



اَوْنِيُوْرَسِيْتِي تِي كُوْلُوْمِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS AND MANAGEMENT BACHELOR IN INTERNATIONAL
BUSINESS (BA246)



INDUSTRIAL TRAINING REPORT AT MAJLIS
BANDARAYA KUANTAN
(1 March 2023- 15 August 2023)

PREPARED BY:

| NAME | STUDENT NO. |
|---------------------------------|-------------|
| Muhammad Ariff Aiman Bin Hassan | 2021126227 |

PREPARED FOR:

SIR MAZ IZUAN BIN MAZALAN

Executive Summary

My very first internship period started here in Kuantan City Council. Being able to complete my internship here at BI Technologies was one of the most special and unique experiences of my life. I must admit that I was a little anxious on my first day of internship at Kuantan City Council because it was the first time in my life that I had ever worked for a private limited firm. The internship coordinator gave me a job as an intern in Treasury Department specialize in Tax Gaining as much experience and building my network as I can during my internship at Kuantan City Council is my top priority in order to make it simpler for me to get employment in the near future. I must commit all of my time and effort if I want to succeed. I studied at UiTM Bandaraya Melaka for my bachelor's degree in international business (BA246), and since I had taken the finance course for my diploma, I had little trouble getting a job as an intern at the Kuantan City Council's finance division. The background of Kuantan City Council, including its goals, core values, range of goods and services, and organizational structure, is covered at the outset of this study. They more obviously link to the opinions I held throughout the internship. Additionally, I have performed a SWOT analysis for BI Majlis Bandaraya Kuantan, which focuses on the company's strengths, weaknesses, opportunities, and threats. My views and recommendations regarding the SWOT analysis are then included in the report.

Acknowledgment

I want to use this wonderful opportunity to show my sincere gratitude to everyone who has offered their assistance and support to me throughout the course of my internship. I've worked hard and done everything I can to finish this internship. However, I could never have accomplished this on my own without the helpful actions of others, including my lecturer, my internship coworkers, friends, and family. I would like to touch base with them and express our sincere gratitude.

I received a fantastic opportunity for professional growth and learning during my internship with Majlis Bandaraya Kuantan. I therefore think of myself as a really fortunate person because I was given the chance to take part in it. Having the opportunity to meet so many lovely people and professionals who guided me through this internship time makes me grateful as well.

Additionally, I would like to thank my coworkers and the Bahagian Cukai Taksiran team for their support throughout my internship. Working with a group this talented and encouraging was enjoyable. My coworkers were quick to greet me and introduce themselves as soon as I arrived. They were patient in answering my questions and assisting me to grasp the business and industry. They were always willing to offer their knowledge and experience. Along with my coworkers, the staff was always accommodating and proficient in helping me with any demands or inquiries I had. I am appreciative of the chance to work with such a committed and qualified team.

I owe a great deal to Sir Maz Izuan bin Mazalan, my MGT666 lecturer, for everything he taught me and for all of his assistance during the internship process. I was able to finish my assigned internship work with little effort and difficulty under his supervision. I also want to thank my parents for their unwavering moral and emotional support they have provided me while I pursue my academic goals ever since I enrolled at UITM Bandaraya Melaka. I am motivated to pursue my passion and objective by my family's support, and I will always aim for excellence.



MUHAMMAD ARIFF AIMAN BIN HASSAN

Student

OBJECTIVE

I am searching for any possible career experiences while doing my internship during the period of 1st March 2023 to 15th August 2023 to fully utilize my ability and skills while contributing the best for the company

CONTACT ME



REFERENCE

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Perniagaan UiTM Kampus
Bandaraya Melaka
110 Off Jalan Hang Tuah
75300 Melaka
No. Phone:
Email:

➤ EDUCATION

SEKOLAH MENENGAH KEBANGSAAN PAYA BESAR

Account streaming
Sijil Pelajaran Malaysia (SPM)
4A 4B 1E

DIPLOMA IN BANKING STUDIES
UNIVERSITI TEKNOLOGI MARA (UITM)
CGPA 3.4

BACHELOR'S IN INTERNATIONAL BUSINESS
WITH HONOR
UNIVERSITI TEKNOLOGI MARA (UITM)
CGPA 3.36

➤ LANGUAGE

English
Bahasa Melayu

➤ SKILL & COMPETENCIES

Ability to work independently and capable
of multi tasking
Willingness to learn new things
Ability to work under pressure

