



UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka

INDUSTRIAL TRAINING
REPORT
AT SABAH INTERNATIONAL
CONVENTION CENTRE (SICC)
1ST MARCH - 15TH AUGUST 2023

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MATRIC NO.: 2021144109
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COURSE CODE: MGT666
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SHEILA





EXECUTIVE SUMMARY

As a student of Office System Management, I had the opportunity to have my practical course at Sabah International Convention Centre (SICC), Kota Kinabalu, Sabah. As a student that is taking Bachelor in Office System Management at University Technology MARA (UiTM), *Bandaraya* Melaka Campus, internship training course is compulsory in the establishment company based on our own choice. This report comprises the content of information about at Sabah International Convention Centre (SICC), Kota Kinabalu Sabah and also the training ground where I have been trained.

Sabah International Convention Centre (SICC) is a six-hectare multi-function complex in the centre of Kota Kinabalu, and it is the largest waterfront purpose-built convention, exposition, and entertainment venue in Borneo. I choose SICC as my internship program because it gives students various first hand to experience from office management to physical task experience for us to understand deeply of how business and management work-flow.

Upon arriving at SICC, an intern student is required to read through the contracts that is specifically made for us intern students, this included our working hours (Operation and Administration), the amount of allowance that intern students will receive monthly, and other terms and conditions that we intern should abide while doing our internship at SICC. The organizations do have the right to terminate the student's internship course due to disciplinary issues or defy other policies that has been set by SICC.

Supervisor's in-charge in the department was the one that guide the internship students on doing their work and by this, the trainee able to identify their own strength and also weaknesses that they can improve in the future. Human Resource of SICC as well has given intern students the opportunity to experience other departments to an even deeper understanding of how the business process from other departments works and their how their part contribute to the business.

The process of completing the report given a chance to the trainee to identify the Strength, Weakness, Opportunities and Threats in the organization or in the industry especially Sabah International Convention Centre in Kota Kinabalu, Sabah. A lot of theory and also terms that I have learned in classes which I applied it in SICC such as filing, create proposals, operation planning and others. All that I have learned in SICC will be the one of the best knowledge areas that I have gain from the industry itself.

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ACKNOWLEDGMENT


Throughout my internship course, I am truly grateful to God for giving me the opportunity to undergo my internship in Sabah International Convention Centre and I am thankful that I have completed my internship course within six (6) months, from 1st March to 15th August 2023. This has truly been a challenge and a blessing that without God I would not have been able to successfully to carry out my internship.

First of all, I would like to express my gratitude to all the lecturers in UiTM *Bandaraya* Melaka Campus for all the experience and also knowledge that they have taught for us. Their dedications to give us their guidance throughout my study life in the University will never be replaced. With all the knowledge that have been taught by them in the class, I am able to practice it in my practical training life.

I would also wish to extend my gratitude to the employees at SICCC, that had taught and share additional knowledge and experience to me, will forever be engrave in my memory. All the intern students and friends that I had met and bonded together through the ups and downs while interning and volunteering throughout the days we have work together for a brief moment will never be forgotten. Special thanks especially to my advisors and mentors from two (2) departments that I have been rotate to, Events Department and Private & Wedding event/Sales Department. Without them, I would have never seen and experience of what is like to be in their shoes and how they overcome how small and big their challenges may be.




Finally, a big appreciation and thanks to my dear family especially my parents, whom have prayed for my health and that I will able to overcome the obstacles that I may experience while going through my internship.

1.0 STUDENTS PROFILE



MEGAN SIKAJAT

CONTACT

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SKILLS

- Proven leadership skills and the ability to motivate teammates.
- Able to adapt to any working environment.
- Highly organized and efficient.
- Able to read, write and speak fluently in English and Malay.
- Able to work independently or as a team player with minimum supervision and tight deadlines.

ABOUT ME

A fast learner and a proactive person. Can adapt very well in any working environment. Able to manage and coordinate activities and programs.

EDUCATION

- **SPM | SMK St Francis Convent (M)**
2017
1A, 3A-,1B+,1B,3D,1E
- **Diploma In Business Studies | UiTM, Cawangan Sabah, Kampus Kota Kinabalu**
2018 - 2020
CGPA - 3.40
- **Degree in Office System Management | UiTM, Cawangan Melaka, Kampus Bandaraya**
2020 - 2023
Latest CGPA - 3.43 (Semester 4)

WORK EXPERIENCE

- **Servay, Penampang, Sabah**
01/2018 – 04/2018
Cashier

EXTRA CURRICULAR ACTIVITIES

- Secretary of UiTM Student Representative Council 2019/20
- Volunteers for 'Minggu Destini Siswa' (MDS) Diploma session UiTM 2019
- Volunteers for 'Minggu Destini Siswa' (MDS) Degree session UiTM 2020

Figure 1: Updated student resume

2.0 COMPANY'S PROFILE

2.1 COMPANY'S BACKGROUND



Figure 2: SICC's Logo

Figure 2 above shows the logo of Sabah International Convention Centre (SICC) which represents or symbolizes the organizations as well.



Figure 3: Location of SICC IN Kota Kinabalu district

SICC's building is located in the heart of Kota Kinabalu district. SICC is the only largest multipurpose and complex building in Borneo. The Administration hour is from 8:00am to 5:00pm, within five (5) working days. This includes departments from Financial, Purchasing Office, Events, Sales and Marketing, and Human Resource. While Operation hours varies from 8:00am to 4:30pm, and 3:00pm to 11:00pm, within six (6) working days. This includes departments from Culinary, Human Resource, Engineering, Security and Safety, Sales and Marketing, and Housekeeping.



