



اَبُو سَيِّدِي تَكْوَلُو كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Pengurusan
dan Perniagaan

INDUSTRIAL TRAINING REPORT
AT UDA LAND NORTH SDN. BHD.

29 August 2022 – 10 February 2023

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EXECUTIVE SUMMARY

This internship report focuses on my six-month work experience as a marketing intern at UDA Land North Sdn Bhd, which lasted from 29 August 2022 until 10 February 2023 (24 weeks). This company focuses on property development and commercial for shop retail and office. I've had a fantastic start in my career, gaining valuable knowledge and becoming involved in UDA Land North Sdn Bhd. I have gained a lot of experience regarding sales and marketing matters for example manage the social media account for digital marketing, involving in roadshow to promote the company product , . In this internship report, I will provide all the information I have about UDA Land North Sdn Bhd, including the company's history, vision, mission, company logo, organizational structure, products and services offered, and much more. Following that, this report also provides the SWOT diagram, SWOT analysis, TOWS, PESTLE diagram and PESTLE analysis

Basically, the SWOT and PESTLE analyses that I carry out consider both internal and external elements and the company's existing and future growth potential. Then, I also provide a discussion and recommendation for UDA Land North Sdn Bhd. In the training reflection section later, I also described some of the roles, responsibilities, challenges, and experiences I had gone through since my first day at UDA Land North Sdn Bhd. Finally, I would like to remark that my practical training experience with UDA Land North Sdn Bhd was an enjoyable and great success. I had a lot of fun while gaining a lot of experience and information from my lovely colleagues there. As a trainee at this reputable organization, I have some wonderful memories to cherish in the future.

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PART 3

3.0 COMPANY PROFILE

3.1 Name, Location, Background

UDA Holdings Berhad, a holding corporation with headquarters in Malaysia, was formerly known as the Urban Development Authority of Malaysia. It was used to launch and oversee urban development initiatives linked to commerce, industry, and housing. It was also tasked with developing urban infrastructure. After a few status modifications, it is now a publicly traded business known as UDA Holdings Berhad.

To progress the nation's planned urban development for residential and commercial applications, the government founded UDA Holdings Berhad as the Urban Development Authority (UDA) on November 12, 1971. (n.a, UDA Property, n.d.). In addition to its four core business streams: UDA Property (property development), AnCasa Hotels & Resorts (hospitality), UDA Daya Urus (facility management), and UDA Angsana (shopping malls) and UDA has continued to drive Malaysian real estate development in honour of its 50th anniversary in 2021.

UDA has established an exceptional track record over the course of more than 50 years, and as of today, it functions as a Government-Linked Company (GLC) entirely owned by the Ministry of Finance Incorporated (MoF Inc.) and is governed by the Ministry of Entrepreneur Development and Cooperatives (MEDAC). UDA remains dedicated to its primary goals of urban development, promoting Bumiputera ownership in urban places, and providing the neighbourhood with a sustainable living environment, in keeping with its motto, "Enriching Affordable & Sustainable Lifestyle."

Among the more than 21,000 residential and commercial properties that UDA has successfully produced are Legasi Kampong Bharu, 38 Bangsar Residensi, Taman Tun Dr. Ismail, Bandar Baru UDA, Subang Jaya, and many other illustrious projects. In order to continue the company's heritage, UDA will next look at prospective real estate developments in Sabah and Sarawak with the same objective of supporting Malaysians in owning property. The personnel is a company's most valuable resource, according to UDA. UDA showed its commitment to developing and refining its Human Capital (HC) best strategy by starting to weave a more complicated development for its personnel in 2015. (n.a, n.d.).



The Urban Development Authority (UDA) was set off by the then Prime Minister Tun Abdul Razak in 1971 determined to progress metropolitan improvement arranged by youthful Malaysians. The UDA Group was among the numerous drives taken by Tun Abdul Razak - who procured the epithet 'Father of Development' or Father of Development - to foster the nation and join individuals particularly after the misfortune that came upon us on 13 May 1969.

Among UDA's initial improvements was Taman Tun Dr Ismail, which has now developed into an extravagance municipality. UDA's resulting land property improvements remember Bandar Baru Uda for Johor Bahru, Puduraya, Dayabumi, Bandar Tun Hussein Onn, Cheras and Dataran Maybank among others. A large portion of these tasks are presently significant milestones.

UDA proceeded to develop and in 1999, UDA Holdings Berhad was established and recorded on the Kuala Lumpur Stock Exchange. In 2004, a big part of the portions of UDA Holdings Berhad were procured by Khazanah Nasional Berhad and in 2008 the offers were moved to the Ministry of Finance, making it a government - connected Company.

