



KUALA LUMPUR CONVENTION CENTRE

INDUSTRIAL TRAINING REPORT AT CONVEX MALAYSIA SDN BHD

1st MARCH - 15th AUGUST 2023

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KUALA LUMPUR
CONVENTION CENTRE

EXECUTIVE SUMMARY

My memorable and enlightening 6-month industrial training at Convex Malaysia Sdn Bhd was a full-time experience, which was an incredible opportunity. My internship report provides details that I had successfully completed my internship program with Convex Malaysia Sdn Bhd, Kuala Lumpur from 1st March until 15th August 2023. This is part of fulfilment of my course program, Bachelor of Business Administration (Hons.) Finance. Referring to report, I was assigned to Finance and Administration department that consist of several division namely Purchasing, Cost Control and Accounts that I have covered as a practical trainee throughout my internship duration. Convex is one of largest convention centre in Asia as they provide top-notch multi-purpose spaces and cater to needs of thousands of people from local to international align with their vision, mission, goals and objectives. As being completely new to internship, every hour spent in the Convex gave me some amount of experience all the time all of which I was exposed to a wealth of knowledge and expertise that very useful and valuable tool that can be used in my career development. As the highlight of this report, the SWOT analysis of the company has been analyzed to helps the reader understand the potential organization's growth from internal and external aspects. Thus, it helps me to identify areas for improvement and recommend informed decisions about the company's future by taking all of the factors (SWOT) that could affect a given situation at the end of report. Lastly, through my industrial training and execution my internship report, I successfully accomplished in a scheduled time.

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ACKNOWLEDGMENT

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All praise to God, the Almighty, and the Merciful. Despite numerous obstacles, this report would not have been completed in a scheduled time without blessing and endorsement.

The internship opportunity I had with Convex Malaysia Sdn Bhd was a great opportunity for learning and professional development. I was so lucky to be part of it. It gives me a tremendous pleasure to express my gratitude to the numerous individuals for their cordial cooperation and encouragement directly or indirectly contributed to the preparation of this report. Now, a little effort to express my heartfelt gratitude to that helpful person. No work can be completed without other's help or contribution.

First of all, I would like to express my sincere gratitude and special thanks to Mr. Layzree, Director of Finance & Administration for giving me an opportunity to execute my internship in Finance & Admin Department of this organization. Not to forget, special thanks to my internship supervisor Mr. Sasi Kumar, Procurement Manager of Convex Malaysia Sdn Bhd despite having his busy schedule, took time out to listen, guide and support me throughout my internship journey. In every phase of the task his supervision and guidance shaped this report to be completed perfectly.

I would like to express my gratitude to my faculty advisor Madam Wan Rasyidah for the valuable instructions and guidance during the internship program. Without her kind and proper guidance this report would have been a little success.

I would also like to extend my gratitude and special thanks to my colleagues of Finance and Admin department who assisted me throughout my work tenure and made my experience an unforgettable one. People from these departments helped me to gain more practical knowledge which made my internship journey more fruitful.

Last but not least, it is my radiant sentiment to place my warmest regards, deepest sense of gratitude to my families, friends, lecturers who participated in preparing this report and appreciate me to devote my all time in the workplace during my internship.

1.0 STUDENT'S PROFILE



NIK INSYIRAH IZZATI ISHAK

Bachelor of Business Administration (Hons.) Finance

EDUCATION

MARCH 2021 - AUGUST 2023	Bachelor of Business Administration (Hons.) Finance, Universiti Teknologi MARA (UiTM) <u>CGPA</u> : 3.88/4.00 <u>DEAN'S</u> <u>DEAN'S LIST</u> : ALL SEMESTERS <u>MUET</u> : BAND 4	Bandaraya, Melaka
JUNE 2018 - FEBRUARY 2021	Diploma in Banking Studies, Universiti Teknologi MARA (UiTM) <u>CGPA</u> : 3.83/4.00 <u>DEAN'S</u> <u>DEAN'S LIST</u> : ALL SEMESTERS	Rembau, Negeri Sembilan
2013 - 2017	Sijil Pelajaran Malaysian (SPM), SMK Warisan Puteri	Seremban, Negeri Sembilan

AWARDS & SCHOLARSHIP

AUGUST 2021	Virtual-Melaka International Intellectual Exhibition (V-MIIE) 2022 <ul style="list-style-type: none">Received Gold Award for V-MIIE for designed an innovative mobile app named InTracks (Inventories Tracker)
JULY 2021	Biasiswa Program Ijazah Dalam Negara, Jabatan Perkhidmatan Awam <ul style="list-style-type: none">Granted a scholarship from Public Service Department Malaysia to pursue my undergraduate studies
FEBRUARY 2021	Vice Chancellor Award, UiTM Cawangan Negeri Sembilan Kampus Rembau <ul style="list-style-type: none">Awarded for achieving dean list for all semesters during diploma

EXPERIENCES

MARCH 2023 - AUGUST 2023	CONVEX Malaysia Sdn Bhd (Kuala Lumpur Convention Centre) <i>Intern (Finance & Administration)</i> <ul style="list-style-type: none">Assigned to Purchasing, Cost Control, Accounts department that responsible for all financial aspects of an organizationAssisted in keeping and maintaining purchasing order up to date by gathering and documenting all Purchasing Order and Requisition from the system for future referenceAssisted in product tasting by providing useful information through sample evaluation form to meet necessary qualityRepresented for purchasing team for site or vendor visits with Halal team and Food Quality team for review and approval of new suppliersResponsible to get an update from suppliers regarding status of delivery goodsRequested Halal Certification and products specification from supplier of listed products and submitted to Halal department to ensures that products are safe for consumptionRequested price quotation from general item suppliers for price comparison to decide the potential supplierHandled goods arrived in receiving area by reviewing the content accuracy and ensuring the product is delivered to the correct end userHandled invoices of suppliers managing invoices by following list of suppliers before the payment is being made
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EXTRA CO-CURRICULUM ACTIVITIES

- NOV 2021 - FEB 2023** **Finance Student Association Club (FINEST)**
Assigned as *Academic Bureau* Finance Student Association Session (2021/2022)
- Responsible for keeping all regulatory information, data academic and provide information to all Finance students.
- JAN 2023** **Corporate Social Responsibility (CSR): Projek WAQF Mesin Basuh**
Assistant Project Leader
- Raised funds to buy a heavy-duty washing machine for Madrasah Tahfizul Quran Al-Mutaqqin which is located at Bukit Gambir, Johor
 - Collaborated with Marketing Student's Association and Sukarelawan Zakat Club to organize the event
- APR 2022** **Corporate Social Responsibility (CSR): Tabung Jalinan Kasih**
Logistic Bureau
- Organizing and handling a fundraise for Rumah Anak-Anak Yatim Sultan Salahudin Abdul Aziz Shah Al-Haj & Pertubuhan Kebajikan Darul Aitam with the collaboration of Pertubuhan Mihrab
- JUNE 2022** **Academic Webinar: FLY HIGH, Careers in Financial Securities**
Protocol Bureau
- Responsible for arrangement schedule of the programme to run and prepared tentative for the programme
 - Prepared text for the head of project and Finance Program Coordinator's speech
- JUNE 2022** **Webinar: Beware of The New of Financial Crime**
Registration and Certificate Bureau
- Responsible for overseeing registrations that involved over 200 participants from Finance students
 - Prepared and provide certificates for participants, committee members and winners

SKILLS

Microsoft Word	Advanced	Adobe Photoshop	Intermediate
Microsoft PowerPoint	Advanced	Adobe Animate	Beginner
Microsoft Excel	Advanced	Adobe Premiere Pro	Beginner
Canva	Advanced	Tableau	Beginner

LANGUAGES

Malay	Native speaker	English	Highly Proficient
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REFERENCES

Miss Nurhaslinda binti Hashim
Senior Lecturer of Finance
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Dr. Hafiz Ali. M
Senior Lecturer of Finance
Faculty of Business and Management
UiTM Kampus Rembau, Jalan Kampung Pilin,
71300 Rembau, N. Sembilan

2.0 COMPANY'S PROFILE

2.1 Name and location of company



Figure 1: Kuala Lumpur Convention Centre

The Kuala Lumpur Convention Centre is operated by Convex Malaysia Sdn Bhd also known as the Kuala Lumpur Convention Centre. It is a convention and exhibition centre in the heart of the Kuala Lumpur City Centre. It looks out over iconic PETRONAS Twin Towers and the KLCC Park.