Figure 4: Building of SICC from above angle

Figure 4 shows the building of SICC located in Kota Kinabalu, is a venue for events that aims to support the economic growth of the Sabah state by collaborating with the local community and incorporating sustainable practises into our venue operations. Innoprise Corporation Sdn. Bhd., a division of Yayasan Sabah Group, is the owner of SICC. A statutory body established by the Sabah State Government, the Yayasan Sabah Group, offers educational opportunities and facilities to Malaysians in Sabah.

On a 6-hectare site, the complex has a gross built-up area of 60,504 square meters and 153,197 square meters of functional space. In addition to conventions and international congresses, consumer and tradeshows, public exhibitions and debuts of goods, world-class performing arts events and live music events, exclusive cocktails, wedding banquets and gala dinners, Annual General Meeting (AGM), corporate meetings, seminars, and seminars for corporate or government are just a few of the events that the versatile complex is well suited for.

The multi-purpose complex is spread out over five levels and has a convention hall with a retractable partition system dividing it into three sections. Each versatile hall can accommodate up to 2000 attendees, and the complex as a whole has a floor area of 6,800 m² (73,000 sq. ft), which includes a sizable pre-function area. Three adjacent show halls, a 5,177 m² (55,720 sq. ft) flexible event space, six meeting rooms, and private lounges are all located on a separate floor. Twelve separate private meeting rooms are located on the top floor, along with a performance arts venue that can accommodate 1,250 people in a two-tier Amphitheatre and VIP rooms and lounges. A 7,000 m² (75,000 sq. ft) outdoor plaza that connects to the main lobby can be used for public performances and exhibitions.

2.2 VISION, MISSION AND OBJECTIVE



Figure 5: Vision and Mission of SICC

SICC has a vision and mission that will contribute to achieving all of its goals in the future. The mission of SICC is "To make SICC as the choice venue for Business Events in the region." The vision of SICC is "SICC will be a leading driver of Sabah's economic nanoformation across all key sectors through Business Events". As for its objective it has yet been created at the moment.

2.3 PRODUCTS OR SERVICES OFFERED



Figure 6: Example of Room and Halls at SICC

At SICC, services they provide for the public are venue rentals, which varied in sizes and its purpose. Guests can book a day of their choosing and provide the events information such as meeting, exhibition, product launching, wedding reception, conference or business meeting. In figure 6, it shows examples of rooms and halls that can be utilise by its own purpose. It even has holding rooms for VVIP guests and married couples to rest or wait before the starting of an event. Guest can book for a personal event through SICC's official website (<https://siccsabah.com/>) or through their email as is shown in figure 7.

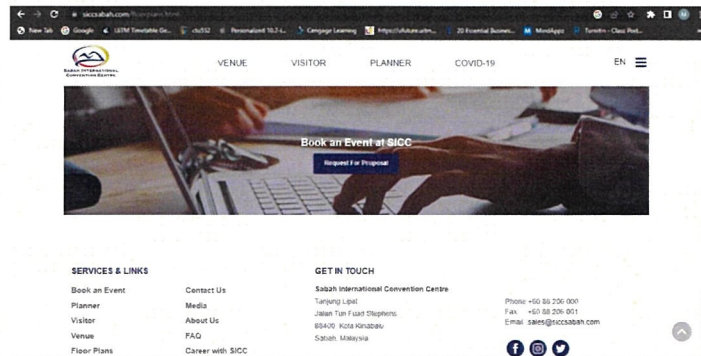


Figure 7: SICC Official Website and Email

Booked events or special occasions, such as birthday celebration, anniversary, family gathering, farewell party, or private lunch or dinner will then be directly sent to the sales department. In every booking guest will be asked if they would like to have meals after the meetings or if they would prefer it to just be a rental hall or room for the day.

The cuisine that SICC prepares for events conducted at their own location is certified Halal, and they have their own kitchen where they would give their own meal service. In addition, SICC offers outside catering at the designated location for the guests' event. At level 3, SICC has its very own cafe, the Meranti Cafe, where the quality of the food and beverages is on par with that of food and beverages from other hotels. On occasion, SICC will also advertise meal packages or buffets at Meranti Cafe for special occasions like Mother's Day, Father's Day, or celebrations like Chinese New Year, Ramadan, Hari Raya Aidilfitri, Kaamatan Festival, and others. SICC's goods can also take advantage of the chance to market their own baked goods at the café or any exhibition.

2.4 ORGANIZATIONAL STRUCTURE

SICC generally employs between 201 and 500 people, including 7 directors who play significant roles within the company. A director post is open in the department of sales and marketing. The eight departments that make up the SICC district are Operations, Engineering, Housekeeping, Finance, Human Resource, Culinary, Security and Safety, as well as Sales and Marketing, as may be seen in Figure 7 below. The CEO of SICC, Datuk Hajah Rosmawati Haji Lasuki, J.P., is in charge of this convention centre. The status of each director is depicted in the organisation chart below. Table 1 explains the roles and responsibilities of each department at SICC.



Figure 8: SICC's Main Organizational Structure

According to what I understand, each department interacts with the others. By referring to the Banquet Event Order (BEO) before any event that will take place at the SICC's venue, the Events department, a sub-department of the operation department, will assign tasks or notify other departments of what they should be doing. In the same way, they would turn to the event managers to contact the organisers or clients if there were any misunderstandings or modifications that needed to be made. By inviting event organisers or corporate representatives to hold an event at the SICC, the sales department is thought to play a stronger role. Their responsibility is to make sure that SICC's business is growing financially.

