



UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melak

INDUSTRIAL TRAINING REPORT

**PUTRAJAYA HOLDINGS
SDN BHD**

1ST MARCH 2023 - 15TH AUGUST 2023

NAZATUL AQILAH BINTI YUNOS | 2020618112

| BUSINESS ADMINISTRATION (Hons) FINANCE (BA242)

PREPARED FOR:

DR. NUR HAFIDZAH IDRIS

EXECUTIVE SUMMARY



My six-month industrial training journey began at Putrajaya Holdings Sdn Bhd (PjH), where I had a wonderful and valuable learning experience. Puan Rahayu binti Mohd Yusof was my supervisor during my industrial training, which started on March 1, 2023 and finished on August 15, 2023. This report provides an overview of PjH as well as the findings obtained during the industrial training conducted at PjH. This report is separated into several sections and begins with an important part, introducing the company's profile. The following section is a reflection on industrial training, which includes each of the abilities and benefits that are used and learned during industrial training. The report's main findings are regarding some aspects of the company such as its strengths, weaknesses, opportunities, and threats which are shown in the SWOT analysis section. The purpose of this report is to identify the SWOT analysis that has been applied in industrial training over the course of the previous six months based on the job tasks that have been done, the task that has been learnt, and the experience that has been gained. In the discussion and recommendation section, all company-obtained information is discussed. In conclusion, I have expanded my knowledge of working behaviour and environment, as well as the benefits of industrial training, and have a greater grasp on how to work within an organization.

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Acknowledgement

At the very outset, I sincerely want to express my gratitude to Almighty Allah for giving me the strength, energy, and ability to complete this internship program with the internship report despite several scheduled constraints. It gives me extensive pleasure to thank an enormous of people for their warm cooperation and excitement in preparing this report whether directly or indirectly.

First and foremost, I would like to thank my internship supervisor, Madam Rahayu Mohd Yusof for her guidance. At the very beginning to start this task, I was initially unsure whether I would be able to make a generative report but with her guidance, I was able to complete everything and on time. She guides me on her right pace to finish this report and her advice were helpful.

On the other hand, I want to thank to all of my team, who were willingly took the responsibility and gave me a lot of time and shared all the knowledge while working with me. They showed me not only how to comprehend the workplace culture, but also how to interact with all the organization's team and satisfy prospect needs with outstanding and supportive teamwork.

I would also like to express gratitude to my friends. We had a lot of discussion on how to implement some information for this report. We also make sure that we give the best while finishing this task so that our advisor will feel ease while doing her observation on our work.

Lastly, a special gratitude to my family because they always advices me on how to balance my time to work well during my internship period and complete my report on time without procrastinating.

STUDENT'S PROFILE



NAZATUL AQILAH BINTI YUNOS



PERSONAL INFORMATION

BIRTHDAY : 16 OCTOBER 1999

NATIONALITY : MALAYSIA

GENDER : FEMALE

MARITAL STATUS : SINGLE

LICENSE : DA

SKILLS

PERSONAL

- Design & Editing
- Teamwork
- Social
- Communication & Writing

LANGUAGE PROFICIENCY

Malay — Excellent

English — Intermediate

COMPUTER LITERACY

- Microsoft Words — Excellent
- Microsoft Powerpoint — Excellent
- Microsoft Excel — Excellent
- SAP — Basic

CAREER

Highly motivated and determined individual seeking for a challenging opportunity to gain valuable working experience, and explore my skill-sets and knowledge, to effectively deliver assigned responsibilities and contribute to organizational growth along with personal development.

EDUCATION

► BACHELOR IN BUSINESS ADMINISTRATION (HONS) FINANCE

UNIVERSITI TEKNOLOGI MARA (UITM) BANDARAYA MELAKA

2020 - Current

CGPA: 3.59

Achievement: ♦ Dean List in Semester 1,2,4 and 5

► DIPLOMA IN ACCOUNTANCY

POLITEKNIK MERLIMAU, MELAKA

2017 - 2019

CGPA: 3.74

Achievement: ♦ Dean Awards in Semester 1,2,3 and 5

♦ Appreciation Awards

WORK EXPERIENCE

INDUSTRIAL TRAINING

KLCC PROPERTY HOLDINGS BERHAD

March 2023 - Current

- Acquired the documents out of SAP
- Integrated the PMC (Project Management Cost) information for PjH projects
- Forecasted the Audited Financial Statements
- Aided with updating back charges for a specific company

STUDENT'S PROFILE

REFERENCE

PN. RAHAYU MOHD YUSOF

KLCC PROPERTY HOLDINGS BERHAD

*Head, Accounts
Financial Controller*

DR. NUR HAFIDZAH IDRIS

UITM BANDARAYA MELAKA

Lecturer

- Prepared a memo outlining the Audited Financial Statement for the Legal and Company Secretary
- Assisted with amending the letter of representation and audited financial statement

INDUSTRIAL TRAINING

PERKHIDMATAN PERCUKAIAN DAN PERAKAUNAN HAYAT

December 2019 - June 2020

- Prepared financial statements including Balance Sheets, and Comprehension Income.
- Prepared and computed an Income Tax for the customer's company.

INVOLVEMENT/AWARDS

UNIVERSITI TEKNOLOGI MARA (UITM) BANDARAYA MELAKA

2020 - Current

- ▶ **VIRTUAL - MELAKA INTERNATIONAL INTELLECTUAL EXPOSITION (V-MIEX)**
 - ✓ Participate in the program and create innovation of a product (Multipurpose Study Table)
 - Achievement: Silver Medal Award*
- ▶ **VICE PROJECT MANAGER FOR THE "MONEY MATTERS: REVITALISE YOUR JOURNEY"**
 - Entrusted to become Multimedia Biro to handle the editing (such as poster and slide).
- ▶ **"FLY HIGH: CAREERS IN FINANCIAL SECURITIES"**
 - Participate in the program organized by Bachelor in Business Administration of Human Resources
- ▶ **"BRING TO LIGHT: INVESTMENT PORTFOLIO"**
 - Conducted and participate in the program organized by Bachelor in Business Administration of Finance
- ▶ **VIRTUAL VIDEO COMPETITION INVESTMENT ACE (VVCIA) 2022**
 - Conducted and participate in the program organized by Bachelor in Business Administration of Finance

COMPANY'S PROFILE

Company Background

Putrajaya Holdings Sdn. Bhd. (PJH) was established in 1995 as a Malaysian corporation incorporated to develop Putrajaya's administrative capital. PJH is a subsidiary of KLCC Holdings Sdn Bhd, the principal developer of Kuala Lumpur City Center Development (KLCC). The shareholders of Putrajaya Holdings are Petronas, the national petroleum company and Khazanah Nasional, the investment arm of the Malaysian Government and the National Trust Fund (KWAN). The ownership structure changed on 3 May 2007, PETRONAS through KLCC Property Holdings became the majority shareholder with 64.41%, while CIMB Group Nominees (Local) Sdn Bhd had a 20% interest and Khazanah had 15.59%.



