



اَللّٰهُمَّ صَلِّ وَسَلِّمْ عَلٰى نَبِيِّنَا مُحَمَّدٍ  
UNIVERSITI  
TEKNOLOGI  
MARA

i-CITY

**BACHELOR OF BUSINESS  
ADMINISTRATION (HONS) HUMAN  
RESOURCE MANAGEMENT**

**INDUSTRIAL TRAINING REPORT i-CITY  
(1ST MARCH 2023 - 15TH AUGUST 2023)**

**PREPARED BY**

FATIN  
BASYIRAH  
BINTI FAWZIE

2021120351

RBA2436B

**PREPARED FOR**

**ADVISOR:**

**TUAN HAJI ZULKAFLI MANSOR**

**EXAMINER:**

**EN. MOHAMMAD NIZA MD NOR**

## **EXECUTIVE SUMMARY**

This executive summary overviews my internship experience at i-City Properties in the Human Resource and Recruitment division from 1<sup>st</sup> March 2023 to 15<sup>th</sup> August 2023. The objective of the internship was to gain practical knowledge and skills in Human Resource Management. I was assigned various tasks and projects throughout the internship, contributing to the organisation's goals and personal development.

i-City Properties Sdn Bhd is a property development company in Shah Alam, Selangor. The organisation aims to build sustainable living places with modern and cutting-edge technology. However, i-City also includes commercial and residential complexes, entertainment, and leisure attractions such as Snow Walk, WaterWorld and the City of Digital Lights.

In the Human Resources department, I was under the Recruitment division, where I did sourcing, phone screening, pre- onboarding and on- onboarding for Theme Park. I also handled a few projects that my Manager, Miss Li Wei, assigned, such as creating a Telegram Group for job vacancy sharing and Recruitment Videos.

The SWOT and PESTEL analysis of i-City provides vital insights into its current position and the external environment in which it operates. i-City's strengths include its distinctive attractions, technology hub role, and strategic position. These advantages place i-City in a competitive market position. The study identifies chances for i-City to capitalise on technical improvements, form alliances, and expand its target markets. i-City, on the other hand, confronts issues such as tourism dependence, seasonal demand changes, and rivalry from other leisure locations. Additional threats include economic conditions and technical obsolescence.

To overcome these issues, i-City should expand its client base, decrease tourism dependency, improve attractions through technological innovation, and strengthen collaborations with enterprises and technology partners. i-City can assure long-term success, maintain competitiveness, and handle potential hurdles in the dynamic market by remaining proactive, agile, and cognizant of external influences.

## Table of Contents

**Cover Page**

**Executive Summary**

**Table of Content**

<b>Acknowledgement</b> .....	1
<b>1.0 Student's Profile</b> .....	2
<b>2.0 Company's Profile</b>	
2.1 Company name.....	3
2.2 Company Logo.....	3
2.3 Company Location.....	3
2.4 Company Background.....	4
2.5 Company Mission & Vision.....	
2.6 Company Goals.....	
2.7 Company Objective .....	5
2.8 Organization Structure .....	6
<b>3.0 Training's Reflection</b>	
3.1 Duration .....	7
3.2 Details; Roles, Departments, Responsibilities Assignments, Tasks.....	7
3.3 Benefits .....	8
<b>4.0 PESTLE Analysis</b> .....	10
<b>5.0 SWOT Analysis</b> .....	11
<b>6.0 Discussion and Recommendations</b> .....	13
<b>7.0 Conclusion</b> .....	14
<b>8.0 References</b> .....	18
<b>9.0 Appendices</b> .....	20

**Declaration of Ouriginal Work**

## **2.0 COMPANY PROFILE**

### **2.1 Company's Name**

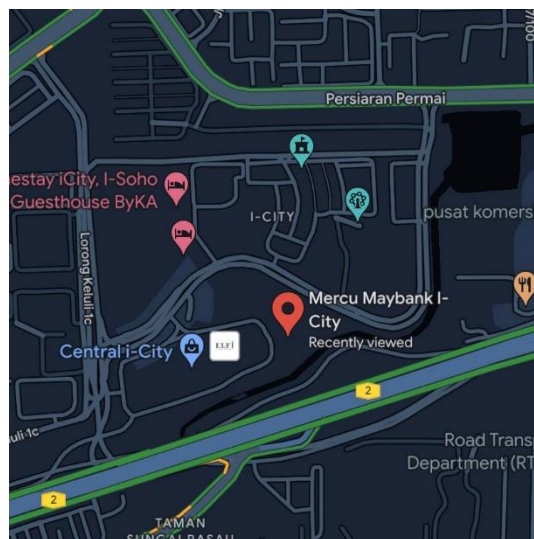
i-City Properties Sdn. Bhd

### **2.2 Company's Logo**

**I-CITY**

**Figure 1: Company's Logo**

### **2.3 Location**



**Figure 2: Company's Location**

Mercu Maybank Finance Avenue, i-City, 40000 Shah Alam, Selangor

## 2.4 Company Background

Tan Sri Lim Kim Hong, a well-known Malaysian entrepreneur, founded I-City Properties Sdn Bhd, a renowned property development company headquartered in Shah Alam, Selangor, Malaysia, in 2006. The organisation aims to build sustainable living places combining modern conveniences and cutting-edge technology.

The i-City development is the company's flagship project. This 72-acre mixed-use development includes commercial and residential complexes and entertainment and leisure attractions such as the Snow Walk, WaterWorld, and the City of Digital Lights. Furthermore, I-City complexes have created a variety of mixed-use developments, such as hotels, commercial and residential complexes, and entertainment locations.

Central i-City, a shopping mall with a range of retail stores, restaurants, and entertainment options, is one of the significant assets constructed by I-City assets. Liberty Arc is another example of a residential complex that includes serviced apartments, duplex units, and penthouses. In addition, the corporation created Best Western i-City, a hotel with modern amenities and a strategic position, and MSC Cybercentre, a state-of-the-art office complex that provides an ideal working environment for technology enterprises. These developments demonstrate I-City developments' constant dedication to innovation and sustainability, and the business continues to develop sustainable properties that satisfy Malaysia's expanding property market needs.

## 2.5 Vision and Mission

### Vision

To be a leading property developer that transforms the urban landscape of Malaysia through innovative and sustainable developments.

### Mission

To create world-class mixed-use developments that enhance the quality of life for people and promote economic growth while minimising the environmental impact.