From a social mission to join Malaysians and make a biological system to inspire the Bumiputera people group, the UDA Group has changed into a multi - billion-ringgit organization with more than 1,000 representatives. The UDA Group likewise expanded its resources and wandered into different organizations including shopping centers, business property the board, offices the executives and accommodation.



1971

The Urban Development Authority (UDA) was established to embark on the advancement of the nation's planned development for commercial and residential purposes in Malaysia. Instrumental player in the newly introduced New Economic Policy and Second Malaysia Plan.



1996

Incorporated as UDA Holdings Sdn Bhd after 25 years of dedication in building multiple monuments in Kuala Lumpur.



1999

Became UDA Holdings Berhad and listed on the Main Board of KLSE. Placed under the purview of Ministry of Entrepreneur & Cooperative Development (MECD).



2007

Delisted from the Main Board of Bursa Malaysia and became a wholly owned subsidiary of Khazanah Nasional. The following year, all UDA shares were transferred by Khazanah to Ministry of Finance Inc.



2008

Placed under the stewardship of Ministry of Entrepreneur & Cooperative Development



2009

UDA was overseen by Ministry of Finance upon the dissolution of MECD.



2018

Placed under the stewardship of Ministry of Entrepreneur Development & Cooperatives (MEDAC).



2021

UDA 50th Golden Anniversary



3.2 Vision and Mission

They are focused on their vision ‘To be the preferred organization with diversified property and asset management businesses’, and they consistently strive to fulfill their mission of ‘Enriching life by delivering best-value products and services’. UDA vision is ‘To be the preferred organization with diversified property and asset management businesses.

"DOTS" (Rachel, 2021) is the abbreviation for the UDA's basic values, and it stands for:

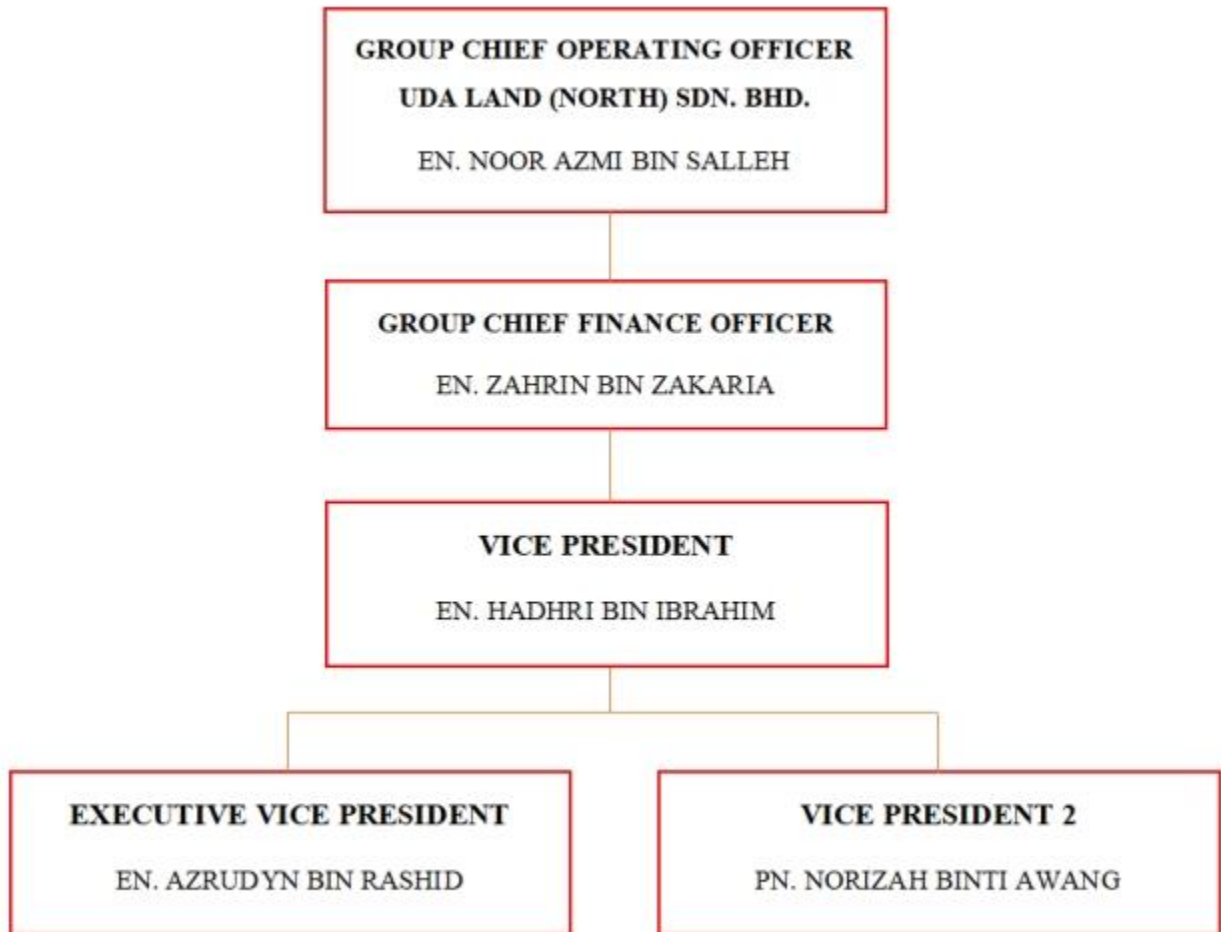
- **D**o the right thing
- **O**vercome challenges
- **T**ogether we can
- **S**trive for excellence