2.2 Location of company



Figure 2: Location of Kuala Lumpur Convention Centre



Figure 3: Types of Accessibility and Connectivity



Figure 4: Places Around Kuala Lumpur Convention Centre

The well-known integrated KLCC precinct is a 100-acre city-within-a-city comprised of a purpose-built venue, 4- to 5-star hotels, a shopping mall, and a lush recreational purposes park overlooking the world's tallest twin towers. Therefore, it allows visitors to access the Centre easily and conveniently as the centre located near with public transport, malls, recreational park and others excellent accessibility.

2.3 Logo of company



Figure 5: Logo of Kuala Lumpur Convention Centre

Kuala Lumpur Convention Centre's logo that indicates company identity and recognition of customers towards the company.

2.4 Operation hour

DAYS	TIMES
MONDAY - SUNDAY	8.00 A.M until 11.55 P.M.

Table 1: Kuala Lumpur Convention Centre Operation Hour

Kuala Lumpur Convention Centre is open on weekdays and weekend from Monday to Sunday except public holidays which the Centre will be closed as shown in the table above.

2.5 Vision, mission, objective, goal



VISION

We turn heads by making a difference with a team of dedicated, connected professionals, striving for perfection and excellence to become the global market's preferred choice where all things are possible.

MISSION

To provide a world class facility, managed to world-class standard for the conduct of events by both Malaysian and international customers.

OBJECTIVES

- To provide the specialised services for this sector of business where there is the potential to cause environmental and social impacts.
- To achieve sustainable outcomes starts with commitment to complying with and exceeding, where practicable, the standards stipulated by the legal requirements.

GOALS

- To support the long-term sustainability of the business events industry in Malaysia.
- To support the long-term sustainability of the travel and tourism sector



2.6 Background of establishment



Figure 6: About Convex Malaysia Sdn Bhd

Convex Malaysia Sdn. Bhd. was incorporated on 9th July 2002 that operates in the Convention and Trade Show Organizers industry. Cox Architects & Partners and Akitek Jururancang Malaysia conceptually designed the Centre for hosting international, regional, and local conventions, tradeshows, public exhibitions, entertainment, and private events. The Kuala Lumpur Convention Centre (the Centre) is Malaysia's most prestigious award-winning venue. It is owned by KLCC (Holdings) Sdn Bhd, a subsidiary of Petroliam Nasional Berhad (PETRONAS), and is proudly managed and operated by Convex Malaysia Sdn Bhd, a joint venture between KLCC (Holdings) Sdn Bhd and ASM Global as in the figure given. It includes Management and Operation of convention and exhibition centres.

Convex is Located in the heart of the Kuala Lumpur City Centre integrated precinct, the venue offers a purpose-built Centre with 33,659sqm of flexible space over 4 level and it has also been recognised by prominent tourist and non-tourism organizations which has led to it being an excellent and flexible place that ideal for large and high-profile gatherings to intimate private functions. It looks out over iconic PETRONAS Twin Towers and the KLCC Park, delegates and visitors attending events at the Centre have a varied range of recreational, entertainment, food & beverage and accommodation options within the city' KLCC development.

The Centre maintains its world-class status by adhering to international quality standards and accreditation requirements, namely ISO 9001, ISO 22000, ISO 14001, ISO 45001, ISO 37001, EarthCheck Silver and Hazard Analysis and Critical Control Points (HACCP). Since its

opening in June 2005, the Centre has hosted over 18,000 events, bringing into Kuala Lumpur over 27.5 million delegates and visitors with RM10.8 billion in Economic Impact. Other than that, the Centre has received 250 awards from 2005 which is part of it is the first in Asia to be awarded the 'Gold' level of

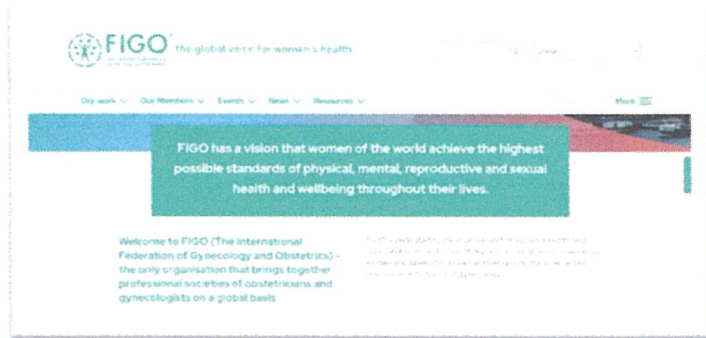


Figure 7: Award Received by Convex

the AIPC Quality Standards certification, the winner of 2012's 'Best Convention Centre in Asia' at the MICE Report Awards, AIPC (International Association of Convention Centres) Innovation Award 2025, rAWR (Recognising Award Winning Results) Awards 2013 for 'Purpose Built Conversation and Exhibition Centre Award for Excellence' in the Business Events category and Kuala Lumpur Mayor Universal Access Award 2013. Besides that, in 2006, the 18th FIGO World Congress of Gynecology and Obstetrics was held at the KL Convention Centre, drawing 8,294 attendees.



