



UNIVERSITI  
TEKNOLOGI  
MARA

Cawangan Perlis  
Kampus Arau

# **INDUSTRIAL TRAINING REPORT AT KUALA KANGSAR MUNICIPAL COUNCIL**

1 MARCH 2023 – 15 AUGUST 2023

NUR ALIAH BINTI MOHD AZMAN | 2020884966 | BA243 |

BACHELOR OF BUSINESS ADMINISTRATION (HONS.)

HUMAN RESOURCE MANAGEMENT





UNIVERSITI TEKNOLOGI MARA

## ENDORSEMENT OF OUR ORIGINAL REPORT

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Sir

### ENDORSEMENT OF OUR ORIGINAL REPORT FOR PROPOSAL/DISSERTATION/THESIS/PROJECT PAPER/ ASSIGNMENT

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Percentage of Our Original Report : 13%

I am pleased that the proposal/thesis/dissertation/project paper/ assignment of the above candidate has fulfilled the Original percentage of the university's requirement.

Thank you.

\_\_\_\_\_  
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\_\_\_\_\_  
21.7.2023

Date

\*\* Please attach 1<sup>st</sup> page of our original report. (Cawangan Perlis)

## **EXECUTIVE SUMMARY**

Industrial training is one of the most important training because it can expose students to the real world of work, helping to expand knowledge and fostering responsibility in carrying out tasks at work. Thus, students can also apply what they have learned at the university and apply it at workplace. In addition, industrial training is also compulsory for every Bachelor of Business Administration (Honours) Human Resource Management student at Universiti Teknologi Mara to undergo industrial training for a specific period which is six months under the course code HRM666.

In this industrial training, I have chosen Kuala Kangsar Municipal Council as the place where I will undergo practical training for six months starting from 1 March 2023 until 15 August 2023. There is a lot of experience and knowledge that I have learned related to government industry and organization management here. When I was at the Kuala Kangsar Municipal Council, I was placed in the Finance Department and under the supervision of Mr. Muhammad Faez Bin Ibrahim Rasdi who is the senior assistant of the Finance Department.

During my internship at the Kuala Kangsar Municipal Council, I had to evaluate the SWOT analysis in the company. The SWOT analysis is very important to evaluate the company strengths, weaknesses, opportunities and threats compared to its competitors. By studying the SWOT analysis, it can help to better understand the situation in the company and how to overcome it in order to become a company that grows in terms of service to the community.

Finally, I am very grateful because I had the opportunity to get to know all the staffs at the Kuala Kangsar Municipal Council especially the staff at the Finance Department. They guide, instruct and support me a lot while doing the tasks given.

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### **3.0 COMPANY'S PROFILE**

#### **3.1 Company's Name, Logo, Location, Operation Hour**

##### **3.1.1 Company's Name**

The company chosen by me to undergo practical industrial training for six months is at the Majlis Perbandaran Kuala Kangsar (Kuala Kangsar Municipal Council).

##### **3.1.2 Logo**



**Figure 1: Company Logo**

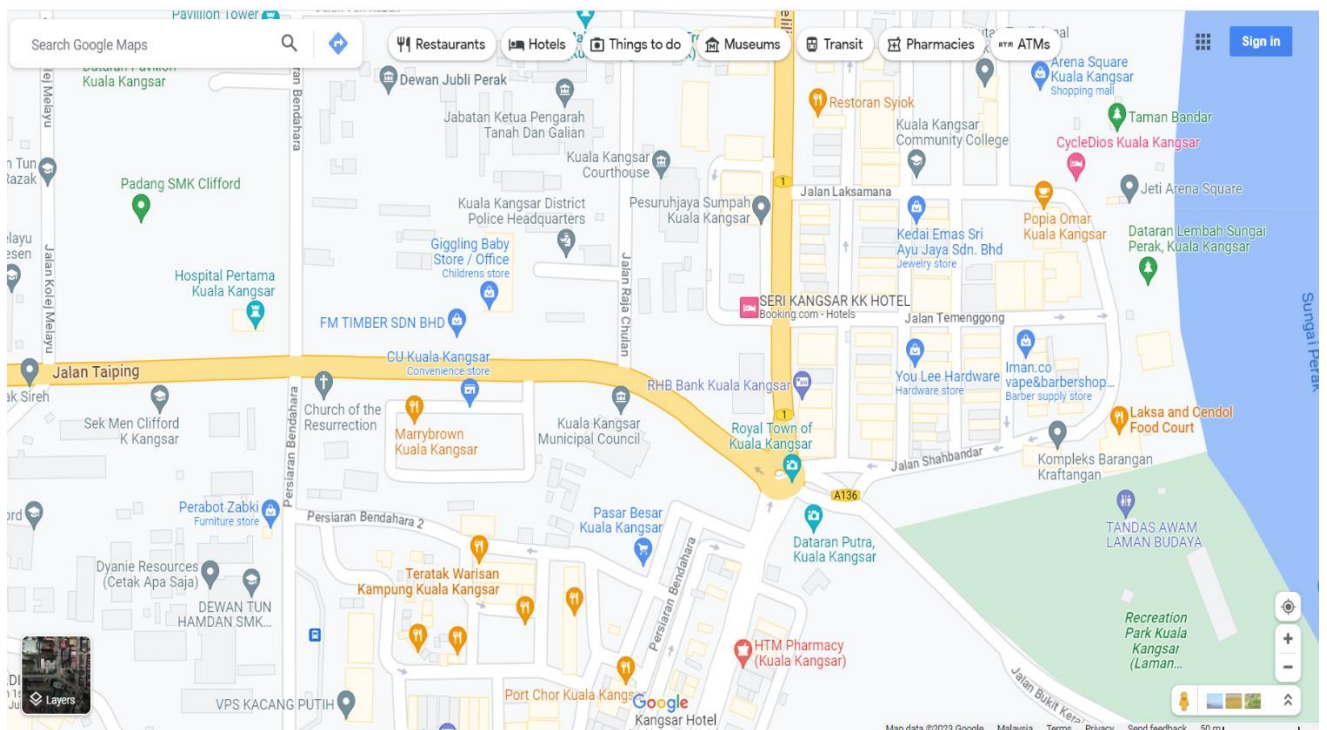
As we can see the Kuala Kangsar Municipal Council logo has three different colours which are yellow, black and blue. Each colour in the logo has its own meaning. The colour yellow in the logo is highlighted as the main colour. This yellow colour is dynamic and excellence. The excellence mentioned here is the excellence of the Kuala Kangsar Municipal Council in carrying out its duties as a local authority agency which also helps in pursuing the vision to develop the Kuala Kangsar Municipal Council into a more advanced district. Not only that, the colour yellow is also the special colour of the Malay Kings which symbolizes the efficient administrative style of the Kuala Kangsar Municipal Council and is in line with the title of Royal City for the State of Perak Darul Ridzuan.