➤ WORK EXPERIENCE

PART TIMER AT SYARIKAT BERKAT YAKIN
selling fresh meat At night market
PART TIMER AS FOODPANDA RIDER
Delivering the food to the customer

Company`s Profile



Figure 1.0 Kuantan City Council

Kuantan has been documented in history from the early 1850s. Kuantan started out in the 19th century as a settlement. The Kuantan Sanitary Board, which was in charge of controlling development, was established on August 1st, 1913, marking the beginning of the local government system in Kuantan. The Kuantan Town Board took the position of the Kuantan Sanitary Board in 1937. The Kuantan Town Board was upgraded to the Kuantan Town Council (Kuantan Town Council) after nearly 16 years operating under this system. It now has an administrative area of just 16 sq km and is concentrated in the Kuala Kuantan Sub-District. The Kuantan Municipal Council was raised to the Kuantan Municipal Council on September 1, 1979, in accordance with the Local Government Act (Act 171), which is still in effect today. The Kuantan Municipal Council now has a 324 sq km administrative territory, which includes the sub-districts of Kuala Kuantan, Ulu Kuantan, Beserah, and Sungai Karang. 10% of Kuantan City's total area is made up of this area. 20% of that land is a taxable area used for municipal services, and the remaining space is used for development. Kuantan is situated between longitude 102° 20' 0" in the east and latitude 3° 49' 0" in the north on Peninsular Malaysia's East Coast. The South China Sea, which has a 56 km (35 mile) long coastline, is to the east. The Districts of Maran and Jerantut are to the west, the State of Terengganu is to the north, and the District of Pekan is to the south.

There are many services that Kuantan City Council provided to his entire citizen. First, general assessment tax is a tax imposed on rated holdings such as residential buildings, trade buildings (shops, shopping centers, hotels, workshops, gas stations, and movie theaters), industrial buildings (factories, warehouses, plants, depots, and substations), and vacant land (building, agricultural, industrial, and business establishments located within the Kuantan City Council area). Assessment Tax is paid twice annually every year's first half of the year runs from January 1 to February 28 each year For the second half year is 1st July to 31st August of each year. Actions Taken for Not Paying On Time In accordance with the Local Government Act of 1976, you will be sent a Form E notice as the next course of action. You will be expected to make the amount within 15 days from the date of the notice. Section 147 (l) of the Local Government Act of 1976 imposes a fine or late payment requirement on the final balance of arrears.