3.3 Objective

UDA Land North Sdn. Bhd. will make sure the quality policy set will be implemented and achieve based on the following quality objectives:

- Project implementation is based on the stipulations of the contract and can be completed within the stipulated period.
- Ensure that the property development managed meets the requirements of the budget and social and legal obligations.
- The products produced meet the needs of the market and the interests of the company.
- Target the company towards a minimum of zero complaints and all complaints identified should be addressed and acted upon within the stipulated period.
- Ensuring that the company's quality system is constantly improved and effective through trained competent staff and a planned internal audit program.

3.4 Organizational Structure

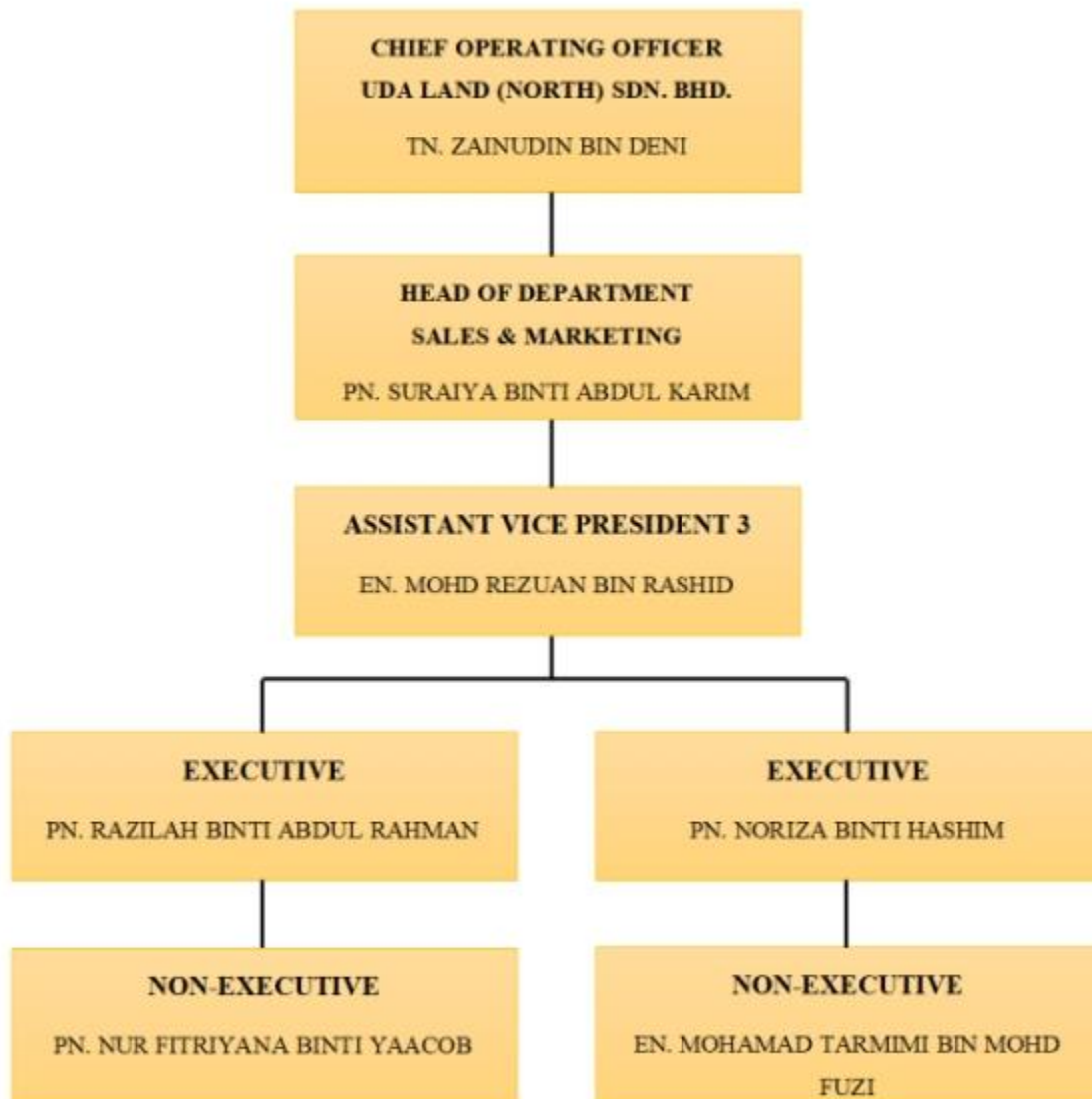




UDA Land (North) Sdn. Bhd., a property engineer in North region situated in Kepala Batas, Pulau Pinang was driven by Encik Zainudin Deni, COO of ULNSB. Encik Zainudin got his Bachelor of Science in Housing, Building and Planning in 1997. He acquired further four-year certification in Architecture in 1998 at Universiti Sains Malaysia. He was then utilized by Majlis Agama Islam Pulau Pinang preceding joining UDA around 2010. There are a sum of 7 divisions under his watch. Those are:

- Operations
- Planning & Scheduling
- Cost & Contract
- Business Development
- Customer Services
- Sales & Marketing
- Finance & Credit
- Corporate Services

Every department hold an important role in achieving organizational goals. Every team in every department works closely so that they can get a good KPI. KPIs are crucial to achieving corporate goals because they ensure that they remain at the forefront of all decisions. Numbers don't lie. ULNSB expenses are controlled by UDA Holdings Berhad which are located in Kuala Lumpur.



3.5 Products and Services

Subsidiary of UDA Holdings Berhad, Uda Land (North) Sdn Bhd is listed under UDA Property. New townships, houses, businesses, recreation centers, and industrial sites are UDA Property's area of expertise. Despite rising competition, UDA Property is committed to delivering the best-value projects. Their entire portfolio is delivered with the simple intention of producing projects with excellent value, quality, and utility (n.a., What sets UDA Property Apart?).

