



FACULTY OF BUSINESS AND MANAGEMENT

INTERNSHIP (MGT 666)

INDIVIDUAL ASSIGNMENT:

SWOT ANALYSIS OF LAYARAN PINTAS SDN. BHD.

PREPARED BY:

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SUBMITTED TO:

PUAN NORHUSNIYATI BINTI HUSIN



ACKNOWLEDGEMENT

I would like to express my deepest gratitude and appreciation to all those who have contributed to my internship journey. It has been an invaluable experience that has significantly shaped my professional growth and development.

First and foremost, I would like to extend my heartfelt thanks to my advisor during this internship. Her guidance, expertise, and continuous support were instrumental in making this internship a truly enriching experience.

I would also like to express my sincere appreciation to the entire team at Layaran Pintas Sdn. Bhd. Each member of the team played a crucial role in creating a welcoming and nurturing environment. Their willingness to share knowledge, collaborate, and aid whenever needed has been commendable. I have learned so much from their expertise and dedication, and their positive attitude has made the internship experience even more enjoyable.

Finally, I would like to express my heartfelt gratitude to my family and friends for their unwavering support throughout this internship. Their encouragement, understanding, and belief in my abilities have been a constant source of motivation. I am grateful for their love and encouragement, which have helped me stay focused and determined during this internship.

In conclusion, I am deeply grateful to everyone who has played a part in making my internship experience a remarkable one. The knowledge, skills, and experiences gained during this period will undoubtedly shape my future endeavors. Thank you all for your invaluable contributions and for making this internship an unforgettable chapter in my professional journey.



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1.0 EXECUTIVE SUMMARY

To date, having a higher degree or any qualification doesn't automatically guarantee an employment or becomes an indicator towards job competencies. Instead, graduates should have knowledge of relevant and current practical experience, soft skills as well as positive attitudes to enable them to compete in a job market. Therefore, the industrial training program provides opportunity for the students to explore what they have learnt in the class then apply them in the real working world, hence preparing them for their career soon. This training will give experience required by graduates to increase the level of employability.

Students in the Business Management program must complete Internship (MGT666) as a final-semester requirement. The main purpose of the internship is to learn via on-the-job training in practical environment and to apply the knowledge acquired during the studies in a real-world scenario. I was placed as intern in the marketing and sales department at Layaran Pintas Sdn. Bhd. for six months, from 1st March 2023 until 15th August 2023, for the purpose of compiling this internship report. There I was able to gain a practical experiences and skills like a normal employee thru various given assignments.

In this report, you will discover this company's SWOT which I run through with my manager. The SWOT exercise really challenged my analytical and critical thinking in resolving issues. Even though challenging, I find it very interesting. I put a lot of man hours interviewing staffs, searching for relevant articles and team discussions for this exercise. I really hope I can come across with the same exercise in my future job.

2.0 Student's Profile



**NUR LIYANA
SHAHARULLAH**



Contact



About Me

I have passion in interacting with people hence the choice of Marketing as my study major. I am a hardworking person with excellent communication and teamwork skill, focused in completing tasks as per targets. I bring positive energy to the team. I believe I can make great contributions to the team and company. Currently undergoing six months internship program at Layaran Pintas Sdn. Bhd. since 1st March 2023.

Education

Degree in Marketing (In progress)

2021 - 2023

Achievement:

Organised a forum on integrity and corruption, invited SPRM to give a talk.

CGPA:

3.32

UiTM Bandaraya Melaka

Diploma in Business Studies

2016 - 2020

CGPA:

2.97

UiTM Alor Gajah

SPM

2015

4B+, 1B, 1C+, 2D, 1G

SMK Dato' Haji Mohd Redza

PMR

2013

5A, 3B

Working Experience

- **Interns at Layaran Pintas Sdn. Bhd (March - August 2023). - in progress**
 - Admin & documentation (checklist, printing, filing, etc.)
 - Tiktok marketing incl. video shooting & editing.
 - Assist client to visit show unit.
 - Customer service & Tele-marketing for potential buyer.
 - Site visit for progress reporting.
 - Assist hand-over to homeowners.
- **Seller at SENQ S2**
 - Smartphones.

Skills

Microsoft Excel

●●●●●

Microsoft PowerPoint

●●●●●●●

Microsoft Word

●●●●●●●

Adobe Photoshop

●●●●●

Mobile Video Editor

●●●●●●●

Interests

- Travel.
- Making videos.
- Taking photos.

3.0 Company's Profile

3.1 Background of Company

Name of company	Layaran Pintas Sdn. Bhd.
Address	Level 22-2, Menara 1 Mk. Kompleks 1 Mont Kiara, No 1. Jln Kiara, Mont Kiara. 50480 Kuala Lumpur.
Industry	Property Development
Telephone/Fax No	03-6211 1328 03-6211 2328
Operation hours	Monday – Friday (09.00 a.m. – 06.00 p.m.) Saturday – Sunday (10.00 a.m. – 06.00 p.m.)
Website	www.anvil.com.my
Offices	Kuala Lumpur (Head Office) Banting, Selangor (Branch Office) Bangi, Selangor (Branch Office)



Layaran Pintas Sdn Bhd is a subsidiary of Anvil Group. Anvil Group specializes in real estate development, construction, and plantation. They draw on their nearly four decades of experience, which has earned us a remarkable track record of creating signature developments of exceptional quality and value.

Tew Beng Lee, the company's founder, envisioned Anvil Group as a prominent developer that would provide high-quality products to all market categories. They have followed out his vision and established a reputation for excellence and consistency. Anvil Group has also expanded into other areas, such as plantation development, and has become known with quality and consistency.