Table 1: Responsibilities of Departments in SICC

Department	Responsibilities
Operations	All seven departments are managed by the operations department, which is headed by Mr. Zulkifli. Its sub-department, the convention department, which is divided into three (3) parts—the food and beverage operation, the events department, and the banquet team.
Engineering	In SICC, all engineers are managed under the direction of Mr. Shaikh Fadhil, who also oversees the proper operation of all electrical systems, including those for lighting, sound, air conditioning, and other requirements.
Housekeeping	Mr. Azman is in charge of the housekeeping team at SICC, who are responsible for maintaining the cleanliness and orderliness of all the halls, rooms, bathrooms, and offices.
Finance	Mrs. Cathrina Wee, the director of finance, oversees the management of all incoming and outgoing funds for the SICC's operations. Any business plans that include requests for approval of the revenue or any changes—revenue increases or decreases—must pass through this department. The Purchasing entity is a subordinate entity within this division. Every department's worker will receive their supply orders there.
Human Resource (HR)	The HR department is in charge of hiring new employees, either full- or part-time, accepting intern students, and educating its staff on the management and operating procedures used at SICC. They are also in charge of roll pay and allowance for the workers and intern students. Mrs. Donaty Koujin is in charge of this department.
Culinary	The kitchen is where this department spends the most of its time preparing food for events using menus from the Banquet Event Order (BEO). In the SICC, there are four (4) different types of kitchens: Malay, Chinese, Western, and Pastry Kitchen. Chef Mohd Firdaus is in charge of this department, which prepares halal-certified meals.
Security and Safety	This department's major focus is on the building's security. They help with anything related to safety, keep an eye on the area around the building, and are in charge of locking and unlocking doors in any venue. Mr. Subash, the director of the Security and Safety Department, is in charge of this department.

**Sales and
Marketing**

The roles in this department are split into two distinct responsibilities. The first is marketing, also referred to as corporate communications, where information is shared with and engaged with by internal and external audiences in an effort to manage SICC's brand perception. They interact via SICC's official website and social media.

The sales team is largely in charge of enticing potential customers to reserve a location at SICC. The cash flow of the SICC business is primarily the responsibility of this division. Through them, SICC is able to connect with a wide range of organisations, including the government, businesses, associations, and others. They can even establish a network connection outside of their own country. The Director of Sales and Marketing post is still open at this time.

3.0 TRAINING'S REFLECTION

3.1 Duration

I was required to complete an entire semester of industrial training during my sixth semester. The Sabah International Convention Centre (SICC) in Kota Kinabalu, Sabah, accepted me as a trainee in their industrial training course. On March 1, 2023, I began my training for this industry. This industry training will take roughly 5 months and 13 days to complete. This is because on August 15, 2023, I will complete my industry training at SICC. I was told to report to the office every day from 8 a.m. to 5 p.m. while training as a practical student at SICC, and to report to work on weekends or on public holidays if there is any event occurring.

3.2 Details

On the first day I report myself for duty, I was placed under the Events Office, a sub of the Operation department. Since Events Department is an administration office, that means I will come to work 8a.m. to 5p.m. every day and two (2) Rest Days on the weekends. We had a brief greetings and introduction from one another. Initially they help me understand what is the role of an event manager and how the procedure goes. Afterward, my supervisor's assistants, taught me the system they used to create a BEO (Banquet Event Operation), that will be issue out to a WhatsApp group chat that will notify all the staffs from every department, especially the head chef and the banquet manager.

Next, they me taught how to book and change the status of the venue from inquiry to a definite status in the system. It is important to be cautious and not overlook any single detail when creating a BEO. The consequences when a single mistake in BEO is issued will have a great impact especially for the Banquet Team, Kitchen Team and Finance Department. Nevertheless, they told me there are ways to amend the BEO mistake and that is called Change Log (CL) for short. I have also been taught how to fill in Entertainment Check Requisition (ENT) Form with the purpose to track down cost that is used to cover food expenses for the guest and sending it to the finance department. This has been the routine that I have been doing for a month in March.



As for the next month, April the month of Ramadhan, I was informed to join a program called Convention Cross Program, in which they call upon all intern students from every department excluding those from the culinary department and marketing department to join the Banquet Team during the Ramadhan Season to fully experience what it is like to serve the guest during the Buffet Dinner and later learn how to a turnover for the next day. It started from 31st of March until 21st of April 2023 and we were told to come on duty before 3p.m. until 11p.m. with one (1) Rest Day every week during weekdays. They taught me how to wipe the utensils and plates in Hotel-Style, how to steam iron a table cloth, how to arrange the utensils on the table and how to carry various size of plates professionally. I was then task to become a waitress by greeting the guest and bring them to their table. At the end of the Ramadhan, we had a group picture to commemorate these memories.

In the month of May, I was rotate to another department called Wedding and Private Events Department. Its office is located with the Sales Department office and currently has two staffs in it, A manager and a coordinator. I was in this department until the end of my internship. My supervisor, also the manager, Ms Naia Jovinia of this department explains that this works differently from the initial events department. Under Ms Naia's department, she taught me that as both the sales and event manager, she and the coordinator will handle everything from receiving and contact her guest to the final payment for the event. She added that they will only handle events such as Birthday celebration, school's graduation, various private dinner or lunch and wedding receptions. During my intern training with her, I have witness and meet various guest and suppliers. I have seen all the decorations of every guest and everyone has their own style of what food they wanted and where would they place the decoration.