Additionally, the company has developed over twenty projects in Putrajaya, including office buildings, commercial centers, and residential communities. In contrast, PJH is renowned for its contemporary allure, sophisticated architecture, innovation, and commitment to sustainability. Putrajaya Holdings Sdn. Bhd. (PJH) is a company with high ambitions that is building a sustainable and innovative future that will contribute to the development of Putrajaya and Malaysia by implementing several green initiatives in its projects. These green initiatives include the use of solar panels, rainwater harvesting, and lighting that is energy efficient. PJH will contribute to the development of Putrajaya and Malaysia. PJH is also working to make Putrajaya a "smart city," which will involve the use of technology to improve the effectiveness of several services, including transportation, trash management, and others.

COMPANY'S PROFILE

Company Background *(continued)*

PJH is particularly well-known for its groundbreaking projects, which are characterized by a contemporary aesthetic, cutting-edge architecture, innovative design, and environmentally responsible practices. These qualities have helped the company earn a number of renowned sustainability awards and other cityscape accolades. The Menara PJH has served as the primary point of reference and motivation for every award and new development carried out in the entirety of Putrajaya. In addition, the Tower was constructed with a north-facing orientation and vertical louvers for effective management of solar radiation. This is the case due to the fact that the optimal orientation of the tower produces maximum solar efficiency, and the optimum orientation can provide views while also maximizing floor area.

As a result, Menara PJH can be found in Precinct 2 of the complex. Its full address is Menara Pjh, Precinct 2, 62050 Putrajaya, Malaysia. The skyscraper comprises a total building area of 389,893.18 square feet and contains 12 stories in addition to its two wings. In Menara PjH also have other offices, such as the United Nations and the Department of Geology and Science Malaysia, rent space in the Tower for their operations. In addition, this structure is situated adjacent to the primary government office precinct, and it offers convenient access to the North-South Highway, the LDP Highway, the MEX Highway, and the SILK Highway.





Mission and Vision




Putrajaya Holdings Sdn. Bhd. has set its sights on becoming a

**"Progressive property developer of choice;
a solutions partner enriching lives for a
sustainable future."**

This is the company's stated vision and mission.

