



اَبُو رَسِيْدِيْنَ اَبِيْ بَكْرٍ الْوَلِيْدِيْنَ
UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Pengurusan
dan Perniagaan

INDUSTRIAL TRAINING REPORT AT CONVEX MALAYSIA SDN. BHD.

1 March – 15 August 2023

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KUALA LUMPUR
CONVENTION CENTRE

Executive Summary

The core objective of the internship is to fulfil the requirement as a Degree Students to complete their studies. An intern has to prepare a reflection journal or report at the end of the internship period but the main objective of the internship is for the students to apply their knowledge in their area of studies in form of on-the-job training (OJT) at the industry. The goal of the internship was to gain practical experience in the HR division of Kuala Lumpur Convention Centre, Convex Malaysia Sdn Bhd.

As mentioned, the company that I chose to gained my practical experience is Convex Malaysia Sdn Bhd or as known as Kuala Lumpur Convention Centre. The company nature of business is organizing events and exhibitions. The duration period for my internship is 24 weeks starting from 1st March 2023 until 15th August 2023. I was assigned in the Training Department among the Human Resources Division. My reporting supervisor is Ms Azlinda Binti Omar, Training Executive.

There are lots of experiences that I gained here where the theory of the HR knowledge that I learned during my studies being applied to. For example, assist in coordinating and conducting events and trainings, setting an interview with internship candidates and more. All of the soft skills that I've develop during my studies is well used during working as an internship here.

This reflection journal or report also consists of the SWOT Analysis that I can come up with during my internship period here. There are about 3 items for each Strength, Weakness, Opportunity and Threats for this company. Aside the SWOT Analysis that I figured, this report also contain the recommendation for each of the SWOTs. And ended with the conclusion and future goals.

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Acknowledgement

First and foremost, I would like express the greatest gratitude and appreciation towards Allah S.W.T for allowing me to finish off my internship program with ease. There were lots of experience that I could gained while doing my practical here with His help and guidance.

Also, without the direction and aid of numerous people, who in various ways contributed and extended their important assistance in the planning and completion of this study, this dissertation would not have been possible.

I want to thank Convex Malaysia Sdn Bhd and Universiti Teknologi MARA Kampus Bandaraya Melaka for including an internship programme that has given me the chance to obtain actual job experience in the company.

I want to express my sincere gratitude to Madam Azlinda Binti Omar, the human resource training executive, for taking time out of her hectic schedule to teach me how things are done and provide me various tasks to fulfil during the 24 weeks of my internship.

I appreciate having the opportunity to complete my internship at Kuala Lumpur Convention Centre's HR Department thanks to Mr. Vickneswaran, Director of Human Resources. Additionally, I want to express my heartfelt appreciation to the entire staff for their unwavering support, advice and cooperation throughout my internship.

Last but not least, I must not forget to mention my family, especially my parents and my aunt, who have never stopped helping me both physically and mentally throughout my internship.

Student's Profile



SITI AISYAH BINTI MOHD NAFFREE

HR COORDINATOR

- Career objective set as 'Achieving towards professionalism'
- Currently studying as Bachelor of Business Administration Human Resource Management student at UiTM Bandaraya Melaka
- Diploma in Accounting holder at UiTM Segamat
- I am capable in working within last minute period
- Always enthusiast to learn and undertake new experiences

EDUCATION

01

2021 - 2023

BACHELOR OF BUSINESS ADMINISTRATION HUMAN RESOURCE MANAGEMENT

UiTM Bandaraya Melaka, Melaka

- Participate online events or activities by clubs
- Experienced in handling events such as webinars and seminar
- Received Deans List during 2nd semester with GPA of 3.65

2018 - 2021

DIPLOMA IN ACCOUNTANCY

UiTM Segamat, Johor

- Appointed as 'Wing Chief' at Intan College
- Active in volunteering college events
- Active in participating Road Run events
- Received a total of 3 Deans List Award with the highest GPA of 3.94 in semester 2

2013 - 2017

MRSM JOHOR BAHRU

Pasir Gudang, Johor

- Appointed as Vice President for Persatuan Puteri Islam
- Received 'Anugerah Pengetua' for 2 times
- Graduated as Second Upper Class student