Creative, Progressive Homes and Commercial Properties We are among the principal property developers in Malaysia. For almost fifty years, UDA have contributed towards urbanization inside the country through our improvements that are local area centered, naturally reasonable, and upheld by metropolitan network. Flourishing municipalities where residents reside, work, and contribute were conceived and keep on developing. Today, UDA are perceived as a main 10 property developer in Malaysia.

RESIDENTIAL

- Crescent Dew Lakehomes



Crescent Dew is an award winning luxurious suburban residential development offering 43 units of semi-detached and bungalow homes. Elegantly designed for space and comfort, together with a clubhouse overlooking a man-made lake, creating a conducive garden living environment surrounded by outstanding recreational facilities, making it a perfect selection for outdoor lovers. Gated and guarded, one can live in peace and tranquility in this natural haven. Crescent Dew is strategically located nearby local town centers and is only about 2 kilometers away from the Bertam Toll Plaza

- Evoke Residence @ Gravitas Condominium



Condominium Evoke boasts modern contemporary living concept that brings about comfort and practicality. Strategically located in Seberang Perai, it is easily accessible via major highways and the Penang Bridge, making it an excellent fit for residents working on Penang Island. Designed to accommodate the needs of city living, Evoke Residence is a low-density 35 storey condominium block that offers generous facilities together with 2 covered parking bays for every unit. Just perfect for growing families to come home to.

W UDA

COMMERCIAL

- Elevate @ Gravitas



Elevate @ Gravitas is the earliest phase of the Gravitas integrated urban centre development comprising of 2 blocks of retail and shop office units with individual strata title. Soon to be integrated with a business hotel, serviced apartments and lifestyle centres, it is a ready answer to the demand for landed properties in Penang, complementing a lifestyle of balancing work, life and leisure. The whole development spans across more than 21 acres of commercial land, directly fronting Jalan Baru, Perai and is strategically located in the heart of Seberang Perai's matured areas. With easy access to PLUS Highway and the Penang Bridge, Elevate @ Gravitas is certainly great value for business owners and investors alike.

