both internal and external efficiency preventatives and enhancement factors, analyzing those variables based on estimates of how they contribute to net value and equivalents of their management, as well as determining what next steps to take in relation to those aspects. (Ph.D., 2010). A strengths, weaknesses, opportunities, and threats (SWOT) analysis is an important tool for businesses to use when evaluating their market position. During times of uncertainty, it is commonly utilized to assess the internal and external environments of businesses.

5.0 DISCUSSION AND RECOMMENDATIONS

5.1 Strengths

Strengths are things that your organization excels at or that set you apart from other companies. Identify all the advantages your company has over competitors. These could be your workforce's motivation, the availability of specialized resources, or a strong foundation of production processes. Strengths should identify the benefits that provide the organization with a competitive advantage (Sarah L. Simoneaux, 2011). In a classic SWOT analysis, strengths are identified as existing factors that have resulted in excellent organizational performance. Implementing modern medical equipment, engaging into medical informatics, and prioritizing community healthcare programs are just a few examples. (Harrison, 2010). Because it is recognized as a strength of both the organization and its competitor, the attribute is referred to as the organization's strength. This implies that both the target company and its competition provide this quality well (Boonyarat Phadermroda, 2016).

1. Extensive property portfolio and financial stability

The first strength of Brunfield International Group is the capability of having extensive property portfolio and financial stability. A larger property portfolio increases the potential for generating rental income. With more properties, Brunfield International Group can earn income from multiple sources, reducing reliance on any single property for cash flow. This diversification can help stabilize income streams and mitigate risks associated with vacancies or market fluctuations. A diverse portfolio allows for exposure to different property types and locations, increasing the potential for capital appreciation. Some properties may experience higher rates of appreciation due to factors such as location, market demand, or development potential. As properties appreciate in value, the company's overall net worth and equity grow. Positive cash flow indicates the Brunfield International Group generate sufficient cash to fund its operations and investments. It also indicates the company's ability to cover expenses, debt service, and property maintenance from its cash flow. Besides that, this company has higher occupancy rates and rental income of the company's properties. High occupancy rates indicate strong demand and consistent rental income. A well-balanced capital structure with appropriate levels of equity can provide stability and financial resilience.

❖ Recommendation

The strength of the Brunfield International Group was that it was financially secure, capable of addressing short-term obligations, and provided excellent customer service. However, the sort of component financial stability is clear. It is about preventing companies from collapsing unexpectedly and causing financial losses to individuals who could not reasonably be expected to predict the collapse (W.A. Allen, 2006). Brunfield International Group needs to push their daily sales to be more comfortable with their finance in order to extend this strength further. This company should improve and spend slightly larger amount on online marketing than on offline marketing. While traditional marketing strategies are frequently tangible and have high production and distribution costs, new media marketing in general, and social media marketing in especially, rely on the Internet to reach customers at a reduced cost to small and medium-sized companies. When labor and outsourcing costs are taken in, social media marketing may be more expensive than certain traditional advertising platforms. Nonetheless, in the marketing literature, social media marketing is considered as a low-cost marketing method. 2018 (Becatien Yao).

2. Excellent in customer service – very good in dealing with their customer, investors, shareholders as well as their tenants.

Another aspect of this company's strength is its customer service. Brunnsfield International Group offers superb customer service. The management of customer relationships is a complicated technique that necessitates a thorough grasp of the customer's wants and needs. Because the organization plans to deliver offers to consumers depending on their needs, it is expected that consumer habits will be collected on an ongoing basis (Laketa, Sanader, Laketa, & Misic, 2015). Brunnsfield International Group's interaction with its clients is excellent. The company's first priority is always customer service. Because the company's operation is selling to and dealing with customers and individuals, delivering outstanding customer service is critical in assisting consumers in making property purchases. This is because Brunnsfield International Group relies on its clients to keep it stable. I observe that this company has a continuing concern guarantee since it will be allowed to continue operating as usual. Businesses advocate to meet clients' wants, aspirations, and expectations in order to maintain client loyalty despite changes in consumer tastes and changes in the world around them. Customer satisfaction and loyalty cannot be established separately from the level of service provided. 2019 (Gede Juanamasta).