PERSONAL SKILLS

02

Teamwork Excellent	Open Minded Excellent	Work Under Pressure Excellent
Malay Communication skills Excellent	English Communication skills Intermediate	
Mandarin Beginner	Microsoft Office Excellence	

WORKING EXPERIENCE

03

Part Time at Camy Dream Cafe

June 2019 - November 2019

- Bake pastries and mix drinks
- Flexible working hours - Manage time during free time

Human Resources Internship, Kuala Lumpur Convention Centre

March 2023 - August 2023

- Recruited in Training Department
- Come up with creative designs for posters and video promotion
- Experienced with administrative work

REFERENCES

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AZLINDA BINTI OMAR
Human Resource Executive
Kuala Lumpur Convention Centre

RAZKINA HAMZAH
Cafe Manager
Camy Dream Cafe

Company's Profile

I. Background of Company



The Kuala Lumpur Convention Centre (the Centre) is Malaysia's top award-winning venue and is proudly run by Convex Malaysia Sdn Bhd, a joint venture between KLCC (Holdings) Sdn Bhd and ASM Global. The Centre is owned by KLCC (Holdings) Sdn Bhd, a subsidiary of Petroliam Nasional Berhad (PETRONAS).

The Centre is the perfect location for both large, prominent congregations and private events. It is a component of the integrated Kuala Lumpur City Centre (KLCC) area and is situated in the centre of the nation's capital city. The five-level, specifically designed building has a total floor area of 33,659 square meters and is very accessible. It has a variety of customizable, multi-purpose event space, including two auditoria, a Grand Ballroom, a Banquet Hall, three Conference Halls, eight Exhibition Halls and 23 conference rooms. Additionally, the Centre features auxiliary amenities such as hospitality suites, VVIP lounges, food and beverage outlets, medical rooms, and more (Kuala Lumpur Convention Centre, 2023)

Working hour entitlement for administration is compliance with the standard working hour of 8 hours from 8 AM until 5 AM with 1 hour break ranging from 12 noon until 2 PM. Since last year's amendment to the Employment Act of 1955 (Nicholas, 2022), the operations working hours for the Centre are subjected to shift hours authorized by their Head of Division.

II. Vision and Values

i. Vision

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

ii. Core Values

- **Customer**

Customer includes from external customer which are the guest that attending events at the Centre, contractors, suppliers, agents and event planners, Internal customer or known as the Centre team members (colleagues from other departments) and also the Centre Owner itself which are KLCC (Holdings) Sdn Bhd and ASM Global.

- **Comfort**

By contributing excellence in service delivery, safety and security assurance provided within a conducive and sophisticated environment.

- **Competency**

Every staff working with the Centre are treated as their '*walking brand*'. Also, reaching empowerment and accountability for their work towards career advancement.

- **Capital Return**

Aiming to manage maintenance cost efficiently to create return on investment.

III. Background of establishment

Kuala Lumpur Convention Centre started their opening in June 2005. Roberto Burle Mark created the 40 hectare KLCC Park area as a "city within a city", offering a stimulating setting for people to work, live, shop, or visit. They are a part of the larger development that also includes the Asy Syakirin Mosque, Suria KLCC Shopping Centre and the Petronas Philharmonic Dewan. The Kuala Lumpur Convention Centre, which is tucked in between the Petronas Towers, mixes a sophisticated modern exterior with a subdued interior that pays homage to Malaysian culture and customs. The Centre was conceptually intended for holding international, regional and local conventions, tradeshows, public exhibitions, entertainment and private events by Cox Architects & Partners in association with Akitek Jururancang Malaysia (wikiarquitectura, n.d.).