Since I am in the Sales department office, moreover I even helped out getting the business proposals getting sign by the Ass. Director of Sales and from the Director of Finance. Aside from that, I helped out in the office the small task that needs to be done such as scanning the business proposals or Agreement Form and extract the documents to its file in the public drive. Subsequent, I helped out rearrange the sales kit for whenever they need it when meeting their guest. The staff there in turn, brings me along and shows me how business happens just by exchanging business cards, they are able to reach out to every new people they meet especially if there is an exhibition going on.

3.3 Benefits

While undergoing industrial training at SICC, I was given an attendance allowance of RM500 per month. During the month of Ramadhan, I also received RM100 *Duit Raya*, since Raya Festival is around the corner and the money is consider to be a bonus for helping out at the Buffet Ramadhan Dinner and additionally, they even gave us intern student's certification as a token of appreciation. Even before the start of the buffet dinner, we the whole employees of SICC were given the opportunity to open fast, a day before the official opening Buffet Ramadhan Dinner. In normal working days, there is a staff cafeteria where the employees are able to eat and rest, and the food is free for all. Various dishes were prepared and food menu is different every day. The food itself is prepared by the chefs at SICC.

In terms of work-related knowledge and skills, there is not much that I can get that is new. But in SICC, there is a system that both the Events and Sales department are using, namely Opera System. This system is similarly like the ones they use in a hotel, the only difference is, hotels use this kind of system to book a room for its guest, while at SICC, they book it for events that is required by their guests. This Opera System is also used to check its availability for future uses. It is also a system where an event manager creates his or her BEO for to issue out to other departments. Aside from BEO, Change Log is also created at the system, meaning to say even if there are any changes that is made at the system, it will remain at the system unless someone deletes it. Additionally, I do learn and experience what it is like to be in a banquet. Physically, it is really difficult to adjust in the beginning, but day by day there are things that I have learn from wiping utensils and plates, ways of professionally carrying plates to serving the guest.

As for personal development, I have learned to be able to multi-task. I have seen and experience how it is to handle clients in communicating them, while at the same time I have to complete and issue out the BEO for the upcoming event. Communication is also the main key when working in a business convention. Everything that a sales manager or an event manager had discussed or made their decision, an alias with all department is very important. Therefore, they are able to be in the same page in the current discussion without leaving all the details. All in all, patience is a virtue when working in any environment. Since we are meeting a lot of people, it is a sure thing that not everybody's temperament is the same, what comes after patience is adaptability to one's pace is definitely a skill everyone must have.

4.0 COMPANY SWOT ANALYSIS

A process for identifying a business's strengths, weaknesses, opportunities, and threats is called a SWOT analysis. You may think of it as a process where the management team determines the internal and external factors influencing an organization's or company's performance. The Sabah International Convention Centre's (SICC) SWOT analysis is presented below.

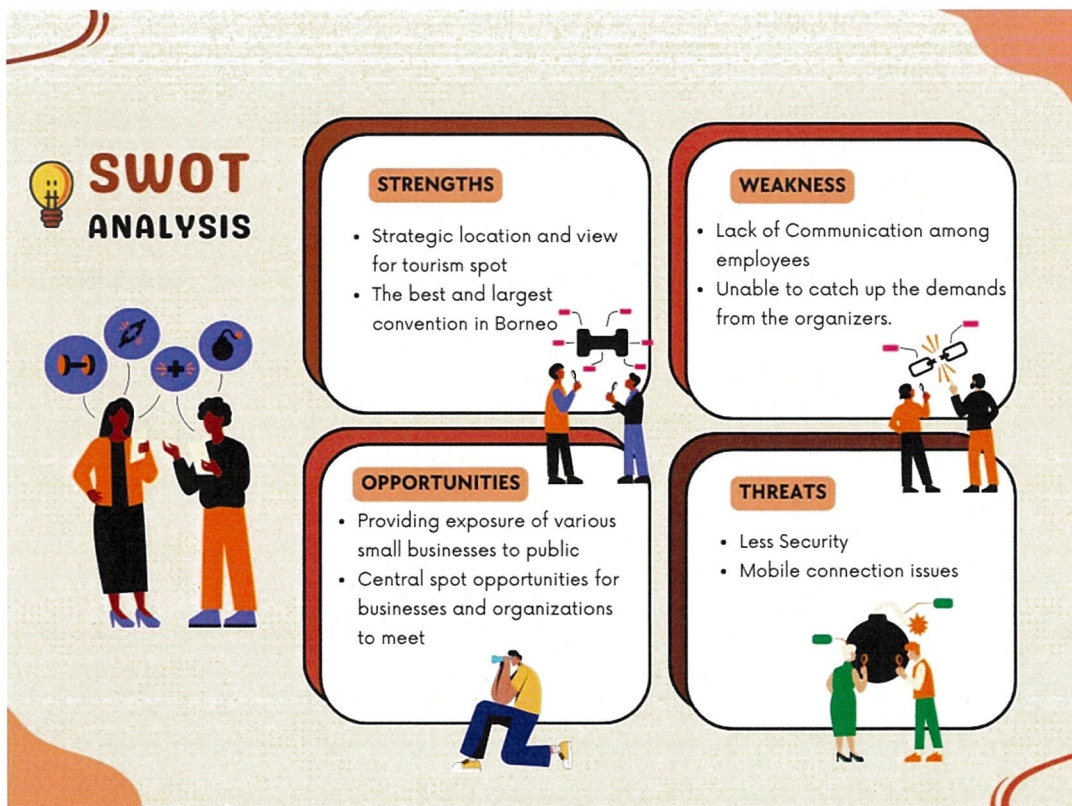


Figure 9: SICC's SWOT Analysis

5.0 DISCUSSION AND RECOMMENDATION

An organization's strengths, weaknesses, opportunities, and threats are assessed using a SWOT analysis. It is a sort of research that looks at both internal and external elements in an organisation. In contrast to the external analysis, which looks at the organization's external environment to identify opportunities and threats, the internal analysis identifies elements like capability, efficiency, competitive advantage, management, infrastructure, procurement, and reputation factors. (Sammut-Bonnici, 2015)