The colour black that is used in this logo works more as a supporting colour to the main colour. This black colour represents steadfastness, competence, dedication and always ready. The steadfastness meant here is constancy in carrying out services in addition to always serving in accordance with the motto of the council which is ‘Serving the Community’.

The last colour in the logo is blue. Blue colour is categorized as fresh colour. This colour is used to balance the existing main colours which are yellow and black. In addition, the blue colour also symbolizes knowledge and education in line with Kuala Kangsar Municipal Council desire to make Kuala Kangsar District a city of knowledge and focus on the well-being of the surrounding residents.

### 3.1.3 Location

The address for Kuala Kangsar Municipal Council is Pejabat Majlis Perbandaran Kuala Kangsar, Jalan Raja Chulan, 33000 Kuala Kangsar, Perak.



**Figure 2: Location of Kuala Kangsar Municipal Council**

### 3.1.4 Operation Hour

➤ **Working Day:**

Monday to Friday

➤ **Working Hour:**

8.00 a.m. – 5.00 p.m.

➤ **Lunch Hour:**

1.00 p.m. – 2.00 p.m. (Monday-Thursday)

12.15 p.m. – 2.45 p.m. (Friday)

### 3.2 Vision, Mission, Objective, Goals



**Vision:** To make Kuala Kangsar the royal city as a developing cultural heritage city, a society with integrity and a beautiful environment.



**Mission:**

- To promote local economic development in line with national economic development policy.
- To plan and control the development with organized and economic.
- To provide efficient, effective and quality municipal services.
- To provide a safe and comfortable environment.



**Objective:**

- To provide the basic municipal services in accordance with the requirements of Act 171.
- To be an agent of physical, economic and social development that is effective and in line with the requirements of the State and Federal Government.
- To plan and control the development in accordance with the requirements of Act 172 & Act 133 through Structural Plan and Local Plan.
- To strive to create a cheerful and peaceful atmosphere in the city through the provision of public facilities such as markets, halls, stalls, recreational parks, sport complexes, libraries and bus stops.
- To improve the management and cleanliness of the environment through the control of licensing, building, business, traffic control and maintenance of infrastructure facilities.

**Goals:**

“Kuala Kangsar the Royal City, cultural heritage city”

“Beautiful Kuala Kangsar”

“Building a quality life”

### **3.3 Background of Establishment**

On 1 January 1980, the Kuala Kangsar District Council was established under the provisions of the reorganization of Local Authorities under the Local Government Act 1976, Act 171 by merging several Local Authorities within the Kuala Kangsar District and making Sungai Siput (U) as a branch. This is to make the Local Authority big and strong. The Local Authorities involved are Sungai Siput, Kuala Kangsar, Liman Kati, Padang Rengas, Jerlun, Salak Baru, Karai, Sauk and Manong.

In accordance with Section 7 (1) of Act 171 in July 1997, Kuala Kangsar District Council has gazetted an area of 79.94 km square as an area where the application of all Acts adopted by Kuala Kangsar District Council has been extended.

In 2000, the total population in Kuala Kangsar District Council reached 154,048 people. The administrative area of Kuala Kangsar is 204.94 km square. However, the area of the control area consists of 47.6% of the actual area and 157.3% is the operational area provided by the municipality.

On 18 February 2004, the Kuala Kangsar District Council was finally upgraded to the Kuala Kangsar Municipal Council. With this, Kuala Kangsar Municipal Council has promised to offer better and quality services to the community in line with Kuala Kangsar Municipal Council motto which is to put our commitment customers first.

### 3.4 Organizational Structure



**Figure 3: Organizational Structure Kuala Kangsar Municipal Council**

The organization chart of the Kuala Kangsar Municipal Council is administered by the Chairman of the Kuala Kangsar Municipal Council (will be replaced with a new one) and assisted by the Secretary of the Kuala Kangsar Municipal Council, Haji Saiful Azli Bin Mohamed Nor.

There are eight departments in this organization namely Management Services Department, Finance Department, Urban Planning and Landscape Department, Engineering Department, Valuation and Property Management Department, Building Department, Environmental Health Department and Law & Enforcement Department.

In addition, there are also five units in the Kuala Kangsar Municipal Council which are Legal and Integrity Unit, One Stop Centre Unit (OSC), Sungai Siput Branch Unit, Corporate and Tourism Unit and Internal Audit Unit.

