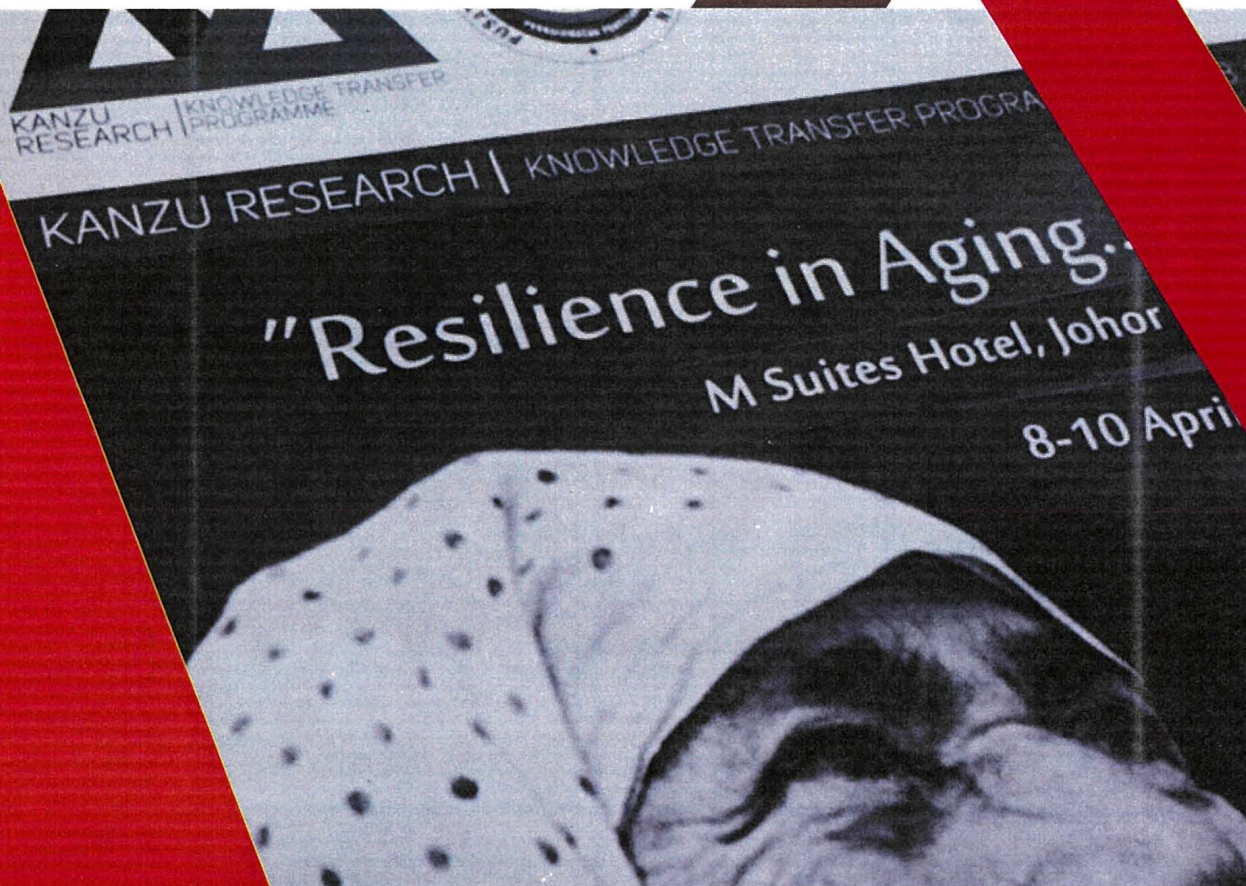




**KANZU
RESEARCH**

**RESILIENT
BUILT
ENVIRONMENT**



SWOT

ANALYSIS

FACULTY OF BUSINESS MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION (HONS.)

INTERNATIONAL BUSINESS

Prepared by:

**Muhammad Haziq Imran Bin Mohd Zaini
2020490198
BA2466B**

INDUSTRIAL TRAINING (MGT 666)



**UNIVERSITI
TEKNOLOGI
MARA**

Cawangan Melaka

EXECUTIVE SUMMARY

The primary objective of the internship was to apply theoretical knowledge gained through academic studies in a practical, real-world setting. The student actively engaged in a range of projects and tasks, collaborating with cross-functional teams and contributing to the organization's goals and objectives.

Before finishing my bachelor's in international business, I must go through a 6-month, 24-week industrial training program. I began my industrial training on March 1 and completed it on August 15, 2023. At KANZU Research: Resilient Built Environment, I completed my internship. It is a department under the Faculty of Civil Engineering and Built Environment, Universiti Tun Hussein Onn Malaysia (UTHM). They specialise in the field of disaster management.

I had the chance to observe and gain insight from experienced people inside the business in addition to my project-based work. Mentoring and coaching gave me important insights into teamwork, effective communication, and industry best practices. I aggressively sought feedback from others and used it to enhance their output and professional abilities.

This report's goal is to give an overview of the background, SWOT analysis, and organisational recommendations of KANZU Research: Resilient Built Environment. To determine the company's strengths, weaknesses, opportunities, and threats, a SWOT analysis was conducted. A strategy plan for the organisation will be developed using the analyses' findings.

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ACKNOWLEDGEMENT

I would like to begin by expressing my deepest gratitude to Allah for His abundant blessings and unwavering guidance throughout the duration of this internship and the completion of this report. His divine presence has provided me with strength, clarity, and inspiration during the challenges and triumphs encountered on this journey.

I would also like to express my deepest gratitude to my parents, Mr. Zaini bin Kassim and Mrs. Maswati Binti Ngademin, for their unwavering support throughout this internship. Their encouragement and belief in my abilities have been instrumental in my success, and I am truly grateful for their guidance and love.

I would also like to thank my supervisor, Associate Professor Sr. Dr. Noralfisah Binti Sulaiman and the rest of the KANZU Research team for welcoming me into their workplace and providing me with valuable learning experiences. I appreciate the time and effort invested by my colleagues in assisting me during my internship and making me feel like a part of the team.

I also want to convey my profound gratitude to my advisor, Mr. Norazman Bin Harun, for all of his help, encouragement, and direction during my internship. I am appreciative of the chance to work with him as a mentor and benefit from his knowledge.

Furthermore, I am grateful to my fellow interns for their support, enthusiasm, and camaraderie during our time together. Their presence made this internship an enjoyable and enriching experience.

Finally, without all of their love and support, this achievement would not have been possible. Thank you all for contributing to my growth and development as a professional during my internship.