2.7 Organizational structure

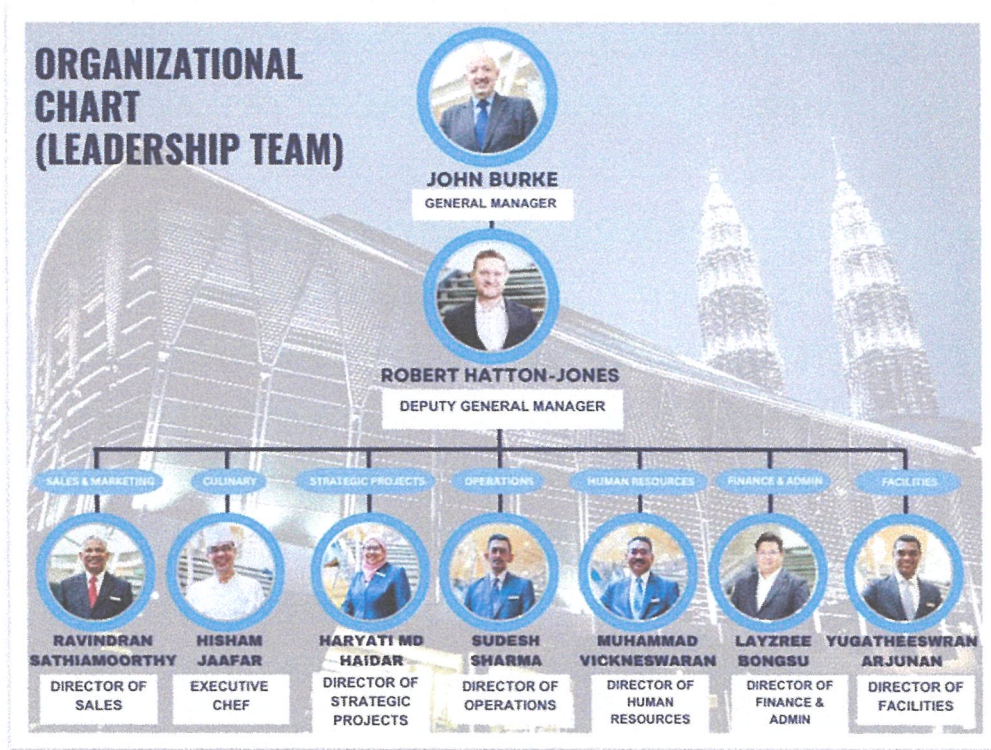


Figure 8: Convex Organizational Chart

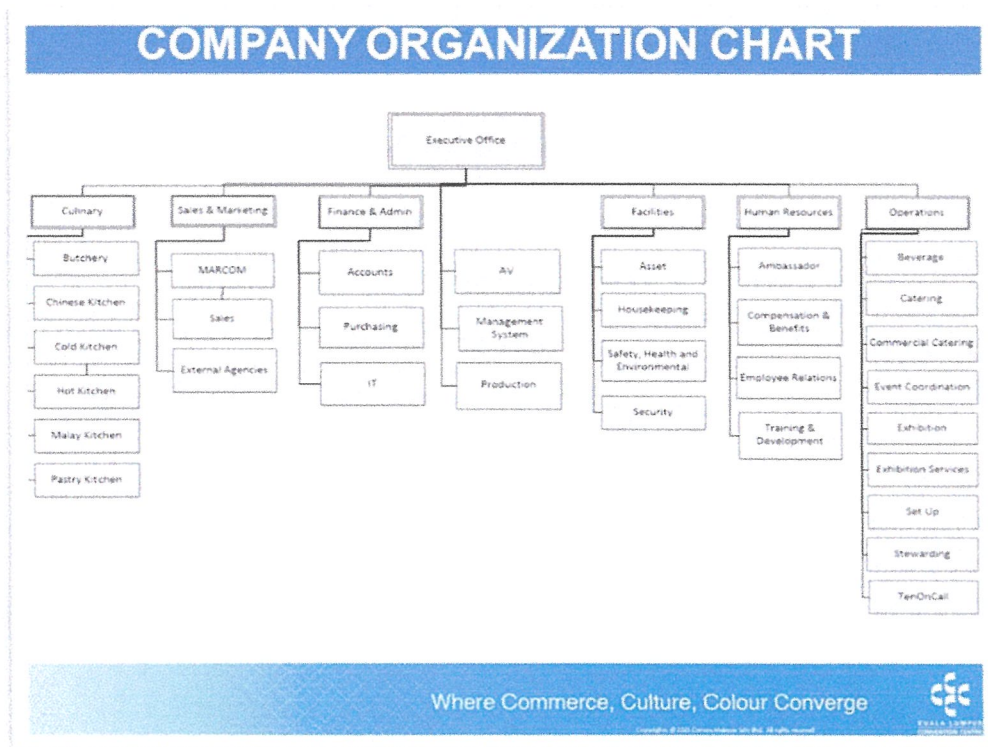


Figure 9: Company Organization Chart

2.8 Product or Services

The Centre offer a great service of accessibility five level purpose-built facility with 33,659 sqm of flexible space over 4 levels comprising a wide range of flexible multi-purpose function space including, two auditoriums; a Grand Ballroom, Banquet Hall, 3 Conference Halls, 8 Exhibition Halls, 23 meeting rooms, 2,991-seat Plenary Hall, and Plenary Theatre. The Centre also supported by a wide range of facilities such as Hospitality Suites, VVIP Lounges, F&B Outlets, Medical Room and Parenting Room, and Concierge & Registration. It is a specific venue for daily local and international events, exhibitions, and business gatherings as it offers sufficient floor area to accommodate several thousand attendees. This is the right place for a business event if want to expand business or go for global market where individuals and groups gather to promote and share common interests. The venue space offered by the Centre as shown in the figures below.



Figure 10: Types of Venue

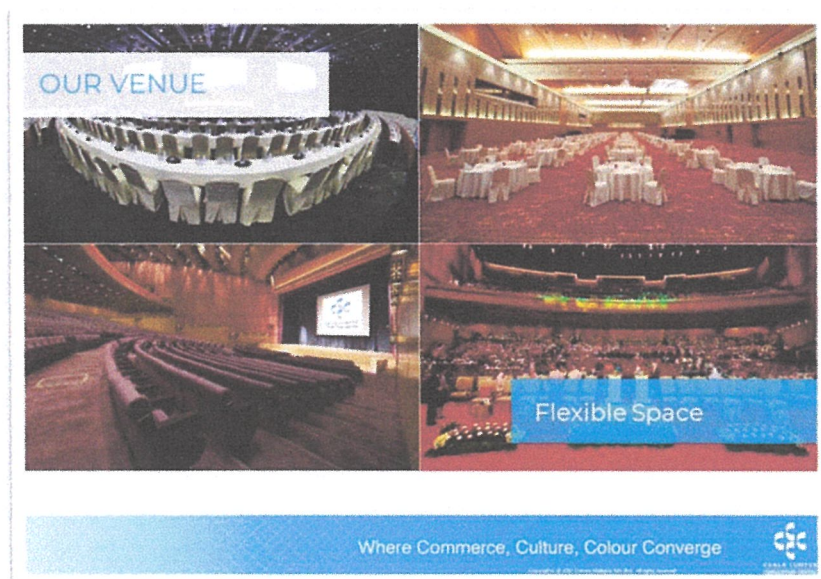


Figure 11: Venue of Kuala Lumpur Convention Centre



Figure 12: Types of Support Facilities

Other than offering multi-purpose function spaces, the Centre also provide event catering services or to create an exceptional banquet whether wedding dinners, celebrations or



corporate events. The excellent service from one of the largest commercial kitchens in Malaysia with many of Malaysia's well-known chefs have made it their mission to serve up innovative fusion dishes that draw inspiration from the country's diverse ethnic traditions. With innovative menus that meet the needs and

dietary needs of delegates and visitors from many different cultures and ethnic groups, it offers experience unique and wholesome cuisine that meet all occasions or events.

3.0 TRAINING'S REFLECTION

3.1 Duration of Industrial Training

The industrial training period determined by the university is 24 weeks from **1st March 2023** until **15th August 2023**.

3.2 Department I have been assigned to

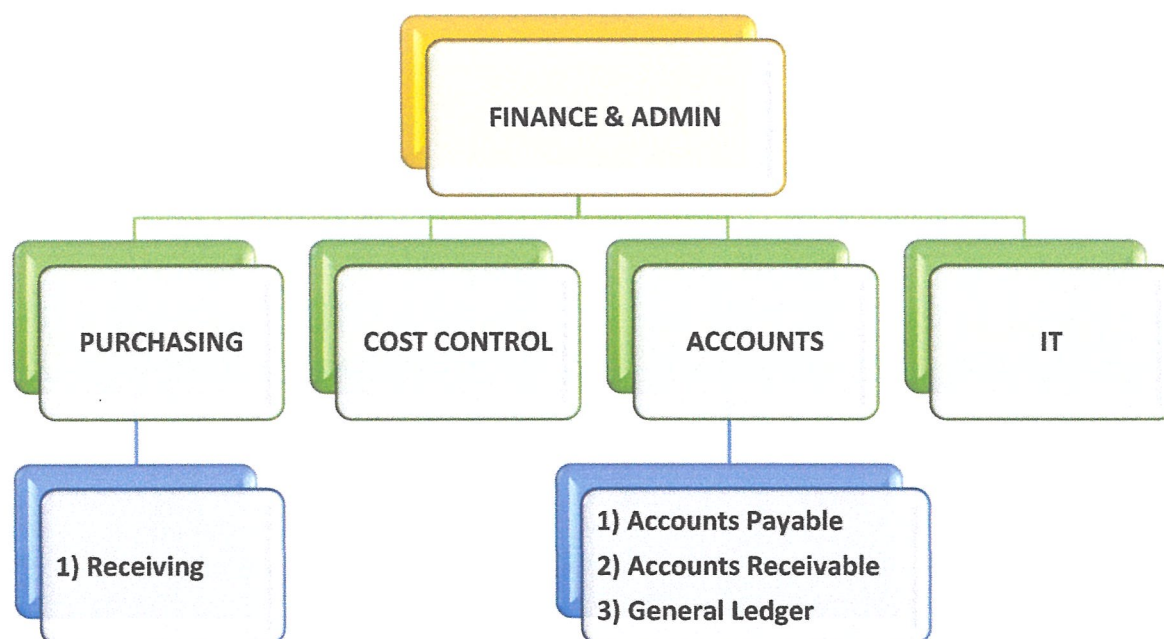


Figure 13: Finance & Administration Department & Division

I was assigned to Finance and Admin department that responsible for all financial aspects of an organization with legally and ethically. There are several division or area that are divided under Finance and Admin department namely Purchasing, Cost control, Accounts and IT divisions. As a practical trainee, I was assigned to Purchasing, Cost Control and Accounts divisions for 24 weeks. Under the purchasing, it divided into 2 categories which are receiving and F&B where I have only experienced in receiving and store management area as well as cost control. Other than that, Accounts division also possessed several areas such as accounts payable, accounts receivable and general ledger which I have covered throughout my practical days.

3.3 Roles and Responsibilities

3.3.1 Vendor Site Visits



Figure 14: Vendor Site Visits with Colleagues

I was assigned to purchasing area whereby I was given a task by having site visits with Halal and Food Quality team for review and approval of new suppliers of food and beverage which are Kitchen Secrets Sdn Bhd and Sunderland Bakery Sdn Bhd to evaluate the products that are being manufactured and processed as well as the inspection for processes, materials, cleanliness and packaging label review prior to the start of each production run. Besides, identifying requirements for goods, materials and services, and validate if important safety measures are in place in terms of storage, preparation, process control, cleaning, pest control, personnel and management control.