This section will go through each of the SICC's SWOT criteria in more detail after they have all been looked at. I intend to additionally provide suggestions for how to strengthen or enhance each point.

a) Strength

i. The Best and Largest Convention in Borneo

The SICC is East Malaysia's largest waterfront purpose-built convention, exhibition, and entertainment venue. The complex's site is 6 hectares (15 acres) in size, with a gross built-up area of 60,504 m² (651,260 sq ft). It provides 38 creative spaces including 1 plus 3 convention halls, 1 plus 3 exhibition halls, 1 open plaza, 16 meeting rooms and 5 VVIP lounges/rooms. In one time capacity, it can fit up to more than 10 000 pax. As a convention centre, it even provides more than 1,000 parking spaces indoor including 12 handicap parking which is not common in other convention centre in Borneo. Aside from that, it is a convention halls that has higher ceilings than any other halls in North Borneo and that is what makes it spacious. SICC is so large that it has its own facility such as SICC Café known as Meranti Café, and Convention Hall (Sipadan I, II and III), and Exhibition Hall (Kinabatangan I, II and III) and additionally it even has their very own kitchen, its width is equally as big as the three convention halls.

As far as I can tell, the SICC conference centre is the greatest because it has won two accolades. The ASEAN MICE VENUE AWARD WINNER (2023-2025 Asean Tourism Standard Awards) and THE BRANDLAUREATE AWARD WINNER (2022-2023 Sustainable Business and Brands Inspirational Achievement Awards) are the two awards, respectively. These accolades have a significant impact on the industry, elevating SICC to a global level of prominence. Having these accolades demonstrates SICC's accomplishment in being well-known and treated seriously, making any associated firm that came to host an event at SICC a prestige endeavour. Kotler & Armstrong (2006) state that the hospitality business understands that providing outstanding service is one of the critical variables under its control that can enhance its reputation and amicably result in client retention and loyalty.

Sales managers must be proactive constantly to promote and communicate face-to-face with guests to attract organisers to host an event at SICC. Marketing employees play a key role in promoting the business activities and success through social media and official websites. Additionally, members of the banquet staff should provide the visitors to SICC with the greatest possible service. Customer loyalty and retention are significantly influenced by a company's reputation. Rita N. Schulz (2012) found that employees have responsibilities or qualities that were expected of them to maintain a positive business image in the enterprises. The major goal is to keep customers or loyal customers coming back to their hotels. Employees should provide services flawlessly to project a positive business image and, in turn, keep clients.

ii. Strategic Location and Great View for Tourism Spot

Regarding this strength, SICC is situated in a way that draws visitors from over the world and international organisers. The SICC building has the strength mentioned above in addition to being in the city of Kota Kinabalu. However, what makes it even more unique is the view of the sea that can be seen from the right side of the building entrance. Throughout my internship at SICC, visitors and tourists have frequently praised the scenery.

In order for this strength to continue, SICC should encourage its staff, especially waiters, waitresses, and guest service, to politely ask customers to share their experience at SICC and to mention the place or the name of SICC while publishing magnificent views at SICC on any social media platform. Social media, as we all know, has a significant impact on communication. Fatima Ahmed Almazrouei asserts in 2020 that social media is a complex phenomenon that has a considerable impact on corporate competency, primarily because it is driving the evolutionary process. Additionally, according to Buzeta (2020), customers may now readily and publicly express their views and opinions towards numerous businesses through comments, likes, and shares on social media. By doing this, the company can attract more customers and event planners to the SICC.

b) Weakness

iii. Lack Of Communication Among Employees

It's crucial to communicate on a daily basis, especially at in a business. Miscommunication causes a lack of clarity in decision-making, which has an impact on the subordinates who report to these leaders. According to my understanding, a lack of communication leads to misunderstandings, redundant tasks, and mistakes, all of which can slow down business. Even if the problem may be minor, its effects are sufficient to undermine a company's performance.

I suggest that the human resources division treat this matter seriously and continually emphasise that communications is not a straightforward problem to disregard. Effective communication is what makes or breaks any organisation, claims Mukelabai M. Musheke (2021). Performance within an organisation typically suffers from ineffective communication. They want to set up a programme for team development that will help them communicate and comprehend one another. To really get to know one another, a programme outside of the workplace is strongly recommended. Team building is essential in the current corporate environment, according to Baharom (2022), as businesses look for team-based frameworks to boost productivity. According to Schein (1990), organizational culture is a set of shared values, conventions, and beliefs that influence how people behave and make decisions. Therefore, various values lead to various forms of social interaction (Di Stefano & Gaudiino, 2019). The way that employees interact with one another reflects the culture of the company (Men & Bowen, 2017). An open and encouraging organizational culture improves communication procedures' effectiveness and establishes the circumstances for workers to feel happy and dedicated (Meng & Berger, 2019).

iv. Unable To Catch Up the Demands from The Organizers.