Anvil Group subsidiary Anvil Development Sdn Bhd, which develops property through its subsidiary subsidiaries Senatel Sdn Bhd and Layaran Pintas Sdn Bhd, has forthcoming launches in Bangi and Kajang, with future ambitions to develop substantial landbanks acquired in Klang Valley.



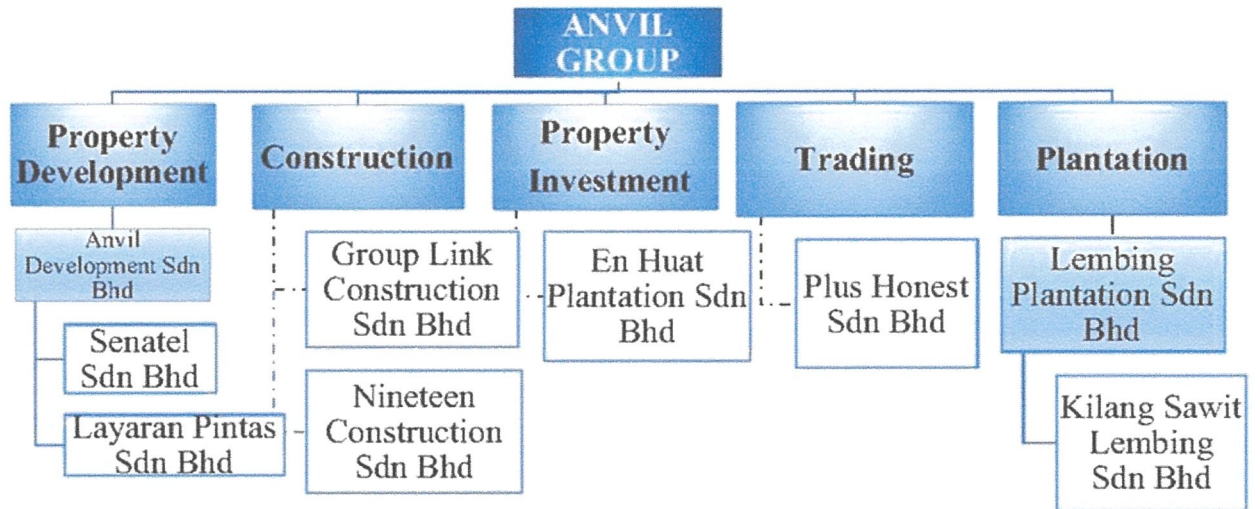
Vision

To be a leading builder of quality developments.

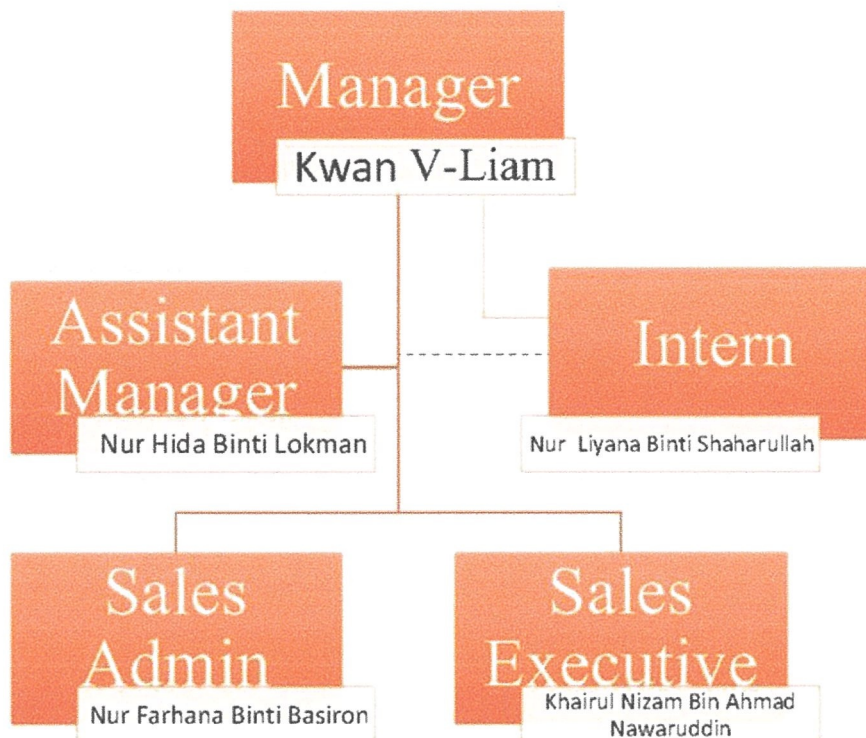
Mission

To apply their strengths and experience to deliver the best developments and create sustainable living environments for their customers, with value, reliability, and trust. Their future goal is to develop sizable landbanks acquired in Klang Valley.

3.2 Corporate Structure



3.2.2 Sales and Marketing Department



3.3 Products and Services

3.3.1 Products

Layaran Pintas Sdn. Bhd. has a variety of type houses which are:

- Double storey terrace.
- Semi-D Double storey.
- Townhouse.
- Semi- D Three Storey.

3.3.2 Service

- Providing future home to the customer.
- After sales service.
- Entertain customer.

4.0 Training's Reflection

My 6-months Industrial Training (Internship Program) at Layaran Pintas Sdn. Bhd. began on March 1, 2023, and scheduled to complete on August 15th 2023. Mr. Kwan V-Liam, a Sales and Marketing Manager, appointed me to do my internship in the Sales and Marketing department for the entire duration. In general the company's working days are five days a week from Monday to Friday, with working hours from 8 a.m. to 6 p.m. However sales staffs work six days a week, from 10:00 a.m. to 6:00 p.m. My monthly allowance for this internship is RM800 as per the offer letter. Interns are not entitled to medical coverage, overtime working hours, and meal subsidies as normal employees.