2. STUDENT'S PROFILE

2.1 Updated Resume

MUHAMMAD HAZIQ IMRAN BIN MOHD ZAINI
BACHELOR OF BUSINESS ADMINISTRATION (HONS.)
INTERNATIONAL BUSINESS








A graduate of International Business who puts in a lot of effort and has excellent critical thinking, strong networking abilities, and powerful communication, all of which help me effectively manage conflict. In addition, I am trustworthy, loyal, and dependable, as well as having a strong dedication to getting things done. I am seeking for a workplace that is both stimulating and challenging for me to improve my abilities and pave the way for a successful career.

SKILLS

Critical Thinking
Problem Solving
Leadership
Flexibility
Strong Communication

KEY ACHIEVEMENT

Vice President of Jawatankuasa Perwakilan Kolej Tun Mamat Sesi 2022/2023

- Ensure that the welfare of the students who live in the college is well taken care of.
- Organize beneficial programs that is useful for all of the students of Universiti Teknologi Mara (UiTM) Kampus Bandaraya Melaka

Informal Emcee for Skill Up! : Heroes in Training Manner is A Beauty That Never Fades (HTH 558)

- Ensure that the participants are aware of the rules throughout the event.
- Made a short vlog about the reactions from the participants regarding the activity that they did.

Project leader for Program Taklimat Kolej Dan Watikah Pelantikan Jawatankuasa Perwakilan Kolej Tun Mamat Dan Tun Mutahir Sesi 2022/2023

Prepared proposal for the event and monitor the implementation phase to ensure the event was successful
Ensure that all departments complete their work within the allotted time frame.

Emcee for Webinar Youth and Diplomacy : Soaring Upwards To A Promising Future (IBM651)

- Establish and fulfil the objectives of the event by actively engaging with the audience and the speakers.
- Make sure that the audience is interested and takes part in the session.

Futsal team for KARISMA 2022

Has represented UiTM Cawangan Melaka in the futsal category to the Karisma 2022 Tournament in Shah Alam, Selangor
Play as a goalkeeper.

LANGUAGES

Bahasa Melayu (fluent)
English (fluent)
Mandarin (intermediate)

EDUCATION

BACHELOR OF INTERNATIONAL BUSINESS (2020 - 2023)
Universiti Teknologi Mara (UiTM) Kampus Bandaraya Melaka
CGPA: 3.32

FOUNDATION IN LAW (2019/2020)
Universiti Teknologi Mara (UiTM) Kampus Dengkil
CGPA: 3.30

SMK SERI GADING (2014 - 2019)
SPM

AWARDS

BACHELOR OF INTERNATIONAL BUSINESS

2020-2023

- Dean's Award for October 2022 - February 2023 Session
- Anugerah Tokoh Sukan Majlis Pra Graduan Sesi Oktober 2022 – Februari 2023
- Runner-up in Fifa 22 console for Sukan 3 Penjuru UiTM Cawangan Melaka Piala Pusingan Rektor (PPR) 2022.
- Third place in futsal and volleyball for Karnival Sukan UiTM Kampus Bandaraya Melaka 2022.

PARTICIPATIONS

KANZU RESEARCH: RESILIENT BUILT ENVIRONMENT (INTERNSHIP)

(MARCH 2023 - AUGUST 2023)

- Workshop Flood Data Modeling and Workshop TRANSCEND Sarawak 2023
- Organizing events in KANZU Academy such as Principles of Plant and Machinery Equipment Valuation In Malaysia Seminar and Kursus Penyediaan Senarai Nilaian Baru (Penilaian Semula) Di PBT Malaysia Session.
- Collaboration project meetings with agencies such as Sarawak Multimedia Authority (SMA), Malaysian Industry-Government Group for High Technology (MIGHT).
- Completing a proposal for the establishment of a Living Lab in Johor.
- Editing websites for Transcend and MOBILISE Sarawak 4.0 Projects.
- Drafting and presenting Flood Issues In The North-en Kuching Area for research purposes.
- Attending sessions on how to use the QGIS System.
- Create a poster for KANZU Academy.

**UNIVERSITI TEKNOLOGI MARA (UITM) KAMPUS
BANDARAYA MELAKA**

- Career Development: Increasing Your Employability & Personal Branding 17 December 2021
- Sahoor is Sunnah 30 March 2022
- Spread The Smile 4 April 2022
- Semarak Ramadhan 26 April 2022
- Issabond 1.0 Competition 11 Jun 2022
- Majlis Gerakan Pengguna Siswa (MPGPS) 2022 28 Jun 2022
- Colour Run 2022 18 December 2022
- Kembara Kasih Dan Amal 8 January 2023

**UNIVERSITI TEKNOLOGI MARA (UITM) KAMPUS
DENGKIL, SELANGOR**

- Sambutan Hari Malaysia 16 September 2019
- Colour Run 24 January 2020

REFERENCE

**ASSOCIATE PROFESSOR SR. DR.
NORALFISAH BINTI SULAIMAN**
Director

ENCIK MOHD ISHAM BIN ABIDIN
Lecturer

3. COMPANY PROFILE

3.1 The History Of The Company's Name Formation

In order to dignify Islam in the archipelago and also the monotheistic paradigm of UTHM, KANZU Research: Resilient Built Environment has formed its name based on the concepts of universal, striving, rich and successful. The word KANZU is a pronoun in the Arabic language for Surah Al-Fatihah in the Quran, which means warehouse, storage or the treasury of the whole world. Thus, the word "KANZU" has been combined with the word "Research" to mean a "Treasury that stores wealth and success for Research Science".

3.2 Company's Logo

The following logo on Figure 3.1 is the official logo designed by Associate Prof. Sr. Dr. Noralfishah binti Sulaiman in 2014 as branding inspiration and corporate image for KANZU Research: Resilient Built Environment in all its activities.



Figure 3.1 : KANZU Research : Resilient Built Environment Official Logo

3.3 Background Of Establishment

The Faculty of Technology and Business Management (FFTP) has a total of about 120 academic staff from various fields covering fields such as business management, economics, technology management, accounting, social science, human resources, construction science, environmental management, property valuation and management and urban planning. Multidisciplinary research that uses the expertise of researchers from various departments, faculties, and universities is seen as having the potential to be developed to highlight the tendency of academic staff towards more specific and efficient research fields. Therefore, through the FFTP Research, Development and Publication Committee, which was held on April 27, 2015, several focus groups were formed at the faculty level to promote a more research-focused culture among academics. As a result, KANZU Research : Resilient Built Environment was established as a focus group.

As we can witness in Figure 3.2, KANZU Research is a focus group headquartered in Batu Pahat, Johor, with operations in Malaysia and the United Kingdom. This group is formed by Associate Professor Sr. Dr. Noralfisah Binti Sulaiman from the Department of Real Estate, Faculty of Technology Management, Universiti Tun Hussein Onn Malaysia. It is divided into two groups, which are KANZU Research and KANZU Academy. KANZU Research specializes in the field of disaster management. The company prides itself on its commitment to providing the best platform and method for preparation in the event of a natural disaster to reduce the risk that will occur, which is reflected in its operations and relationships with customers, suppliers, and employees. Meanwhile, KANZU Academy is a seminar room that can be rented by any party interested in holding a seminar, training or lecture. It provides various services including food and drinks.