In Malaysia, the real estate development industry was founded by the well-known property company UDA. As a developer with a strong sense of community, UDA actively participates in developing thriving townships in Malaysia. The following projects are being undertaken by UDA Land (North) Sdn Bhd (ULNSB):

PREVIOUS / CURRENT
Evoked Condominium @ Gravitas
Elevate @ Gravitas – Commercial
Crescent Dew Lake Homes - Residency
Legasi Bertam
Tanjung Tokong 1B & 1C
K Parc (JV UDA PKENPs)
Tanah Ibsul (JV ULNSB IBSUL)

JV MAJLIS AGAMA ISLAM NEGERI (MAIN)
<ul style="list-style-type: none"> ➤ Wakaf Seetee Aisah 1 ➤ Legacy Casarina ➤ Legacy Residence: Wakaf Mohamad Hashim ➤ Wakaf Seetee Aisah 2 ➤ Wakaf Telok Cengal

Services:

- Project Management – residence and commercial building project development
- Property Management – project and property maintenance / customer complaint
- Sales & Marketing – promoting information and selling projects
- Finance & Administration – financing management, human resources, and training

Quality System – quality control MS ISO 9001:

3.6 Roles / functions of the department in the organization

By and large, sales and marketing department is one of the significant and should have in an organization. As we probably are aware, sales and marketing department is liable for selling and showcasing results of the organization. Here, in this organization, they are not simply doing the sell and advance their items, they additionally need to do the contender's examination, make drawing in commercials, foster estimating techniques, keeping up with relationship with possible clients and clients to look for crisp showcasing potential open doors and a lot more work extent of this division need to act to arrive at the organization target and objectives (KPI).

Other than that, sales and marketing department likewise manages legal lawyers and bankers as they are essential for the cycle that the organization and their client need to go through while

purchasing properties. The lawyers are expected to set up the Sales and Purchase Agreement, while bankers associated with handling and supporting purchaser's advances. Here in ULNSB, this department should have to go through each arrangement made by legal advisors to check assuming there are botches and circle back to financiers regarding their client's credit accommodation.

PART 4

4.0 Training Reflection

- Specific Date
29 August 2022 – 10 February 2022 (24 weeks)
- Working day and time

Day	Time
Monday	8.30 AM -5.30 PM
Tuesday	8.30 AM -5.30 PM
Wednesday	8.30 AM -5.30 PM
Thursday	8.30 AM -5.30 PM
Friday	8.30 AM -5.30 PM

- Attendance system
 1. ULNSB using fingerprint attendance system for check in and check out.
 2. To automate the attendance taking procedure of company using biometric technology (fingerprint).

4.1 Roles / functions of the department in the organization

By and large, sales and marketing department is one of the significant and should have in an organization. As we probably are aware, sales and marketing department is liable for selling and showcasing results of the organization. Here, in this organization, they are not simply doing the sell and advance their items, they additionally need to do the contender's examination, make drawing in commercials, foster estimating techniques, keeping up with relationship with possible clients and clients to look for crisp showcasing potential open doors and a lot more work extent of this division need to act to arrive at the organization target and objectives (KPI).

Other than that, sales and marketing department likewise manages legal lawyers and bankers as they are essential for the cycle that the organization and their client need to go through while purchasing properties. The lawyers are expected to set up the Sales and Purchase Agreement, while

bankers associated with handling and supporting purchaser's advances. Here in ULNSB, this department should have to go through each arrangement made by legal advisors to check assuming there are botches and circle back to financiers in regards to their client's credit accommodation.

4.2 Roles and Responsible As A Marketing Trainee At UDA Land North

- **Involved in Liaise with Agency Karisma Kreatif Worldwide for Launching Material and Marketing Collateral.**

During the training I was responsible for the process of preparing project launch materials, for example marketing design and the preparation of marketing materials with the agency appointed by UDA Land North Sdn Bhd, in addition, I also need to contact the design team from the agency to discuss the selection of color design and type of material as well as making corrections to several matters involving the launch material.



- **Responsible on creating and editing ULNSB design for marketing material**

I was handling on social media posting for ULNSB, which is the Facebook posting design and copywriting for the social media content. For physical marketing material I manage to create the design for Crescent Dew project billboard at the office, For the social media posting ULNSB usually create a posting 2 to 3 times a week.



- **Creating sales kit for ULNSB project and Creating content video for project ULNSB**

Sales kit is a digital material about the information of the current and upcoming project for UDA Land North Sdn Bhd, This sales kit is usually use by the sales and marketing department for explaining the product to the customers.



- **Involved in UDA Land (North) Sdn Bhd roadshow and exhibition**

During my internship, I also get involved with the company roadshow for recent project and upcoming project which are Crescent Dew, Evoke Residence and Elevate shop and office for commercial units. This roadshow was held from 14-16 October 2022 and this roadshow able to promote some available units for clients to increase UDA Land North Sdn Bhd. I gained some experience during the roadshow because I manage to sell three units of houses from Evoke Residence for clients



4.3 Gains

Taking part in roadshows and promotional activities hosted by ULNSB to sell, promote, and raise public knowledge of the brand and its products. I've been exposed through the events to meeting individuals and sharing information with them about the ULNSB project, which is now available and will be constructed in the future.