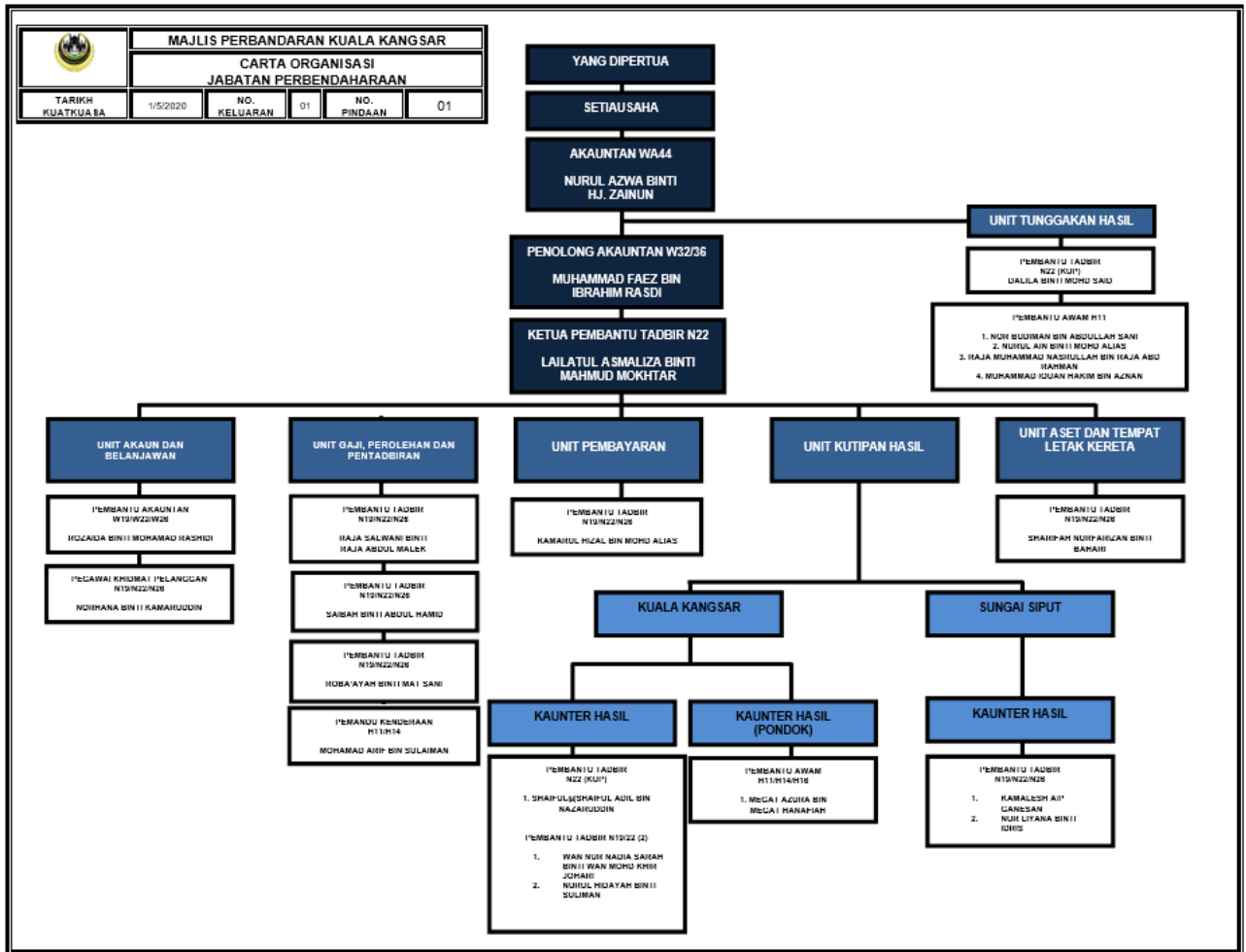


Figure 4: Structure of Finance Department

### **3.5 Services Offered**

#### **➤ Tax Assessment**

Tax assessment or known as door tax is a type of tax imposed on residents who live in areas administered by the Kuala Kangsar Municipal Council. This tax assessment has to be paid by them twice a year. This tax assessment will be imposed on property owners who have legal ownership of the land. Among the examples of buildings that will be taxed to their owners are such as business buildings, residential buildings, industrial buildings and vacant land. The purpose of imposing tax assessment on residents is to finance the maintenance of public infrastructure facilities that have been provided by local authorities such as bus stops, public toilets, street lights, public playgrounds, drains and drainage. This shows when the tax assessment is collected, it can provide comfort to the residents.

#### **➤ Waste Management**

On 1 June 2022, Majuperak Utilities Management Sdn Bhd has fully taken over the garbage collection operations throughout the Kuala Kangsar Municipal Council area. In addition, Majuperak Utilities Management Sdn Bhd and the Kuala Kangsar Municipal Council play a role in maintaining cleanliness around the state of Perak under the supervision of Kuala Kangsar Municipal Council. Among the activities carried out are grass cutting, drain cleaning, street cleaning, solid waste management and public market cleaning. All the activities carried out by the workers are based on the schedule that has been issued by the Kuala Kangsar Municipal Council.

#### **➤ Licensing**

Every type of business that wants to run needs to have a valid license before they start operations. Therefore, owners who want to run a business around Perak need to submit an application to Kuala Kangsar Municipal Council. This is because to be evaluated by other authorities whether the business is approved or not approved. Example of activities that require a license application are a retailer license, advertising license, street stall license, factory license, entertainment venue license, food and beverage shop license.

➤ **Facilities**

Kuala Kangsar Municipal Council also provides facilities to rent to the public who want to do meetings, events, sports and so on. The example of facilities that have been provided are the court hall, field, swimming pool and mini stadium. Each rental rate charged to them is different according to day and hour.

➤ **Counters**

At the Kuala Kangsar Municipal Council, there are several counters set up for the convenience of customers. The counters provided are inquiry counters, tax payment counters, license counters and One Stop Centre (OSC) counters.

## **4.0 TRAINING'S REFLECTION**

### **4.1 Duration**

#### **i) Specific date**

My internship period at the Kuala Kangsar Municipal Council is 24 weeks or 6 months. The date I start my internship is on 1 March 2023 and will end on 15 August 2023.

#### **ii) Working day and time**

<b>WORKING DAYS</b>	<b>TIME</b>
Monday	8.00 AM – 5.00 PM
Tuesday	8.00 AM – 5.00 PM
Wednesday	8.00 AM – 5.00 PM
Thursday	8.00 AM – 5.00 PM
Friday	8.00 AM – 5.00 PM

Table 1: Working days and time

## **4.2 Details of training:**

### **i) Department**

There are 8 departments at the Kuala Kangsar Municipal Council where each department has its own role and responsibility. I have been placed in the Finance Department for six months and the head of the department for the finance department is Mrs Nurul Azwa Binti Haji Zainun and my supervisor throughout the industrial training is Mr Muhammad Faez Bin Ibrahim Rasdi who is a senior assistant accountant.