❖ Recommendation

This company, as in my opinion, might develop employee training sessions to improve their customer service even further. Staff should be trained on how to treat clients well so that they may attract more customers with their customer service skills. Training has been identified as the most influential factor in influencing employees' abilities, talents, and attitudes. People working in any organization, whether individually, in groups, or in teams, have never been able to execute their duties alone until they provide healthy support to one another while working toward their goals. Be transparent with customers about property details, pricing, terms and conditions, and any associated costs. Provide accurate and up-to-date information to help customers make informed decisions. Transparency builds trust and confidence in your company. As a result, team members should create a good environment in which they may minimize the shortcomings of weak members by continually contributing to their poor performance (Mubashar Farooq, 2011). Establish a system for collecting customer feedback and regularly analyze it to identify areas for improvement.

5.2 Weaknesses

Focusing on the staff, assets, methods, and procedures because your company's deficiencies and strengths are built there. Leigh J sees shortcomings as an internal hindrance to the abilities, resources, or traits essential for success in Encyclopedia of Improving Performance in the Workplace (Ph.D., 2010). On the other side, weaknesses are constraints that prohibit a company from pushing further in each direction.

1. Lack of staff - Due to Covid-19 pandemic, the company had to reduce the workforce and remaining had to do a lot of multitasking work.

The first weaknesses of the company is that it has a lack of employees. Because of the Covid-19 outbreak, the company was forced to reduce its jobs, and the remaining employees had to perform a lot of multitasking work. With only a few employees remained in each department to manage the company, they were assigned an abundance of tasks to complete that were unrelated to the scope of the work. There were only three employees in the human resources department, one in the operations department, and five in the administrative and finance department. There would not be enough workers, therefore employees would have to work for a longer period of time. Since there would be insufficient workforce, employees would be required to work longer hours. It is difficult to assign tasks to other employees that are not applicable to their scope of work. These mistakes can have major consequences, such as lost production due to absenteeism, a lack of job satisfaction, official complaints, and general poor labor relations (H.A. Eiselt, 2008).

❖ Recommendation

My suggestion for the company's weakness is to hire additional staff in specific departments, such as finance and administration, sales and marketing, and so on, to avoid the issue of insufficient supervision. The organization should engage at least one skilled employee each department so that employees are not required to perform multitasking tasks that are not connected to their job scope. If you decide to employ people with the skills that your company requires and values, the amount of output produced will increase. These employees are not only proficient at their jobs, but they can also conceive of methods to make things run faster, easier, and better. This loss of expertise due to experienced workers retiring as well as the inadequate development of substitutes for the richness of expertise departing the workforce are the main contributors to this degradation

of knowledge and abilities. (Eduardo Salas, 2009). Implement proactive recruitment strategies to attract and hire qualified candidates. Other than that, develop an employer brand that highlights this company's positive attributes and fosters a reputation as an employer of choice. Offer competitive compensation packages, growth opportunities, and a positive work environment to attract and retain talented individuals.

2. Dependence on economic condition.

The performance and stability of a property company can be significantly influenced by the prevailing economic conditions. Economic conditions, such as GDP growth, employment rates, and consumer confidence, influence the demand for properties. During periods of economic expansion, there is typically higher demand for properties as people have increased purchasing power and businesses expand. Conversely, economic downturns can lead to reduced demand for properties due to lower consumer spending and business contraction. Economic conditions often influence government policies and regulations that impact the real estate sector. Changes in tax laws, zoning regulations, or incentives for property development can directly affect a property company's operations, profitability, and growth prospects. Economic conditions influence rental income and property values. During economic expansions, rental demand tends to be strong, allowing for increased rental income and potential property value appreciation. Conversely, economic contractions can lead to reduced rental demand and downward pressure on property values.