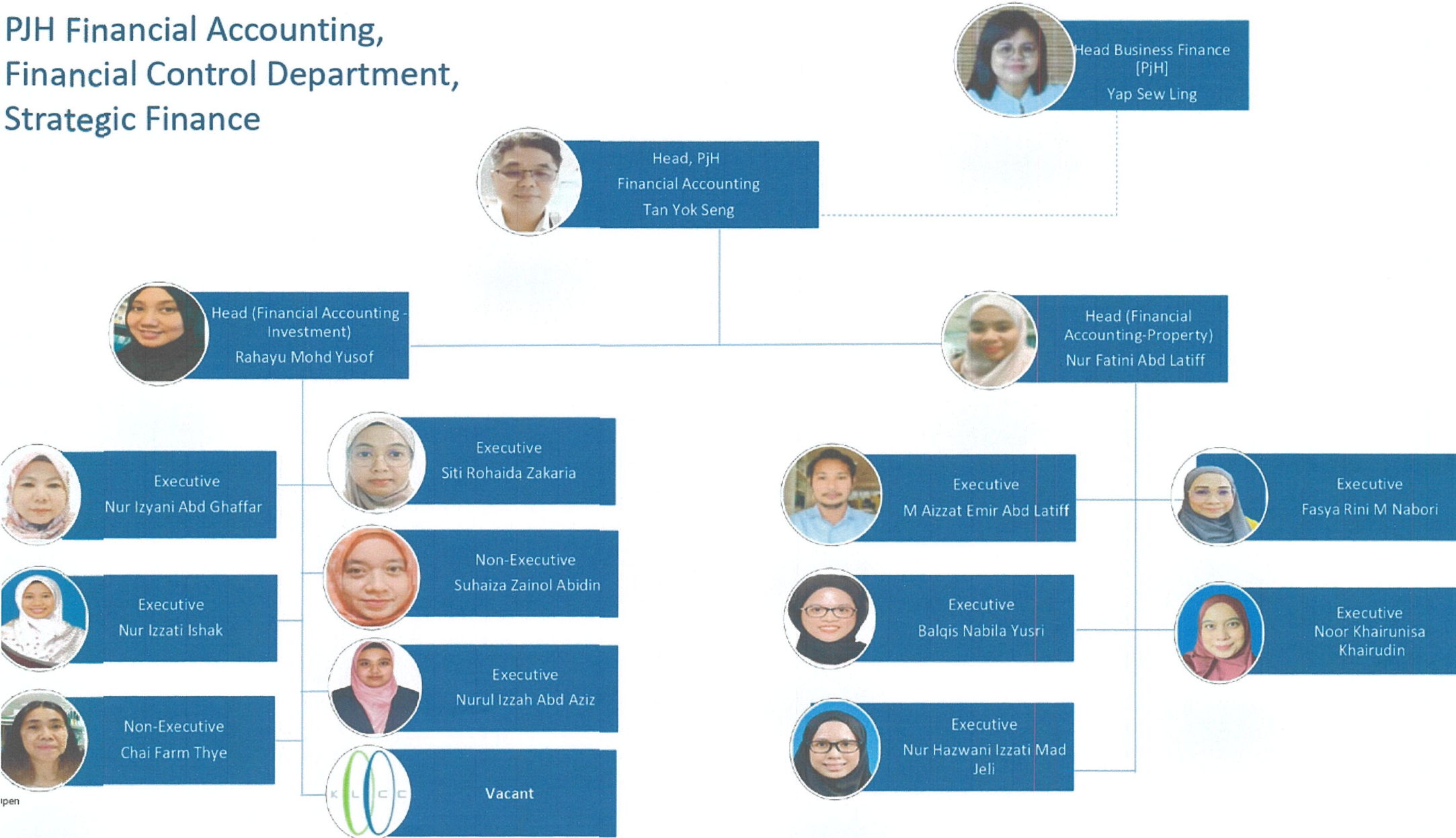
Company Goals

Putrajaya Holdings aims to be known as a developer that is consistent in creating high-quality, innovative, and sustainable properties by meeting and realizing the demands and wishes of its clients. The meaning behind the mission and vision statements is that Putrajaya Holdings wants to be known as a company that wants to be known. In addition to this, they have the goal of being a partner that is able to assist its clients in enhancing the quality of their lives by creating a more sustainable future.



Organizational Structure

PJH Financial Accounting, Financial Control Department, Strategic Finance



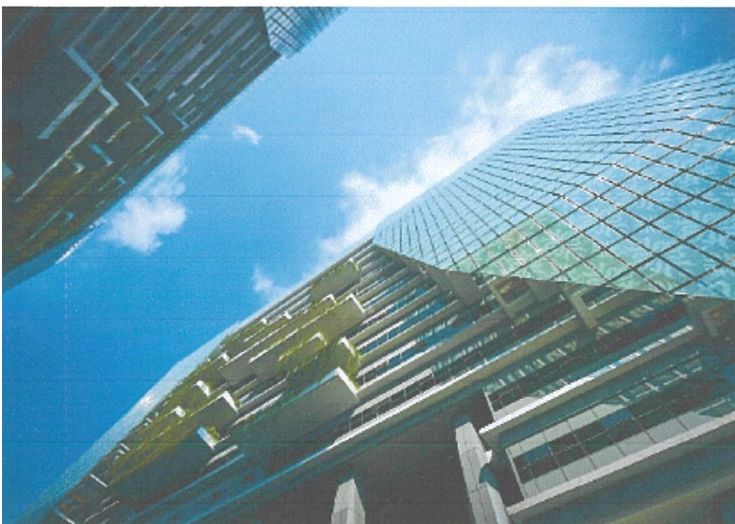
Products or Services

Putrajaya Holdings Sdn. Bhd. provides real estate development services. The Company develops office buildings, commercial hubs, residential areas, and more.

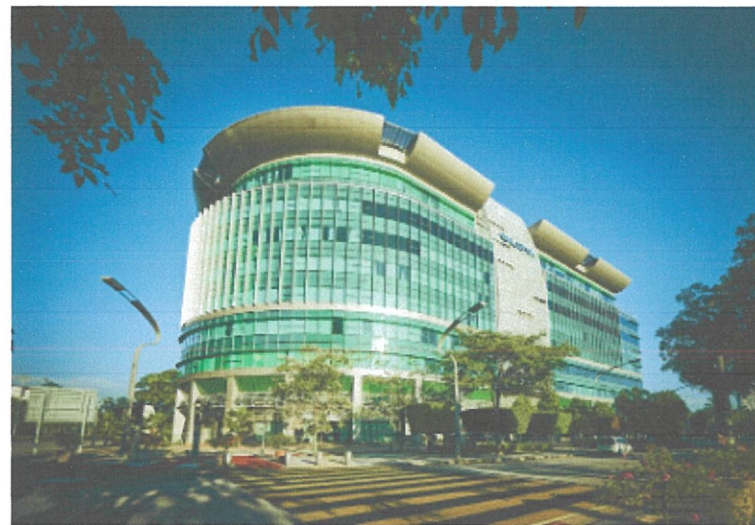
For Lease



TERRA
Precinct 8



Suasana PjH
Precinct 2



Galeria PjH
Precinct 4



Z10
Precinct 1

Residential



Thymes@8 in Precinct 11

Type of House: Semi Detached (Built up 3,400 – 4,190 sqft)



Flora Rosa in Precinct 11

Type of House: Condominium (Built up 829 – 2,250 sqft)



Aura Residence in Precinct 8

Type of House: Condominium (Built up 748 – 1,393 sqft)



Astana Residence in Precinct 8

Type of House: Semi Detached (Built up 5,348 – 6,456 sqft)



Duta Villa Phase 2 in Precinct 14

Type of House: Hyperlink Terrace (Built up 3,660 – 4,313 sqft)

TRAINING'S REFLECTION

My internship at Putrajaya Holdings Sdn Bhd has given a new experience to me. I have completed my 6 months of industrial training from 1st March 2023 until 15th August 2023. As I am undergoing industrial training in a government link company, my working day is from Monday to Friday. The working hours here are very flexible where the employee can choose whether to come between 8:00 AM to 5:00 PM or 9:00 AM to 6:00 PM. Every day, from Monday through Thursday, there is a lunch break that lasts for one hour, from 1:00 to 2:00 PM, except for Friday, when there is a break that lasts for two hours, from 12:00 to 2:00 PM.

Throughout my industrial training, I was assigned to the Financial Accounting division under the Strategic Finance department with supervision from Puan Rahayu Binti Mohd Yusof, the Head Account of Financial Controller. The strategic finance department is comprised of three sub-departments, which are the Financial Accounting Division, the Account Payable and Account Receivable Division, and the Budgeting Management Reporting Division. There are a total of 17 people working in the financial accounting division, which includes myself. The entire staff is extremely helpful and friendly at the same time. They never fail to educate me on something new or show me how to perform a task that I am unfamiliar with.

During the course of my internship, I assisted the staff members by providing assistance with a variety of tasks, as well as with the day-to-day administrative duties. At the beginning, I was assigned to do administrative work and help other employees in completing their tasks. This includes tasks such as printing, photocopying, binding and scanning documents as well as making recalculations on audited financial statements and also filling in details of economic surveys for certain companies. Aside from that, I help prepare the memo or letter of acknowledgment receipt that will be sent to the Legal & Company Secretary department or to Ernst & Young, which is the company's auditor.