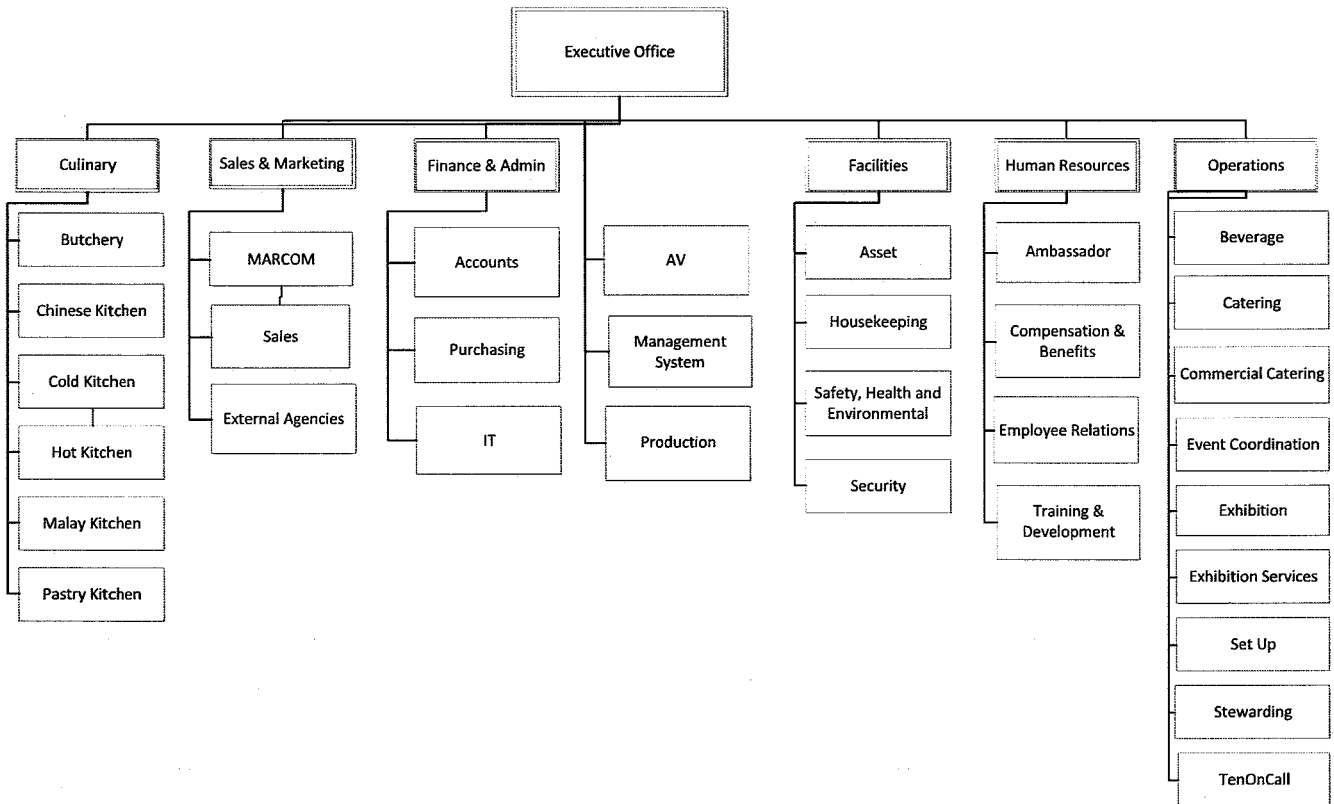
IV. Organizational Structure

i. Leadership Team

THE LEADERSHIP TEAM



ii. Company's Organization Chart



Training's Reflection

For my training reflections over the months, my internship duration is set for 24 weeks starting date from 1st March 2023 until 15th August 2023. Since I studied the course of Human Resources Management, the best department that I was assigned to was in Training Department from the Human Resources Division in the company.

As for my role and responsibilities in the department generally is by assisting my supervisor or as known as Training Executive, Madam Azlinda. Normally, the tasks I did was handling the phone calls, responding to emails for fulfilling what other staff requested that related to training. Especially the online training platform which is being called as ASM Online Learning. Other than that, I need to follow-up the documents needed by the Training Department according to the due date after they attend their training. For example, there are three forms for Training Evaluation which are TRNF004, TRNF010 and TRNF011. I also assist in coordinating the interview arrangement for new upcoming interns with their respective Department's Head. As for my specific specialization skills, I was often being requested for designing my department posters for advertising, promotion and events backdrop purpose. They also have taken interest with my video editing skills for their Town Hall presentation, promotion for Career Fair and more. Aside that, I also being given the task to conduct the games for New Team Member Orientation Training and assist Employee Relations Team to conduct the internal events that our HR Team organized. More than that, near the end of my internship period, I do experience in attending one of the In-Housed Training called 'Ergonomic at Workplace Training' as a substitute because the person that was supposed to attend had to take medical leave. Also, I experienced in coordinating student's visit at the Centre by welcoming them and making Centre Tour.