Customers are the most crucial component of every organisation since they generate money. Businesses cannot live or grow without them. SICC must abide by the organisers' requirements, even if they are made at the last minute, in order to survive. Although the majority of the time the staff members are able to satisfy the requests of the guests, their energy is limited and are lack of employees. This can make it more difficult for those employees who are still available to set up the location for the transition at the last minute. According to Hui Liu (2022) employees may not have the energy they need to work well, and they may even act out their discontent at work by having unfavorable attitudes or behaviors. They were therefore entitled to resign from their job at any time in which could cause a labor shortage. In accordance with James Kalimanzila (2019), the phrase "labour shortage" refers to a persistent market inequity

between supply and demand in which the number of workers needed exceeds the supply that is available and willing to work at a specific wage and under a specific set of conditions at a specific location and time.

The organisation should develop a punishment or Standard of Procedure (SOP) in order to address this shortcoming or mitigate its effects. As a result, the organisers will be reminded that there are consequences for making last-minute demands and will be forced to reconsider. Standard operating procedures, defined by Bodur (2018) as a series of written instructions that record a regular or repetitive activity carried out by an organisation, are papers that improve the efficiency of the chosen process. In fact, SOPs outline expected behaviour in every industry where quality standards are present. Additionally, it will relieve the personnel of having to carry out any last-minute tasks.

c) Opportunity

v. To Be a Central Business Gathering

Because SICC is a well-known convention, it has the chance to connect with more of its potential customers by serving as a hub for all businesses, associations, and organisations, both local and beyond. According to what I have seen, meeting them all in person will give them the sense that SICC is large enough for them to congregate in one location, which prompts them to wonder what more SICC has to offer. Through this event, the SICC is able to uphold its status as Borneo's biggest conference centre.

The greatest method for SICC to develop and test its limits is to take advantage of this opportunity to study what extra needs to be done to keep the business running and develop their own strategy to do it. Businesses can learn from how consumers interact with goods, services, and experiences in the year 2021, claims Haewon Yoon. Businesses can use this information to help them decide on effective product design, marketing tactics, and customer service policies. Making better judgment and decision-making may also be accomplished through observational learning.

vi. Exposure Of Their Services to The Public and Investor.

Exposure of a company's services and products is crucial for customers to understand what they are purchasing or paying for. The public has been made aware of what SICC is capable of at every event that has been held there. I've noticed that whenever I go to an event with my boss, everyone there seems to be interested in SICC.

The workers at SICC, notably the event managers and sales managers, should take advantage of the public's curiosity to advertise their services at SICC. They are able to swap or give each other their business cards as a result of this chance. A business card is the most fundamental marketing tool that every company needs, according to Ladd (2020). It offers a practical, reasonably priced way to market your company to everyone you encounter everywhere you go. This makes it possible for the convention industry to create its own network and to keep its client relationships strong over time.

d) Threat

vii. Lack Of Security Measure

Whether through technological, physical, administrative, technical, procedural, legal, or other means, a security measure is a strategy to manage a security risk, safeguard the informational resources, and/or prevent any security occurrence. During my internship, usually it is only the employees or employees of SICC's tenant are allowed to be at the back lane of the building. But there are times, when a suspicious guest can snoop around the backside of the building without any permission. Knowing how simple it is for them to enter a location where they are not permitted to does not bode well for SICC's security measures. Employee safety may be at danger, and documents that are easily taken may reveal private information to the public if an outsider can simply enter a restricted area. This will jeopardise the operations of SICC.

The head of the security and safety department should look for options to deal with this scenario, and SICC should take note of it. They shouldn't try to avoid this situation because it could jeopardise the security of their employees and data. Since workers have historically been seen as an integral element of safety initiatives, we must think carefully about how to handle their involvement in safety and security (Boustras, 2020). The security personnel should be alert and take charge of their surroundings. In addition, Human Resources are in charge of hiring adequate security personnel and setting up a training course for them so they can comprehend the layout of the SICC facility. It is appropriate to suggest specific strategies for boosting the classification of security and safety culture for each sector. In the industries they judge necessary, this will enable organisations to improve their security and safety culture

(Andrej Velas, 2022). They are able to identify and concentrate on the area where outsiders can readily infiltrate in this method.

viii. Network Coverage Issues

The second risk is the SICC's network coverage issue. Machine-to-machine communication (M2M) allows machines, physical gadgets, and electronic devices to communicate with one another through the Internet without the need for human intervention. It can be difficult for SICC employees to communicate on their smartphones. Wireless sensor nodes are utilized to detect, process, and send data between nodes until it reaches the sink. A stable network is crucial, particularly for the sales department. To communicate with their clients, the network must be reliable. In addition to them, visitors to SICC encounter the same issue while attempting to converse via their smartphones.

I see that it is challenging for a sales manager and event manager to talk to organisers who unable to visit SICC to discuss the business proposal. The fact that the managers must go to a different position within the building or outside the building in order to get a strong network connection makes it more challenging. This may even slow down their office work, which will have an impact on the amount of paperwork that needs to be finished before the day's end. Even the organisers will find it very frustrating when the phone conversation is not easy to hold. They might postpone the event at the SICC, and it is concerning that even a communication breakdown could result in lost clients and a decline in business.

As a solution, the IT team at SICC must pick up the pace in updating the interior building coverage in order to counter this threat. To create more precise and scalable networks, deployment methodologies must take into account security, dependability, and scalability in addition to coverage, connectivity, and power consumption. According to M. Farsi (2019), in order to increase network robustness and dependability, localization techniques must be integrated with deployment techniques. Therefore, SICC is able to continue their engagement with their overseas clientele by acknowledging this problem. The research conducted by Kowalska (2018) support the hypotheses that particular online relationship-building tools have a favourable impact on the behavioural and affective ties created with customers.