Figure 3.2: KANZU Research: Resilient Built Environment Centre

3.4 Justification Of Focus Group

Over 250 university-level, national, international, and industrial research funds had been successfully secured by academic researchers as of July 2017. These research grants can be obtained from various sources, including the Grant Scheme for Fundamental Research (FRGS), the Exploratory Research Grant Scheme (ERGS), the Scheme for Research Acculturation Collaborative Effort (RACE) Grant, the Incentive Grant for Graduate Research (GIPS), the Incentive Grant Scheme for Publication (IGSP), the Grant Scheme for Research Support (RSGS), the Product Development Grant (GPP), the Short Term Grant (STG), Contract Grants, and so on. According to the overall contract value of the project, KANZU Research: Resilient Built Environment has received research funding of RM8,297,200 from domestic and international sources since its establishment in September 2014 through December 2017. Each of these grants is formally maintained by the Research Management Center (RMC) at Tun Hussein Onn University of Malaysia (UTHM) and has a unique VOT number. The research that has been funded encompasses both past and present KANZU Research: Resilient Built Environment. The list of funding sources is displayed in Table 3.1 below.

KANZU Research: Resilient Built Environment has won numerous grants for research from both domestic and foreign sources. The Newton Fund, British Council, and Engineering and Physical Sciences Research Council (EPSRC), both in the United Kingdom, have awarded KANZU Research: Resilient Built Environment the two most esteemed grants to date. These accomplishments demonstrate how KANZU Research: Resilient Built Environment has assisted UTHM in elevating research activities by allowing UTHM to meet Key Performance Indicators (KPI) and secure research funding on a global scale, particularly from the prestigious grants that have been mentioned.

No.	Research Titles	Allocations
1.	<i>Building Information Modelling System. Potential, Success and Limitation from the Perspective of Facilities Management Service Providers</i> Project Leader: Prof. Madya Sr. Dr. Noralfishah Binti Sulaiman	RM17,000.00
2.	<i>Facilities Management Audit in Residential Care Home for the Elderly in Malaysia Environment</i> Project Leader: Prof. Madya Sr. Dr. Noralfishah Binti Sulaiman	RM17,000.00
3.	<i>Women In Malaysian Real Estate (wire) Industri: Professional Challenges And Opportunities</i> Project Leader: Prof. Madya Sr. Dr. Noralfishah Binti Sulaiman	RM17,000.00
4.	<i>Managing Mosque's Asset and Facilities Management (A+FM) Using Computer Aided Facilities Management in Malaysia. Case Study: Wilayah Persekutuan Mosque, Kuala Lumpur</i> Project Leader: Prof. Madya Sr. Dr. Noralfishah Binti Sulaiman	RM17,000.00
5.	<i>The Management of Centre of Estate and Facilities Management as a Centre of Research (CoR)</i> Project Leader: Prof. Madya Sr. Dr. Noralfishah Binti Sulaiman	RM30,000.00
6..	<i>Towards Safer Future Cities from Climate Induced Extreme Weather Events (EWE) through a Resilient Built Environment in Malaysia</i> Project Leader: Prof. Madya Sr. Dr. Noralfishah Binti Sulaiman	RM910,000.00 GBP 140,000.00
7.	<i>Resilience in Aging (RIA) Toolkit Development - Knowledge Transfer Programme-Kementerian Pendidikan Tinggi (KPT)</i> Project Leader: Prof. Madya Sr. Dr. Noralfishah Binti Sulaiman	RM12,000.00
8.	<i>The Improvement of Social Care Facilities management (ScFM) and Healthcare Facilities Management (HcFM) Responses in Disasters Through Research, Training and Facilities Management Support in Malaysia</i> Project Leader: Prof. Madya Sr. Dr. Noralfishah Binti Sulaiman	RM100,000.00
9..	<i>Resilient City Framework for Malaysian Local Authorities (LAs)</i> Project Leader: Prof. Madya Sr. Dr. Noralfishah Binti Sulaiman	RM45,000.00
10.	<i>Incorporating Vulnerability of Elderly in Disaster Management – (INVENT)</i> Project Leader: Prof. Madya Sr. Dr. Noralfishah Binti Sulaiman	RM4,200.00
11.	<i>A collaborative Multi-agency Platform for Building Resilient Communities (MOBILISE)</i> Project Leader: Prof. Madya Sr. Dr. Noralfishah Binti Sulaiman	RM7,000,000 GBP 1.2 million
12.	<i>An Open Invitation: Understanding URBESITY</i> Project Leader: Prof. Madya Sr. Dr. Noralfishah Binti Sulaiman	RM28,000.00 GBP 5,000.00
	Total Amount According to Grants	RM8,297,200.00

Table 3.1: Total Research Grants For KANZU Research: Resilient Built Environment Until 2017

3.5 Vision And Mission Of KANZU Research

3.5.1 Vision

To be a globally recognized research focus group committed to advancing knowledge and addressing critical challenges in our field through rigorous research, collaboration, and innovation.

3.5.2 Mission

To conduct cutting-edge research, foster interdisciplinary collaborations, and generate impactful insights in our chosen area of focus. Through our collective expertise, we aim to contribute to the advancement of knowledge, shape policy decisions, and drive positive change in our field. We strive to create a dynamic and inclusive research environment that encourages intellectual curiosity, nurtures talent, and empowers researchers to make meaningful contributions to society. By maintaining high standards of excellence and embracing innovative methodologies, we aspire to be at the forefront of research and drive advancements that benefit individuals, communities, and the broader global community.

3.6 Goals And Objectives Of KANZU Research

3.6.1 Goals

These are the goals of KANZU Research focus group:

3.6.1.1 Collaborating with industry partners to address real-world challenges.

3.6.1.2 Publishing high-quality research papers in reputable journals.

3.6.1.3 Securing funding for research projects.

3.6.1.4 Providing training and mentorship to aspiring researchers.

3.6.1.5 Participating in conferences and academic events to share research findings.

3.6.1.6 Developing innovative methodologies and approaches to enhance research practices.

3.6.2 Objectives

The main objectives of the formation of the KANZU Research focus group were:

3.6.2.1 Become a research and consulting platform that is ready to compete domestically and abroad in the field of Resilient Built Environments.

3.6.2.2 Become a research and consulting hub in the field of Resilient Built Environment in Malaysia, Asia and the world.

3.6.2.3 Forming a network of knowledge seekers, experts, and professionals in the industry related to the field of resilient built environment around the world.