The benefits I received as an intern here is the allowance allocation of RM800 per month. I also can claim the travel distance that is work related. For instance, the travel distance that the Career Fair took place at Cilantro Culinary Academy and also UNITAR International University. The knowledge gained here is priceless as I've learned so much in terms of formal or informal knowledge. For example, I learn about the software used in the company even though the access given to me is limited. The software like 'Paradigm' contained all the guidelines and procedures required to apply during work process and only certain of people can have the access to edit and update the procedures. 'Employee Self-Service System' software is where the system for the employee to apply their leaves and also containing their appraisal form. As the Centre is serve as the perfect business event partner, all of the rooms and halls inside the Centre must be booked through a system called 'Ungerboeck'. This system also used for any raised of purchase requisition. As I mentioned

before, their training can be divided into two (2) which are OJT (on-the-job) Training and also Online Training to complete their training hours. The online training platform is called as ASM Online Learning where it is actually created by the ASM Global Academy.

My knowledge and skills related to personal development also increased as all the soft skills that I learn and develop during my studies had been applied during my internship period as the preparations for the real working experience. All the assignments that I used to receive during my studies helps me to be a multi-task person and cope with work load gained during work. Aside that, my communication skills also have been developed positively from before as I am a very shy person to be talked to. Other than that, what I could noticed on the improvement that I've made throughout this internship period is that I've become more organized and structured person when it comes to filing documents, writing emails, creating posters and etc. As far as now, generally I can say that my confidence level is increasing well while gaining new experiences and meeting with the people here because they really carry out the positive aura in the work culture.

➤ **Online Training Platform**

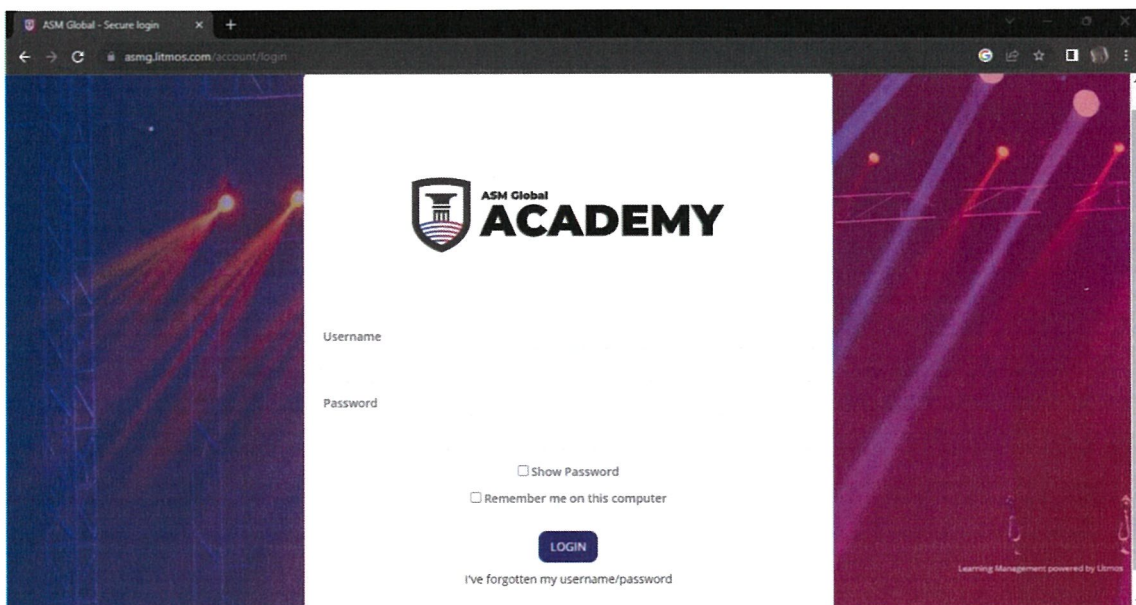


Figure 1: ASM Global Academy Website

The attached image above represents the employee online training platform to complete each of their department's training hours. As every department have their own target to achieve their training hours in their KPI, aside by attending normal physical training, they can use this online platform to complete the balance of the hours they had left. This platform contains a lot of courses content and also learning path that can relate with the staff's job scope.