During my internship, I am primarily responsible for administration and documentation tasks. This includes creating and maintaining checklists, managing printing requirements, and organizing files for easy retrieval and reference. Furthermore, I am actively involved in TikTok marketing activities, where I manage a variety of tasks such as video shooting and editing. I promote our company's products and services on the TikTok platform through interesting and innovative content in order to attract a larger audience and increase brand awareness.

In addition, I help the sales process by aiding clients during show-unit site viewings, practicing my sales talk to give them a positive and informative experience. As part of our telemarketing efforts, I contact prospective purchasers to promote new homes, emphasizing their essential features and benefits. Furthermore, I play an important part in customer service by giving potential buyers extensive descriptions of the house's development status. This includes informing buyers about the various stages of development, responding to their questions, and providing updates on project milestones. In addition, I make regular site visits to monitor and evaluate the progress of ongoing projects.



In summary, my internship entails a wide range of responsibilities, including administrative and documentation tasks, creative marketing efforts on TikTok, telemarketing and client assistance, providing excellent customer service, and conducting site visits for progress reporting.

The objectives of industrial training is to expose the students to professional skills and experiences in relevant fields. it provides them platform to make use of the learned syllabus into practical while executing assignments. It develops them with technical and soft skills competency hence preparation for the real working environment and job opportunity.

The reasons I chose Layaran Pintas Sdn. Bhd. to complete my Industrial Training program can be concluded as follows:

- **Exposure on Sales and Marketing**

The above subject is best learnt from companies that deal with a lot of clients and Layaran Pintas, a property developer, is the right place to be. The challenges dealing with promotions, complaints, negotiations are enticing to me to be part of.

- **Synergized the theoretical with practical knowledge**

I believe there is always an opportunity to put the theories into practical. And there is also opportunity to learn new practical knowledge to help me complete given assignments.

- **Learning soft skills**

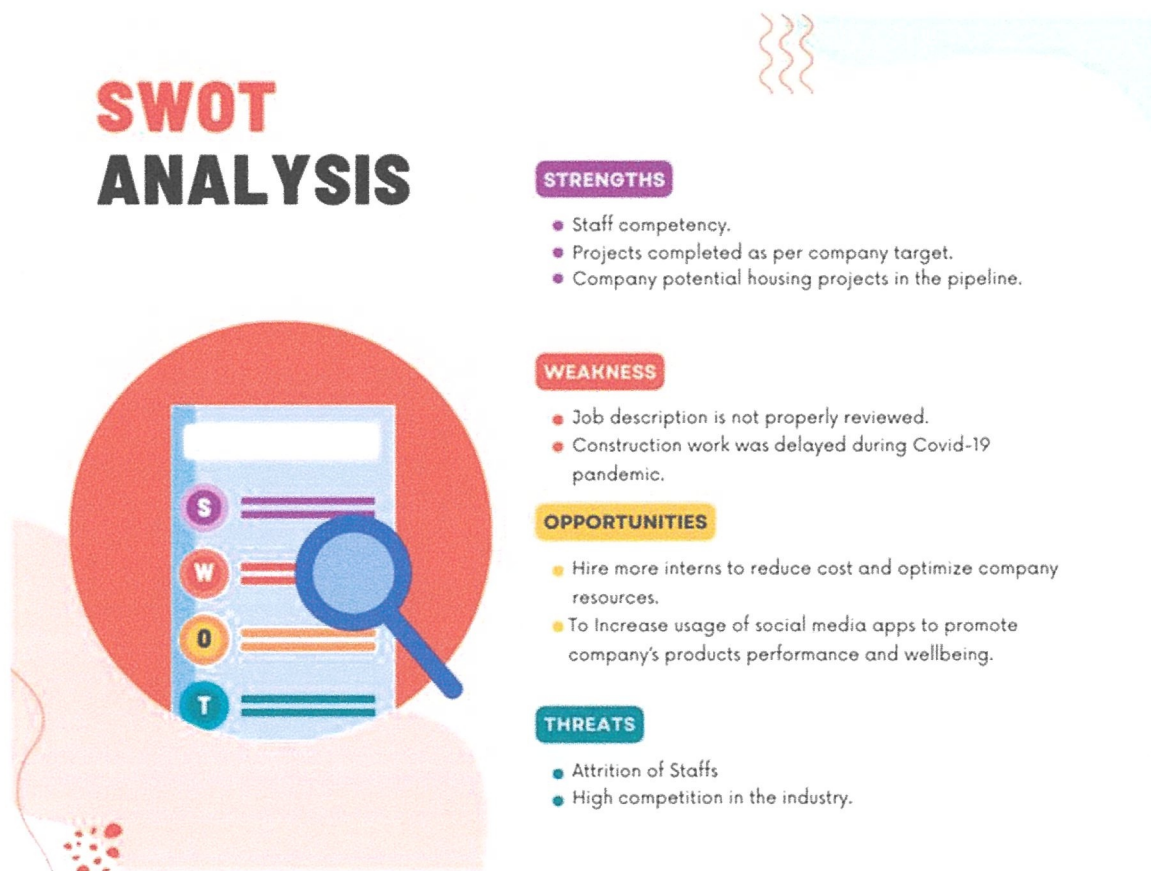
Those mastered the soft skill will perform better. They leverage on self-responsibility, communication and teamwork on the job to produce quality results. Working at this company will provide the opportunities.

- **Exposure to the real working environment.**

This experience will help students what to expect when offered a job later on. This includes things like office set-ups, team behaviours, company culture, safety procedures, trouble-shooting, working under stress, performance management such kpi's, discipline, entitlement, work grades, salaries and so on. Once the student report for duty, he or she knows what to be acclimated to.