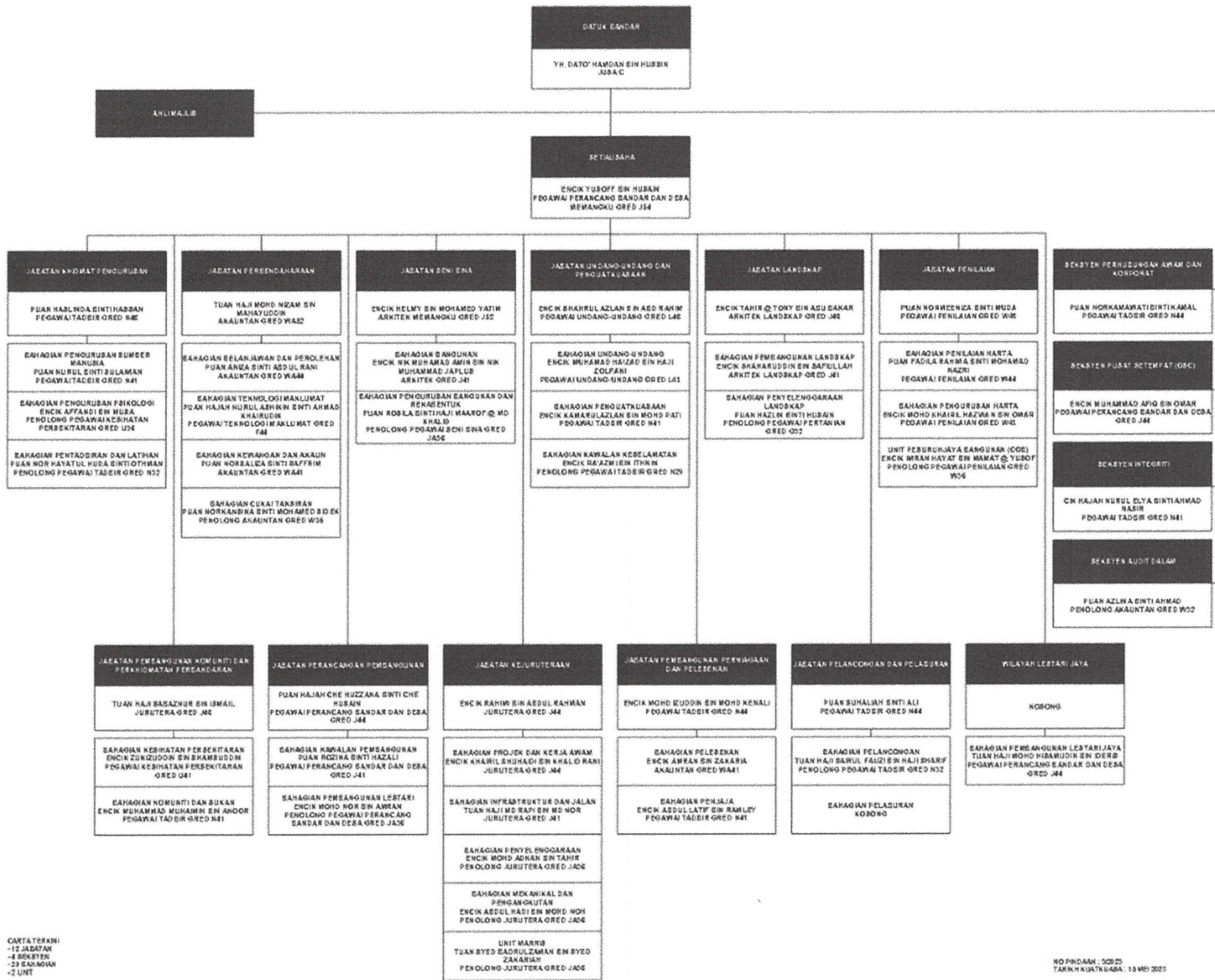
Next, Landscape maintenance division. Crop management, including the upkeep of shade trees and bushes, is one of the division's primary responsibilities. Public parks, contract zones, and Teruntum Mini Zoo maintenance administration. Upkeep of the VVIP home and Abdul Aziz Palace. Management of activities, watering requirements, and complaints from the general public. Then, held to make it easier for the general people to park in a coordinated and organized way. For hourly display on rate 65 cent per hour or portion thereof, the scratched parking hour coupon is out of date. Daily Coupons can be purchased and placed on moving vehicles every day for RM 4.80. At a cost of RM 79.50 per month, monthly coupons are sold and posted on moving vehicles.

Mission

Merealisasikan Agenda Pembangunan Ekonomi, Sosial Dan Alam Sekitar Yang Lestari Dan Berdaya Huni

Vision

Kuantan Bandaraya Lestari, Inklusif, Resilien Dan Pintar



CARTA TERKINI:
-12 JABATAN
-4 SEKSYEN
-23 SARONGKOH
-2 UNIT

NO PINDAAN : 30225
TARIKH HAIKUTUAGA : 13 Mei 2025

Training and Reflection

Duration

The dates of my internship in Kuantan City Council were from March 1 to August 15, 2023. I typically work five days a week, from Monday through Friday, with the weekends off. Every day, I would punch in my card at 8:00 am and out about 5:00 pm. Except on Fridays, when lunch breaks begin at 12:00 and last until 2:30, lunch breaks are from 1:00 to 2:00.

Department

I was given the responsibility of serving as a Treasury Department intern in the Tax Assessment Unit during my internship at Kuantan City Council.

JOB SCOPE

At the tax assessment section, my duty is to help my colleagues on the management and operation task force on their daily basis. This includes:

- Answering phone calls from publics
- Preparing and checking I-Clean documents.
- Assisting publics at the front desk
- Completing leader's requests for the weekly and monthly update meetings
- Print Receipt of Payment or Print Bill of Tax Assessment
- Prepare staff salary cut for tax assessment monthly
- Rebate for staff

I learned the importance of time management during my internship at Kuantan City Council. Due to my internship experience, I deal with the public a lot, and their needs must be met as soon as feasible. For instance, some public requests like bill requests and receipts inquiries must be resolved as soon as feasible because the public tends to need it quickly. During the busiest times, such as just after a warning notice has been delivered to every home, the responsibilities become more difficult because a large number of people will be calling the office with several questions. Because I can't afford to forget any of those inquiries, I must be careful and take notes.