6.0 CONCLUSION

To conclude from this internship training, SICC offers a great experience of exposure of what goes on behind the surface of SICC. Having to rotate to 3 different departments increase my insights on how the process works in their nature of work. Through it, every department is important in SICC's business convention because they corelate with each other.

Through my observation by assisting in SICC, I understand one must communicate for the information to be passed on accurately and not through the grapevine communication. I have seen the effects of miscommunication from one department to another of which could lead to a bigger misunderstanding. Additionally, higher management must listen to both stories from both parties when issues arise. With a good judgement, this will allow every leader in each department to make a good decision. If not, this can disrupt the business flow in the long-term due to the relationship constraint among the workers. As an intern I have learn that patience is a virtue. Having this discipline and mentally in control gives me the sense of professionalism in a working environment. From patience itself, I have also learned the ability to compromise with the customers ridiculous demands and give our own rational point of view calmly.

Finally, I may have regretted of accepting to do my internship at SICC, but along the way I have gain more than what I have expected through my experience at SICC. I have become my own person and independent through how I speak and how I present myself. SICC may have given the challenges for me to grow and improve myself as a preparation in my next step of life. All in all, Sabah International Convention Centre gave me the most life changing experience.

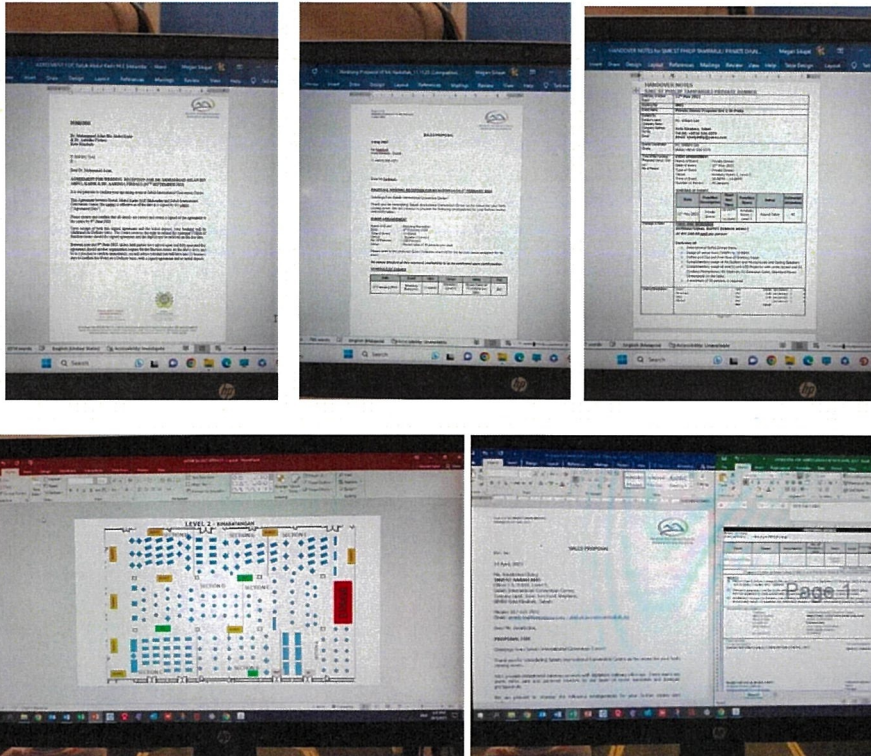
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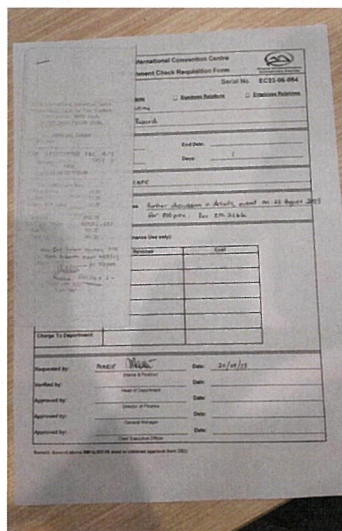


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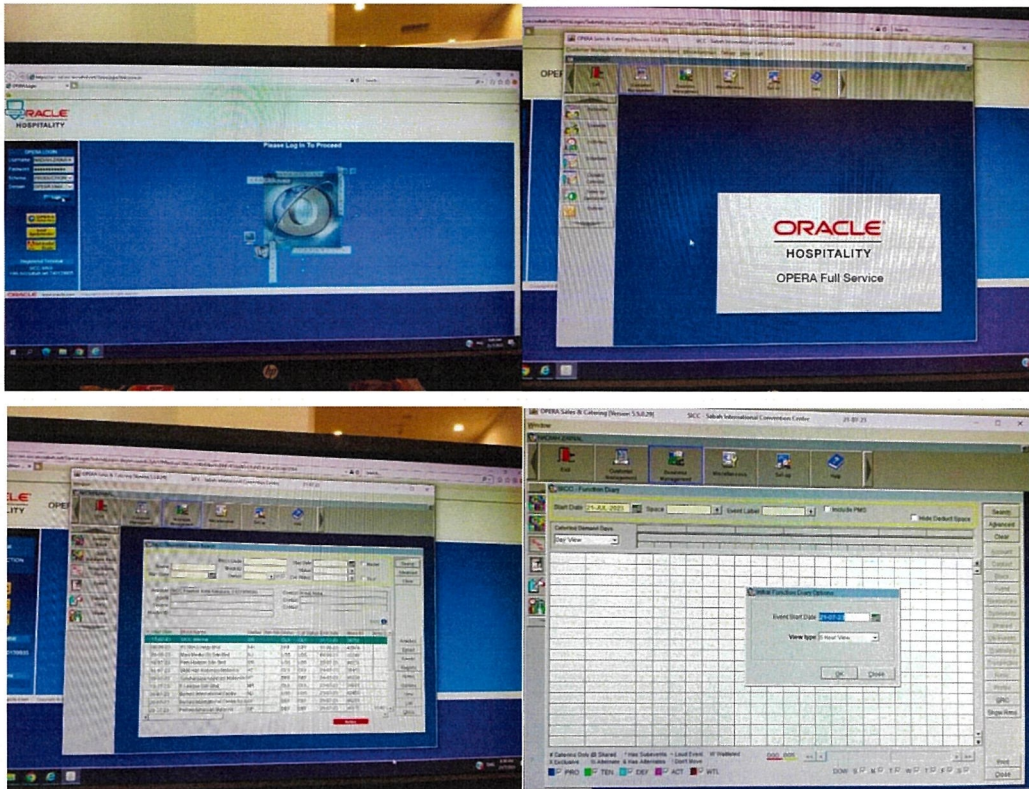
8.0 APPENDICES