➤ Career Fair



Figure 2: Cilantro Culinary Academy Career Fair



Figure 3: UNITAR & PERKESO Career Fair

The above figures show two different events of Career Fair happening at Cilantro Culinary Academy and UniTar (with PERKESO collaboration) on 24 May 2023 & 28 June 2023 respectively. Things I would assist during career fair events are usually taking pictures for the Centre's copy, making observation and also assist in key-in any data related for the students' registration.

➤ **Attending Training**



Figure 4: Ergonomic at Workplace Training

I attend this training as a substitute for a medical leave staff. As the Centre recently facing a lot of injuries, alternately the Safety, Health and Environment Team decided to arrange Ergonomic Training for all staff. Referring from the picture above, we were having group activities where each group need to related The Principles of Ergonomic with their Risk Factors toward the job that every department has to do and present it to other participants.

➤ **Students' Visit**



Figure 5: Cilantro Culinary Academy Student's Visit (Centre Tour)

On 4th July 2023, I assist Madam Azlinda, Training Executive in coordinating students from Cilantro Culinary Academy students for their visit and Centre Tour. The visit purpose was to create student engagement and provide them the overview on working with Kuala Lumpur Convention Centre. Aside that, we also introduce to them our Ambassador Program which they make use of it as their working experienced before entering the real working life.

➤ **Assisting Employee Relations with Internal Events**



Figure 6: Assist ER Team

Aside doing Training Department works, I also assist ER Team with organizing and coordinating internal events. The top image on the left represents when I was decorating the room for Convex Mother's Day event for all staff meanwhile on it's right was for Father's Day event. Both events organized for the purpose of appreciation for all mothers and fathers in the Centre. The other three images were for Convex Malam Raya preparation for lucky draw's gifts wrapping, staff's registration and Game Time. Convex events usually occur for any cultural festivals in Malaysia, for example, Chinese New Year, Christmas and more.