In addition, I participate in the operation task force's field work, visiting businesses to remind them to pay their taxes. Though technically straightforward, this task demands mental fortitude and exceptional communication skills. We must visit numerous businesses' stores and offices to deliver the warning notice that they must pay their taxes while working in the sweltering sun. Superior communication abilities are also essential. Since it's common for people to try to avoid paying their taxes, we need to inform them that doing so could result in the Kuantan City Council seizing their property and them being unable to renew their company licenses. Property owners must be gently urged to pay their tax assessments within the allotted timeframe.

Then, I must fulfill innumerable public requests for documentation. The i-Clean paper is one example of the numerous documents mentioned because fresh demands are constantly being made. Because some of the information, such as addresses, may be challenging to obtain, finishing the documentation can take some time. Therefore, when looking up addresses using the AutoCad, Aris, and iPlan Malaysia systems, we must be very careful and inventive.

Last but not least, most of the time at the Kuantan City Council I was helping everyone in my office. My colleagues have different kinds of jobs which I helped everyone in the office just to gain knowledge and experience. Also, everything is not easy as I see. They have their own way to handle problems so from that I can learn to work under pressure without having stress.

SWOT ANALYSIS

STRENGTHS

- Community Engagement
- Service Delivery
- Infrastructure Development
- Effective Governance

WEAKNESS

- Limited Resources
- Bureaucratic Processes:
- Political Influences
- Unfriendly System

OPPORTUNITIES

- Economic Development
- Tourism Promotion
- Smart City Initiatives

THREATS

- Urbanization Challenges
- Environmental Risks
- Political Factors:



SWOT ANALYSIS

SWOT ANALYSIS KUANTAN CITY COUNCIL

Kuantan City Council management can utilize SWOT analysis as a strategic planning technique to conduct a situational study of the company. Analyzing the existing Strengths (S), Weaknesses (W), Opportunities (O), and Threats (T) that Kuantan City Council is facing in its current business environment is a crucial strategy.

Strength

- Effective Governance

The well-established governance structure of Majlis Bandaraya Kuantan enables effective decision-making procedures and the implementation of policies and initiatives.

- Infrastructure Development

The council has developed and maintained Kuantan's infrastructure, including its roads, drainage systems, public buildings, and utilities. This infrastructure supports the city's general growth and livability.

- Service Delivery

Majlis Bandaraya Kuantan works hard to offer its inhabitants effective services. Services including waste collection, street sweeping, public transportation, and licensing fall under this category. The council works to improve the general comfort and well-being of municipal residents.

- Community Engagement

Through its activities, events, and use of community resources, the council actively interacts with the neighborhood. By encouraging public involvement in

Opportunities

- Economic Development

Kuantan has the capacity to grow economically and draw new investments. By developing policies and programs that foster entrepreneurship and draw industries to the city, Majlis Bandaraya Kuantan can take advantage of this opportunity.

- Tourism Promotion

Opportunities for developing and promoting tourism are provided by Kuantan's natural features and cultural heritage. The council can work with interested parties to improve the tourism infrastructure and provide alluring travel packages.

- Smart City Initiatives

The efficiency of services can be increased, and inhabitants' quality of life can be improved, by embracing technology and putting smart city initiatives into practice. Majlis Bandaraya Kuantan can look for funding and collaboration options to carry out such programs.

Threats

- Urbanization Challenges

Infrastructure and services may be strained by rapid urbanization. Majlis Bandaraya Kuantan must prepare for the difficulties brought on by population growth, such as the rise in the need for housing, transportation, and public services.

- Environmental Risks

Environmental issues including pollution and flooding might affect Kuantan. To safeguard the environment and locals, the council needs to aggressively address these hazards and create mitigation plans.

- Political Factors

The council's capacity to successfully carry out its plans and objectives could be impacted by changes in the political climate or changes in priorities at the state or national levels.