5.0 Company's SWOT Analysis

SWOT analysis is one of the most extensively utilized techniques in the world because it provides for a quick and effective assessment of any organization or company's Strengths (S), Weaknesses (W), Opportunities (O), and Threats (T), regardless of industry or size. (Pereira, L., et al, 2021). According to Ramadhani, S. P., et al, (2019), SWOT analysis is a useful method for developing an environmental management strategy and laying the groundwork for spotting problems and defining future processes in strategic attitudes.



The graphic features the title 'SWOT ANALYSIS' in large, bold letters. Below the title is an illustration of a hand holding a magnifying glass over a document with the letters S, W, O, and T. To the right, there are four colored boxes, each containing a category name and a list of bullet points. The categories are Strengths (purple), Weakness (red), Opportunities (yellow), and Threats (teal). The background includes decorative wavy lines and a light blue shape.

SWOT ANALYSIS

STRENGTHS

- Staff competency.
- Projects completed as per company target.
- Company potential housing projects in the pipeline.

WEAKNESS

- Job description is not properly reviewed.
- Construction work was delayed during Covid-19 pandemic.

OPPORTUNITIES

- Hire more interns to reduce cost and optimize company resources.
- To Increase usage of social media apps to promote company's products performance and wellbeing.

THREATS

- Attrition of Staffs
- High competition in the industry.

6.0 Discussions and recommendations

6.1 Strength

6.1.1 Staff competency

A workforce comprised of competent staff is critical for reaching peak work performance. According to Andreas, D. (2022), a quality company is one that has a good quality of work life, can flourish people, and produces qualified and competent personnel. Layaran Pintas Sdn. Bhd.'s staff have the skills and knowledge required to excel in their respective professions. They are well-trained and competent, allowing them to execute assignments quickly and with great quality. They can manage difficult tasks, successfully solve problems, and make educated judgments, all of which contribute to increased productivity and overall work performance. Besides, they can grasp consumer wants, deliver correct information, and provide outstanding service using their expertise. Their knowledge helps them to respond to client concerns quickly and efficiently. They contribute to client loyalty, retention, and positive word-of-mouth referrals by providing a positive customer experience, all of which are critical for a company's long-term success.

Therefore, they can successfully express ideas, exchange information, and contribute to the success of group tasks because of their skills and knowledge. Their expertise generates a collaborative culture and motivates team members to work together toward common goals. A team of skilled staff members can accomplish more and foster innovation within the organization by using each other's strengths. Layaran Pintas Sdn. Bhd.'s staff are more likely to adapt to changing technology, market trends, and customer expectations. Their expertise helps them to quickly acquire new skills and knowledge, helping them to confidently traverse changing circumstances. Competent personnel are a vital advantage for a firm looking to flourish in volatile markets.

Competent staff are essential assets for any firm seeking to succeed. Their knowledge, skills, and abilities contribute to improved work performance, customer happiness, effective team cooperation, adaptability, and risk reduction. Investing in staff development and training is critical

for a company's long-term success and survival. Companies may establish a strong workforce that promotes organizational success and retains a competitive edge in the ever-changing business world by identifying and nurturing worker competence.

Recommendations

Competency is an asset to the company. Therefore the company must ensure the competency remain in the company via the following efforts:

- Continuously review the training program requirement so that the knowledge is up-to-date and relevant to the current job
- Develop training program for each staff and ensure it is executed and monitored
- Develop mentorship program so that the transfer of knowledge and skill amongst staffs is ensured in the company
- Provide extra benefits or allowance to retain highly skilled workers

6.1.2 Sales achieved as per company target

In any businesses sales is as equally important as production output to ensure profit and positive cashflow. It is meaningless to produce but fail to sell. As much effort is spent to improve the production efficiency, the same has to be done on sales strategy. For example, in a manufacturing industry, if a company produces 100,000 of product monthly but only to sell 60,000, it has to bear the unnecessary cost of operating cost, storage cost, as well as opportunity loss as it has to slow down the production due to limitation of warehouse storage. Can you imagine the sales impact to the business? Same applies to house development projects. If a company constructs 1,000 of houses and yet only able to sell 500, it has to find external funds to finance the next projects resulting in less profit, as compared to having own funds. At an extreme case, the company has to wait until the certain number of sales is reached before they can start resume the next project(s). This waiting game caused by the unsold houses is dangerous as the company is susceptible to the rising costs of materials, and losing of skilled manpower to other companies.

Layaran Pintas has so far an excellent record in getting the houses sold out even before the construction completed. This achievement was demonstrated in the current and previous projects. As a result the company is able to plan for future projects since it has no constraints on the finance.

How Layaran Pintas is capable to achieve such a great result from the sales? It is due to several factors as explained below:

- **Understanding customers' current demand**

The housing concept provide the customers not only the modern design with a touch of luxury, but also outstanding living experience associated with sophisticated and up-to-date facilities, such as fitness facility, recreational facilities, well designed gardens, shop lots of many services, etc. By incorporating these well thought features, we ensure that our clients feel fulfilled and proud of their investments.

- **Market research**

Layaran Pintas has an excellent market research team. They study and project future housing demand and identify the potential area with high demand and growth so that they can correctly size-up any project.

The sales bundle for this project becomes more tempting by combining an outstanding location adjacent to numerous amenities, a pricing strategy that satisfies market demand, and a purpose-driven approach. The ease of being close to public transportation, hospitals, stores, universities and schools, guarantees a connected and seamless living. With all these factored in, it is easy for the customers to decide owning the properties with high future value.

- **Sense of exclusivity**

Our project is purposely limited in availability to generate a sense of urgency and exclusivity. Because of its great popularity and high demand, the project was completely sold out even before its official completion. This exclusivity raises the appeal factor and instills trust in our clients, guaranteeing them of making the right choice.