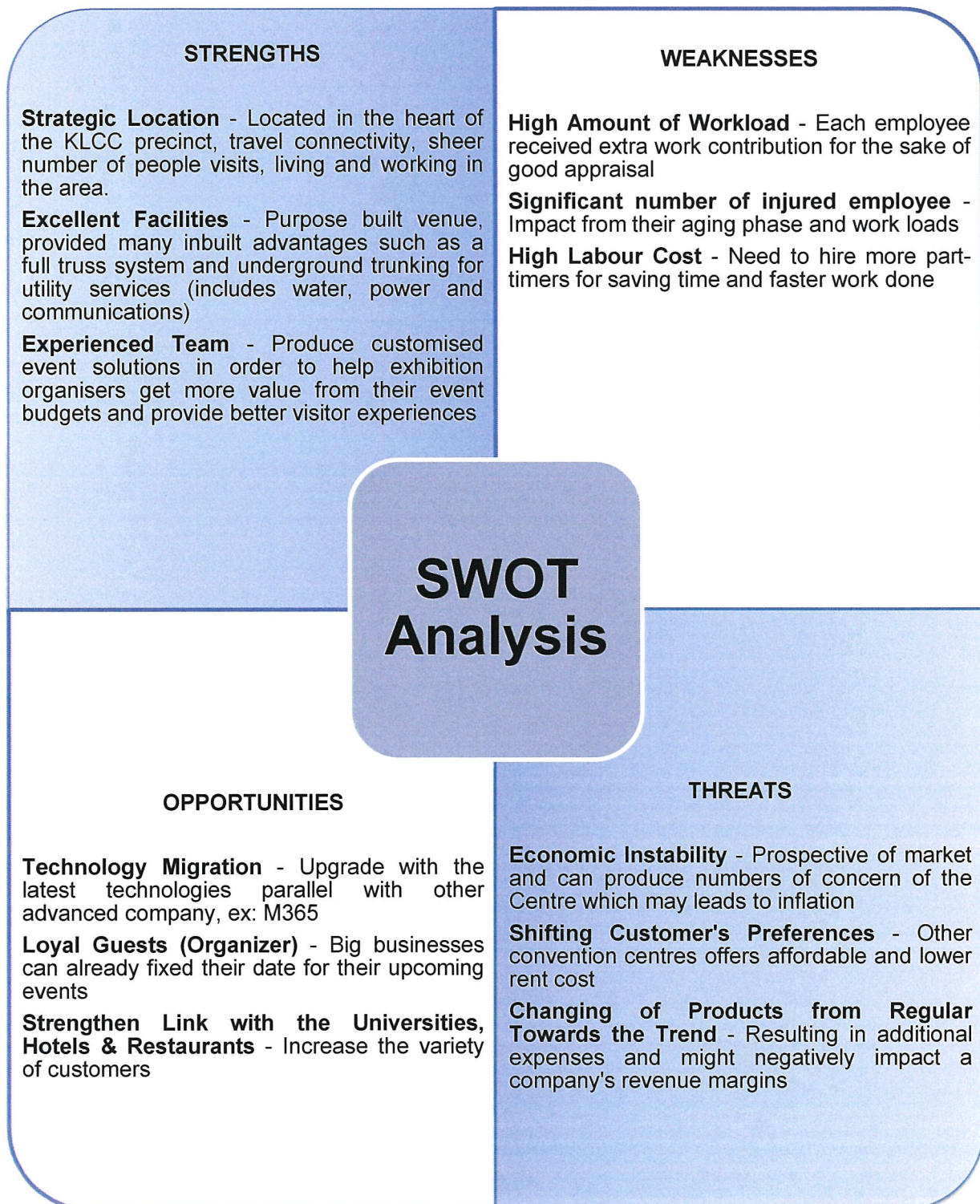
➤ My Designed Posters



Figure 7: My Designed Posters

There are a lot more posters design created by me but these are four of examples that I could share. For example, the first one on the left represent the poster used during Career Fair event to promote and link for student’s registration with the company. The second on the right is the voucher for those employee who will be getting a new born baby. The below poster below indicate as a reminder poster for all of the employee regarding their ASM Online Learning account username and password. The last poster on the right stipulate for promotion on the loyalty program organized by HR Team for their part-timers (Ambassadors).

SWOT Analysis



Discussion and Recommendation

Strength

1) Strategic Location

The Kuala Lumpur Convention Centre is located in the heart of KLCC precinct where all the travel connectivity located. It is called as 'city-within-a-city'. The precinct also provide the best accessibility and connectivity as there contains many attractions in the surrounding with the estimation of five to ten minutes' walk through the tunnel walkways covered with air-conditioned from the Centre towards the famous Suria KLCC shopping centre. The Centre also can be easily access with public transport such as the LRT, MRT, Monorail, GOKL Free Service Bus and also by using the Grab service. The high number of people visiting and people living in the area also contribute with potential of the Centre to received event guests (Sarah, 2022). For keeping up the good use with the strategic location, it is important to take into consideration with the availability and quality of the labour force. The availability and quality of the labour force, the dependability and quality of the utilities, the wages, the motivation of the workforce, the telecommunications infrastructure, the stability of the government and the laws governing labour relations are important as the sub-factors of the strategic location. Patent protection, the accessibility of managerial resources and specialised talents and system and integration expenses also act as additional sub-factors that are becoming more significant (Heil, n.d.).