Discussion and Recommendation

Effective governance is when institutions and processes work well together, they yield outcomes that satisfy societal needs while maximizing the use of available resources. A governing body should function more effectively if its membership possesses the correct balance of persons and abilities. Members of a successful board will bring a variety of viewpoints to the table, engage in vigorous discussion of the issues, and then communicate the conclusions taken with cohesion and clarity. Good governance gives fresh hope to fight corruption in Malaysia, says PM Anwar. Commitment to practicing good governance, transparency, integrity, and accountability in his government gives fresh hope for the country's fight against corruption says (Anwar Ibrahim, 2023).

In its Corporate Governance Review 2020, Grant Thornton concluded:

“The best-performing companies are embracing governance activities, not as separate compliance needs, but as business essentials that are fundamentally linked; risks to strategy, strategy to purpose, and reward to what really matters to all. For the recommendation, I will recommend that Majlis Bandaraya Kuantan needs balance board composition which if every board member has the same amount of experience and the same set of skills, it will be difficult to discover the variety of viewpoints necessary to rigorously test the business strategy and assure its viability. Increased diversity on boards encourages fresh perspectives and innovative approaches to problem-solving, which discourages directors from taking it easy. Board diversity is all about adopting strategic succession planning to fill knowledge gaps in the boardroom in order to offer a wider variety of perspectives and a new perspective.

administration of the organization's rules and regulations relies heavily on its bureaucracy.

The foundation of bureaucratic leadership is a defined chain of command, strict rules, and follower compliance. It is distinguished by the application of a set of guidelines for management and decision-making, as well as by the performance of recognized official duties within a power hierarchy (June 2023, Hitesh Bhasin).

My recommendation is keep your goal in mind. When employees place an excessive amount of emphasis on processes rather than results, business bureaucracy can become ineffective. Try to find the quickest or most effective way to accomplish your goals rather than concentrating on following procedures at the expense of being productive. For example, in Tax assessment section we have I clean to settle as fast as possible because the developer can't continue their project unless their I-clean is clear, so when are done checking their I-clean we need to approval from our bosses so when the boss is on the leave it will be delay. So, we will need help from Director of Treasury to give approval for the I-clean so we can help their project can be keep on track.

Smart City

Cities are complex entities composed of multiple interacting networks of actors, systems, Technology, and regulations (Batty, 2013). The administration of a city's infrastructure is challenging due to its complexity. For instance, an urban street may have stores along it that need to be restocked with goods for sale, parking for people to come by and shop, electricity to operate lights and internal systems, sewage to provide for the comfort of staff and customers, telephone lines to make calls, internet access to order supplies and replenish stocks, garbage collection to pick up waste and recyclables, gas for heating, street cleaning to entice shoppers to neat.

Several proposals have been put forward to try and address the problematic nature of managing a modern city (e.g., Batty, 2018). No single approach has gained more

attention in the last fifty years than that encapsulated in the term "smart city." Smart cities are defined in many ways (Dameri, 2013; Albino et al., 2015). Unfortunately, analysis of the numerous projects that have been reported as part of smart city implementation efforts show that benefits have been limited (e.g., Lim et al., 2019). This fact is partially due to the primarily technical focus of these implementations, but also is a result of the relatively ad hoc nature of the implementations and their lacking integration into an overall smart city governance structure. To date most smart city efforts have focused on applying technology to solve a particular problem. Classic examples of these efforts are the application of video cameras and sensors to control traffic flow, cameras and microphones to control and potentially predict crime, sensor deployments to measure pollutants, moisture levels, and noise levels, and RFID tags to allow vehicles access to roads and areas within the city (Law & Lynch, 2019). Kuantan have already have the smart city all of these criteria. What is make it worse is traffic in Kuantan is very suck which there are always traffic jammed because of traffic light.

My recommendation is Integrate smart criteria into publicly funded infrastructure projects in fields including communications, lighting, security, healthcare, mobility, and environment. Focus on your important function as a government. Make sure that the "nice to have" applications are covered by private initiatives and collaborations while funding or building the "need to have" infrastructure for your inhabitants. Launch cross-domain efforts and provide support for them, such as smart home, smart energy, and smart transportation programs. For instance, a comprehensive strategy for tackling the use of autos, buses, and trains in metropolitan areas. Use a horizontal platform to facilitate data sharing, application development, and device management.