3.6.2.4 Becoming a repository of research and consulting knowledge in the field

3.6.2.5 Assisting UTHM in producing excellent human capital through more focused research and consulting in the field of resilient built environment.

3.7 Organizational Structure Of KANZU Research

ORGANIZATIONAL CHART FOR KANZU RESEARCH



Associate Professor Sr. Dr. Noralfisah Binti Sulaiman

Director



Figure 3.3: Organizational Structure Of KANZU Research

According to Figure 3.3, I am currently reporting to my director, Associate Professor Sr. Dr. Noralfisah Binti Sulaiman. There are several research assistants and a management executive that are under the supervision of the director.

3.8 Products And Services Offered

3.8.1 Services



Figure 3.4: Services Provided By KANZU Research

As shown in Figure 3.4, KANZU Research offers disaster management consulting services such as risk assessment, emergency planning, crisis communication, and many more to newly formed organizations interested in this field.

3.8.2 Product



Figure 3.5: MOBILISE System

As we can see in Figure 3.5, the product provided by the company is MOBILISE. It is a platform for supporting an evidence-based approach to stakeholder collaboration for building disaster resilience. In other words, “A Collaborative Multi-Agency Platform for Building Resilient Communities-MOBILISE” project, funded by the Global Challenges Research Fund (GCRF) in the UK, is developing a digital infrastructure that can offer intelligence to a range of agencies to work together to reduce the impact of natural disasters on communities (Mobilise, 2023). This project aims to develop a digital infrastructure that can offer intelligence to a range of agencies to work together to reduce the impact of disasters such as floods and landslides on communities.

4.0 TRAINING'S REFLECTION

Industrial training is a must for all students. This means industrial training is a prerequisite for the students to graduate later. This is to meet the necessary learning requirements to prepare students who are able to practice the theory learned. Industrial training also aims for the learning theory learned during lectures to be applied as best as possible. For that purpose, I have chosen KANZU Research: Resilient Built as my firm of choice. I chose this firm after getting positive comments and views from family and academics.

During my 6-month internship as a student at KANZU Research, my working schedule was from 8:00 a.m. to 5:00 p.m. from Sunday to Wednesday. However, on Thursdays, my working hours were slightly shorter, from 8:00 a.m. to 3:30 p.m. This schedule allowed me to work alongside the dedicated team members and actively contribute to various projects and tasks. The consistent daily hours provided me with a structured routine, enabling me to immerse myself in the organization's operations, collaborate with colleagues, and develop important skills and knowledge in my field of study.

Throughout that period, they gave me the chance to work directly in the disaster management sector. I had the opportunity to work with a brilliant and committed group that gave me insightful direction and assistance. I had the opportunity to participate in a comprehensive training program that provided me with valuable insights and practical skills in my field of interest. These are some of the tasks that were handed to me during my internship.

First is adding and editing new information to be concluded on the project website, which is Transcend and MOBILISE. I need to make sure the information is in the right format and free of grammatical errors. Every time an event occurs, new information will be displayed on the website and it's my job to author it. The second one is going to meetings relating to the company's welfare. There were several meetings regarding new projects and collaborations that happened throughout that period, so every employee needed to attend based on the chief's instructions. As shown in Figures 4.1 and 4.2, these are the websites that I am responsible for.



Meeting with expert of Eco Hydro Technology Research Centre (ECO-HYTECH), UTHM

Sendai Framework for Disaster Risk Reduction (DRR) 2015-2030

Figure 4.1: Transcend UTHM Website



Meeting with expert of Eco Hydro Technology Research Centre (ECO-HYTECH), UTHM

Sendai Framework for Disaster Risk Reduction (DRR) 2015-2030

Figure 4.2: MOBILISE Sarawak 4.0 Website

Next is completing a proposal for the establishment of a living lab. This proposal was completed by a focus group consisting of myself, Prof. Assoc. Ts. Dr. Yee Mei Heong and Puan Feeza. This proposal is to make sure the living lab can be launched on the date it is acquired. In terms of company welfare, i was in charge of drafting several letters regarding the submission of a request to the relevant department for data application for project usage.

Other than that, I was instructed to draft individual presentation materials based on the title given, which was flood issues in the north Kuching area. I also wrote a report based on the topic for research purposes. It teaches me to navigate my skills in finding information from various sources to complete my task. As stated in Figure 4.3, these are the pictures from the session and the presentation material.

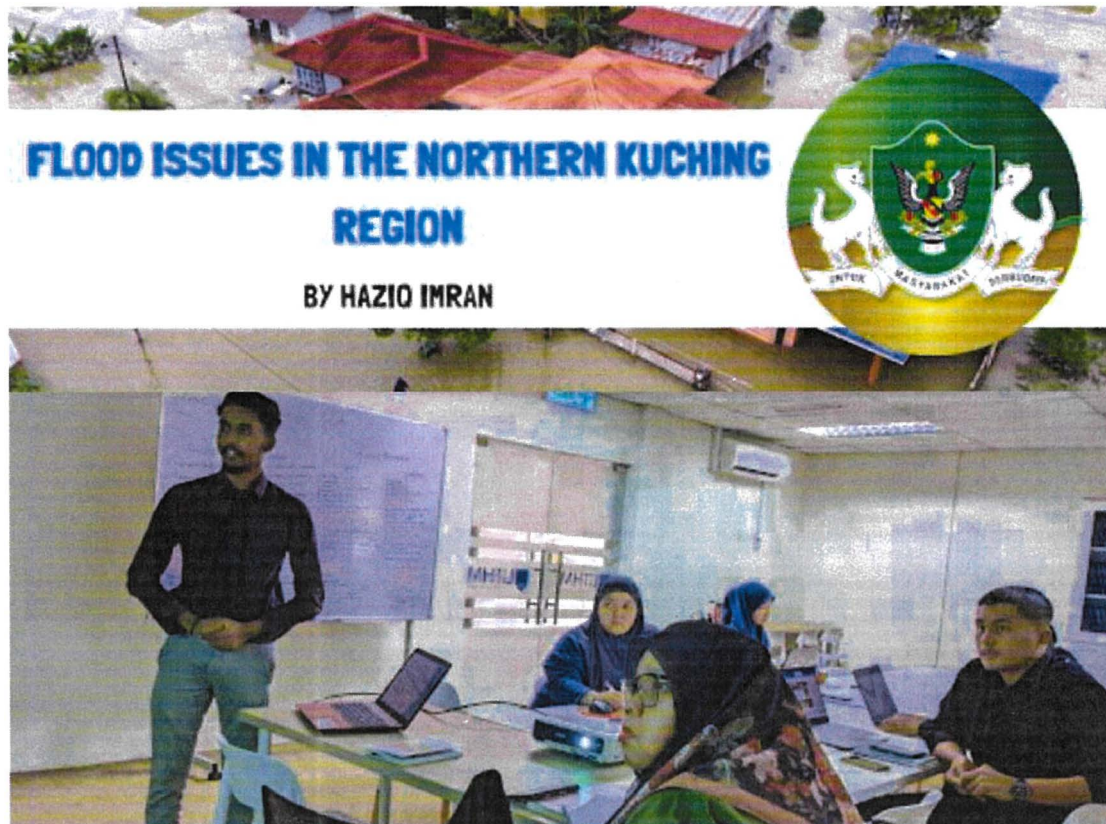


Figure 4.3: Sarawak Info's Presentation Session And Material

On top of that, my daily duties include supporting teammates in completing daily and ad-hoc tasks and creating a poster in conjunction with the celebrations during my internship period as shown in Figure 4.4.