As a trainee in the sales and marketing department, we are encouraged to accompany senior staff members on site visits and unit viewings with customers rather than participating in roadshows and promotional events. This way, we can observe how they interact with and negotiate with customers, as well as their techniques for selling properties.

Besides that, I regularly participate in the many programmes and events that UDA Land (North) Sdn Bhd has offered. UDA has constantly taken part in a variety of CSR activities ever since its founding. UDA is introducing UDA Cares to raise awareness of its projects and efforts to strengthen neighbourhood communities. UDA launched four additional brand categories and CSR programme pillars in addition to "UDA Cares," including "UDA Cares - Educational," "UDA Cares - Entrepreneur," "UDA Cares - Project RE," and "UDA Cares - Enriching Life."

In the context of intrinsic rewards, I gained some knowledge especially on managing promotional tools such as the flyer and brochures. I also learn on legal and banker policies at ULNSB for loan submission for the clients. I also knew about the property market and the current prices of property land. Moreover, I learn several skills from this practical training:

communication skills. In the sales and marketing department, we liaise with agency and bank especially handling the client's loan. I am also interacted with the customers when I needed to set up the appointment date for confirmation and also improving my communication skills through closing the prospect. Next, I am also gaining experience such as meeting with legal firms and bankers. I also knew how to control social media posting at Facebook, Instagram and Twitter. The responsibility on handling marketing material for UDA property was the great experience I have gained at ULNSB.

Extrinsic rewards included my allowance, which is RM250 monthly. I also received Wi-Fi for the whole working hours, a wide working space and a car. Lastly, I am very grateful for all the rewards the company gave me, and I can work comfortably



5.0 SWOT ANALYSIS

STRENGTH	WEAKNESS
S1 - Government link company S2 - Enhancing organizational culture S3 - Community Involvement	W1 - Managerial problems W2 - Least care about the environment W3 - Customer service (Improve after sale service)
OPPORTUNITY	THREATS
O1 - Appropriate Expansion O2 - Government programme O3 - The only developer to receive Waqf projects from state religious council (MAINPP)	T1 - Strong competitors T2 - Politician interference T3 - Economics condition affect business performance



5.1 STRENGTHS

Strength is a representation of an organization's greatness and the characteristics that set it apart from the competitors, such as a strong brand, a devoted customer base, a stable balance sheet, unique innovation, etc. For instance, UDA Land North Sdn. Bhd. may have developed several methods that produce outcomes that surpass the market. Then, it must decide how to employ such options to entice contemporary financial experts.

- **Enhancing Organizational Culture**

In UDA Group Property, employees are managed with a target, mission, and vision serving as a guide for them to reach their organizational goals. They have an adaptable workplace culture internally that can raise and maintain worker morale and productivity. They are better at purposefully bringing together individuals both within and externally, such as a company's relationship with its bankers, attorneys, contractors, and clients. This indirectly improves employee satisfaction within the firm, particularly among its stakeholders.

- **Government link company**

Uda Land (North) is a subsidiaries of UDA Holdings Berhad which is government linked company as this is their biggest strength in terms of financial support and performance other than private companies. Since the corporation is half owned by the government, planning and coordination much easier because the government can take part in controlling over certain matters.

- **Community Involvement**

In keeping with the new rebranding concept, UDA is committed to engaging the public and fostering tighter links with local communities. The firm always takes proactive measures and is concerned about helping those in need through its CSR programme, UDA Cares. Typically, it is done mainly for important events like festival celebrations. The programme is anticipated to improve UDA's rapport with the neighborhood.

5.2 WEAKNESSES

According to the concept of Weakness, it will hinder the organization from performing at its highest level. To stay competitive, businesses must address issues including weak brands, higher-than-average turnover, unsustainable debt levels, subpar supply chains, and restricted access to financing.

- **Managerial Concerns**

According to me, there are several ULNSB activities that stick with the outdated approach rather than adopting a modern one that benefits workers. Some people didn't even try an alternative method of learning new IT-related skills. Take the SAP system as an example. One person oversees the management of Purchase Orders (PO), Good Receiving, and Park Invoices for each department. To obtain those numbers for PO, Good Receive, and Park Invoice, there are a few processes that must be taken. Instead, they gave the assignment to a person who is proficient with the SAP system.

- **Least care about the environment**

According to a random Google review of the search engine optimization (SEO) for ULNSB, there have been complaints from nearby residents who live close to the ongoing UDA project that the construction did not stop even at night, which has disturbed them and interfered with their ability to sleep and enjoy a quiet evening. In other words, there is no proper control at the construction site, and workers are not aware of the rights of the public while building is taking place.