### **ii) Roles, Responsibilities, Assignments and Tasks**

#### **➤ Daily administrative work**

As an internship student, I have to help all the staff in the Finance Department do their daily work. Among the tasks given by them to me are recording payment vouchers, making counter closing reports, checking financial statements, managing customers about the monthly rental of car parking spaces and so on.

#### **➤ Audit**

I had the opportunity to experience an audit where a task was required to find a document and hand it over to them. There were 3 auditors who came to the Kuala Kangsar Municipal Council and they examined and evaluated for 2 weeks. Among the tasks that have been given to me are preparing several documents such as payment vouchers, payment receipts, financial assets, employee financial statements and others.

#### **➤ Participate in various programs**

During my time at the Kuala Kangsar Municipal Council, I also participated in several events and programs involving residents around Kuala Kangsar. All programs involved all practical students to give them an opportunity to gain experience and knowledge. Besides, practical students also have opportunity to handle the program by themselves such as Program of Hantu Laksa.



### **4.3 Gains: Intrinsic and Extrinsic Benefits**

#### **➤ Allowance**

Kuala Kangsar Municipal Council pays an allowance of RM 150.00 during my 6 months of industrial training. This means I get RM 25.00 for every month I work.

#### **➤ Experiences**

##### **i) Program of 'Bubur Lambuk'**

Throughout Ramadhan, there is a Program of 'Bubur Lambuk' at Arena Square Kuala Kangsar. All Kuala Kangsar Municipal Council staffs have gathered in this program to make 'bubur lambuk'. This program starts early in the morning at 8.00 a.m. by preparing ingredients to make 'bubur lambuk'. All the staffs prepare the ingredients and cook them together. After finishing cooking the porridge, it is packed into a food container so that it can be easily distributed to all residents that live at area of Kuala Kangsar. In this program, I was able to learn the nature of helping each other, being patient and working together in a team to produce a good product and give a good service.

##### **ii) Program of Hantu Laksa**

On 3 June 2023, the Hantu Laksa Program was run and managed by industrial training students. This program was also attended by the His Royal Highness the Raja Puan Besar of Perak Raja Nazhatul Shima Almarhum Sultan Idris Iskandar Al-Mutawakkil Allahi Shah Afifullah and was accompanied by the Secretary of the Kuala Kangsar Municipal Council, Haji Saiful Azli Bin Mohamed Nor. In this program, we offer 10 types of state laksa, each with its own flavor and uniqueness. This program has held for two days and on the last day the residents around Kuala Kangsar had the opportunity to participate in a fast laksa eating competition. Throughout the process of doing this program, there are many values that I learned which is to always communicate with the team so that every activity carried out runs smoothly. Not only that, this program also taught me to be patient and learn to work under pressure because it involves various types of people who come in this program. Therefore, I need to know how to handle each problem very well.

### iii) Program of Car Free Day

Next, I also had the opportunity to participate in the Car Free Day program. The purpose of this program is to involve the participants in running for 5 km while collecting the garbage. This teaches them to always keep the environment clean and preserve the environment in the Kuala Kangsar area which is the Royal City.

### iv) Program of 'Tak Nak Sampah Haram'

On 11 April 2023, I was participated in a program known as 'Tak Nak Sampah Haram'. This program was carried out in the residential area of Taman Muhibbah. The main goal of this program is to deal with the issue of illegal dumping in public areas. Therefore, Kuala Kangsar Municipal Council began to take the initiative to maintain cleanliness under its administrative area collectively since there are a few irresponsible parties who throw garbage everywhere in areas where it does not belong. A program like this is very good because it teaches and makes residents aware of the importance of maintaining cleanliness in residential areas.

## ➤ **Knowledge**

### i) Management and Administration

During my internship at the Kuala Kangsar Municipal Council in the Finance Department, I learned many things especially about management and administration in doing work. By studying management and administration it is at the same time related to my studies at Universiti Teknologi Mara (UiTM). For example, I learned about recording documents, making counter closing reports, checking employee financial statements and so on.

### ii) Problem solving

Every organization will experience unexpected problems. Because of this, every employee in the organization needs to know how to solve problems correctly according to the situation. For example, in the Finance Department if they face a problem that needs to be solved together then they will do a meeting in order to reach the right consensus to solve the problem at hand. In this way, all of them will know what next steps to take in the future.

iii) Etiquette in dress and conversation.

At the Kuala Kangsar Municipal Council, I also learned about proper dress etiquette in the office where female employees have to wear 'baju kurung' while male employees wear long sleeve shirt. However, on Thursdays all employees are encourage to wear 'batik' clothes. The importance of wearing clothes according to ethics is to be able to help and give a positive view to people when they meet us at work. In addition, I also learned how to meet and communicate with superiors and employees in a correct and polite manner according to proper etiquette. This is very good because it can help me build a confident when talk to people.

➤ **Skills**

i) Computer skills

My computer skills are increasing when here I was taught to use Excel to enter data quickly and effectively. Before this, at university I used more Word and Powerpoint and that caused me to be less proficient in using Excel well. But now, I am very good at using Excel and can use this knowledge at work in the future.

ii) Customer service skills

During my industrial training, I communicate a lot with customers. Therefore, I need to be good at customer service so that they will enjoy using the service that have been provided to them. For example, customers ask a lot about the monthly car parking rental and I need to have enough knowledge and understand when customers ask me questions.