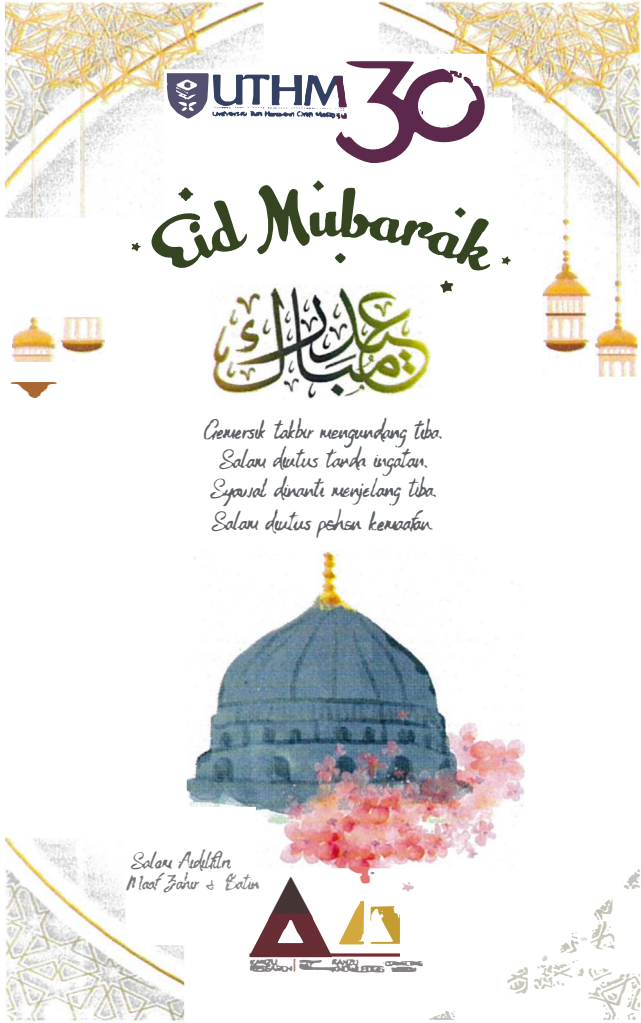


Figure 4.4: Eid Mubarak Poster From KANZU Research : Resilient Built Environment

Besides that, i also created a poster that is shown in Figure 4.5, for the seminar room at KANZU Academy, specifically for people who are interested in renting the space.

KANZU ACADEMY Co. **UTHM 30**

KANZU ACADEMY CO. | UNTUK DISEWA

RUANG SEMINAR, LATIHAN & BENGKEL

KESEMPATAN UNTUK MENGADAKAN ACARA ISTIMEWA ANDA DI TEMPAT YANG SEMPURNA!

TEMPAHAN RUANG : Dr.Nora (+6019-6623110)
Fiza (+6017-7461757)

UNTUK MAKLUMAT LANJUT, LAYARI:
<https://www.facebook.com/profile.php?id=100063552665747>

IMBAS LOKASI DISINI :
KANZU Knowledge Consultant, left wing, Susur Syed Aiwi 4, block g7, Universiti Tun Hussein Onn Malaysia (UTHM), 86400 Parit Raja, Batu Pahat, Johor Darul Takzim.

KEMUDAHAN YANG DISEDIAKAN

- Ruang sehingga 80 orang peserta
- Ruang seminar/latihan/bengkel berhawa dingin
- Pa sistem wireless, lengkap dan berkualiti
- Tempat letak kereta percuma
- tandas dan surau lelaki & wanita tersedia
- Teh & kopi percuma
- Air cuckoo percuma
- Coffee machine (Starbucks/Dolce Gusto/Arissto)
- Sofa dan ruang menunggu vip
- 5 minit kfc/McDonalds/Secret Recipe/Subway etc
- 3 minit ke mesin atm
- 5 minit ke pekan parit raja
- Alat tulis dan kertas disediakan

KADAR SEWAAN

- Sehari 8.00 pg - 5.00 ptg [RM550.00]
- Separuh hari 8.00 pg - 1.00 tgh [RM350.00]
- Separuh hari 1.00 ptg - 5.30 ptg [RM300.00]

Figure 4.5: KANZU Academy Poster

One of the new things that I learned is how to use the QGIS system. QGIS is a professional GIS application that is built on top of and proud to be itself Free and Open Source Software (FOSS). There were several training sessions that i attended solely to gain new experience and knowledge. Figure 4.6 shows one of the sessions that i joined.



Figure 4.6 : QGIS Tutorial Session

For KANZU Academy, there are several events that me and my team organized. One of the events that we organized was Kursus Penyediaan Senarai Nilai Baru (Penilaian Semula) Di PBT Malaysia, as shown in Figure 4.7. My task on that day was to make sure that the seminar room was well organized for the use of participants. We make sure that the events go well and that all of the participants are satisfied with our service.



Figure 4.7: Kursus Penyediaan Senarai Nilai Baru (Penilaian Semula) Di PBT Malaysia Session

In terms of international scale, I have joined a meeting called the TRANSCEND Monthly Partner's Meeting. In this meeting, led by Prof. Terrence Fernando of the University of Salford, every partner from all around the world must present their work progress regarding their collaboration or their latest projects. Through this meeting that was shown in Figure 4.8, every one of them can share their opinion or discuss the latest issue related to their work and try to come up with a solution. I was grateful to be given the chance to witness how to handle work on an international scale.