❖ Recommendation

The weaknesses of this company is that they are over-reliance on economic condition. Brunsfield International Group must identify and capitalize on opportunities presented by different economic conditions. During economic downturns, there may be opportunities to acquire properties at favorable prices or negotiate advantageous lease terms. Similarly, during economic expansions, you can focus on growth and development initiatives to maximize returns. This company can also create flexible and adaptable company models capable of responding to changing economic situations. Consider flexible lease forms or revenue-sharing agreements that are market-driven. This provides greater flexibility in modifying price, terms, or property use in response to economic volatility. Maintain an effective financial position through systematically financial management and to extract the economic downturns, avoid excessive leverage and keep adequate cash reserves.

5.3 Opportunity

Opportunities are chances for good things to take place but you need to seize them. They are frequently the outcome of events that occur outside of the company and requires consideration of potential future events. They could appear as a result of technological improvements or changes in the market you serve.

1. Market Expansion - Further expand its domestic and international presence by identifying and investing in promising markets

Brunsfeld International Group has an opportunity to explore the potential of expanding its operations to another region or state. Brunsfeld's first branch was in Petaling Jaya, Kuala Lumpur, and it has since expanded to a better and more strategic site in Oasis, Ara Damansara. After a year, the company expanded its operations to another area in Seremban, Negeri Sembilan. Large firms are under pressure to grow internationally since their domestic market is too small to earn a sufficient profit (Philemon Seong, 2006). With each new client, the possibility of profit rises. Brunsfeld International Group sees several potentials for international expansion. Expansion entering emerging markets will give access to previously untapped consumer populations, diversified revenue streams, and strengthen the company's global profile. Specific potential would be determined by Brunsfeld's business and target markets. It allows Brunsfeld to form effective joint ventures, partnerships, or affiliations with local businesses. Collaboration with established firms in target areas can speed up business growth by facilitating market entry, providing the use of regional expertise, distribution avenues, and customer networks. As a result, it assists Brunsfeld in diversifying its risk profile by lowering reliance on a particular market or location. The corporation can offset the negative effects of economic downturns or geopolitical threats by spreading businesses across multiple regions. For example, they had expanded their business around the world which is USA, Canada, New Zealand, Arab, China, Hong Kong, Australia and India.

❖ Recommendation

In my opinion, Brunfield International Group have to assemble a diverse and capable international team that combines local expertise with global perspectives. Invest in training and development programs to enhance cultural understanding, language skills, and cross-cultural communication. Empower the team to make decisions and adapt to local market dynamics. They also encourage a culture of learning and knowledge sharing within the organization. The company can promote cross-functional collaboration, encourage employees to share best practices and market insights, and foster innovation through continuous learning and improvement. It is essential for Brunfield International Group to customize its approach based on detailed market analysis and a thorough understanding of its own capabilities and resources. Flexibility, adaptability, and responsiveness to market feedback will be key to successful international expansion.

2. Technology Integration - Investing in research and development, as well as embracing technological advancements

The possibility of embracing digital transformation can have a big impact on Brunfield International Group's business and customer experience. The use of cloud computing, the fields of artificial intelligence, data analytics and automation are several instances of digital technologies that can be used to streamline internal operations, improve efficiency, and improve decision-making. Furthermore, using digital platforms and technologies can result in improved consumer interaction, tailored experiences, and easy access to products and services. Brunfield International Group can provide improved customer experiences thanks to digital platforms and tools. Customers may quickly access products and services, conduct transactions, and receive personalized suggestions by deploying easy to use internet pages, smartphone applications, and online portals. Digital channels also improve consumer engagement by enabling real-time connections, feedback, and individual assistance. By capitalizing on the opportunity, the company can enhance its competitiveness, drive growth, and deliver value to its customers and stakeholders.

❖ Recommendation

Leveraging technological advances and innovation, in my opinion, may establish Brunfield International Group as an innovative industry leader. Brunfield International Group may promote an organizational culture of innovation by fostering ingenuity, rewarding new ideas, and allowing employees to explore and cooperate on novel projects. This can be accomplished by establishing specialized development activities, cross-functional teams, and holding regular brainstorming sessions. The company can also update its software to the most recent version if they are still using an older version. As a result, it will boost their ability to use technology. Brunfield International Group may drive innovation, harness technology for growth, and strengthen its reputation as a leader in its own industry by implementing these ideas.. Businesses are now concerned about the necessity to adapt to and satisfy this change in the market (John Evan S. Bulacan, 2022).