Tourism

An extraordinary health catastrophe brought on by the COVID-19 pandemic has had a substantial global economic impact on numerous industries. One of the most severely impacted industries is tourism, which has seen a considerable increase in cancelled reservations, a decline in international travel, and changes in consumer behaviour. One of the industries most impacted by the Covid-19 pandemic is the tourism industry. This

industry has been significantly impacted by restrictions on movement and the shutdown of enterprises in the sector, either completely or partially during specific times. Tourist consumption habits have changed, which has affected the offer business approach. Descriptive study on the pandemic's immediate and short-term effects is a major emphasis of the studies that address the subject.

Before Covid-19, Kuantan have been tourism places. Kuantan have a lot beautiful beach. There are lot of people from outside the country came to Kuantan just to enjoy our scenery at beach and enjoy our food also. Kuantan also affected by Covid 19 because people in the country and also out of the country cant travel here. After the pandemic, there a lot places that can attract people to travel in Kuantan. For example, Menara 188 and also Kuantan Art Street. Majlis Bandaraya have very important roles to play to make sure Kuantan can be a place that people are really wanted to travel.

My recommendation is Increase the Attractions' Quantity and Quality. Having a good range of attractions is one of the most crucial factors in attracting travellers. Make sure your city or town provides a wide range of attractions, including both historical sites and family-friendly activities. Those attractions must also be kept in good condition if you want guests to always feel welcome. The general public should be able to access attractions, and signs identifying the attraction should be obvious. To promote tourism, make sure the route is clear and take into account looking for a provider of a bike sharing system. One of a city's best moves is to promote both local tourism and health and fitness. Next, Showcase the Culture and History of Your City. The distinctive culture and history of a city or town attracts a lot of tourists. You'll probably experience an increase in tourism if you can figure out how to emphasize these features of your city. This could be planning cultural events that highlight regional talent or developing walking tours that highlight the city's history. This comprehensive strategy demonstrates how NYC encourages cultural events.

Urbanization

The proportion of people living in towns and cities has increased, which is known as urbanization. People move from rural (countryside) to urban (towns and cities) areas, which causes urbanization. Typically, this happens when a nation is still developing. In addition to pollution, the urban environment is especially difficult owing to heat and dryness, which lead to arid conditions. Trees provide significant ecosystem services for cities and are both passively exposed to the microclimate and actively influencing it. By virtue of their physical characteristics as well as their dendrochronology and dendrochemistry, trees serve as bio-indicators of urban environments. Heat and dryness are the main urban pressures. They cause a rise in top dieback and a fall in life crown-top heights from the ground (LCTH), when water relations in the crowns stay constant at different heights. Urbanization shows a dramatically rising tendency. More than half of the world's population already resides in urban regions, and by 2050, the developing and developed worlds are expected to have urban populations of 64% and 86%, respectively. Urban regions will be particularly affected by the consequences of the global climate change because urbanization tends to expand swiftly on a worldwide scale (Bazaz et al. 2018). Due to the condensation caused by the use of concrete and asphalt in city development, local temperatures are typically raised. As a result, the rise in temperature brought on by global climate change presents a challenge for the coming decades because it will have a variety of effects on metropolitan areas, including negative effects on human health and increased energy use, to name a few. Urbanization can lead to employment diversification and shift from agricultural to non-agricultural activities when rural dwellers abandon farming and migrate to cities (Hasan et al., 2020). There is also a possibility of massive flooding due to the projected rising sea-level (Tella and Balogun Citation2020) that could reach about one metre by the end of this century under a 4°C warming scenario (IPCC Citation2014). As we can see in Kuantan, Majlis Bandaraya Kuantan basically just got promoted from Majlis Perbandaran Kuantan. Kuantan is a new city that wants to develop. therefore, many forests are cut down to be used as housing. In addition, many new places want to

develop into small towns such as Kotasas which used to be a mining place. Now, Kotasas has become a small town with lots of housing and also newly opened shops in Kuantan such as familymart. now, I can't see the forest and the many trees in Kuantan, what I see is that I'm surrounded by buildings

Environmental Risk

Climate change has a significant impact on natural and human systems (Handmer et al. 2012). Temperature indices, also known as mean and extreme temperature indices, are crucial markers for tracking and identifying climate change. Because of the growth of the cities, many of the land observational stations are found in the suburbs or urban regions. In the past decades, many global and regional efforts have been involved in the study of urbanization effects on the mean temperature series, and most of them have shown that the urbanization effects indisputably exist in the currently observed temperature series (Karl et al. 1988; Peterson et al. 1999; Kalnay and Cai 2003; Zhou et al. 2004; Ren et al. 2008; Fujibe 2009; Yan et al. 2010; Hu et al. 2010; Ren and Ren 2011; Yang et al. 2011; Das et al. 2011; Tysa et al. 2019; Wen et al. 2019). . Yang et al. (2017) showed that the urbanization impact on extreme hot events change in the urban agglomeration of east China is even comparable to the impact from greenhouse gases.