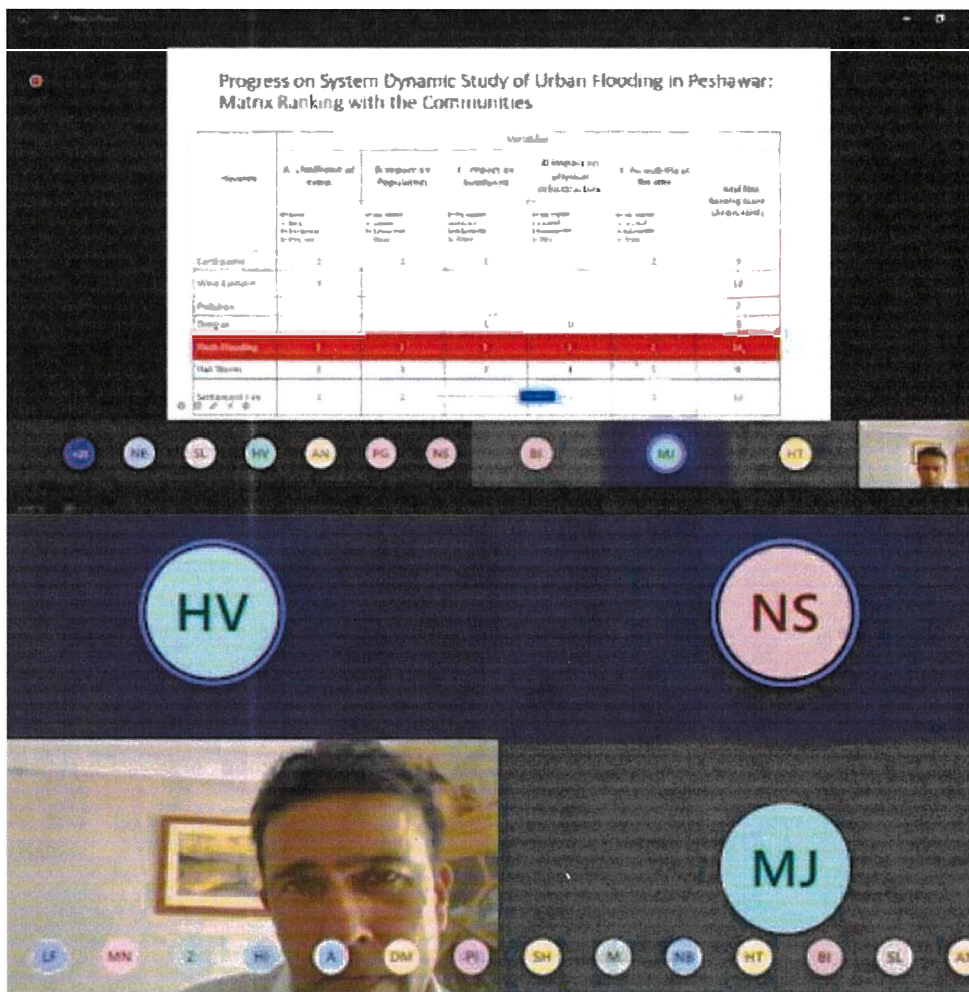


Figure 4.8: TRANSCEND Monthly Partner's Meeting

One of the highlights of my internship was getting the chance to help with some of the company's events since it allowed me to put the skills and information I had acquired to use and take the initiative to lead the task at hand. For instance, on May 8, KANZU Research was invited to prepare a booth for an exhibition during the visit of the Malaysian Ministry of Higher Education, Yang Berhormat Datuk Seri Haji Mohamed Khaled Bin Nordin to UTHM for a RM 50 million fund approval, as shown in Figure 4.9. I was in charge of making sure all the banners for the booth were ready and functional. I also helped prepare all of the equipment beforehand. The project was a success, and I was pleased to have made a substantial contribution to the company.



Figure 4.9: Preparation For The Malaysian Ministry Of Higher Education's Visit To UTHM

4.1 Training Gains

During my internship, I was extremely grateful for the opportunity to be paid an allowance of RM 200 as an intern. It is a privilege to be compensated for my work and contributions during this valuable learning experience. I am appreciative of the organization's commitment to providing fair compensation and acknowledge that it further motivates me to perform my duties to the best of my abilities.

On the other side, I gained a plethora of valuable training and experiences that have greatly enhanced my professional development. Firstly, I had the opportunity to apply the theoretical knowledge I acquired during my studies in a practical setting. I managed to help with the company's affairs when I was given the chance. This allowed me to strengthen my problem-solving skills and learn how to adapt to real-world challenges. Additionally, I gained hands-on experience with various technical tools and software, such as QGIS and the MOBILISE system, that can be used in the field of disaster management, which has expanded my technical proficiency. Furthermore, working alongside experienced professionals provided me with mentorship and guidance, enabling me to improve my communication and teamwork skills. I also had the chance to participate in meetings, presentations, and workshops, honing my presentation and networking abilities.

Overall, my internship with KANZU Research taught me a lot and helped me better understand how the business world operates. Through various group projects, I learned the importance of effective communication and the power of teamwork. Engaging with interns from diverse backgrounds and disciplines not only broadened my perspective but also taught me how to appreciate different ideas and work styles. This experience has made me more adaptable and open-minded, skills that I believe will be invaluable throughout my career. I'm appreciative of the opportunity to work with a terrific team and the knowledge and skills I learned there.

5.0 SWOT ANALYSIS FOR KANZU RESEARCH

As illustrated in Figure 5.1, this is the SWOT Analysis that I have done for KANZU Research. In discussion and recommendation, we will dig deeper into every point that is stated below. The first one is strengths. For this section, the points listed were strategic management and good networking. Second is weaknesses. For this section, the points listed were lack of marketing strategies and economic instability. Next is opportunities. For this section, the points listed were the use of cutting edge technologies and international collaboration. Last but not least, threats. Under this section, there was a lack of workforce and manpower and internal welfare.

SWOT ANALYSIS KANZU RESEARCH



SWOT Analysis



Figure 5.1: SWOT Analysis For KANZU Research

6.0 DISCUSSION AND RECOMMENDATIONS ON SWOT ANALYSIS

6.1 Strength

6.1.1 Strategic Management

Strategic management involves developing and implementing plans to help an organization achieve its goals and objectives (Coursera, 2023). The company's operation management serves as one of the most crucial factors in determining whether the company is on the cusp of accelerating or decelerating growth. That's why the director of KANZU Research has excellent job management practices in place, as well as crucial KPI, to guarantee that each employee can meet business objectives regardless of the assignment. The value of key performance indicators (KPI) should not be overlooked, according to KANZU Research. The director noted that these KPIs allow each person to gain insight into KANZU Research's performance and health, allowing the organisation to make important modifications in its strategy and execution to reach sensible long-term objectives.

I absolutely agree with this method because systematic management is essential. This strategy aims to pinpoint the most effective methods for producing accurate and reliable results. It is essential to have the abilities and training needed to perform the task or work required, which is why KANZU Research employs systematic procedures in every management effort to meet its goal. In this case, every employee must submit a record detailing their progress each week to determine whether their work ethic is producing the required KPI. In my opinion, this kind of method is required by many businesses in order to provide staff with the information and resources they need to fulfill the organization's mission. Additionally, it encourages high rates of productivity and higher-quality work outcomes.