3.3.2 Product Tasting



Figure 15: Juice Tasting

Similarly, in purchasing area, as a purchasing assistant, I need to conduct a product tasting in terms of beverages category from different suppliers in order to select the best supplier and that is valuable to company by providing useful information through product sample evaluation form regarding criteria of food such as texture, visual appeal, taste and aromatic appeal. It should be rated from 1 to 5 where 1-Poor, 2-Average, 3-Above Average, 4-Good, 5-Excellent. Besides that, evaluate the product by looking at general criteria such as quality of product, safety features, performance and user friendly. By performing the tests, it can ensure that supplier products meet the necessary quality standards before they reach to customers.

3.3.3 E-mail orders to supplier, Responding and Follow up e-mail to suppliers.

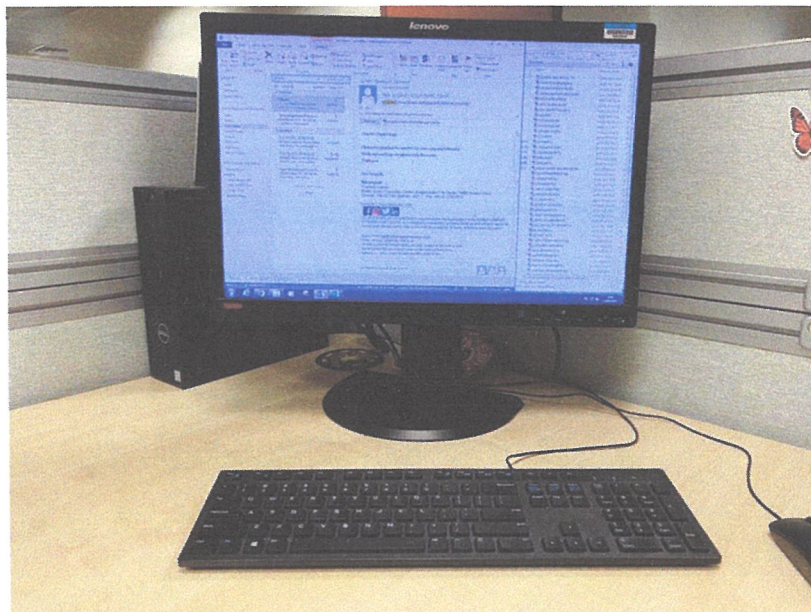


Figure 16: Daily Task at Work

E-mail to suppliers daily to purchase order once the orders being approved by Mr Sasi Kumar (Procurement Manager) and make sure e-mail the purchasing orders to suppliers correctly in order to avoid insufficient orders or any other issues. In addition, checking emails or responses from suppliers thoroughly in case there is any issue regarding the purchase of the goods, different prices, goods were out of stock, or missing attachment of purchase order and immediately respond to them. When there is item non-delivered within the time and date stated in purchase order, I will call the suppliers to follow up the status of delivery and acknowledge them hence, the issue of delivery will settle on that day.

3.3.4 Request Halal Certification and Price Quotation from suppliers

Request and follow up latest Halal certificate and products specifications from the suppliers of listed products for Halal update in excel as it need to be submitted to Halal department with stipulated of time. The products purchased require Halal certification ensures that products are safe for consumption. All certified food items must meet strict standards set out by Islamic law to ensure they do not contain any prohibited ingredients such as pork or alcohol and guarantees that no animals were slaughtered unethically during production. Once Halal certificate received by suppliers, it has to record and insert the certificate link in excel given.

Furthermore, the task given was to request price quotation from general item suppliers at least from three different company for price comparison to decide the potential supplier. Once received the quotation from suppliers, I need to compare the price and justify the selected supplier and non-selected supplier with good reason to ensure that the correct materials and services are obtained at the best possible prices and then seek approval before issue the purchasing order. Therefore, it allows company to confirm the quality of the goods or services being purchased through the quotation.

3.3.5 Received Items Purchased at Receiving Bay

Furthermore, I also was assigned to the receiving and store management area where the tasks given include handling goods that arrive at the receiving bay, reviewing the content accuracy and ensuring the product is delivered to the correct end user as well as check the delivery quantity against both invoice and the purchase order. First thing should be considered is ensuring the product received is correct and similar what have been stated in invoice and purchasing order. Then, I count or weigh the purchased items particularly as well as check the delivery quality against the company's purchasing specifications by open the packaging and look at the produce. Is it fresh, the right colour, the correct size, the precise degree of ripeness, and not bruised or rusted. In terms of frozen and chill foods, the temperature of items and the vehicle need to be taken based on the appropriate valued. Last but not least, compare the prices on the invoice to those on the purchase order to ensure that they are match. If everything is in order, sign the invoice and put the goods away promptly in the proper place.

3.3.6 Handled Invoices of Suppliers

I was appointed to Accounts area which is Account payable where I was given a task to sorting and managing invoices by following list of suppliers in terms of foods and beverages as well as general item before the payment is being made. Additionally, I need to keep updating supplier's voucher in the system named Ungerboeck before issue the payment to suppliers by inserting the invoice number and date. Next, I will match the price of invoice with the price in the system correctly to avoid any issue during payment is being made.

3.4 Benefits Gained

3.4.1 Benefits from company

✓ Allowance

As a practical trainee in Convex Malaysia Sdn Bhd, I received monthly allowance of RM800 throughout my internship which is sufficient enough to support my financial. It also helps to alleviate the financial burden on me, allowing me to fully engage in my work and make meaningful contributions to the company.

✓ Staff Welfare

In Convex, meals will be provided at the Staff Restaurant that located at Café Kita for all employees where I find it easier to focus and be productive when lunch is provided because it means I do not have to worry about what I am going to eat and I also can save my cost rather than eating outside from the company. Not just that, the company also provide corporate uniform to all employees to create professional appearance which mean I do not have to worry about my daily personal attire.

3.4.2 Benefits to Work

✓ Learn real working world of the industry

As an undergraduate student, I need to be better prepared for the workplace hence, the hands-on training at Convex equipped me regarding the skills sets required, industry's demands and work ethics. For example, Convex is one of hospitality industry in the service sector such as tourism, lodging, events or food and beverage that focus on building rapport with clients and guests. I engage and learn about effective financial management by carefully planning and controlling their finances, businesses to ensure that they are able to meet their obligations and reach their goals such as in purchasing division that focus on purchasing on goods and services include sourcing, contract negotiation and payment terms. Other than that, I learn different aspects of running business, from purchasing and receiving to accounts division that taught me many critical points such as how to act professionalism, how to leverage relationships, write written communication and others that undertake work experience under the guidance. Moreover, it develops my professional and practical skills and encourages me to utilize the knowledge acquired in a real-life environment as example to deal with suppliers regarding delivery of good as it need to be delivered on that day, thus communication is crucial part in dealing with them.

✓ Build upon my own personal network

During my internship, I learned how to interact and build relationships with the people with whom I worked. I learned how to initiate conversation, speak about my interests, knowledge, and talents with managers and business owners' thorough comprehension of firms not solely in the co-working space but also in the market. It does benefit me as this process overall contributed to my professional network growth and focused the importance for building these relationships. Furthermore, building relationships with my colleagues can gain useful insights into the field in which I am working and possibly learn about new job opportunities. For example, they assist me in obtaining professional references for future job possibilities. Therefore, maintaining these connections after my internship can help me advance career in the long run. I also connected with the majority of them on LinkedIn, which is an obvious professional networking platform to develop long-lasting personal relationships.

✓ Understanding workplace culture

Since Convex has strong company culture, I gained that every company or organization has its own culture and it is crucial to observe other and learn how they interact with co-workers or assist them with tasks. For instance, in what manner do they share their ideas team meetings? How do managers interact with employees? What is the management style? How people communicate with each other. I instantly learned that it is okay to ask for clarification when something seems unclear to me. Therefore, it makes them feel secure and appreciated in their role. Other than that, staff in Convex maintain the culture by saying 'Good morning' every day as it is a way to acknowledge one another and it can make someone's day a little bit better so this would improve communications among colleagues and the overall atmosphere in the workplace which teaches me how to respect and appreciate others.