TRAINING'S REFLECTION *(continued)*

In addition, I was given the opportunity to gain more knowledge about Workiva. Workiva's core offering is an enterprise software-as-a-service platform hosted in the cloud. The platform gives businesses the ability to collect, manage, report and analyze critical business data in real time. It offers a connected and reporting compliance platform that is hosted in the cloud and enables the use of connected data as well as the automation of reporting across the finance, accounting, risk, and compliance domains. As for Workiva, I have been assigned for several dormant companies such as Putrajaya Projects, Purnama Sepi, Lembah Putrajaya and Menara Putrajaya.

I also learned how to use System Applications and Products in Data Processing (SAP) software. I had never heard of SAP software because it was not introduced to me during my bachelor's degree studies at UiTM Bandaraya Melaka. As a result, while this SAP program is new to me, it is not overly complicated to use. SAP software provides a single view of the truth for multiple business functions. This enables businesses to better manage complex business processes by providing employees from various departments with easy access to real-time insights across the enterprise. As a result, businesses can improve operational efficiency, increase productivity, improve customer experiences, and ultimately increase profits.

Apart from that, I also learned a lot of new things including using a photocopier to print, scan and make copies of letters. I have learned how to make binding, laminate, and stamp names and signatures as well as scanning documents using relevant applications. I also need to ensure that my tasks are completed which are monitored by my supervisor. At the end of my industrial training, I will receive a certain amount of my allowance which PjH provides RM600 for the internship.

TRAINING'S REFLECTION *(continued)*

My industrial training has helped me in a variety of ways. It provided me with insight into how the business world works. These experiences give me academic knowledge of real-world situations, help me develop problem-solving skills, and give me a better understanding of industry practises. It also aids in the development of my professional network by connecting me with mentors, supervisors, and colleagues who can offer me guidance, advice, and potential career opportunities. I could also apply what I'd learned in the context of administrative tasks. Furthermore, I am better able to manage my time. It's because I need to get to work on time and finish all of my tasks before the deadline. I was fortunate to have possessed the opportunity to work together in PJH, which provided me with the benefit of working in the corporate sector.





SWOT ANALYSIS

PUTRAJAYA HOLDINGS SDN BHD

STRENGTH

- Strong brand recognition.
- Skilled and Experienced Employee.

WEAKNESS

- The management of IT systems is sluggish.

OPPORTUNITIES

- Expanding the market development.
- Government support in terms of tax incentives.

THREATS

- Intense Competition.
- Economic Uncertainties.



DISCUSSION & RECOMMENDATION

Strength

» • **Strong brand recognition**

Putrajaya Holdings products have strong brand recognition in the property development industry. PJH is an iconic development company responsible for the master planning and development of Putrajaya, the administrative center of the Malaysian government. The successful creation of an iconic urban landscape has helped PJH in the development of its identity and brand recognition. The cityscape has featured beautiful landscapes, eye-catching architecture and modern infrastructure. This has enabled the company to charge a premium compared to its competitors in the property development industry.

PJH is also a well-known development company known for its high-quality real estate developments. Residential properties, commercial buildings, government offices, and recreational facilities are among its projects. Because of its dedication to quality construction, innovative design, and environmentally friendly practises, the company has earned a reputation for excellence. PJH is currently developing more than 20 signature development projects in Putrajaya.

It is essential for managers to understand how well the consumer is aware of the brand in order to know the position and importance of a brand in the minds of target consumers. According to the definition provided by Khurram (2018), "brand awareness" refers to "the degree to which consumers recognize the brand and play an important role in the decision-making process." When consumers have a better understanding of a brand, they are more likely to purchase products from that brand.

Strength

- **Strong brand recognition** *(continued)*

PJH needs to place a high priority on ensuring that all of their dealings with various stakeholders are characterized by the delivery of exceptional service to the company's end users. This requires providing customers with exceptional service and responding quickly and thoroughly to any questions or concerns they may have. When customers have positive experiences, they are more likely to advocate for the brand and promote it to their friends, which increases brand recognition.

Aside from that, PJH has to increase its community participation by hosting more events, sponsorships, and initiatives aimed at enhancing the quality of life in the surrounding community. This area includes educational programs, cultural activities, and efforts to protect the natural environment. Participation in social responsibility programs can strengthen a brand's reputation and develop a positive image for the company. Putrajaya Holdings may further strengthen its high brand recognition, boost its market presence, and reinforce its position as a trustworthy and respected real estate development company by implementing these ideas.



DISCUSSION & RECOMMENDATION

Strength

» • **Skilled and Experienced Employee**

A skilled employee is someone who constantly goes above and beyond in the performance of their duties and who has the relevant credentials for their position. Future organizations will rely heavily on experienced personnel. Therefore, it is crucial to understand their individual contributions, expenses, and risks, as well as the potential they present for the company (Sonsino & Garcia, 2021).

The Putrajaya Holdings' employees are skilled and experienced as all their employees must have at least a bachelor's degree or have 3 to 4 years of work experience in their field of work. PJH skilled employees have the required expertise and technical knowledge in their respective fields. They've honed their skills through a combination of formal education, on-the-job training, and hands-on experience. For its various endeavors, PJH, for example, hires professionals such as architects, engineers, town planners, project managers, finance experts, and legal advisors. These employees bring specialized knowledge from their previous jobs to PJH in order to carry out tasks related to the planning, design, construction, and maintenance of the city's infrastructure and facilities.

In PJH, experienced employees are important in addition to having the necessary skills. They have years of practical experience and a deep understanding of the sector. Long-term employees are more likely to experience difficulties and acquire useful skills and knowledge in problem solving. They can handle complex projects expertly, make informed decisions and successfully overcome any challenges that may arise due to their extensive knowledge. Experienced employees have the capacity to assume leadership positions in the organization. They can ensure that company goals are met while providing advice and guidance to younger employees.