Recommendations

The company must plan to complete a thorough postmortem analysis by the end of the first quarter of 2024. By conducting the postmortem within this timeframe, it is possible to ensure a timely assessment of the overall success of the project and identify significant insights for future attempts.

Layaran Pintas Sdn Bhd. need to share the postmortem findings/outcomes to their personnel by the second quarter of 2024. This is to educate the employees with the required skills and experience to properly examine and evaluate projects through targeted and comprehensive training session

To get leverage on postmortem report, the company can incorporate successful work and improvements into the next project scope of work by the second quarter of 2024.

6.1.3 Company potential housing projects in the pipeline

One of the factors that separates successful companies from the mediocres is long term planning. Even though short-term planning is important, but the long-term planning will ensure a continuous growth and profit, hence an advantage for a company over their competitors. Long term planning includes leadership vision and mission, manpower development, organization culture, and future projects, to name a few.

Layaran Pintas in part of their long-term planning has recently announced few housing projects in the pipeline. Single Storey Terrace Houses in Senawang and Banting, a High-Rise and Service Apartment in Saujana, Puchong, and High-Rise and Exclusive Bungalows in Bangi are among the forthcoming developments.

Having all these projects lined-up will only elevate the confidence amongst the customers and creditors. It surely will add value to the company growth and financial performance finally.

- **Single Storey Terrace Houses (Senawang):**

The Senawang project entails the construction of single-story terrace houses. These houses, located in the active town of Senawang, are an excellent choice for families and people looking for cost-effective and comfortable living spaces. Single-story terrace residences are often well-designed, with bedrooms, bathrooms, kitchens, and living areas. The project's strategic position offers easy access to numerous existing amenities and infrastructures, making it an appealing option for potential homebuyers.

- **Single Storey Terrace Houses (Banting):**

Single Storey Terrace Houses in Banting are located in Banting, Selangor, Malaysia, and provide people with a comfortable living environment.

- **High-Rise and Service Apartment (Saujana, Puchong):**

The company's project in Saujana, Puchong, is to build a high-rise and service apartment complex. High-rise buildings are noted for having numerous levels of residential units, allowing occupants to choose from a variety of living alternatives. Saujana's planned service flats are intended to give residents a modern and convenient way of living.

- **High-Rises and Exclusive Bungalows (Bangi):**

The company has selected a project in Bangi that includes High-Rise and Exclusive Bungalows. This development's high-rise structures will give a choice of housing alternatives to potential residents, while exclusive bungalows will provide space and privacy. These high-rises and bungalows are designed to appeal to discerning people and families looking for elegant and affluent living alternatives. The project's location ensures

proximity to different amenities, such as educational institutions, medical facilities, recreational areas, and commercial malls, boosting inhabitants' quality of life.

Recommendations

In order to support the smooth launching and execution of the above future projects, it is recommended that the company to launch advertisement and promotion earlier in stages to give awareness and preparation to potential buyers. For example they can organize mall events, TV and radio segments and media social postings.

6.2 Weaknesses

6.2.1 Job description is not properly reviewed

A job description is a documented tool that explains the tasks, duties, function and responsibilities of a position. It details who, what and how for the job, and the frequency and the purpose of the work as it relates to the organization's mission and goals. Many times it is useful as a guide during assessment of an employee's job performance. Job description is important because it prevents work duplication amongst employees, guides the superiors to develop the tasks and key performance index (KPI) for their subordinates, and finally creates a focused and motivated workforce.

However in Layaran Pintas, the job descriptions even though available, are not detailed or defined enough. The review exercise for each job description is not being done by the company. It is sometimes observed that staffs are working on the same tasks. The duplicate in tasks has caused other jobs lagging behind and missing due dates. It creates inefficiency amongst the workforce hence productivity decreases resulting in project delays and financial losses for the company.

New tasks are not being registered in the job descriptions. As such the tasks are being assigned to whomever seems available. Tasks without ownership are being executed without proper guidance, SOPs and follow-ups. Apart of financial losses it will lead to a more problematic issues in the company; work confusion can lead to demotivation, decreased job satisfaction, and a drop-off in staff morale. Disengaged staff are less likely to deliver their best effort, affecting the company's overall performance.

Work duplication and unclear job allocation can also cause staff burnout. When staff are assigned responsibilities that are beyond their scope or do not match their skills, it can lead to

overwork and stress. Staff who lack defined job limits may feel overwhelmed and unable to manage their task properly. This can result in staff fatigue, increased absenteeism, and, eventually, higher staff turnover rates. Replacing staff on a regular basis owing to unhappiness or burnout is costly for businesses in terms of recruitment and training costs, as well as the loss of institutional knowledge.

Recommendations

It is recommended that the company needs to revise the current job descriptions to make them clearer and more defined in terms of tasks, responsibilities, expertise, and capabilities. This exercise needs to be done as soon as possible. Target of completion is required as management kpi accordingly.

6.2.2 Construction work was delayed during Covid-19 pandemic

The COVID-19 epidemic has brought unprecedented challenges to governments as well as companies around the world, pushing them to prioritize worker and community health and safety. These dangers are particularly apparent in the construction sector because to the intrinsic nature of building sites, which frequently include close physical proximity and frequent interactions among workers. As a result, successfully enforcing social separation measures has become extremely difficult.

Recognizing the gravity of the situation, Layaran Pintas Sdn. Bhd.'s construction company, like many others, has made the painful decision to cease operations for the time being. This preventive intervention is intended to reduce the risk of viral transmission among workers and to limit the spread of COVID-19 in the community. The company is taking reasonable measures to protect the well-being of its employees, subcontractors, and the public by halting construction work.