iii) Multitasking

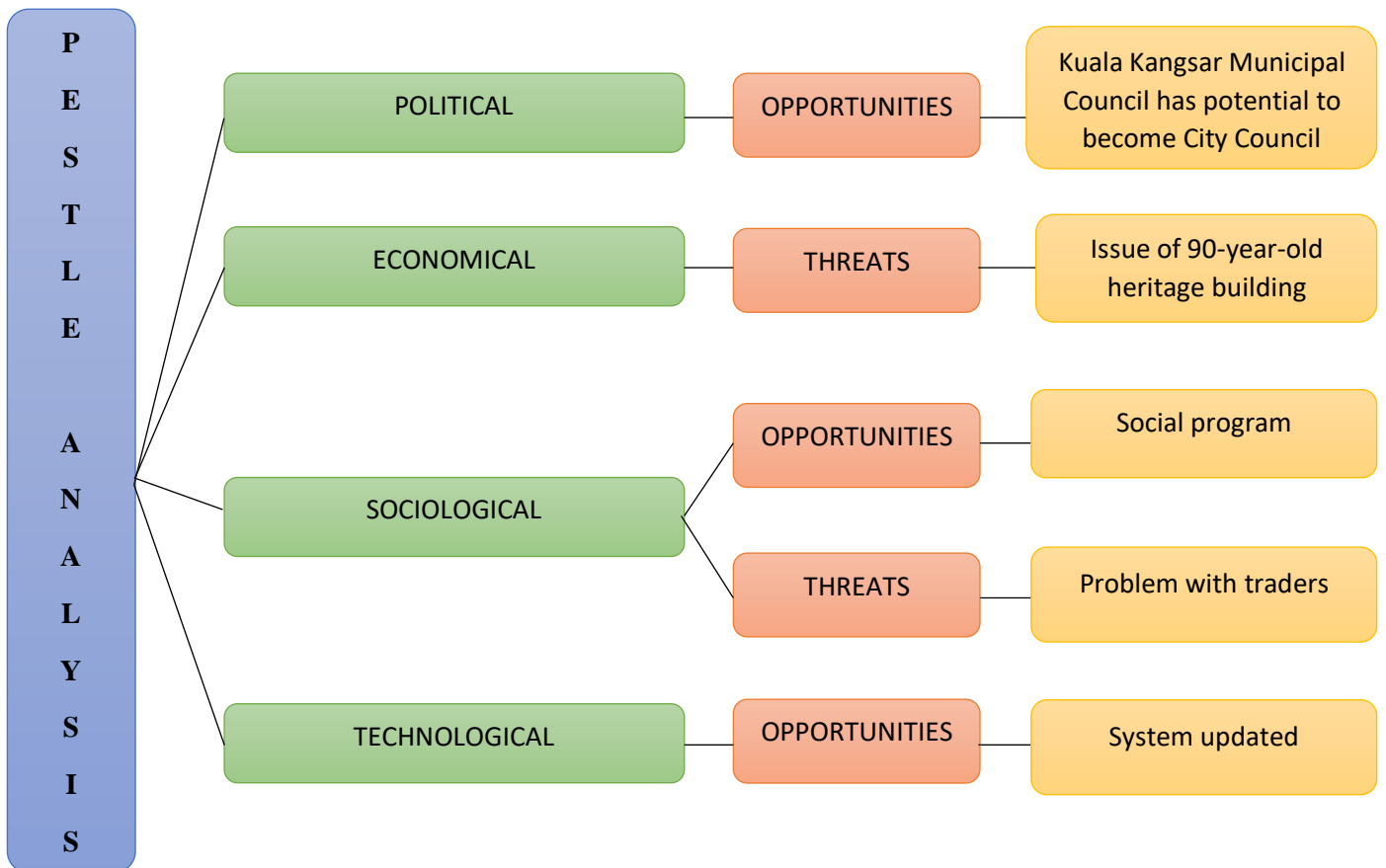
When I was here, I can also be a multitasking person which is a big achievement for me. This is because I can accept and do several tasks at the same time. Therefore, I am always ready with the tasks that will be given to me and do the work carefully and thoroughly. This also helps me become a more efficient person when doing work. This also shows that I can do my work under pressure.

#### iv) Build relationship

As a practical student at the Kuala Kangsar Municipal Council, I have to respect and be friendly to the employees. This is to create a harmonious relationship with employees at work. For example, always smile when meeting employees to show them respect. By doing this, I can make the people around me feel comfortable with me being with them.

## 5.0 ANALYSIS

### 5.1 PESTLE ANALYSIS



## 5.2 SWOT ANALYSIS

<p><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>- Great leadership with excellent service (Social) (Portal Rasmi Kerajaan Negeri Perak, 2023)</li> <li>- Strategic location (Environmental) (Maps of Majlis Perbandaran Kuala Kangsar, 2023)</li> <li>- Strong engagement with customers (Social) (Team, 2023)</li> </ul>	<p><b>WEAKNESSES</b></p> <ul style="list-style-type: none"> <li>- Aging workforce (Social) (Zulkafli, 2023)</li> <li>- Lack of facilities (Environmental) (Nor, 2023)</li> </ul>
<p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>- Kuala Kangsar Municipal Council has potential to become City Council (Political) (Arif, 2020)</li> <li>- Social program (Social) (Portal Rasmi Majlis Perbandaran Kuala Kangsar, 2023)</li> <li>- System updated (Technology) (Portal Rasmi Majlis Daerah Kerian, 2023)</li> </ul>	<p><b>THREATS</b></p> <ul style="list-style-type: none"> <li>- Issue of 90-year-old heritage building (Economic) (Aziz, 2022)</li> <li>- Problem with traders (Social) (Nor, 2023)</li> </ul>

PESTLE analysis is a strategic framework used to assess the business environment in which an organization operates. Initially, this framework was referred to as PEST analysis which is an acronym for political, economic, sociological and technological. However, there have been changes to this framework where it has been expanded to include two other factors namely the environment and the law (Peterdy, 2023). PESTLE is commonly used by management teams in the process of strategic planning and risk management planning for their organizations. PESTLE analysis is also used among management consultants. This is because to help their customers develop innovative products and markets initiatives.

Now, I want to further explain the meaning of PESTLE. P stands for politics which includes all political factors that can affect business including government policies that influence, cause changes or issues in business and society. E stands for economic. It takes into account the economy and how it can impact the organization. The economic situation has a great impact on the organization because it becomes an important factor in making decisions in the organization. S is a sociological factor. This factor affects society and social norms. They can be cultural factors and trends that influence people's way of life such as community behaviour and the way customers interact. The next factor is T which stands for technology. Technology is changing society and business at a rapid pace. In addition, technological progress also affects other areas of PESTLE such as economic factor. L stands for law. This factor is a change in legislation that may lead to change procedures to meet new legal requirements. Lastly, E stands for environmental factor. This is becoming an increasingly influential area in the organization (Reding, 2023).