• **Skilled and Experienced Employee** *(continued)*

PJH prioritises the hiring and retention of highly skilled and experienced employees. These individuals play a vital role in ensuring that the company upholds its reputation for delivering exceptional projects and services. Therefore, it is imperative for the company to recognise and appreciate the diligent efforts put by its employees in order to attain the intended results. This objective can be achieved by implementing an approach of incentives for the employees.

Employee incentives for outstanding performance are usually implemented in organizations as a strategic way to foster motivation, recognition and compensation for individuals who have demonstrated significant achievement. The importance of employee motivation in improving productivity and performance is widely recognized. Based on a study conducted by Manzoor et al. (2021), it is important for employees to provide optimal performance consistently to enable the organization to achieve the best level of success. Therefore, incentives can manifest in various forms, such as financial incentives, non-financial benefits or recognition programs. Financial incentives, such as monetary rewards, are widely recognized as a simple and effective method of motivating employees. Compensation packages include various components such as bonuses, profit sharing, commission-based incentives, salary increases, and stock options.

Non-monetary incentives can be just as powerful motivators as monetary ones. These could consist of additional time off, flexible work hours, more opportunities for training and development, promotions or career advancement, public recognition, or special projects and assignments. Additionally, PJH can offer incentives for wellness and health. By providing gym memberships, wellness initiatives, or health-related incentives for leading a healthy lifestyle, PJH can support their employee wellbeing. These rewards can increase job satisfaction and give workers a sense of worth and appreciation.

Requirements

- Having previous exposure in strategy and corporate planning role and process would be an added advantage
- Intermediate level in Microsoft excel/Power BI/VBA & PowerPoint
- **Able to develop financial model**
- **Minimum Bachelor Degree in Real estate/Accounting/Finance/Business**
- 2 to 5 years work experience in property/corporate planning/strategy field

Additional Information

Career Level
Junior Executive

Qualification
Bachelor's Degree, Post Graduate Diploma, Professional Degree

Years of Experience
2 years

Job Type
Full-Time

Examples of requirements and qualifications needed to apply for a job at PJH

DISCUSSION & RECOMMENDATION

Weakness

» • **The management of IT systems is sluggish**

Information and Communication Technology (ICT) is the most important technology in the modern world. It is a power that is important and necessary in every part of a person's life. It has integrated the world and changed the entire global economic, social, political, and educational scenario. Global growth and development depend a lot on a skilled workforce, which can be made possible by a good education system. ICT is something that came out of education, but it was mostly used by businesses. It has completely changed how business, society, government, and education work (Zafar, 2019).

The management procedure at the company, which is used by Putrajaya Holdings, is slow and requires an excessive amount of time. Employees are required to make contact with the ICT Teams at the headquarters office in order to have their issues with the company's laptop resolved. These issues include the laptop's inability to access shared drives or the printer, as well as any other issues that may have arisen about the laptop. In most cases, the employee is required to wait for anywhere between thirty minutes and one hour, or even several days, before having their issues resolved.

Weakness

- **The management of IT systems is sluggish** *(continued)*

PJH must encourage their employees to continually improve their technical expertise and stay current on the most recent developments and trends in information technology system management. According to Tokarčíková et al. (2020), skills and technical knowledge are required for workplace success. All managers do not use the same concept or theory, but they try to determine which approaches are appropriate for motivating employees and increasing productivity based on the workforce. Workshops, online courses, certification programs, and training programs can all help PJH employees achieve this goal. Employees' ability to contribute to system performance improvement is directly proportional to the depth and breadth of their knowledge and expertise.

Furthermore, employees must prioritize communication and collaboration with other teams. Working with other departments or teams, such as those in charge of application development, infrastructure, or operations, is frequently required when managing information technology systems. They need to encourage open channels of communication and collaboration to ensure alignment, share insights, and work together to optimize system performance.

DISCUSSION & RECOMMENDATION

Opportunities

» • **Expanding the market development**

Market development is a broader activity that involves strategically deploying one or more product portfolios. As a result, simply investigating new product development activities makes it difficult to observe all market development activities. Market development, on the other hand, enables companies to adapt to the environment more actively by destroying or expanding existing markets and even creating new markets (Min & Kim, 2022).

Putrajaya Holdings can expand more in market development. Market development refers to introducing present products or services into new geographic areas. This is a good opportunity for PJH to market its products or services to be known by everyone outside of Putrajaya. This is due to the fact that PJH only develops structures within the Putrajaya area and two additional areas, namely Sepang and Ampang. Because of this, many in other states and areas are unaware that PJH is a developer company that is capable of constructing aesthetically pleasing commercial and residential buildings.

In order to broaden its scope of operations, PJH may explore the possibility of forming partnerships and joint ventures with private developers, both in Malaysia and internationally. By taking this approach, PJH is able to benefit from the knowledge and resources of its partners while also sharing the associated risks. PJH could undertake new residential, commercial, or mixed-use projects in a variety of cities and townships if it identified growth areas and worked with the local authorities.

Opportunities

- **Expanding the market development** *(continued)*

Joint ventures are a form of cooperative strategy in which companies form an alliance to combine their resources and competencies. Additionally, it increases the profitability of an industry by reducing competition in markets where both companies are present. The joint venture may prove to be an efficient means of acquiring the resources required to enter a new market. This is especially true in attractive developing country markets where local contacts, distribution access, and political requirements may make a joint venture the preferred or even legally required solution (Magni & Pezzi, 2019).



DISCUSSION & RECOMMENDATION

Opportunities

» • **Government support in terms of tax incentives**

In addition to residential and commercial buildings, PJH also developed several government buildings such as the Parcel F government complex located in Precinct 1 which contains the Ministry of Health, Ministry of Education, Ministry of Higher Education, Ministry of Energy, Water & Communications and also Agencies under the Prime Minister's Department Minister. The development of the government building enables PJH to qualify for financial assistance from the government in the form of tax incentives. In general, government support was shown to double the improved effect on a sales performance conferred by a high level of intellectual property rights (Choi et al., 2021).

Government support in the form of tax incentives for business expansion refers to the various tax benefits and advantages offered by the government to encourage and promote economic development, investment, and business growth. These incentives are intended to boost overall economic growth by stimulating business activity, generating employment opportunities, attracting investments, and boosting business activity.