6.1.2 Good Networking

Through networking, you can find chances for collaborations, joint ventures, or new business endeavors (What Is Business Networking?, 2021). With clients and potential partners, KANZU Research has very positive relationships that may be important in the future. This will assist KANZU Research in finding as many collaborators for future projects as possible, which is one of their goals. They are delighted to engage in networking events whenever there is a chance to showcase their goods and services to others, which is one of their greatest assets. For instance, KANZU Research most recently attended the Johor Smart City Forum 2022 in Persada, Johor Bharu, from June 12 to June 14. During that event, our director, AP. Sr. Dr. Noralfishah moderated the session Urban Dialogue: Green Technologies for a Net-Zero to Develop Smart City with an invitation panel (Transcend, 2023). On top of that, she became a speaker for the MOBILISE and TRANSCEND Project for Building Resilient Communities in Malaysia to contribute to the effort to raise community awareness of disaster management. Local authorities and agencies can utilize the MOBILISE digital platform as a command center to assist in disaster mitigation.

I agree that even though every meeting can be done online, she always prefers a proper technical visit to any agency or company that is interested in her company's service and products, no matter what the cost is. One of the many visits that she has made was attending the MSCA Smart Cities Networking and Talk Series: Environmental, Social and Governance (ESG) and Intellectual Property (IP) for Smart Cities in the Might Partnership Hub, Cyberjaya. The purpose of attending this event is to gain information on ESG, which is becoming increasingly important to many businesses to improve the world, guarantee longevity and also mold futures through Intellectual Property (IP). As a whole, when you develop relationships as a business owner and assist others, more than just new clients or referrals may come your way. You might discover opportunities for partnerships, joint ventures, or new business endeavors by making use of your network.

6.2 Weaknesses

6.2.1 Lack of Marketing Strategies

To obtain maximum income, the marketing process must be planned through a good marketing strategy, namely by examining the current income situation, including opportunities, setting goals and developing marketing strategies (Soegoto & Utomo, 2019). Because KANZU Research: Resilient Built Environment places a greater emphasis on the research methodology than the marketing strategy, they lack an effective platform for advertising their goods and services. Due to the failure to effectively communicate the company's advantages, innovations, and services to its intended market, market share and client loyalty have decreased. The lack of a cohesive marketing strategy has led to the company missing out on chances to stand out from rivals and draw in new customers. KANZU Research has also been unsuccessful in utilizing social media and digital marketing platforms, missing an opportunity to communicate with customers and reach a wider audience. Due to the company's inability to develop a solid marketing strategy, there is a lack of customer awareness and brand recognition, which makes it challenging to compete in a market that is becoming more and more saturated.

In addition, social media and online platforms are crucial to a company's effective expansion today. They must create a comprehensive marketing plan that uses both conventional and digital channels to establish brand recognition, boost customer engagement, and promote growth in order to overcome these problems. There are a lot of social media platforms that are very useful in terms of marketing, such as Tik Tok, Instagram, and Twitter that can help specifically with consumer engagement. This method, in my opinion, will allow this organisation to better grow and retain its organic footprint through consistent, persistent action. They will also be maintaining their brand in the minds of their consumers so that when they're ready to buy, they'll think of them.

6.2.2 Economic Instability

The company is exposed to economic volatility and uncertainty in the broader market. During my internship, I discovered that the sales process of products and services provided by KANZU Research was not as productive as planned. This is due to the economic recession, which resulted in a lack of funding from the university. I can see how the university isn't much help when the company is struggling. Because of that, these weaknesses expose the company to the risk of reduced consumer spending, tightened budgets and decreased demand for its products or services. It also emphasizes the need for effective strategies to mitigate the negative effects of economic instability. Various methods have been tried, such as putting their own money in advance for research purposes to ensure that the project runs smoothly, but it is still not enough to cover the company's expenses.

One solution to difficulties such as the following is to modify their budget according to the present economic circumstances rather than immediately cutting it. For example, we can replace any business-related technical trips to any agency or organisation with an online meeting with them. Although ineffective, this strategy can assist the organisation in allocating the funds to something more important, such as any ongoing vital projects. We don't need to invest in uncertain things at this crucial juncture. Instead, we should prioritise corporate welfare so that we can return to financial stability. Besides that, we can arrange a workshop to create revenue for the company. Various new disaster management knowledge that we could use as a core to train agencies or anyone interested in participating in this course. KANZU Research already has an educational facility that can be used for training, so space is no longer an issue. We also have a large number of researchers who are experts in various professions. This is an excellent approach since it not only teaches outsiders the need to be prepared in the event of a disaster, but it also generates additional revenue for the company's welfare.

6.3 Opportunities

6.3.1 Use of Cutting-Edge Technologies

Technology development is the main foundation of doing business. It can be a success factor for companies that run businesses with current trends (Susan & Novianti, 2019). KANZU Research: Resilient Built Environment is an underrated company that leverages cutting-edge technologies for effective disaster management. As an intern at this company, I had the opportunity to observe and understand how the company utilizes advanced technologies to enhance disaster response, mitigation, and recovery efforts. The organization operates on a global scale, offering comprehensive solutions for a wide range of catastrophes, including natural disasters and public health crises. They own cutting-edge technology known as the MOBILISE System, which was purposely developed to lower the risk of disaster management and assist the community in becoming more robust in terms of disaster preparedness. Moreover, for disaster preparedness and response, they heavily use geospatial technology such as Geographic Information Systems (GIS) and remote sensing. These technologies allow for real-time mapping and monitoring of disaster-prone areas, which aids early warning systems and identifies vulnerable areas.

Collaboration with similar companies, such as Aerodyne Group, is one strategy to further extend the market. They specialize in leveraging geospatial intelligence to monitor floods and map disaster zones. For example, KANZU Research has the technology and brilliant minds but insufficient resources, whereas Aerodyne Group is a well-funded technological company that is looking for a good partner to collaborate with. I'm confident that these two companies can find common ground in what they can create through collaboration. This would undoubtedly boost their market growth while also assisting each other in disaster management.

6.3.2 International Collaborations

KANZU Research: Resilient Built Environment is a dedicated company in the field of disaster management and community development because of its focus on international collaboration and mission to construct resilient communities through a multi-agency approach. On the MOBILISE project, for example, they work with Prof. Terrence Fernando of the University of Salford, Prof. Udaya Kulatunga of the University of Moratuwa, and Dr. Mustaq Ahmad Jan of the University of Peshawar. There are also collaborations with participants from government agencies, private partners, voluntary organisation and academia from the UK, Malaysia, Canada, Pakistan, Sri Lanka, Australia and many more.