In the 1960s, SWOT framework was credited to Albert Humphrey and in the 1970s at the Stanford Research Institute. SWOT analysis was created for businesses and is based on data from Fortune 500 companies (Bigelow, Pratt & Tucci, 2023). This SWOT has been adopted by all types of organizations to help organizations make business decisions. The main goal of SWOT analysis is to increase awareness of the factors that help make decisions or create business strategies.

## **6.0 DISCUSSION AND RECOMMENDATION**

### **i) Strengths of Kuala Kangsar Municipal Council**

#### **Strength 1- Great leadership with excellent service**

Leadership is a term that is often used but it is very difficult to define. Leadership is the ability of a person to influence and guide others towards a goal or vision that has been set and needs to be achieved together. In addition, a leader also must have the ability to motivate the team, be able to communicate fluently and brave to take responsible for every action taken (Twin, 2022). We often see different types of leadership skills demonstrated by each organization leader but there is no unique way to describe great leadership skills for each of them. As one of the government institutions, it is not easy to manage a public. This requires a leader who is able to guide and manage professionally.

Throughout my 6 months industrial training, I was placed in the Finance Department where Mrs. Nurul Azwa Binti Haji Zainun is the Chief Accountant. She is a good leader where she makes sure that each of her employees understand their job and she also like to ask opinions from other employees so that communication happens in two ways and can reach correct and accurate decisions. Not only that, she ensures that every customer who comes to the Finance Department receives good service and satisfies them. Her leadership can be proven when she is one of the recipients of the Outstanding Service Award in 2019. This award was given by the Perak Deputy State Government Secretary (Management), who is Dato' Norsham Rahman (Shella, 2023).

PESTLE analysis for great leadership with excellent service is a social factor. This is because leader knows how to interact with employees and customers without any problems. With the presence of this social factor, the organization will run smoothly and cooperation in the team can also be seen on the leader's authority.

My recommendation in order to strengthen leadership skill, the leader must know on how to control self-awareness. Self-awareness can be defined as a person's ability to monitor one's own emotions and reactions. This because leaders meet many types of people so this skill is very important for every leader (IMD, 2023). For example, developing self-awareness helps leaders to be aware of emotions and build a toolkit to handle any situation professionally either with employees and customers.



## **Strength 2- Strategic location**

A strategic location for organization is very important for all types of business whether in terms of goods or services. It gives a long-term effect to the operation of an organization. In addition, choosing the right location can help the organization operate more efficiently. Kuala Kangsar is a Royal City and one of the cities that full of various historical stories. This Royal City is also listed in the list of districts in Perak and this district is administered by the Kuala Kangsar Municipal Council. The location of the Kuala Kangsar Municipal Council is strategic because it is centre and easy to find by customers who need their services. This strength can be supported when looking at the map, the location of this organization is located near the Kuala Kangsar Police Station, Post Office, Hall of Jubli Perak, District Office, Islamic Religious Council, Kuala Kangsar Court and so on.

The suggestion to strengthen the strategic location is to enliven the environment at the Kuala Kangsar Municipal Council with shops such as food shops, grocery shops, stationery shop and so on. In this way, it can attract people's attention to see and come the Kuala Kangsar Municipal Council area. For example, a beautiful and clean environment building, and the existence of resting places for employees and customers.

## **Strength 3- Strong engagement with customers**

Customer can be defined as individual who purchase goods or services from a company. Customers are important because they drive revenue and help in achieving the company's mission, vision and objectives (Kentin, 2023). When I was at Kuala Kangsar Municipal Council, I can saw that the employees have a strong relationship with the customers. This relationship can be clearly seen when customers interact with employees and use the services that have been provided. Example of services provided are tax assessment, licensing, parking, rent, waste management and so on. In addition, customers can also contact easily through E-mail, fax and office phone that have been provided on the Official Portal of the Kuala Kangsar Municipal Council. In addition, feedback from employees of the Kuala Kangsar Municipal Council regarding issues faced by customers will also be resolved immediately if all the required documents are completed by the customer. The issues that arise will be resolved according to the appropriate order and provisions.

The PESTLE analysis for strong engagement with customers is a social factor. Customer engagement and retention go hand in hand. The more customers feel the services provided, the higher the success rate in serving customers. Without the right approach to engagement then the customer retention is almost impossible to achieve.

In my opinion, I would like to recommend asking for feedback from customers to further strengthen the relationship with customers. Organizations need feedback from customers to gain insight into how they evaluate and receive the services received at the Kuala Kangsar Municipal Council. Asking for feedback from customers benefits the organization because it can provide data that can shape how the business serves existing customers and attract new customers. The existence of customer feedback to improve the services provided and provide comfort to customers (Team, 2022). For instance, customers pay a bill at a service counter. Customers are given the opportunity to give feedback on the service they receive so that the organization can improve their service standards to satisfy customers.

## **ii) Weaknesses of Kuala Kangsar Municipal Council**

### **Weakness 1- Aging workforce**

The first weakness that I can identify at the Kuala Kangsar Municipal Council is the aging workforce. An aging workforce means working individuals who have reached a certain age and beyond. According to the Malaysian Association of Social Protection Contributors' Advisory Services (SPCAAM) who is Callistus Antony D'angelus has issued a statement that employees are allowed to work until the age of 60-65 according to their wishes (Zack, 2023). However, the President of the Malaysian Employers Federation (MEF), Datuk Dr Syed Hussain Syed Husman does not agree to raise the retirement age. This is because the current unemployment rate is 3.7% while the youth unemployment rate is over 10% (Zulkafli, 2023).

The problem with an aging workforce that are often faced at the Kuala Kangsar Municipal Council is employee performance. This happens because the older a person is then it affects work performance if the work task requires information processing, working memory, sensory perception, quick reaction or physical strength. Besides, an aging workforce needs to learn new tasks or new systems when they have to move to another department. For example, at the Kuala Kangsar Municipal Council, they practice changing department such as employee

from Town Planner Department needs to move to the Finance Department and this takes time for the employee to learn the new things.