For instance, the government may offer tax credits that immediately lower the total amount of tax that must be paid by businesses. These credits can be awarded based on a variety of criteria, such as the creation of new jobs, expenditures on research and development (R&D), initiatives to improve energy efficiency, or investments made in a particular sector or region. Thus, PJH may be eligible for a reduction in the rate of corporate taxation that it is required to pay in order for the government to meet its goals of encouraging the company to invest in the area or sector and to create new employment opportunities.

Opportunities

- **Government support in terms of tax incentives** *(continued)*

Tax and financial incentives, as well as government assistance, are becoming increasingly important in the development of some businesses, particularly in terms of profitability. Government incentives play an important role in implementing CSR (corporate social responsibility), helping to shift the business paradigm from one that is primarily focused on profitability to one that includes three distinct dimensions which is profitability, the environment, and society. The primary goal of government financial incentives is to condition the strategic behavior of companies (Picas et al., 2021).

In order to get tax incentives from the government, PJH needs to comply with government-related regulations and guidelines, including any changes that may occur after that period. PJH must ensure that their projects and activities are in line with the economic and development policies set by the government. They should be aware of the specific incentives and tax relief measures available for real estate development and urban planning initiatives. It is important to acknowledge that the availability of certain tax incentives, along with eligibility criteria and application procedures, may vary depending on the laws and regulations of each country, and these details may have changed since the latest update. In order to obtain the most accurate and up-to-date information on obtaining tax incentives in Malaysia, it is advisable for Putrajaya Holdings to maintain constant consultation with the relevant government authorities or seek guidance from professional advisors.

DISCUSSION & RECOMMENDATION

Threats

» • **Intense Competition**

A market economy is built on the competitiveness of its businesses. This is a situation in which many manufacturers compete on the market for goods and services, offering customers the same or similar products and services. The increasing intensity of competition puts enormous pressure on businesses to improve the quality of their products and services while simultaneously lowering the prices of their offered products (Dvorsky et al., 2020).

Putrajaya's real estate market is highly competitive, with several established developers and international players. Competitors in the industry, such as Mah Sing Berhad, Sunway Properties, and IOI Properties, are working on property development projects in the Putrajaya area, making competition extremely fierce. In order to create even more competition, rival businesses are increasingly establishing the same types of real estate as their own, including condominiums, commercial buildings, terrace houses, semi-detached homes, and bungalows. Therefore, PJH must constantly differentiate itself in order to maintain its market position.

Customer empowerment may pose a threat to the PJH. Customers now have more power and information at their fingertips because of the internet and social media. They can compare products, read reviews, and switch between brands with ease. This has compelled businesses to provide better value, customer service, and personalized experiences, increasing competition in order to meet changing consumer demands.

Threats

- **Intense Competition** *(continued)*

Putrajaya Holdings has the potential to stand out from others by providing a distinctive value proposition. A value proposition is a statement that highlights a company's main strategy by providing improved products, services, and experiences. The objective of this is to convince customers to select a particular brand instead of another. According to Eggert et al. (2020), they define it as a strategic tool that companies use to communicate their ability to offer better value packages and share resources with their target customers.

In order to effectively distinguish Putrajaya Holdings' projects from those of its competitors, it is crucial to identify and highlight their unique aspects. Some possible factors that could be considered when evaluating a property's value are innovative designs, environmentally friendly features, high-quality amenities, or a targeted approach to specific market segments. By emphasising these unique characteristics, it becomes possible to draw the attention of potential buyers, investors, and tenants. Additionally, it is crucial for PJH to give the highest priority to both the quality and timeliness of their work. They should place a significant emphasis on completing projects of exceptional quality within the designated timeframe and allocated budget. By achieving or exceeding customer expectations, Putrajaya Holdings can enhance their reputation and distinguish themselves from their competitors. One way to establish trust and encourage customers to return is by consistently delivering projects of high quality.



DISCUSSION & RECOMMENDATION

Threats

» • **Economic Uncertainties**

Economic uncertainties encompass a range of conditions or factors within an economy that give rise to ambiguity, unpredictability, and risk. The uncertainties that have been mentioned can originate from various sources and may have substantial effects on businesses, consumers, and the overall economic stability. Economic uncertainty has the potential to impact the demand for both commercial and residential real estate. During periods of economic uncertainty, individuals who are thinking about the acquisition or rental of properties may experience worries when it comes to making enduring commitments. This hesitancy may result in a decline in the demand for real estate. This situation could potentially affect the sales or leasing operations of Putrajaya Holdings, leading to prolonged sales cycles or increased vacancy rates.

Besides, due to the inherent uncertainty in the economy, obtaining financing for new construction projects may pose greater challenges. Due to increased caution, lenders and investors may show a reduced inclination towards real estate investments or loan extensions. If Putrajaya Holdings relies on external financing or partnerships for their projects, the prevailing economic uncertainty may hinder the company's ability to obtain capital, potentially resulting in delays or constraints on the company's development initiatives.

Threats

- **Economic Uncertainties** *(continued)*

It is recommended that PJH enhance its financial management practises. In order to effectively navigate economic uncertainty, it is imperative to exercise prudent financial management. PJH must prioritise the maintenance of its financial stability by diligently managing its financial health, effectively overseeing cash flow, and consistently monitoring potential financial risks. It is essential to establish access to diverse funding sources and formulate contingency strategies to address potential disruptions in funding. According to the research conducted by Yerdavletova et al. (2020), financial stability holds significant importance in assessing the overall financial well-being of a company. According to their viewpoint, the company's solid financial standing can be attributed to adept and systematic management of the economic and production variables that influence the company's decision-making process.

In addition, it is advisable for PJH to think about the implementation of revenue diversification strategies in order to adeptly navigate periods of economic uncertainty. To mitigate reliance on specific revenue sources, it is advisable for PJH to think about the adoption of diversification strategies. One potential strategy to tackle this situation is to consider diversifying into new markets or exploring additional revenue streams, such as property management or facility services. For instance, PJH possesses the capacity to provide facilities management services for both its own properties and properties owned by external entities. This can be applicable to various services such as maintenance, safety, cleaning, and other similar ones. By effectively managing facilities, the company can enhance the value of its properties in the portfolio and generate consistent revenue over time.