- **Customer Service**

In ULNSB, the sales and marketing department has a target of selling UDA's product to customers until no units left available, no matter which project. It is undeniable that any business form has this kind of target too. But what differs every business is how is the after sales service that can benefits to customers. In this aspect, UDA might need to improve their sales service as currently, after selling UDA's product, the developer side did not take part in things that relate to the product's sold anymore since it has already sold. It is very important to focus on this thing as it can affect on customer's satisfaction when buying UDA's product.

5.3 OPPORTUNITIES

Opportunities refer to the favorable external factors that could give an organization a competitive advantage.

- **Appropriate Expansion**

UDA has a chance to sell their goods more quickly because they are one of the real estate industry's well-known property developers. Their development's primary goal is to assist Bumiputera citizens by giving them access to cheap housing. These days, they offer housing developments for both Bumiputera and non-Bumi, some of which are affordable to all. Additionally, UDA tends to have its own loyal clients that buy their items, which indirectly provides long-term earnings and benefits for the company. This is likely due to the brand name itself.

- **Government Program**

The establishment of cooperative retail stores, which will be developed by UDA Holdings Berhad (UDA), a real estate developer and asset management firm that falls under the purview of MEDAC, is expected to foster an environment that is favorable for entrepreneurship, according to the Ministry of Entrepreneur Development and Cooperatives (MEDAC) (Msmeadmin, 2021). On land owned by the local government, store lots will be constructed with the proceeds going to the local community. The goal of UDA is to enrich sustainable lifestyles, and our work is in keeping with those goals. Other organizations and companies wishing to develop more entrepreneurship programs to boost the economy will use this project as a model.

- **The only developer for Waqf (Wakaf) project**

Generally, UDA Property has been pointed as the only developer to develop projects from state religious council (MAINPP) under the name of "Wakaf" and is managed by MAINPP will be assigned to UDA for proper development as planned and agreed by both parties.

5.4 THREATS

Threats are circumstances that have the potential to harm an organization. Covid-19, for example, poses a threat to all industrial enterprises across the world, as it has the potential to eliminate or reduce tourists from all over the world. Other prevalent threats include growing material costs, increased competition, and a limited labor supply, among others.

- **Strong Competitors**

Uda Land (North) was located in Bertam, Kepala Batas. They had a new project here namely Crescent Dew, a luxury lifestyle residential development. However, running a development business in Bertam, UDA faces stiff competition from other great companies such as Hunza Property and Setia Fountains. This is because the corporation is also creating a nicely convenient residential neighborhood in the same region, and they have a similar draw or benefit in the form of an artificial lake. As a result, this is one of the threats that UDA in Penang has to confront.

- **Politician Interference**

Because UDA is held entirely by the MOF, there is occasionally influence or intervention from politicians. Disturbance with the operation, for example. As in the case of Tanjung Tokong squatters, UDA secured land rights in Tanjung Tokong, however at the time, there were many people who erected squatter houses on the site. So, as a developer or landowner, UDA can tell them to relocate to another location to develop the site but owing to the interference of politicians seeking to protect their reputation, UDA distributes houses equally by ballot to a number of citizens there to determine home ownership. This has come at a heavy price for UDA Land (North) Sdn. Bhd. as a developer.

- **Economics Condition Affect Business Performance**

UDA has always maintained their business performance, but it is undeniable that they also are affected by the economic condition nowadays. Since the pandemic Covid-19 hits the nation 2 years ago, UDA has been affected in all aspects, including economical. Not only they faced slow performance in selling their products during the pandemic, but they are also struggling to sell the units left for current product, as new projects are about to start soon. Also, the inflation rate has become an issue in the economical aspect, and this also affected UDA's performance in reaching target of products sold this year.

5.5 PESTLE ANALYSIS

Political factors

- **Joining government programme indirectly (Political factors)**

The establishment of cooperative retail stores, which will be developed by UDA Holdings Berhad (UDA), a real estate developer and asset management firm that falls under the purview of MEDAC, is expected to foster an environment that is favourable for entrepreneurship, according to the Ministry of Entrepreneur Development and Cooperatives (MEDAC) (Msmeadmin, 2021). On land owned by the local government, store lots will be constructed with the proceeds going to the local community. The goal of UDA is to enrich sustainable lifestyles, and our work is in keeping with those goals. Other organizations and companies wishing to develop more entrepreneurship programmed to boost the economy will use this project as a model

- **One and only developer that receive Waqf project**

Generally, UDA Property has been pointed as the only developer to develop projects from state religious council (MAINPP) under the name of “Wakaf” and is managed by MAINPP will be assigned to UDA for proper development as planned and agreed by both parties

Economic factors

- **Inflation rates**

UDA has always maintained their business performance, but it is undeniable that they also are affected by the economic condition nowadays. Since the pandemic Covid-19 hits the nation 2 years ago, UDA has been affected in all aspects, including economical. Not only they faced slow performance in selling their products during the pandemic, but they are also struggling to sell the units left for current product, as new projects are about to start soon. Also, the inflation rate has become issue in economical aspect, and this also affected UDA’s performance in reaching target of products sold this year.