The halt of construction work, on the other hand, has had serious consequences for current residential projects. Homeowners eagerly anticipate the completion of their homes, expecting the day when they will be able to move in and begin a new chapter in their lives. Unfortunately, the failure to complete work has resulted in delays and disruptions, increasing homeowners' annoyance and irritation.

Recommendations

Layaran Pintas Sdn. Bhd. can take many actions to minimize the impact of the construction work halt caused by COVID-19 and ensure a smoother transition once work resumes. The company shall keep open and transparent channels of communication with homeowners and other stakeholders. Regular updates on project status, reasons for delays, and planned timetables for resumed work can assist manage expectations and avoid dissatisfaction. The company ought to resolve any supply chain interruptions induced by the epidemic as soon as possible. Engaging suppliers and subcontractors to assess material availability, lead times, and feasible alternatives can assist reduce material procurement delays. Exploring local sourcing possibilities and keeping strong relationships with reliable suppliers will help to create a more seamless supply chain flow when building activities resume.

Layaran Pintas Sdn. Bhd. should take advantage of this brief pause to reevaluate project deadlines, identify potential bottlenecks, and streamline building processes. This could entail reconsidering project timelines, altering resource allocation, and investigating innovative building methods or technologies that could speed up progress once work resumes

Layaran Pintas Sdn. Bhd. may consider alliances and partnerships with other construction companies or industry stakeholders. Sharing best practices, resources, and knowledge can assist in collaboratively navigating the hurdles provided by COVID-19 and finding new solutions to resume construction operations quickly. Layaran Pintas Sdn. Bhd. can mitigate the impact of the COVID-19 suspension and position itself for a smoother and more successful restart of building activity by implementing these preemptive measures. Good communication, strategic planning, and teamwork will be critical in overcoming problems and meeting the company's obligations to homeowners and other stakeholders.

6.3 Opportunities

6.3.1 Hire more interns to reduce cost and optimize company resources

In today's competitive business environment, all companies are looking for ways to save costs. This includes alternative materials of low cost of, cheap labour, new technology, etc. However reducing manpower is the fastest and easiest way out to cut cost.

Hiring interns can be a sensible option to help reach this goal. Interns offers low-cost service compared to permanent staffs, therefore increases the workforce's scalability and flexibility. Interns are often employed for a certain period of time, such as a semester or summer break, allowing companies to easily modify their labor size as and required based on project needs. Because on this flexibility, interns can be on boarded when their talents are most needed by the company.

Besides, interns bring new perspectives and ideas to the table. They can bring significant insights that may not be readily available within the existing staff base because they are digital natives who are often well-versed in the latest technology and trends. This injection of fresh ideas has the potential to inspire innovation, create process changes, and result in cost-cutting efforts.

Hiring interns opens opportunity for knowledge transfer and mentorship inside the company. Seasoned staff can mentor interns by offering their expertise, best practices, and industry insights. This mentorship develops a culture of learning and development, which benefits both interns and the company as a whole. Furthermore, interns may offer fresh knowledge or skills from their academic programs, boosting the company's common knowledge base.

Recommendations

The company needs to identify which department requires support from interns and which timeframe they need to join in. the supervisors for each department need to develop scope of work and training program so that it can benefit both interns and the company. It's a win-win situation.

In my opinion the department that benefit most from this program is sales and marketing. They can hire few interns (generation that known for their on-line apps expertise) to support on-line marketing and help boost the promotion of the products. They can also help improve the website to make it more interesting, user friendly and enjoyable to be visited by viewers.

6.3.2 To Increase usage of social media apps to promote company's products performance and wellbeing

It is common nowadays that companies use social media platforms to promote their products and services. Social media platforms have evolved into effective marketing tools for businesses to reach to and communicate with a large pool of audience which may become the potential customers. TikTok and Youtube, for example, have become the quickest and efficient tool to give and receive information as well as marketing products and services.

Layaran Pintas Sdn. Bhd. however is not up to speed with regard to using social media platforms to reach out to their potential customers. The company is still using the old school method to promote their products, i.e via agents, event flyers and the most up-to-date one is Facebook. This method is time consuming, using a lot of effort from staffs, and of course costly.

Therefore it is recommended Layaran Pintas to take off and expand their presence effectively by leveraging on social media platforms with millions of users in Malaysia. Social

media also provides features that support business efficiency; it offers comprehensive targeting possibilities, allowing businesses to reach certain demographics, interests, and habits. Layaran Pintas Sdn. Bhd. can use these targeting tools to tailor promotional content and reach the most relevant audience for its products and services effectively.

Social media is much more than a "web-based technology evolution." It sparked a social revolution and altered human connection and communication (Rautela, S., 2021). Layaran Pintas Sdn. Bhd. can communicate with its target audience via posts, comments, direct messaging, and live chats. This connection aids in the development of client relationships, the resolution of questions, and the receipt of valuable feedback. Layaran Pintas Sdn. Bhd. may promote its brand identity, values, and unique selling propositions on social media. The corporation may build itself as an authoritative and trustworthy brand in its field by continuously releasing quality material, industry insights, and updates about its products and services.

Recommendations

Interns, especially those who are tech-savvy and conversant with social media platforms, can contribute fresh perspectives and methods to the company's social media marketing initiatives. Their unique perspectives can help the company stand out and communicate with the target audience in new and innovative ways. Recruiting interns can be a more cost-effective solution than recruiting permanent staff or outsourcing out social media marketing to a company. Interns are frequently hired on a temporary basis and may be willing to work for a reduced wage or as part of a learning experience, making it a cost-effective choice for the organization. Company needs to recruit few interns by the first quarter 2024. For the first batch postings need to be done by April 2024.