2) Excellent Facilities

As mentioned by the prior General Manager of the Centre, Mr. Alan Pryor in an interview, "When it comes to exhibitions, turnaround is a major factor in the overall cost of an event. Fortunately, we benefit from the fact that we are a purpose-built venue, which provides us with many inbuilt advantages, such as a full truss system and underground trunking for utility services (includes water, power and communications)." shows that the facilities inbuilt in the Centre are top notch and it is recommended to regularly maintain their efficiency. This is because one must perform routine maintenance to keep the facility operating effectively. It involves obligations with deadlines, such checking or changing the oil. Regular maintenance extends the life of assets and prevents expensive repairs or replacements that might have a long-term negative impact on the Centre cost. Preventative maintenance reduces equipment failure, unplanned downtime and repair backlogs by planning activities on a precise timetable. It also provides a framework for setting daily, weekly, monthly, and yearly priorities for team members to prioritise tasks so that the

facilities management team is free to concentrate on high-value tasks when the schedule is followed (Eritsyanyan, 2023).

3) Experienced Team

Most of the team members had worked in the Centre for more than five years which can be counted as a very experienced and act as the subject matter expert employee. They will produce customised event solutions in order to help exhibition organisers get more value from their event budgets and provide better visitor experiences. As what as the prior General Manager mentioned in the interview also where the Centre's team are friendly and professional where they will invest extensively in creating and keeping a committed crew that is aware of these problems and makes sure the event logistics are flawless.

Weakness

1) High Amount of Workload

Each employee received extra workload contribution for the sake for having a good appraisal and as well as the to maintain good performances for the company. Too much amount of workload might negatively impact the work life balance of the employee. For example, the stresses they faced with the extra workload could drained out their energy and mental health. This is where the company could improve by making the collaborations with the AIA Thoughtful. This is where the AIA Malaysia has entered into a partnership with Southeast Asia mental healthtech firm ThoughtFull to provide the insurer's corporate customers with end-to-end mental health support as part of the AIA Corporate Solutions portfolio. By helping corporate policyholders and their employees better manage stress anxiety, and depression, AIA Malaysia will be able to offer mental health support, opening up new opportunities for users to actively interact with their mental health (Asia, 2022).

2) Significant Number of Injured Employee

Recently, the Centre received the reports of significant number of injured employee with long medical leave. It was found that, the reason behind the injuries was due to their aging impact and also the incompatibility of the workload that their received. This issue could also negatively lead to poor performance for the Centre. To tackle this, firstly they could make employee engagement to determine the main issue and their needs to prevent the repeating issue to happen again. The company can also coordinate appropriate training for the employee across the Centre. For example, the

Ergonomic at Workplace Training where it teaches them on how to apply the right way on handling their job. They also can earn the knowledge on how identify hazards in the workplace and prioritize their safety. The training can be treated as an essential training where need to be act on a regular basis.

3) High Labour Cost

As the Centre is a world class convention centre, the number guest is estimated with thousands amount of packs. So, to serve the guests, the Centre will be needing to recruit the Centre's part-time workers or we called them as 'Ambassadors'. The extra hiring will be needed as to provide the service faster and to save time. As mentioned by the Centre's Director of Finance, Mr. Layzree during July 2023 Town Hall meeting, to decrease the labour cost, the Centre need to take into consideration on controlling the amount of part-timers' recruitment. For example, if one trolley can be pushed by only one person, then need not to have another person to pushed the same trolley.

Opportunities

1) Technology Migration

As the world is keeping up to date with the latest technology use, the Centre's can upgrade their use in technologies in their system. The upgrading in technologies can help the Centre to easily connect with guests and customers virtually to save meeting time, energy and cost especially if the issue like pandemic occurs again where people cannot meet face-to-face interactions. Aside that, the Centre's position can be parallel with others advanced company. With this opportunity, the Centre can make used the generation gap of employees in the Centre where the exchange of knowledge could happen. This is because different generation have different experiences and comfort levels with today's tool used. So, the younger generation may find their satisfaction in demonstrating their IT expertise meanwhile the older one can act as mentor to the younger in providing better performance due to their long term experiences (Widen, 2020).

2) Loyal Guest (Organizer)

The opportunity of receiving loyal guest or organizer is high due to the standard that the Centre have. In order to keep them on being loyal, the Centre need to understand and keep up to date on their engagement to build up good long-term relationship with the customers. The Centre also can offer prioritization towards them to shows

appreciation because they love when they feel like a priority (Katz, 2022). With this, the loyal guest can already fix their dates for their future events with the Centre.