There are several approaches to adding a boost to international cooperation for KANZU Research, such as collaborating with local specialists. Understanding local market circumstances, legal frameworks, and cultural nuances is necessary for navigating the intricacies of international commerce. Collaborating with local specialists, consultants, or authorities in the target country can be quite beneficial. It is important to measure and estimate the targeted investments, the spillovers, and the absorption of the returns for investments (Hindi & Frenkel, 2022). The following step is market research. The foundation of any successful overseas expansion is thorough market research. The corporation must identify possible target markets and locations where its products or services are in great demand. In this case, KANZU Research must examine their market and potential alliances or chances for business expansion. Understanding the cultural, economic, and regulatory variances in each country allows you to adjust your services accordingly. By researching customer preferences and market trends, the organisation can better position itself to meet the needs of varied worldwide consumers.

6.4 Threats

6.4.1 Lack of Workforce And Manpower

During my internship at KANZU Research, I have closely observed and experienced the challenges caused by the lack of workforce and manpower within our organization. Bhromool (2020) argued that manpower planning has significantly impacted organizational effectiveness. I agree because I remember the first time I came into this company, there were only two guys, including myself, out of six employees. Because of that, the increased workload borne by existing employees has resulted in high levels of stress and diminished morale. Overburdened employees struggle to meet deadlines, handle additional responsibilities, and maintain the quality of their work. With limited staff, it becomes challenging to provide the level of attention to detail and personalized service that our clients expect. Consequently, customer satisfaction ratings have declined, further jeopardizing our relationships with key stakeholders. Furthermore, this company has a seminar room that can be booked for the purpose of holding events, training and so on. Running an event with insufficient manpower can be challenging and can lead to various issues that affect the success of the event. Adequate manpower planning, timely recruitment, and preparation are essential to avoid such situations and ensure the smooth and successful execution of the event.

To begin with, employee retention and engagement are critical first steps. When competent people are limited, keeping existing talent becomes critical. Employee happiness and turnover can be increased by creating a nice work environment and a supportive company culture. Offering competitive remuneration, perks, and professional development possibilities might also inspire employees to stay with the organisation in the long run. The second is outsourcing and freelance work. When it is difficult to hire full-time personnel, companies can consider outsourcing specific jobs or projects to external companies or freelancers. There are numerous freelancers involved in the company's operations who are eager to work before securing a permanent position. This method enables them to gain access to specialised expertise without committing to

long-term employment commitments. It also allows for the adjustment of manpower requirements based on project requirements and market conditions.

6.4.2 Internal Welfare

As an intern, I was able to become acquainted with the organization's everyday activities and culture. Throughout my internship, I've noticed that our organisation falls short in some areas for various reasons. This problem emerged because of the company's poor management of its employees' welfare. For example, if the employee is required to work overtime, no further compensation will be provided. Furthermore, bonuses and allowances are unpredictable. When an employee's well-being and welfare is compromised this can lead to poor or underperformance; a change in attitude or behavior; a failing of duties, or a loss in ability to interact and work well with others (Chartered Management Institute, 2020).

Implementing the Employee Assistance Program (EAPs) is one solution to the problem. EAPs can help employees with their physical, mental, and emotional well-being. These programs provide employees with confidential counseling services, health resources, and support networks to help them negotiate personal and professional issues. By giving such help, the company exhibits its dedication to the wellbeing of its employees, encouraging confidence and loyalty. The following step is to provide competitive compensation and benefits. A corporation that provides competitive wages and benefits packages demonstrates its dedication to employee well-being. To attract and retain top talent, fair and competitive salaries, health insurance and other perks are required. Investing in employee wellbeing through competitive compensation fosters employee trust and loyalty. Other than that, from the inside, what we can do is enhance communication channels by implementing regular team meetings, anonymous suggestion boxes, or digital platforms for open dialogue. Encourage leaders to actively listen to employees' feedback, address concerns, and foster a culture of transparency and trust. KANZU Research must improve their system quickly to ensure that their staff is cared for and that they can function effectively as a team. Employee welfare is

important not only for the employees, but it is also for the employer's own interest (Dushar, 2019).

7.0 CONCLUSIONS

As a whole, KANZU Research is a company that is very dedicated to forging its name in the market and disaster management fields despite some constraints. Strategic management and good networking are critical for an organization's growth and success, as evidenced by the SWOT Analysis specifically on strength. Systematic management is required for accurate and consistent results. Participating in events such as the Johor Smart City Forum 2022 and the MSCA Smart Cities Networking and Talk Series can assist KANZU Research in improving its services and products.

On weaknesses, due to an emphasis on research methods rather than strategy, KANZU Research has struggled with marketing strategies and economic instability. This has resulted in a reduction in market share and the sales process was not as productive as planned. The organisation has struggled with social media and digital marketing channels, resulting in a lack of brand exposure and customer awareness. To address these difficulties, KANZU Research should develop a complete marketing strategy that incorporates both traditional and digital channels in order to establish brand recognition, increase drive growth and modify their budget and allocate funds to ongoing projects.

In terms of opportunities, KANZU Research is a multinational corporation that employs cutting-edge technologies in disaster management and community development. Their MOBILISE System seeks to reduce disaster risk while also improving preparedness. Geospatial technologies such as GIS and remote sensing are used for real-time mapping and monitoring. To extend their business, KANZU Research works with universities, government agencies, private partners, and academia. KANZU Research engages with local professionals, conducts market research, and understands cultural, economic, and legal differences in order to better position itself for worldwide consumers.

For threats, I witnessed difficulties as a result of a lack of workers and manpower. As a result, there was more stress, lower morale, and difficulties meeting deadlines, handling new duties, and sustaining quality work. Customer satisfaction and event execution were also hampered by a lack of workers. KANZU Research should focus on staff

retention, engagement, outsourcing, and employee welfare to overcome these concerns. Employee Assistance Programs (EAPs) and competitive remuneration and benefits can help increase employee well-being and loyalty. Enhancing communication channels through team meetings, anonymous suggestion boxes, and digital platforms can also help promote a culture of transparency and trust.

To conclude, KANZU Research needs to modify the management system so that it can be in line with the current development and can seize the opportunities available to be more successful in the future. At the same time, they need to ensure that the team they have is powerful and can work well together to advance the company. Overall, my internship taught me from the very beginning how to manage a small company towards success.

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9.0 APPENDICES



Appendix 1: Meeting With Malaysian Industry-Government Group For High Technology (MIGHT)



Appendix 2: Meeting With Expert Of Eco Hydro Technology Research Centre (ECO-HYTECH), UTHM



Appendix 3: Workshop Flood Data Modeling And Workshop TRANSCEND Sarawak 2023



Appendix 4: Ramadan Breaking Fast Ceremony



Appendix 5: Principles Of Plant And Machinery Equipments Valuation In Malaysia Seminar