CONCLUSION

In conclusion, I am grateful to have experience working at Putrajaya Holdings Sdn Bhd for 24 weeks. Putrajaya Holdings Sdn Bhd (PJH) is the master developer of Malaysia's administrative capital of Putrajaya. Putrajaya Holdings, the recipient of numerous prestigious sustainability awards as well as other cityscape awards, is renowned for its outstanding projects that exude contemporary charm, elegant architecture, innovation, and sustainability. The exposure to the development and property sector has been eye-opening and has provided me with a wealth of knowledge regarding office administration, development projects, and job execution procedures. As I have to communicate with the employees, I am able to examine my strengths and limitations and develop my communication abilities. I've developed a greater curiosity and improved my ability to communicate with others. In addition, I was able to polish my knowledge in using software and have better time management skills and can work well under pressure.

Through my internship with PJH, I was able to identify various SWOT analysis components that organizations must monitor. Organizations must work to improve their efficiency if they are to succeed in today's environment. It aids the organization in fully comprehending all of the factors that influence business decisions. It is also a diagnostic technique for identifying organizational and environmental factors. In addition, I learned the specifics of each of the SWOT analyses discovered at Putrajaya Holdings Sdn Bhd, which are the strengths, weaknesses, opportunities, and threats. PJH benefits from strong brand recognition as well as skilled and experienced employees. However, PJH has sluggish IT system management, which has an impact on the organization. Aside from that, PJH can expand their market development and may be eligible for government assistance in the form of tax breaks. However, PJH must be aware of the intense competition with other companies in the same industry, as well as various economic uncertainties that may be detrimental to achieving organizational objectives.

Therefore, I am grateful that I am able to gain new knowledge while also having the opportunity to experience the reality of working life. Industrial training is meant to provide participants with a future road map that can be used to achieve goals and navigate the workplace, which can be both very adventurous and very helpful. Through this experience, I was able to develop myself and prepare for the future work environment.

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APPENDICES

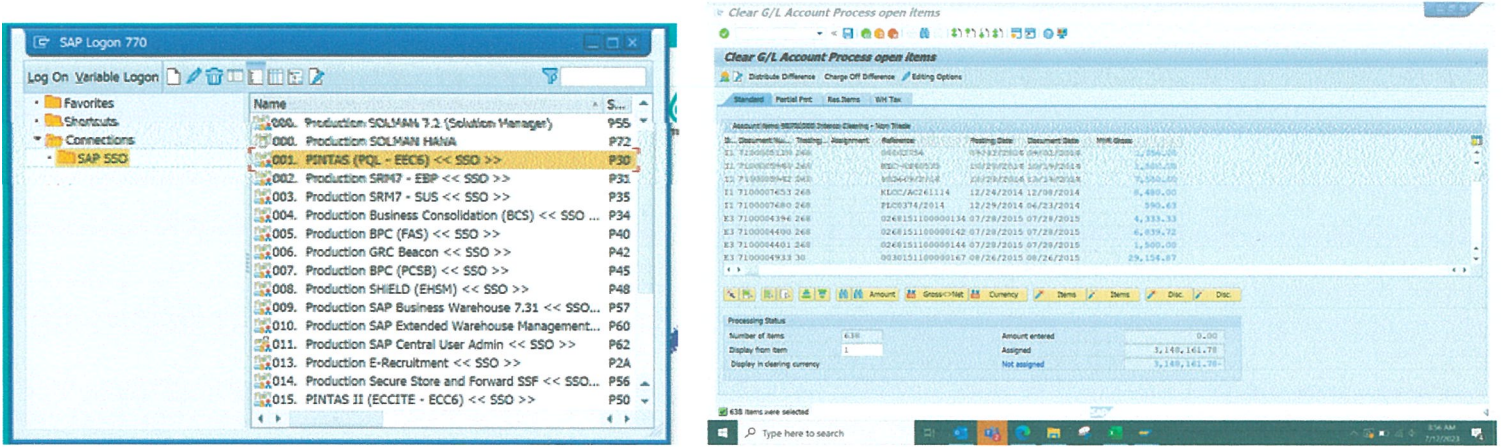


Figure 1 : Example of SAP layout

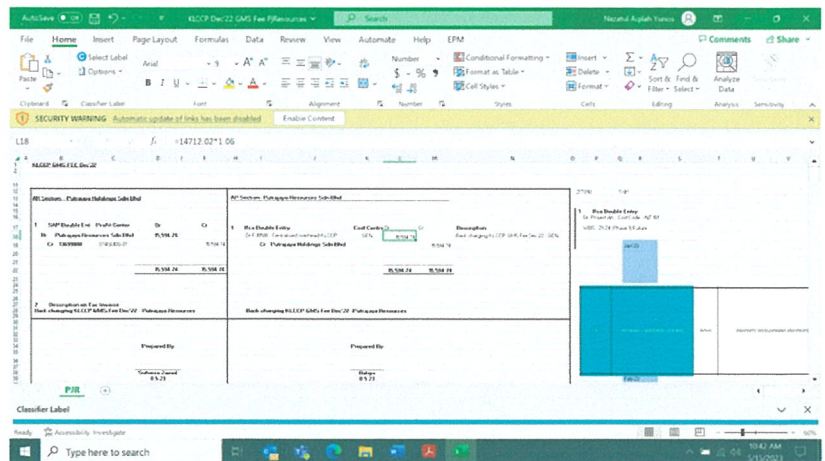
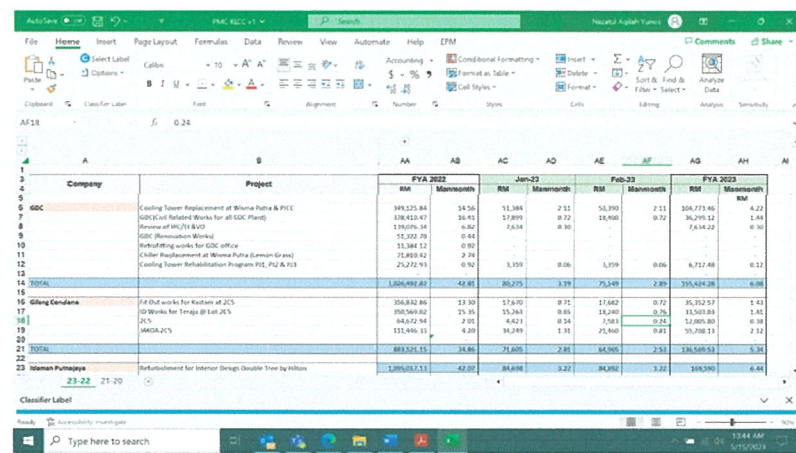
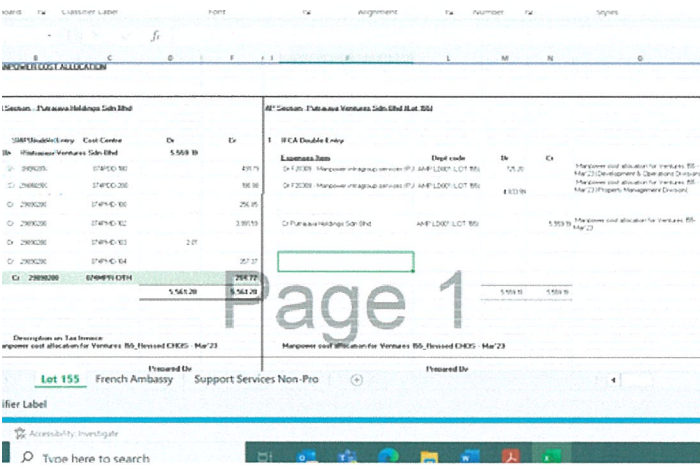