The suggestion I would like to give is to stay in touch with colleagues (Team, 2023). In order to maintain performance and productivity in the workplace it takes time and space to understand new work. Therefore, constant communication with colleagues can help the aging workforce gain confidence and motivation with their work. For example, aging workforce will feel comfortable asking about their new task because of the positive environment at new department.

### **Weakness 2- Lack of facilities**

The second weakness that I can see is lack of facilities. Lack here means something that is needed but absent or lacking. This is related to the area and space of the Kuala Kangsar Municipal Council building. Kuala Kangsar Municipal Council has a limited of car parking spaces for employees and customers. Therefore, they need to share the car parking. As we can see, in front of the Kuala Kangsar Municipal Council there is a T junction. This makes people park outside the building because there is no parking in the building area and this causes difficulties for other cars passing in that area. While inside the building area, employees are faced with limited space due to the small and compact space. For example, a big car has difficulty parking in building area because they do not have a large space to park their car. Therefore, they need to parking outside the building.

The recommendation to solve this problem is to add parking spaces. Basically, the Kuala Kangsar Municipal Council needs to do a meeting immediately to build a wider parking lot. This is because they play an important role where many customers come to pay taxes, rent, licenses and so on. It will provide economies of scale. In addition, to overcome this problem, employees can also share cars to go to work and customers can take public vehicles to reduce traffic congestion and save time looking for a parking space.

### **iii) Opportunities of Kuala Kangsar Municipal Council**

#### **Opportunity 1- Kuala Kangsar Municipal Council has potential to become City Council**

According to the Minister of Housing and Local Government who is Zuraida Kamaruddin, in the next two years the Kuala Kangsar Municipal Council has the potential to be upgraded to a City Council. We all know that Kuala Kangsar is also famous for its educational institutions such as Universiti Sultan Azlan Shah Malaysia (USAS) and Malay College Kuala Kangsar (MCKK) (Arif, 2020). With the factors that have been mentioned can give Kuala Kangsar Municipal Council an opportunity to improve performance in terms of service and make the environment of Kuala Kangsar area beautiful. If the administrative area of Kuala Kangsar Municipal Council is more developed, it can help attract more visitors to Kuala Kangsar in the future.

A PESTLE analysis for this opportunity is political. This is because there is interference from the political side to ensure that the Kuala Kangsar area can be developed successfully because it is a Royal City. In addition, the Kuala Kangsar Municipal Council also has the potential to attract many investors to invest and at the same time can improve the economy.

To strengthen this opportunity, Kuala Kangsar Municipal Council has won second place for the PBT Website Competition. This competition was held in conjunction with National Landscape Day at DR Seenivasagam Park, Ipoh. In this competition, the Kuala Kangsar Municipal Council has used eight main tourism product elements as well as regional themed rare tree decorations such as Pulai, Kangsar, Beruas, Ipoh, Rengas trees and others (Portal Rasmi Perbandaran Kuala Kangsar, 2023). This shows that Kuala Kangsar Municipal Council is a creative organization in beautifying the environment.

#### **Opportunity 2- Social program**

The second opportunity I have identified while doing practical training was the social program. Kuala Kangsar Municipal Council has a close relationship with its community. Therefore, there are many programs run by the Kuala Kangsar Municipal Council to give community the opportunity to participate and experience it. At the same time, it shows a positive atmosphere between the organization and the community. Not only that, it indirectly makes people get to know the organization and know what the role of the organization is. Among the programs implemented by the Kuala Kangsar Municipal Council are 'Bubur Perak

Kome', Kuale Car Free Day, 'Gotong-royong Sampah Haram' and so on (Portal Rasmi Perbandaran Kuala Kangsar, 2023).

The PESTLE analysis for this opportunity is social. As we can see, by doing many programs can strengthen strong relationship with the community. By taking care of this relationship, the community will trust the tasks and powers possessed by the Kuala Kangsar Municipal Council to improve Kuala Kangsar towards more advanced development.

The recommendation to strengthen this social program is being part of the community. The Kuala Kangsar Municipal Council needs to have community spirit and take care of the community image because it is an important element in building a healthy community. There are several benefits when the Kuala Kangsar Municipal Council becomes part of the community which is being able to influence positive change, sharing opinions about innovation and growth and be able to know each other (Clarabut, 2023).

### **Opportunity 3- System updated**

In this increasingly sophisticated age, development in terms of technology and systems is important because it can help to facilitate the work process in the office. System development needs to be implemented comprehensively and in detail to enable the organization to manage, implement and monitor application system development. Recently, a total of 14 members of the Kuala Kangsar Municipal Council attended the Kerian District Council for a Benchmarking visit session for the purpose of compliance with the recognition of the Standard Accounting System for Government Agencies (SAGA). The purpose of this visit session is to share experiences related to the financial and accounting application system that have been used by the Kerian District Council as outlined through the Malaysian National Accountant Department's circular letter No. 3 in 2018 (Portal Rasmi Majlis Daerah Kerian, 2023).

Not only that, the Finance Department also uses the eBayar system for their customers. This system provides convenience for customers to pay Kuala Kangsar Municipal Council bills electronically. However, this payment can only be made using the designated facility which is MEPS FPX. By using this method, customers do not have to come from far away and wait for a long time at the municipality just to pay their bills.

The next system is the Park@Perak application. This application is one of the alternatives to the existing parking charge payment method. With the existence of this application, users do not need to use parking coupons to pay car parking charges. If before this user had to have different coupons for each district in Perak but now, they only need to use one application and can be used in almost all locations in the state of Perak. Although this application has been created, the use of parking coupons can still be used as usual.

The PESTLE for this system updated is technological. By using the technology, all work can be done easily, quickly and save time. Therefore, every employee needs to learn technology because technology often changes from day to day. The recommendation for system updated is to always keep up with new development in technology systems because technology provides many benefits to users especially to organizations or companies.