3.4.3 Benefits to Personal development

✓ Improved communication skills

Convex offer the opportunity to me to discover new technical skills which is effective communication skill particularly if English is not my first language. Hence, I managed to speak in English when I need to interact with the top management which are our general manager, John Burke and deputy general manager, Robert that basically is not local. This help me to strengthening my communication skills in English which is powerful tool that can be used for my personal development. Other than that, it is also big opportunity that allow me to gather both subject and objective information of the potential suppliers and understanding the supplier's infrastructure, capacity, capability, procedures, quality systems and culture by communicate with them including oral and written skills. Throughout my internship, I need to follow up suppliers by calling and write an email to them and interact with others from different department. For example, one of the suppliers did not manage to deliver goods with stipulated of time and did not acknowledge our company, so I need to call them to know the status of delivery and communicate with them clearly to solve the issue in order to avoid misunderstanding. Besides that, I will seek guidance and explanation whenever I am confused or unsure on how to proceed with a task as it is a part of being a good communicator that help with productivity, efficiency, engagement and growth.

✓ Decision making skill

During my practical training, I able to think critically and weigh different options in the process of making correct and practical decisions by identifying decision, acquiring information, and evaluating alternative solutions to achieve specific results. For example, as I mentioned before, throughout my days in receiving and store management area, I need to received goods from suppliers in good condition and accurate by checking the goods especially perishable item is fresh. Therefore, when supplier deliver perishable items such as fruit that is too sour, bruised and rusted, I immediately need to make decision to reject or ask them to replace as soon as possible. It means that, with the knowledge I gained from this task, I able to make think rationale by focus on relevant details in order to make thoughtful decision more quickly and effectively when there is a conflict.

✓ Build good teamwork

In every organization, team member must work together to accomplish any task which I have developed teamwork skill in my personal growth during practical training. I need to remain focused in the team's goal because the idea of good teamwork is being understanding towards each other to ensure meet the goals. Therefore, in this case, I develop a patient, positive, considerate attitude as well as appropriate communication whenever disagreement arises among members of them especially when conflicts arise. This can be seen when purchasing division having a short meeting which I required to attend every day to make sure every team member share their progress in terms of what the issue arise and what things need to be done. It proves my ability to communicate well, actively listen and be responsible when having teamwork skills.

✓ Boost self-confidence

Throughout my internship, I boost my self-confidence level because it gives me the freedom to work and think on my own that push me out of my comfort zone. Keeping track of my thoughts and progress, practising my communication skills like asking questions and active listening and building a network on of ways to boost my confidence that I can lead, and go beyond my limits. Besides, I get interact with different people such as suppliers and employees with different departments that allows me to grow as both a worker and a person. Finally, being caring among my colleague helps to build my self-confidence. In my case, my supervisor always asks me if I am capable of doing the task given. Not because he downgraded me being an intern, but she realizes that as an intern I still have so many things to learn and cope with the new situation.

✓ Punctuality

Convex is a corporate company where punctuality is extremely vital. Hence, students who undergo industrial training in Convex firm to adhere to ethics and regulations of the company, especially working hours. The working hours is 8AM to 5PM from Monday to Friday where I required to arrive at work before 8AM because 7.59AM is considered late. Otherwise, I will receive warning letter if I come late to office for 3 consecutive days. Therefore, I learned the importance of punctuality in the workplace because they uphold productivity and it can highlight my trustworthiness and reliability as an employee as well as meet standards of professionalism. Besides that, meet complete tasks given by supervisor by their deadlines encourages me to reach a place on time and uphold commitments to someone. Thus, it enables me and others to acknowledge the importance

value of time. For example, I was given a task to update suppliers details in excel with given date as they need it immediately. Therefore, I need to complete and submit it on time because I know if I am being late, it can cause other people's work is delayed and tension and resentment rise within teams when someone is chronically late causing other team members feel a lack of respect.

4.0 SWOT ANALYSIS

STRENGTHS

- One of the largest in Asia and world class multi-purpose spaces catering to thousands of visitors and business groups
- Global Recognition Award
- Lower employee turnover rate

WEAKNESSES

- Limited space due to high demand
- Difficult to maintain quality in services
- Risk of High established, positive reputation

OPPORTUNITIES

- Increase international clients
- Create opportunities for exhibitors due to excellent travel connectivity

THREATS

- Appearance of competitors ability to steal customer and win market share
- Negative reviews from visitors

5.0 DISCUSSION AND RECOMMENDATIONS

DISCUSSION

5.1 Strengths

- ✦ One of the largest in Asia and world class multi-purpose spaces catering to thousands of visitors and business groups.



Figure 17: Kuala Lumpur Convention Centre Layout

Convex Malaysia Sdn Bhd or known as Kuala Lumpur Convention Centre is one of the largest centres in Asia and sophisticated building houses world class that offer a great service of accessibility facilities for meetings, events and conventions with 33,659 sqm of flexible space. Its leading venue for meetings and events with diverse collection of magnificent halls and conference rooms that offer plenty of area for the event. Besides that, it is a renowned venue for meetings, events, and conferences, with enough room to accommodate all the attendees and attendees' guests. A business meeting would be well-suited for this venue if want to expand business or go for global market where individuals and groups gather to promote and share common interests. The centre built with the aim to provide a large space for an even larger crowd for all sorts of events that cater up to thousand people at a time within its premise. According to Business Today (2023), the Centre has welcome over 700,000 delegates and visitors in 2023 with over 200 confirmed events that attract them to the venue throughout the year. Moreover, they added popular F&B retail brands like Tealive to their food court and updated the appearance and feel for greater ambience, comfort, and dining. As mentioned earlier, the Centre is world class multi-purpose spaces as it looks impressive enough on the exterior and even more magnificent that visitors can gaze in wonder and amazement as they enjoy the beautiful view of sceneries of Kuala Lumpur from within the building.

✦ Global recognition award

At IMEX in Frankfurt, Germany, Kuala Lumpur Convention Centre won EventseumTM Hall of Fame's 2021 Global Innovation Award for Convention and Conference Centres in Asia. The award highlights specific innovation that differentiates one venue from another while celebrating the venue's overall commitment to innovation. Hence, the recognition



Figure 18: Top Management of the Centre gets recognized at IMEX, Frankfurt

strengthens its position as the perfect choice for international clients to host their large regional and global congresses, exhibitions and meetings. Not just that, awarded by Kuala Lumpur Mayor Datuk Seri Hj Ahmad Phesal bin Hj Talib, the Kuala Lumpur Mayor Universal Access Award 2013 recognises

the Kuala Lumpur Convention

Centre's building design as being accessible to all, including the physically challenged. Therefore, by achieving outstanding global recognition award does boost organization's reputation and give signal to the world that the company provide credibility which demonstrate the legitimacy of a business and help to understand the company's market presence. Not just that, it also increases company's reputation and more likely to attract and retain customers, leading to increased revenue, growth and investment.

✦ Lower employee turnover rate

Convex Malaysia Sdn Bhd considered as a growing company which means the service that they provide is high demand. Hence, they need more employees to produce goods and services efficiently for their customers. This can be seen when Convex possess



almost 600 of workers for all different departments with unique skills contribute to the company. Experienced staff that worked more than 10 years prove that they comfortable and motivated with their jobs which is good for the company as they tend to apply their skills and aptitudes in working environment that leads to business growth. In addition, meals and company uniform also will be provided to the staff. It means that, the employees feel productive to work and do their task efficiently. Hence, lower turnover rate indicates many employees tend to stay with the company for a long time, which can indicate high satisfaction, loyalty, and engagement.

5.2 Weaknesses

- ✦ Limited space due to high demand



Figure 19: Venue at the Centre

Convex Malaysia Sdn Bhd offers great service of accessibility facilities for any types of events to both local and international customers. Although the Centre encompasses over 33,659 sqm of flexible multi-purpose function space, the demand for events has increase significantly which made all the spaces are fully reserved with many events. Referring to The Sun Daily (2022), after being severely disrupted by the pandemic for two years, the facility has been booked for 127 global meetings, including 51 conferences and 76 exhibitions, from 2022 to 2024. Therefore, due to limited spaces, the Centre is having insufficient place or area to accommodate to thousands of potential customers who wish to have events can lead them to look for another places. Hence, the company unable to meet customer's needs and interest which cannot gain profits as well as unable to sustain the brand of the company itself since it might change the customer's perspective. Another thing that can be seen is when the Centre with about 33,000sqm of space occupied is the largest Vaccination Centre (PPV) in Malaysia, operated in the early of June 2021 that attracts thousands of people into venue daily. However, as the Centre having limited space, the condition during thousands of people that make appointment daily might be not under control which mean can lead to difficulties in handling the situation.