6.4 Threats

6.4.1 Attrition of Staffs

Attrition of staffs has been an issue to any company since long time ago. It can be caused by resignation, termination, death or retirement which can be managed by a company via manpower planning. However voluntary departure of staffs can be detrimental to any company, especially for skill and experienced staffs who hold critical positions. It is a problematic exercise to replace a position, let alone many. Developing a candidate will take time to fill in the position, and getting equal replacement is usually more expensive. Staffs leaving in groups gives bad signal to the company and it must be treated with utmost priority as it finally will impact the reputation as well as overall financial performance. Layaran Pintas has been experiencing losing skilled and experienced personnel to other companies. It is a threat to the company because it adversely affects the company's operations, competitiveness, and overall performance.

When competent staff members depart, they bring along with them important information and skills. During their time at Layaran Pintas Sdn. Bhd., these individuals are likely to have gained specialized skills and industry expertise. Their departure may cause the company to lose key insights, best practices, and institutional knowledge that could have helped maintain a competitive edge. This loss of expertise may impair the company's capacity and capability to innovate, react to market changes, troubleshoot issues and provide high-quality products or services.

In addition, the loss of skilled staff can disrupt current teams and initiatives. These staff members may have played critical roles in certain initiatives or have unique skill sets that are difficult to replace. The unexpected lack of such staff members might result in project delays, greater workloads for remaining workers, and a drop in overall team performance. The subsequent interruption may have a negative impact on the company's ability to meet deadlines, meet customer expectations, and retain good stakeholder relationships.

Recommendations

Layaran Pintas Sdn. Bhd. should focus on retention methods to reduce the risk of losing talented staff members. Conducting regular surveys about staff satisfaction, identifying, and addressing any underlying issues that may lead to attrition, and implementing steps to improve staff engagement and work satisfaction may all be part of this. Competitive wage packages, chances for professional growth and development, and a supportive work environment can all contribute to the formation of a culture that attracts and maintains competent staff. Furthermore, establishing a sense of loyalty and dedication through recognition programs, staff wellness initiatives, and promoting work-life balance can help to reduce the risk of staff exploring other alternatives.

6.4.2 High competition in the industry

Unless monopoly, all businesses are competitive in nature. Any company will try their best to outperform the others to remain relevant in the business. To be at the top quartile is not an option; it is survival. A company has to be different to remain at the top; different in production cost, different in product innovation, different in technology, etc.

Layaran Pintas Sdn. Bhd. is no exception. It has been facing strong competition since the property development market has so many competitors. The most significant one is pricing strategy. In this case, the competitors' pricing strategy at a glance outperforms Layaran Pintas Sdn. Bhd. by selling residences at considerably lower costs. As a result, potential clients may be drawn away from Layaran Pintas Sdn. Bhd. by the competitor lower-cost goods.

Higher price offered may have various negative consequences for Layaran Pintas Sdn. Bhd. It may result in a drop in demand for Layaran Pintas Sdn. Bhd.'s homes as clients are drawn to the



competitor's more economical options. Hence, Layaran Pintas Sdn. Bhd. may lose market share, impacting its overall profitability and growth prospects.

Furthermore, the competitor's lower prices may give clients the impression that Layaran Pintas Sdn. Bhd. is overcharging or not providing the best value for their money. Such unfavorable perception can harm a company's brand and undermine client trust, making it more difficult to attract and maintain customers in the long run.

The competitor's price strategy can have an indirect effect on the company's financials, in addition to the immediate impact on sales and reputation. Selling houses at lower prices implies the company's group has smaller profit margins, which could limit their capacity to invest in future projects, maintain quality standards, or give competitive incentives to clients.

Recommendations

To combat the threat posed by the competitor's lower prices, Layaran Pintas Sdn. Bhd. should focus on differentiating themselves in ways that justify their higher prices. This can include emphasizing the higher quality of their homes, emphasizing distinctive features or design components, promoting great customer service, or emphasizing their brand reputation and market experience. By properly communicating its value offer, the company may target clients who value quality, dependability, and overall value over the lowest price.

Layaran Pintas Sdn. Bhd. should also think about expanding their product line or entering new markets. They can attract clients who are looking for something unique and are willing to pay a premium for it by extending their choice of house designs, offering novel features or environmental programs, or exploring undiscovered geographical locations. Diversification can assist in lessening dependency on a single market segment while also providing a competitive advantage over the competitor's low-cost strategy.

7.0 Conclusion

In conclusion, I would like to convey my sincere appreciation to Layaran Pintas Sdn. Bhd for giving me the opportunity to participate in the 6-months Internship Program in the company. During this time I have developed my technical skill as well as the soft skill. I appreciate different kinds of assignment given to me with different challenges. I also appreciate the field assignments exposure which rarely given to a person with my background. I also value the interaction with customers which has improved my communication skill. Overall, it was a very rewarding experience for me.

At Layaran Pintas Sdn. Bhd., I was given the opportunity to get experience in a real-life working environment, which not only helped me in preparing for a future job but also enabled me to meet new friends and interact successfully with members of the staff. I am very thankful for the technical skills and information shared throughout my time there, such as learning how to utilize new software, developing my abilities in Sales, and marketing.

In addition, I have gained helpful skills for everyday life as well as insights on how to develop myself because of the internship. I was surprised by the facilities and space provided by Layaran Pintas Sdn. Bhd. to me during the internship. It has facilitated me to complete my assignments smoothly as instructed. The monthly allowance helped eased out my daily needs.

The working atmosphere of the department was so pleasant and favorable for me to perform my job without interruption. Six months felt like yesterday, too short to learn more in depth about the position. The staffs were helpful and always there to assist and offer guidance. It was so enjoyable. In general, I feel blessed and thankful for the opportunity to work as an intern at Layaran Pintas Sdn. Bhd, and the experience gained will give me advantage to prepare myself for a future career in Marketing and sales-related fields.