Figure 2 : Example of my task

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Figure 3 : My workplace

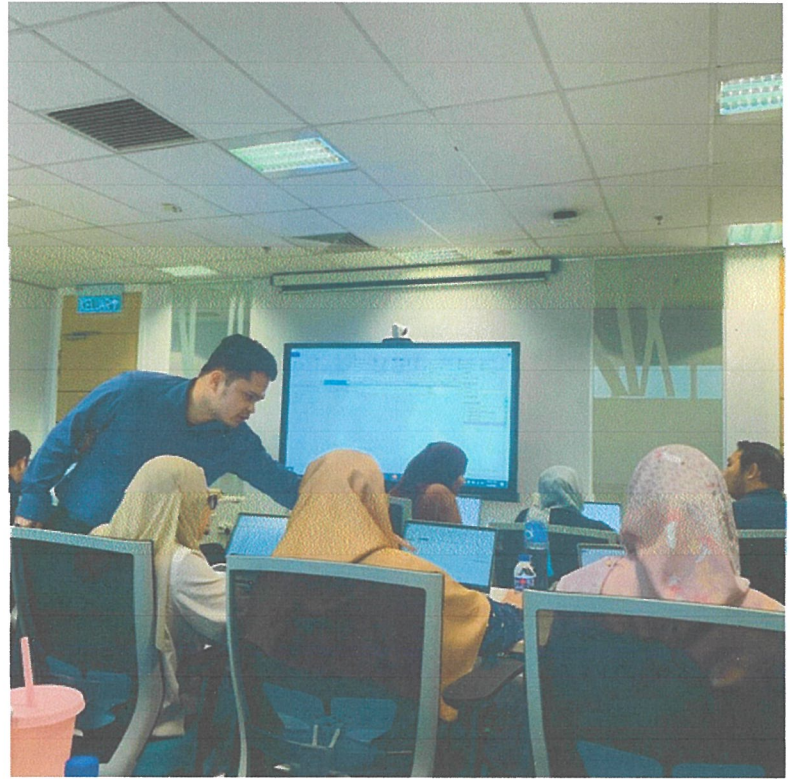


Figure 4 : "Power BI sharing session"



Figure 5 : "Q2 CFO Engagement Session"

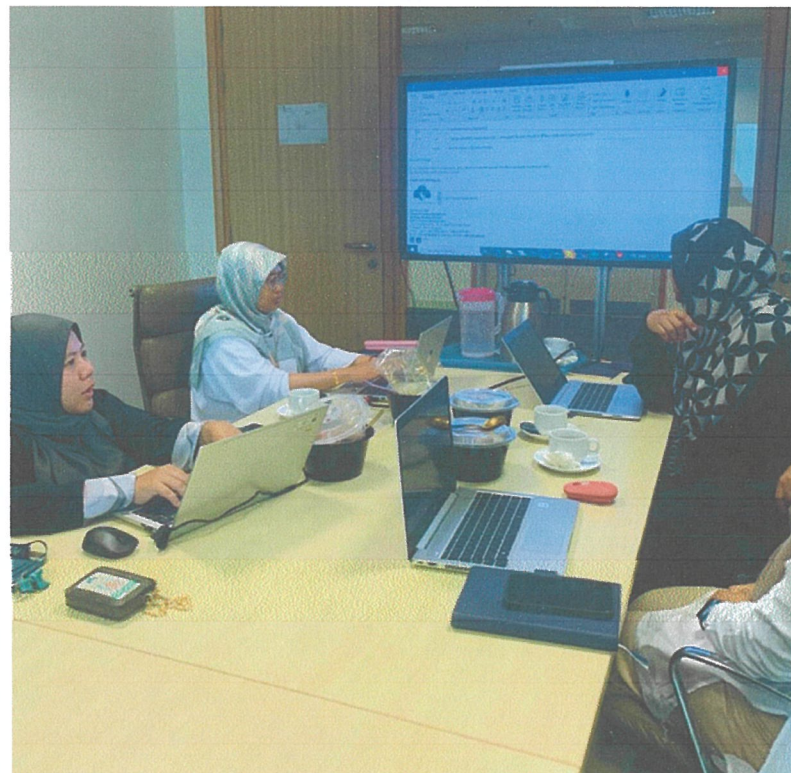


Figure 6 : Chit Chat Session with teams

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Figure 7 : "CEO Engagement Session 2023"



Figure 8 : "Eid Celebration at Menara Dayabumi"



Figure 9 : Strategic Finance Team Members