✚ Difficult to maintain quality in services



Figure 20: Kitchen Department

Convex having difficulties to maintain quality in services especially when new recruitment in the short term. This is because the new hired may take time to show their skills or knowledge particularly when new employees are basically SPM leavers that hold position as part timer. For example, in culinary or kitchen department, they are required to serve food at social events as they need to deliver good and quality foods and drinks to customers. So, when new hired who have not have adequate experience in cooking, it may affect the quality of foods and leads to customer dissatisfaction as soon as they try the foods. This can be seen at kitchen helper that do not have sufficient skills or knowledge in cooking can decrease the flavors of food. Other than that, one of the biggest companies in Malaysia which is Petronas is having an event at the Centre that needs to cater around 800 people. Thus, it is difficult to cope and maintain high-quality in services due to high volume. For example, the Centre needs external supplier to deliver good suddenly within a short time which mean the company unable to evaluate the quality of supplier's goods. This is because the existing supplier that the company usually make a purchase might not be able to deliver the goods at the time when needed. Therefore, all these matters are difficult to control the quality of a service and achieve standardization in terms of reliability, durability and performance. Moreover, poor quality can lead to many consequences such as lost customers, increased cost and lower company's reputation. Customers perspective towards the centre as the services is not being unreliable and did not live up to standards.

✚ Risk of high established, positive reputation

It can be seen that Convex Malaysia Sdn Bhd is well established company as they experience rapid expansion in terms of revenue, profits and market capitalization. Therefore, the public perception towards the company operational positively impact company's reputation. For instance, the Kuala Lumpur Convention Centre is the first in Asia to be awarded the 'Gold' level of the AIPC Quality Standards certification. In short, the Centre is one of the largest convention centres in Asia as they provide great facilities not just for local but also for international customers. Hence, to maintaining good reputation, it is not an easy task as it takes lots of consideration and efforts to open doors to new opportunities and lead to increased revenue. However, there will be a potential negative public opinion regarding practices that can correlate with its overall success if the company does not adequately manage its reputation and the threats to that reputation. Negative reputation most likely caused by the lowest customer satisfaction scores as the company may cause poor service, a negative experience or a lack of trust on the part of consumers. Customers may be less likely to choose a company over its rivals if its reputation takes a hit due to an unfavourable event which leads to instability of company.



5.3 Opportunities

✚ Increase more international clients

It can be seen that Convex Malaysia Sdn Bhd is supported by a strong supply chain of suppliers and contractors, where the combination of these experienced professionals and the country's cost advantages guarantees high-quality services at a reasonable price. The Centre collaborates with a variety of accredited vendors to ensure that all services comply with international standards. Therefore, this would attract the high-quality visitors to the event facilitated meaningful business interactions and networking opportunities which leading to successful outcomes for exhibitors. Besides that, since Convex is located in the heart of the country's capital city, many clients especially international would select this Centre to hold an international event due to the location is the concentration many people from any states. In recent times, Kuala Lumpur has attracted more than just holidaymakers. Meaning that, the international



community has been attracted to Malaysia by the city's growing business opportunities. Other than that, the Centre has equipped with great facilities which flexible enough to hold an event of any size amongst many prime organizers for conduction events which it can increase international stature. This is because the services provided by the Centre is known for its highly specialized services world-class facilities and great event space with 33,659sqm that is highly flexible and accommodate a wide variety of events of any size capacity. Not only for local but also for clients from abroad to hold any event. Nevertheless, it will help the company to expand more into international market and increase the image of company as well as the presence of the company not only in Asia but globally.

✚ Create opportunities for exhibitors due to due to excellent travel connectivity

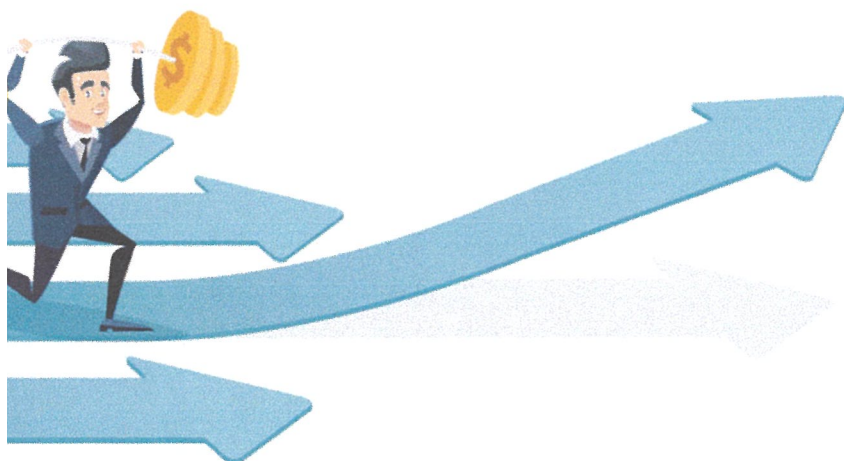


The Kuala Lumpur Convention Centre is a multipurpose, modern venue with environmentally friendly venue strategically located in the centre of Kuala Lumpur. With its ideal location, the precinct infrastructure provides excellent accessibility and connectivity, with the majority of attractions, including more than 25,000 hotel rooms offering a huge variety of great value accommodation choices, within a comfortable 5-10-minute walk through covered air-conditioned walkways from the Centre. Hence, it creates chances to for exhibition organizer due to excellent travel connectivity and sheer number of people travelling, living and working in the area and are all potential event guest. For businesspeople who occasionally have to stay overnight in town, the centre is ideally located such as event coordinators would no longer have to stay in inconvenient locations just to get to the venue. They could easily make the preparations they needed by walking a few kilometres from a nearby hotel. For example, foreigners, corporate members, and tourists that have to travel to the convention centre for an event or exposition will appreciate the proximity of several large hotels such as the Impiana KLCC Hotel, The Shangri-La, and the Mandarin Oriental. Hence, the convenience accessibility catches public visitors' attention to visit the events that take place in the Centre as well as make easy for people who organize the event to reach the venue easily.

5.4 Threats

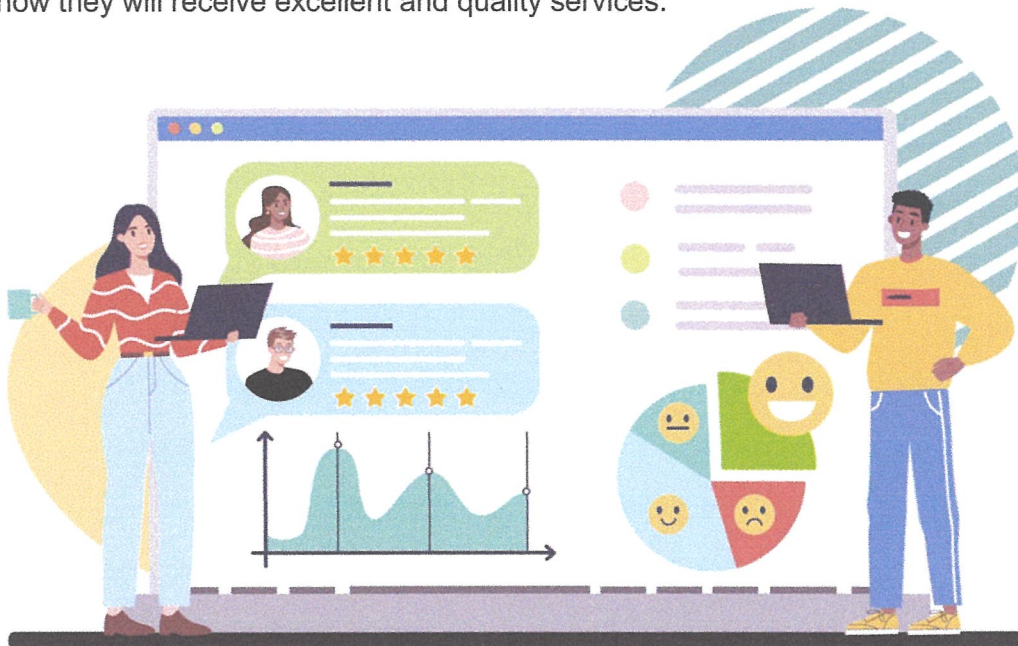
✚ Appearance of competitors ability to steal customer and win market share

There are several convention centres operate in the same state. As a result of having many options, there will be competition rivalry companies that offer similar products and services. For example, Sime Darby Convention Centre, MATRADE Exhibition and Convention Centre and also new established company namely Malaysia International Trade and Exhibition Centre (MITEC). These competitors have ability to increase their market share and increase their customer which can negatively affect to the business in terms of financial loss such as competitor can force lower prices to stay competitive resulting to decreasing profit margins for each sale or service. This is because the customers choose those with lower pricing and the general price level goes down. Other than that, the Centre can make customer to switch to competitors if the products or service does not meet their expectations and needs. Hence, it does shrink the available customer base which company's competitive position will be at risk. Furthermore, new entrants such as MITEC consist of new high technology that introduced their four new digital innovations bolster its ongoing digital transformation initiatives that aims to meet customers' changing demands. For example, MITEC Exhibitor Portal that enables MITEC customers to book venue space for their events and complete their online payment to saves the hassle for exhibitors to make inquiries by phone or travel to MITEC premises for space availability confirmation, agreement signing, and complete payment transactions. Hence, it will place the Convex at high risk as new competitor enter in the same market in terms of customer preferences.