3) Strengthen Link with the Universities, Hotels & Restaurants

To increase the variations of customer, the Centre can strengthen the link between learning institutions like universities, with hospitality service like hotels and restaurants. For example, the Centre can make collaboration with the learning institutional by organizing students visit and tour in the Centre in order to give them the recommendation and feeling on how the real work life feels. With this engagement, the students might have the inspiration to create their future plan on their career development (CaseMarathon, n.d.)

Threats

1) Economic Instability

The economy is not a controllable issue that the Centre could possibly tackled. However, the prospective of market produce numbers of concern of the Centre which may leads to inflation and effects the Centre's revenue. The thing that the Centre can do is by keep focusing the core values of the company and making sure that the business practices intentionally support it to adapt with external changes that cannot be controlled. The Chief Executive Officer and Co-Founder of ActiveFence, Noam Schwartz shares on how to adapt where "In light of this, the following are the top goals for an adaptive firm in today's world: making a difference in the market we serve and hiring people from a variety of backgrounds in order to increase productivity across the country. We put sustainability first in everything we do to protect the environment and strengthen the resilience and wellbeing of our staff so they can adapt to the changing world around them. That is done by focusing on the team's advancement on the personal and professional growth." (Saemoon Yoon, 2023).

2) Shifting Customer's Preferences

If they are other convention centres offers affordable and lower rent cost, the customer would definitely grab it. This is because customers' preference is always changing and they fully expect the company that they support to keep up with them. The Centre must regularly check in with clients, keep an eye on their online chats and provide a personalised experience that demonstrates you are paying attention if you want to innovate and stay relevant. Consumers today invest in brands rather than just purchasing things. They are concerned with authenticity, openness and

purpose. Businesses won't exist if it can't provide those three crucial components (Cammarata, 2020).

3) Changing of Products from Regular Towards the Trend

Making changes in any company will need to bear the cost of the expenses in order to adapt with the surrounding environment. By changing from regular products towards the trend that is currently using may results in additional expenses and might negatively impact the company's revenue margins (CaseMarathon, n.d.). As mentioned in Economic Instability point, the company need to keep sticking towards their core values every time in adapting changes. This is because the core value of the company act as the guideline to keep the Centre aligned with their purpose and objective to follow the trend.

Conclusion

In conclusion, this industrial training provides me a wholesome of knowledge and act as the preparation to enter the real working life experience in the future. The amount of knowledge and experiences gained here can be use and apply on my upcoming future career. With the opportunity that received to be work as an internship student, I also understand how real life working in a company actually feels like. With this, I can prepare myself to adapt with different types people and the working surrounding as different places have different cultures. I might get lucky to receive the experiences working in this Centre but that does not mean on the upcoming place to be work on have the same positive surrounding.

From my perspective, right after my industrial training period ends, I will continue my journey to pursue my future career and studies if I had the chance to. The position of Human Resources Coordinator or Executive can be reached in my next five (5) years. Aside from that, I also had a dream to be a Certified Accountant as I want to continue my half way journey during my Diploma years. So, to achieved that certification, I plan on continuing my studies in Accountancy by taking the Association of Chartered Certified Accountants (ACCA) Course.

With that, I end my report with lots of appreciation towards the Centre for my internship experiences here as it had become a turning point for both my academic and professional upcoming careers. The obstacles that arose every day were a great fun for me as I was able to make a few little adjustments in myself to use the things I've learned for my future endeavours.

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Appendices



Figure 8: New Member Orientation



Figure 9: Attending International Women's Day Event



Figure 10: Coordinate New Team Member Orientation



Figure 11: Walkabout with Training Manager in one of Exhibition



Figure 12: Lunch with Ex-Training Manager, Ms Logini



Figure 13: Iftar with HR Team



Figure 14: Convene Malam Raya Registration



Figure 15: Convex Mother's Day Celebration



Figure 16: Cilantro Culinary Academy Students Visit



Figure 17: Join Blood Donation Day Event



Figure 18: Join Town Hall



Figure 19: Ergonomic at Workplace Training