Appendix 1: Examples of Agreement form, Proposal form, Handover Notes, Event layout and Proforma.



Appendix 2: Examples of Entertainment Check Requisition Form (ENT)



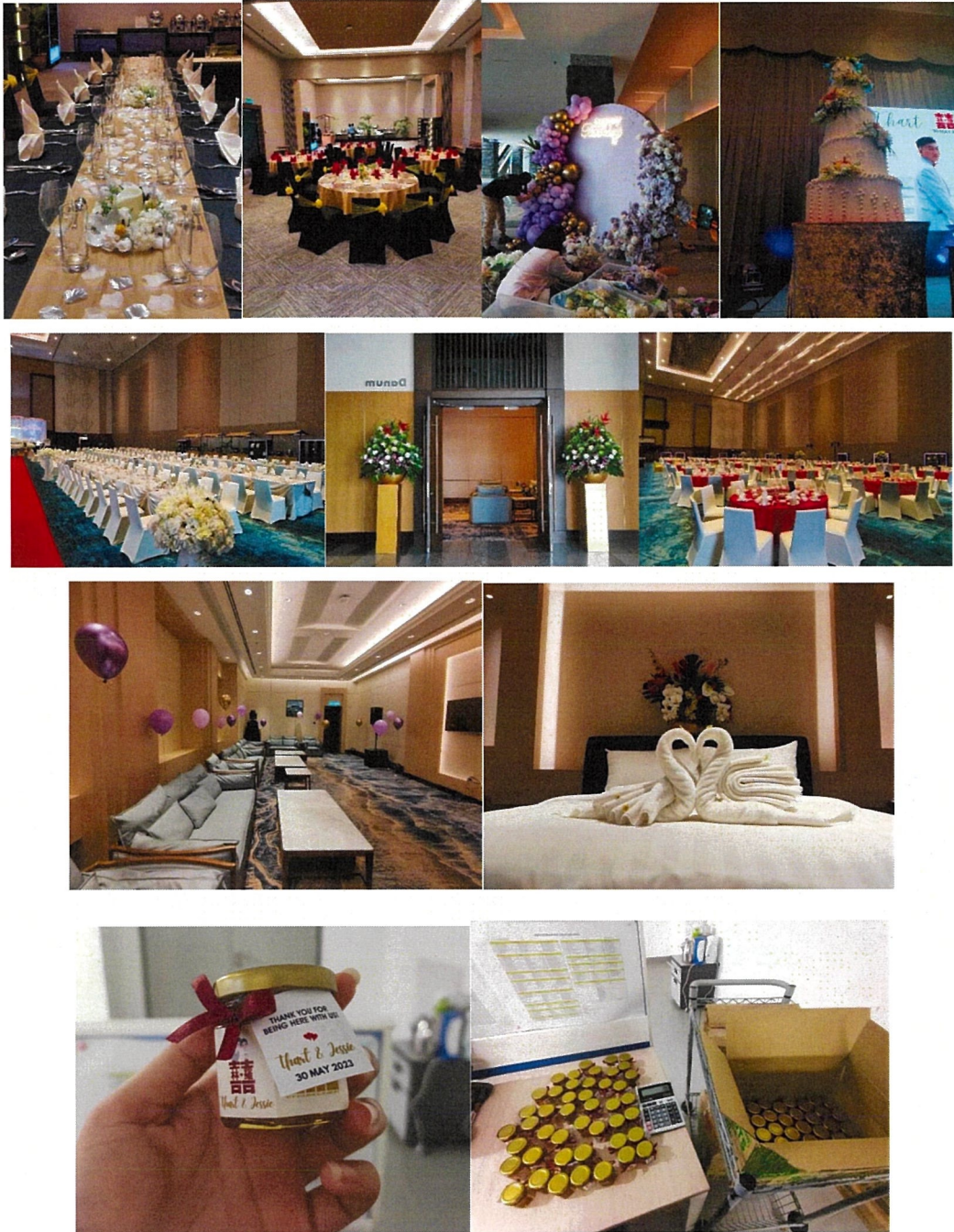
Appendix 3: Oracle System that is used in SICC by Event and Sales Team



Appendix 4: Two Greatest Award that is received by SICC



Appendix 4: Photos and certification of proof that I have join the Internship Cross Exposure Program during Ramadhan Season 2023



Appendix 5: Photos of Private and Wedding Reception Events that I have assist in Private and Wedding Event Department



Appendix 6: Celebrating Staffs' Birthday in the month of April



Appendix 7: Photos of me on duty during an event for MATA FAIR