The temperature of Earth is increasing. This is so that solar heat won't escape into space by being absorbed by greenhouse gases. Some implications of this phenomenon include rising sea levels, melting glaciers, and more frequent and severe weather events. Other effects include altered ecosystems and decreased agricultural output. The environment and human societies are affected by these consequences. First, Industrial pollution is the term used to describe pollution caused by industry. The industrial revolution accelerated industrialization and advanced technology. However, this significantly contaminated the air, land, and water on our planet. Industry-related pollution is among the worst. This is due to how the smoke that is emitted into the atmosphere affects ozone levels. Along with global warming, it also has an impact on human and animal health. Last but not least, Consuming too much. Our domestic choices have an impact on the environment. This covers our transportation methods,

energy sources, and dietary habits. Clothes, gadgets, and plastics are just a few items we purchase that increase greenhouse gas emissions.

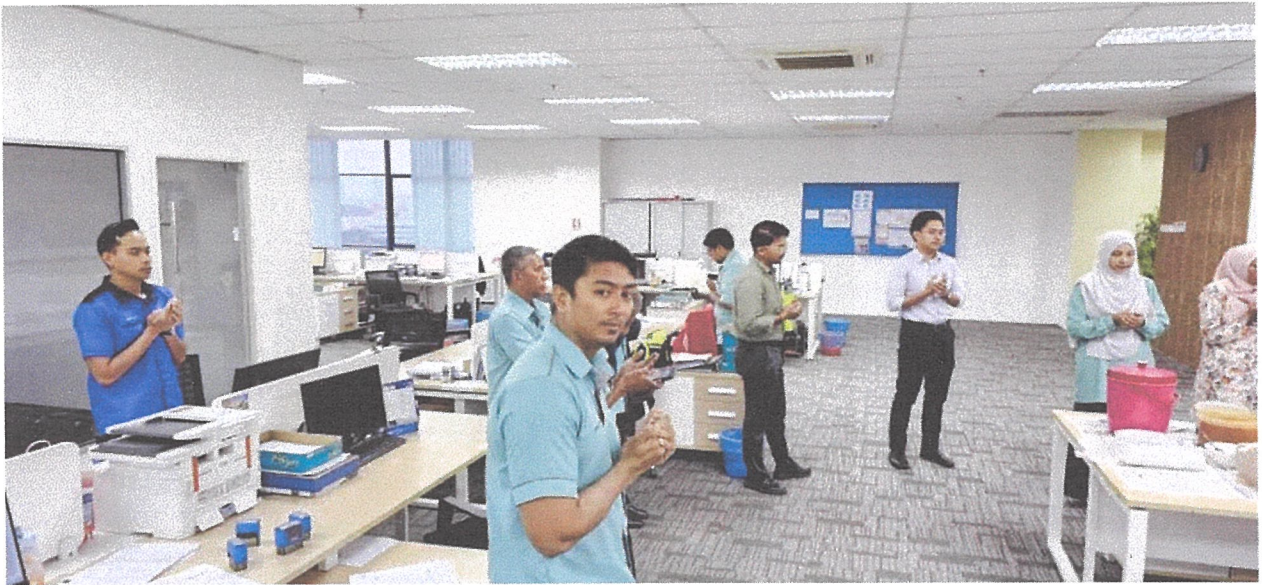
Impact has been found to vary according on income level. Low-income and high-income households have carbon footprints that are at least 10 times different from one another. Consumers must understand the connection between their decisions and how those decisions affect the environment.

My recommendation is better identify, assess and control risks that could impact air, land, water and groundwater, as well as harm caused by noise, prevent harm to human health and the environment, comply with your environmental duties and obligations and meet community expectations.

Appendices







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Good governance gives fresh hope to fight corruption in Malaysia, says PM Anwar.

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