Legal factors

- **Appropriate expansions**

UDA has a chance to sell their goods more quickly because they are one of the real estate industry's well-known property developers. Their development's primary goal is to assist Bumiputera citizens by giving them access to cheap housing. These days, they offer housing developments for both Bumiputera and non-Bumi, some of which are affordable to all. Additionally, UDA tends to have its own loyal clients that buy their items, which indirectly provides long-term earnings and benefits for the company. This is likely due to the brand name itself.

Environmental factor

- **Pandemic Covid-19**

Since the pandemic Covid-19 hits the nation 2 years ago, UDA has been affected in all aspects, including economical. Not only they faced slow performance in selling their products during the pandemic, but they are also struggling to sell the units left for current product, as new projects are about to start soon

UDA

PART 6

Recommendations

6.0 TOWS MATRIX

<p>INTERNAL ENVIRONMENT</p> <p>EXTERNAL ENVIRONMENT</p>	<p>STRENGTH (S)</p> <p>S1 - Enhancing organizational culture S2 - Government link company S3 - Community Involvement</p>	<p>WEAKNESS (W)</p> <p>W1 - Managerial problems W2 - Least care about the environment W3 - Customer service(Improve after sale service)</p>
<p>OPPORTUNITIES (O)</p> <p>O1 - Appropriate Expansion O2 - Government programme O3 - The only developer to receive Waqf projects from state religious council (MAINPP)</p>	<ul style="list-style-type: none"> ● S1O3 - Establishing a powerful brand identity. ● S2O1 - To ensure appropriate expansion of organization, UDA can organize a community programme to get the people involvement and create a relationship with their customer ● S3O3 - Frequent community engagement can help in increasing customer base for UDA's product marketing. 	<ul style="list-style-type: none"> ● W1O1 - Should've solve management problem and avoid miscommunication to ensure appropriate expansion. ● W3O3 - Gain trust from authorities and contributors while improving after sales service at the same time.
<p>THREATS (T)</p> <p>T1 - Strong competitors T2 - Politician interference T3 - Economics condition affect business performance</p>	<ul style="list-style-type: none"> ● S3T1 - A strong involvement with community can increase people's awareness of the brand compared to other competitors. ● S1T2 - Organizational culture can be whether improve or no changes due to the changes of political environment. 	<ul style="list-style-type: none"> ● W1T2 - In order to maintain sustainable growth, UDA should avoid management problem from occurring and be able to fit into any situation of changes in political environment towards the organization. ● W3T1 - To be able to stand

out among competitors in the industry, UDA must improve their after-sale service.

- W3T3 - The improvement of after-sale service towards customer can make them reconsider of the worth buying of UDA's product since the economic condition nowadays has affecting business performance.



6.1 Recommendation based on my TOWS

Based on the TOWS Matrix framework, the most suitable strategy for ULNSB is to fully use most of the advantages that ULNSB can provide as a government-linked company. ULNSB can create more programs for example, corporate social responsibility with the communities and joined government programs as well. Training and Development strategy. This tactic is crucial for enhancing both the performance and skills of the individual and the group. The firm should provide ongoing training and development opportunities for its personnel so they may learn and acquire new skills due to the competition and the always changing business environment. Training is an educational process that focuses on honing concepts, skills, altering attitudes, and obtaining knowledge to improve employees' performance. The business needs to offer training programs to both new and current employees who lack certain skills or who want to learn more advanced skills.

Even though staff training and development is expensive and takes a lot of time, it is crucial for the growth of the business. Additionally, the goal of providing the training is to have an effect that endures after the training is over and to keep the participants informed of emerging trends. Therefore, effective training would help employees expand their skills and knowledge, which would ultimately assist a company improve performance and increase employee motivation. Last but not the least, ULNSB can create good relationships with state government to ensure most of the projects will go smoothly other than rejecting by inviting them for every program related with community.

7.0 Conclusions

In conclusion, there are several strengths, weaknesses, opportunities and threats in UDA Land North Sdn Bhd. Some changes can be improved to ensure the company is more successful in the future. The company can also make the best use of all available facilities in UDA Land North Sdn Bhd to deliver the best work. UDA Land North Sdn Bhd is a company that can grow if all management works together to grab all the opportunities and reduce all the weaknesses in the company. There are also PESTLE analysis that stands for Political, Economic, Social, Technological, Legal and Environmental which UDA Land North Sdn Bhd can use as a guidance for decision making in the future.



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9.0 APPENDICES



Document Information

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