✚ Negative reviews from visitors

As mentioned earlier, the Centre accommodate to thousands of visitors hence it might have difficulties in maintaining the quality of services. For example, when the Centre insist to provide limited space and layout to exhibitors and the exhibitors have no choice but need to accept it. It may result to client's dissatisfaction because they have been looking for more solutions to promote their products and services. Hence, with no proper event planning and right venue given to the customers, they become uncomfortable to run the events and leave negative reviews and feedbacks to the company. Negative review means expression of customer's first-hand poor experience with products or services. Customer with bad experience can affect company's reputation resulting to unprofitability company since they are disappointed with bad services. Moreover, the Centre also provide food catering to the customers who organize their events but when the service does not meet organizer's expectations due to lower quality service, it also can lower brand credibility and trust towards the company because the perceptions of the customers are bad once they are finishing their event since they willing to pay more if they know they will receive excellent and quality services.



RECOMMENDATIONS

STRENGTHS

Build successful business globally by becoming one of the largest or well-known company in the world instead of in Asia. This would help to leverage the company not just in profit but also increase company's image among international people. According to Scott (2017), expanding business among the world could elevates business growth beyond the customers in home country. By understand foreign market conditions thoroughly and at the same time adapted to local conditions, cultural sensitivities. For example, developing an international marketing strategy with understanding customer behaviour. The company should learn to fit the needs of new customers such as for food services in Convex, the culinary team should adapt their foods and beverages by creating different menus based on the flavors and dishes that appeal to international customer tastes to create a personal connection, make a lasting impression. In addition, Convex must improve in practicing international standard in their services by providing high quality equipment and facilities to gain company brand awareness and catch world attention that Kuala Lumpur Convention Centre is one of the biggest and great venue in the world to make any events. Therefore, it will lead a company to increase their brand recognition and image among worldwide customers since the Centre are reviewed as one of places that offer a great service of accessibility facilities to cater thousands of people both local and international customers.

Business awards increase trust and social proof by increasing reputation and awareness through validation. Therefore, it is highly recommended for Convex Malaysia Sdn Bhd to **increase their business awards** as many as they can to mark of excellence and give them a competitive advantage, because they acknowledge that their business is a leader in industry. Referring to Skaff (2017), enrol company in any awards program to highlight how great your business and added benefit of heightened awareness for your brand. However, the company needs to have full strategy of how to grow their business through business awards that consist of preparations, research and selection of awards programs. Convex should implement strong strategy to win many awards such as pick the business awards that Convex have the best chance of winning based on their strengths and enter all relevant awards then prove to the judges that company are the best organisation that entered that particular award in order to win. The studies have shown that 63% increase of operating income and 29% increase in sales when company succeeding in business awards (Zahorsky, 2023). Hence, winning an award is a validation of the company performance or mission that will be reviewed by a professional and independent party to increasing trust in brand and services.

Employers place a high priority on retaining valuable individuals with great skills since these employees are regarded critical to the overall performance and success of an organization. **Executing training for employees** one of ways to improve skills especially for new recruitment with not enough experience. Training and career advancement opportunities (Andrews, 2020). The implementation of this strategy creates opportunities to employees to challenge themselves by handling tasks where they could improve their skills and competencies. Besides, **give recognition and rewards** to retain employees as well as to those who just started to work at the company (Andrews, 2020). Displaying employees' photos in their reception area and office for an extended period of time to show appreciation. By acknowledging and appreciating the work of an employee, he or she will continue to work harder (Li et al., 2016). Convex may also **provide nonfinancial incentives** that help employees feel valued and appreciated. Employee turnover can be lowered as a result of giving workers a sense of purpose in their work for the company.

WEAKNESSES

The Centre should add another new space to enhance customer journey and to cater thousands of people. According to Lockwood (2018), Convention centres should **create more distinctive spaces** that provide visitors with a superior and more memorable customer experience. Due to increasing demand for more event space, Convex may build an extension hall which will be linked via a covered walkway that allows the Centre to readily accommodate larger events and host more events simultaneously. Besides that, Convex may design functional outdoor space since the existing venue functional spaces are void of natural light. This can accommodate to many people who wish to have events outside that provide visitors a more direct physical and visual connection to the city. An outdoor meeting space can give conference or exhibition attendees another unique outdoor experience and give them a break from the indoor exhibition space. As convention centre space becomes more versatile, these outdoor spaces are also a selling point for convention centre executives who want to rent space for private or business events. This makes them a good alternative to other event spaces in a city. Hence, it meets the customer's need and may leave to high customer satisfaction towards the company services.

The Centre consist of culinary teams and majority of it is part timer who still in the process of sharpen their skills. Hence, in order to maintain the quality of foods, meaning that to increase the flavors of food, **implementing effective kitchen employee training** regarding food knowledge and menu composition for them so that they produce the best quality product. Executing fine dining service training program that accommodates frequent staff tasting sessions which will equips them with the skills necessary to perform well (Medved, 2021).

Convex should hold tastings for the new staff to foster teamwork and teach them how to market the items to the customers. Besides that, understand the customer needs in terms of services because high-quality products are more likely to retain customers, as they will be pleased with their needs have a positive perception of the company brand (Rane, 2023). Convex must prioritize product quality by continuously monitoring customer feedback and engaging in improvement effort such as looking for quality supplier in delivering goods when issue of shortage goods occurred.

Convex should **actively promote their business in all social media** to make audience aware the presence of company and should be consistent across website, review sites and social media. This can be supported by Johnson (2023) where establish online presence in all social media such as Twitter, YouTube, TikTok and others to actively engage with audience. The company presence responds to customers on social accounts appropriately and keep online presence updated to make potential audience recognize company's effort and more likely attract them to engage with business. By having this technique, it allows visitors to experience the company brand identity and form accurate positive impression towards the company. The customer will feel important and appreciated if the company respond to them resulting to positive reputation. For example, Convex can take online presence one step further and create an app that maintains their logo and branding to promote their business by create more positive content where people can share their thoughts. This is a huge part in shaping public perception especially, even in the minds of people who have never directly interacted with the company being reviewed. This can be supported by Pires (2018) where good reputation for high established company can influence customer's decision based on information generated by fellow customers.

OPPORTUNITIES

Convex should **provide excellent customer service and pleasant experience for international clients** to engage in their community which resulting to gain more international clients from around the world. For example, hiring a speaker that can speak multi languages which can help in interacting with clients effectively when the customers address issues or any inquiries. Referring to Jonathan (2023), when businesses are expanding into international markets, they need people who have the ability of multilingualism to ensure an effective client communication which plays an important role in business. English may be the global language for fundamental communication, but we cannot ignore the rise of China, Japan, Brazil, Russia, France, Germany, and other non-native English-speaking nations. Thus, foreign language skills become necessary while conveying complex business ideas to clients. Hence, good communication will lead to high customer satisfaction and loyalty resulting to customers will be more likely to trust the product or service being offered (Rao, 2019).

Other than offering venue spaces to the customers, Convex many **provide reliable services in terms of facilities around the Centre** in order to make customers easy to decide. For instance, inform or suggest appropriate facilities to them such as public transport, accommodation and many more especially for people who need to stay near the Centre as they need to attend or organize particular event. Information given to customers provides them with relevant knowledge based on which they can make better decision. This can be done by providing additional detailed or information regarding connectivity around the city and existence accessibility in online platform when promoting an event so that the people who see the post can get the idea to make necessary preparations (Cammilleri, 2018). It can be seen that the Centre is not limited to their products and services only but they also equipped with surrounding knowledge that able to recommend to their potential customer regarding the city's facilities and accessibility.