#### **iv) Threats of Kuala Kangsar Municipal Council**

##### **Threat 1- Issue of 90-year-old heritage building**

In Padang Rengas, there is an Old Mosque of Kampung Kuala Dal which is 90 years old. This mosque was built in 1936 and funded by the 30<sup>th</sup> Sultan of Perak, His Royal Highness Sultan Iskandar Shah. According to the Chairman of the State Housing, Local Government and Tourism Committee, Datuk Nolee Ashilin Mohamed Radzi said he took seriously the issue of the 90-year-old heritage building because the heritage building was decaying and abandoned (Aziz, 2022). Therefore, the State Government asked the National Heritage Department and the Kuala Kangsar Municipal Council to look after and monitor this heritage building. The uniqueness of this mosque can be seen when its design resembles a bird cage and the walls are made of woven oil bamboo.

The PESTLE for this issue of 90-year-old heritage building is economic. This is because with the existence of heritage buildings nowadays it can attract domestic and foreign visitors. There are many visitors who like to see heritage buildings because they think history is something that needs to be remembered and preserved. Not only that, with the presence of heritage buildings, it can improve the economy in Kuala Kangsar.

To overcome this threat, I have a suggestion that the superiors need to identify heritage buildings that need to be protected so that they do not disappear. Examples of heritage that are preserved until now are the Ubudiah Mosque, Kenangan Palace, Victoria Bridge, Labu Sayong, silver daggers and so on.

## **Threat 2- Problem with traders**

The problem faced between traders and the Kuala Kangsar Municipal Council is that traders will be charged an expensive market rent when moving to a new location which costs RM210 per month compared to RM56. In addition to the expensive rental rates, traders are also not provided with a trading desk and there is no place to store goods. However, the problems faced by the traders were not taken seriously by Kuala Kangsar Municipal Council and the traders' representatives decided to do a discussion because the construction of the new market is still in process. The traders also think that the location of the new market is quite far and difficult because it is not accessible by public transport and this makes it difficult for people to get there. Therefore, Kuala Kangsar Municipal Council needs to take this matter seriously so that this problem can be solved properly.

PESTLE involved for problems with traders is social. Kuala Kangsar Municipal Council has to take quick steps in solving this issue because it can affect the good relationship between traders and Kuala Kangsar Municipal Council. If this issue is not resolved immediately then it may also affect the lives and economy of the people in Kuala Kangsar.

The recommendation that I would like to share in order to solve this problem is having effective communication. Effective communication is the process of exchanging opinions, ideas, knowledge and data so that messages can be received and understood clearly. When there is effective communication, both the sender and receiver will feel satisfied with the information or data presented. Therefore, Kuala Kangsar Municipal Council needs to give opportunities to traders to express their feelings and opinions on moving to a new market. For example, Kuala Kangsar Municipal Council may be able to set a date to discuss with traders in order to reach consensus agreed by both parties. If Kuala Kangsar Municipal Council does not care about the problem that they have faced then they will look down on the power possessed by Kuala Kangsar Municipal Council.

## 7.0 SWOT MATRIX

	<b>Strengths</b>	<b>Weaknesses</b>
	<ol style="list-style-type: none"> <li>1. Great leadership with excellent service (Social)</li> <li>2. Strategic location (Environmental)</li> <li>3. Strong engagement with customers (Social)</li> </ol>	<ol style="list-style-type: none"> <li>1. Aging workforce (Social)</li> <li>2. Lack of facilities (Environmental)</li> </ol>
<b>Opportunities</b>	<b>SO Strategies</b>	<b>WO Strategies</b>
<ol style="list-style-type: none"> <li>1. Kuala Kangsar Municipal Council has potential to become City Council (Political)</li> <li>2. Social program (Social)</li> <li>3. System updated (Technology)</li> </ol>	<ol style="list-style-type: none"> <li>1. Improving the relationships between community employees of Kuala Kangsar Municipal Council (S3/O2)</li> <li>2. Provide adequate training to employees. (S1/O3)</li> <li>3. The duties of the municipality are recognized by the community. (S2/O1)</li> </ol>	<ol style="list-style-type: none"> <li>1. Give the technology tasks to fresh employees. (W1/O3)</li> <li>2. Upgrade the building area more widely. (W2/O1)</li> </ol>
<b>Threats</b>	<b>ST Strategies</b>	<b>WT Strategies</b>
<ol style="list-style-type: none"> <li>1. Issue of 90-year-old heritage building (Economic)</li> <li>2. Problem with traders (Social)</li> </ol>	<ol style="list-style-type: none"> <li>1. Identify a leader who understands the community. (S1/T2)</li> <li>2. Attract the attention of many tourists. (S2/ T1)</li> </ol>	<ol style="list-style-type: none"> <li>1. Provide the public facilities. (W2/T2)</li> </ol>



## **8.0 CONCLUSION**

In a nutshell, this internship has given me a great knowledge and learning opportunity. I can say that my employment at Kuala Kangsar Municipal Council has taught me a lot about the workplace environment. Besides, I also can conclude that the Kuala Kangsar Municipal Council is one of the important organizations in Perak. This is because it plays a big role in ensuring sustainability and beauty in the state of Perak. The Kuala Kangsar Municipal Council is also one of the organizations that help a lot in improving the name of Perak nowadays and be able to attract more visitors.

Next, SWOT analysis is an important tool for a company or organization to evaluate their internal and external factors. If a company or organization practices the use of SWOT then they can identify for improvement and make the right decisions for the future of the company or organization. By understanding strengths, weaknesses, opportunities and threats a company or organization can strengthen their efforts and be able to make strategic decisions to stay ahead of their competitors.

Finally, I am very happy to have chosen Kuala Kangsar Municipal Council as the place for me to undergo my industrial training. During my industrial training, I was able to learn a lot of knowledge and experience which I can use in my career soon. Before this, I did not see the role of Kuala Kangsar Municipal Council until I experienced for myself the tasks assigned by them.

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## 10.0 APPENDICES



Appendice 1: Program of 'Bubur Lambuk'







**Appendice 2: Program of Hantu Laksa**



**Appendice 3: Program of Car Free Day**



**Appendice 4: Program of 'Tak Nak Sampah Haram'**









## 11.0 OUR ORIGINAL'S ANALYSIS REPORT



### Document Information

Analyzed document	INDUSTRIAL TRAINING REPORT AT KUALA KANGSAR MUNICIPAL COUNCIL-NUR ALIAH BT MOHD AZMAN.pdf (D172274657)
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Submitted by	
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