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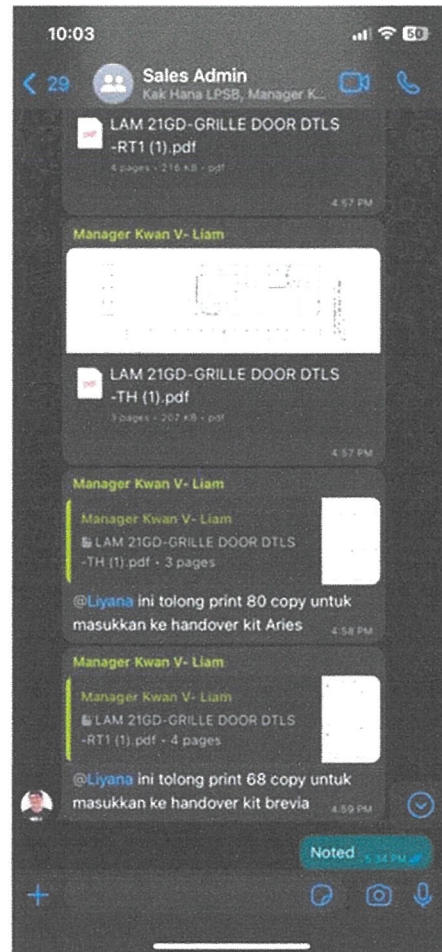
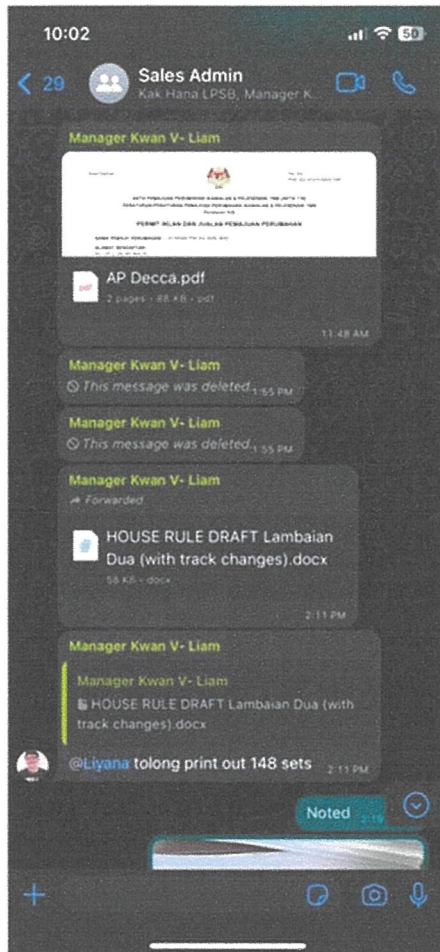
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9.0 Appendices

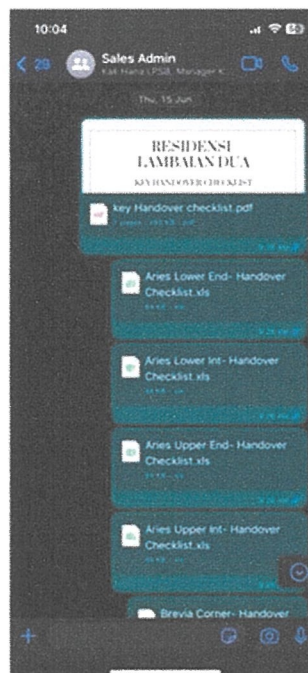
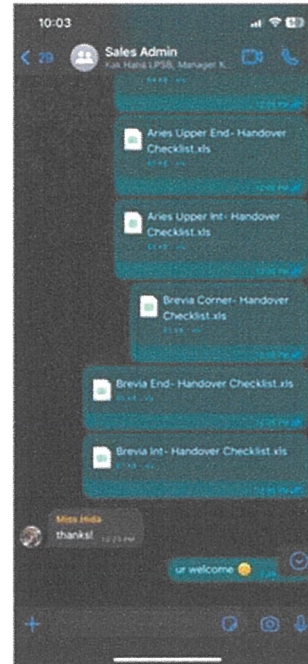
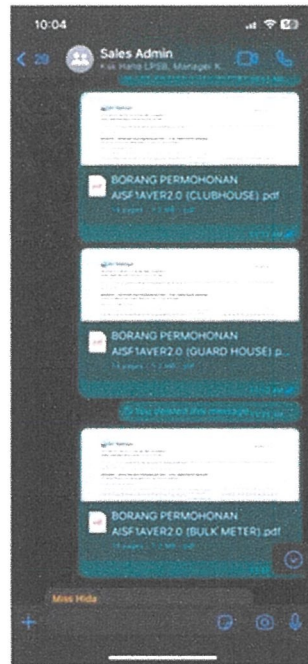
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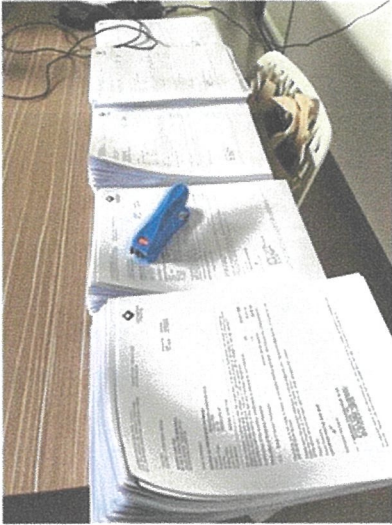
4. Communication by superior on instructions



3. Communication on superior on job completion



2. Hand-over preparation



5. Tiktok marketing