THREATS

Convex must **assessing competitor analysis** such as assessing competitors' current strategies and activities. By gaining an understanding of the competitor's strategies and activities, a business can determine what strategies they are pursuing and what statements they make in company reports and press releases, reputation among customers, who and how they hire, and their digital presence. Hence, knowing what they are offering can help the company to make their products and services and marketing stand out to offset any of their marketing tactics. Tracking competitor's strategy can identify their strengths and weaknesses in terms of products, processes, people, promotions, location, pricing, customer service and convenience (Adams, 2022). By doing so, it will tell the company how they can out-do its competitors in these areas to keep customer attention and also enhance business strategy in the market especially when the competitors provide similar products and services (Liu, 2021).

It is challenging to accept criticism particularly from the people who matter most to the business, however using customer complaints to make service better will give the company brand staying power and provide a track record that shows they are truly committed to your customers. Thus, Convex should respond to negative reviews with a personalised answer because customers expect to be satisfied right away and all the time. This can be done by **hiring an employee or a reputation management company** to help keep an eye out for negative reviews and respond to them. It entails actively monitoring online reviews, social media accounts, search engine results, and other types of online information in order to establish and maintain a positive image and maintain reputation of business. Other than that, when responding to a negative review, a business must demonstrate understanding and empathy without blaming the consumer and apologise for the poor experience (Fallon, 2022). Through this way, customers feel heard and understood when in their dissatisfaction condition resulting to good reputation and can improve business processes as well as generate additional customer loyalty not only from the customer who had a bad experience, but also from other customers who see how the company handles it (Lloyd, 2021).

6.0 CONCLUSION

As an undergraduate of the University Technology MARA (UiTM), industrial training is an excellent opportunity for me to get to the ground and experience in various aspects from this company. In regard to my internship report, the details of company's profile and all of my duties and responsibilities specifically provided. During my industrial training, I obtained an opportunity to observe and evaluate four aspects of this company such as Strengths, Weaknesses, Opportunities and Threats to give an idea about company's position. As of this, I able to suggest and recommend several ways to improve or overcome company's SWOT. This helps me to have a critical and logical thinking that allow me to understand and address the real situation that I am working in and improve my skills for career development. Throughout my 6-months internship journey, a lot of new experiences and knowledge have I gained throughout the industrial training at the Convex Malaysia Sdn Bhs. I can also understand how the company plays an important role in the industry, particularly in hospitality industry. Apart from that, by working closely with corporate company, I get to learn a horde of intrapersonal and interpersonal skills to perform a particular job in applicable field which helps in building personal and future development. This industry training exposed to me in terms of practical and theoretical to gain real-world experience, make industry connections and test drive potential careers that will be valuable during my job search. Thus, with equipped necessary skills and knowledge can open a door for me to spread my wings in real working world. In five years, I would see myself as a successful professional in my field. I have always been driven to achieve my goals and have worked tirelessly towards that end. Over the next few years, I plan to continue working hard and expanding my knowledge and skills. Again, this report was completed despite many constraints and difficulties hence for people who involved deserve recognition for their contributions to the success of this report.

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8.0 APPENDICES

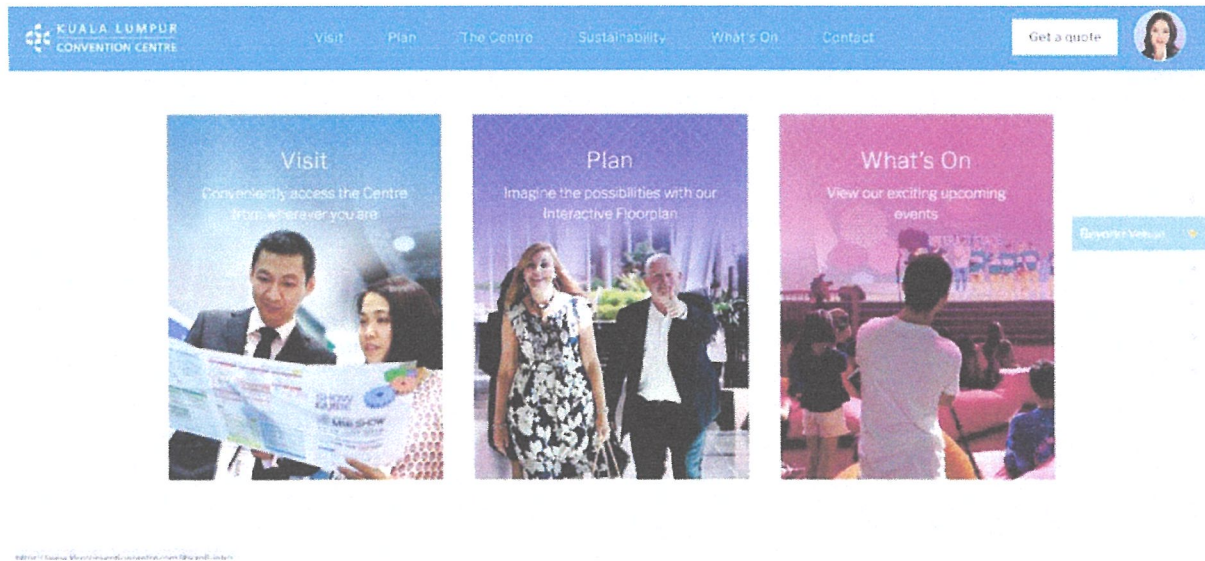


Figure 21: Kuala Lumpur Convention Centre Website

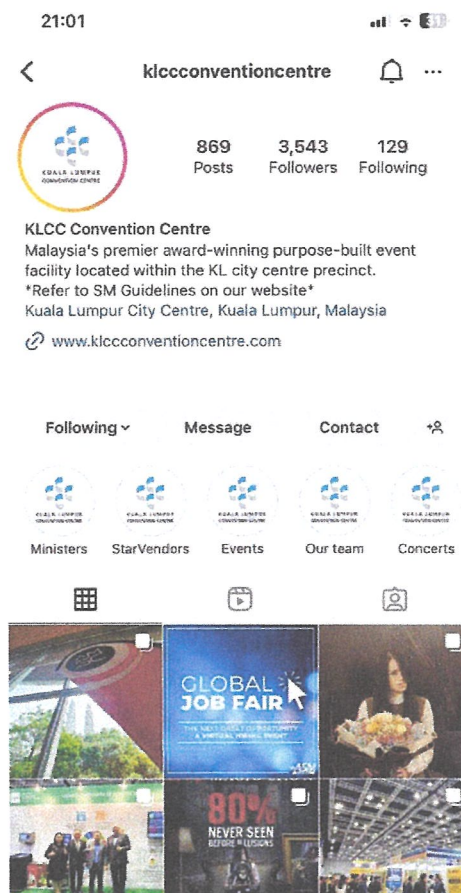


Figure 22: Kuala Lumpur Convention Centre Instagram



Figure 23: Orientation Day with new recruitment



Figure 24: Attend one of Convex's biggest event



Figure 25: Attend Concert with colleagues at Plenary Hall at KL Convention Centre

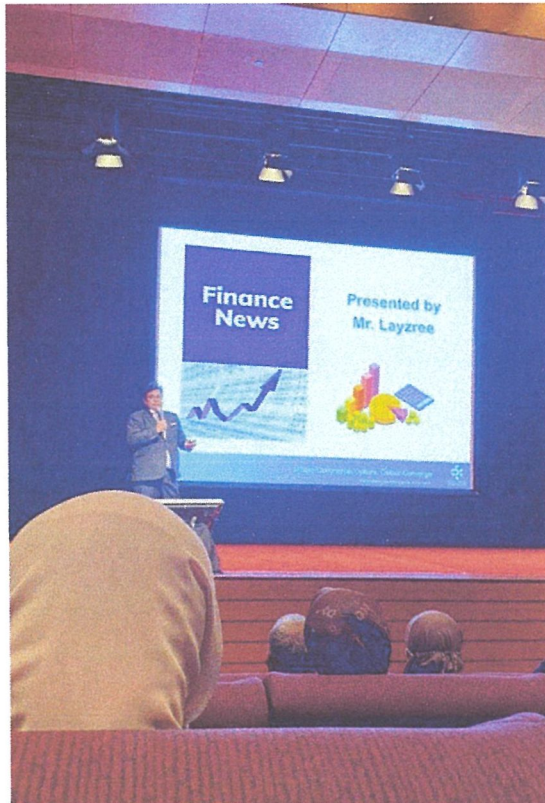


Figure 26: Attend townhall meeting for first quarter about business update



Figure 27: New Team Member Orientation Certificate



Figure 28: Lunch with Finance & Admin Team