5.4 Threats

Threats comprise anything which can have an adverse impact on your organization from outside sources, such as supply-chain issues, changes in market demand, or a shortage of qualified employees. It is critical to anticipate hazards and challenge them before becoming a victim of them and experiencing a halt in your growth. Consider the challenges you'll have in advertising and marketing your product. Your items' standards of excellence or specs may be changing, and you'll need to update them if you want to maintain your position as a leader. The progress of technology is both a menace and an opportunity that will never really disappear.

1. Competitive Market

The threats that Brunfield International Group had is that there are always a competitive in market. Real estate investing has become more prevalent in recent years. You can watch a show on house flipping or rehabbing practically any night of the week. This popularity has also spread to the majority of local markets. One of the most typical concerns of new investors is that their market is excessively competitive. While this is true, there are techniques to combat it. Entering a competitive market merely implies that there will be plenty of opportunities. Businesses are frequently driven by competition to overspend on marketing and other advertising strategies in order to attract customers and employees. This increases the expense and can frequently be unnecessary.

❖ Recommendation

In my opinion, this organization can also identify the drawbacks of its competitors and try to fill such gaps, attracting an extensive number of customers. Moreover, this company can identify strategic partnership or collaboration opportunities with complementary businesses. Working with companies that share the same target audience or provide similar products or services can help Brunfield International Group reach and engage new client communities. Develop a pricing strategy that balances competitiveness with profitability. Brunfield International Group can consider factors such as production costs, market demand, perceived value, and competitors' pricing. Differentiate company's pricing by offering unique packages, discounts, or additional value-added services.

2. Regulatory Changes

Next threats that threaten Brunfield International Group is the regulatory changes. Regulatory changes frequently necessitate the implementation of new processes, procedures, and technologies to assure compliance. Additional expenditures may be incurred as a result of training, hiring compliance personnel, updating systems, performing audits, or getting relevant certifications or licenses. In addition, regulatory changes can impact the competitive dynamics within an industry. Businesses that are better prepared for regulatory compliance may gain a competitive advantage, while others may struggle to meet new requirements. This can result in shifts in market share, with some companies exiting the market or new entrants capitalizing on emerging opportunities.

❖ Recommendation

My recommendation for the threats of Brunfield International Group is that the company should develop a proactive response to regulatory developments. Identify any opportunities that may exist as a result of the new legislation and change the firm's tactics accordingly. Investigate creative solutions or business models that are in accordance with regulatory regulations and can provide this organization with a competitive advantage in the market. Furthermore, creating a solid compliance structure to ensure that this company is ready for regulatory changes. Assign responsibilities within the organization for monitoring and executing compliance measures. The company may also train staff on the new requirements, revise internal policies and processes, and develop clear communication routes for reporting and addressing compliance concerns.

6.0 CONCLUSION

In a nutshell, I was glad the university created this course for the students to experience things before we move to the next chapter of our life as a corporate worker. I also felt grateful to this company, Brunfield International Group Sdn Bhd, because they taught me a lot of things within these 6 months. It is so beneficial for me as a student to be exposed in the company so that I may learn to improve my marketability after graduation.

In addition to that, I learned on how to cherish time during my internship period. Time is important in corporate world especially in this accounting and financing department. We need to manage our time effectively so that we can finish the task within the time limit. As an accountant, there is a period that we need to follow. We need to make sure that all the transactions that we had done during the period are finished. Hence, time is the major factor in doing the task flawlessly.

I gained a lot of knowledge and experience, thus I am thankful for UITM for giving this opportunity for the students to expose them to a new experience in the field of employment. This experience is a treasure to the student. Hence, it is a good course and all the students are recommended to take this course and receive a proper industrial training before stepping into real working environment.

To wrap things up, I am now more confident in my skills to apply it in the near future. To a large extent, I am assured of my soft skills that improve and become better than before. My skills in communication sounds confident and the delivery of speech is more arranged. All the challenges that I went through taught me something as a human and a worker, allowing me to improve myself for a promising future.

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8.0 APPENDICES

1. Accounting and Finance Department area



2. Pantry for workers to have lunch

