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UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS AND MANAGEMENT
MARA UNIVERSITY OF TECHNOLOGY

BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING

SEMESTER MARCH – AUGUST 2023

INTERNSHIP

(MGT666)

INDUSTRIAL TRAINING REPORT

MAJLIS PERBANDARAN PORT DICKSON

PREPARED FOR:

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PREPARED BY:

NAME	STUDENT ID	GROUP
SITI AISYAH BINTI MOHD SULAIMAN	2021124445	M1BA2406C

Executive Summary

My significant and enlightening experience happened during the 24 weeks of industrial training at Majlis Perbandaran Port Dickson (MPPD) at Port Dickson. As I needed to undergo industrial training, I prepared a simple resume for the employers, and I have prepared all of the skills that a company will look for in an intern. I am majoring in Marketing, and I worked as a trainee under procurement, asset and store management division or Bahagian Perolehan, Pengurusan, Aset dan Stor (BPAS). This report was completed during my 24 weeks of industrial training. During this time, I learned and experienced numerous things about the organization. Most of the experiences that I gathered deepen my understanding but also honed my communication, teamwork and problem-solving skills.

Throughout the training, I conducted a SWOT analysis for MPPD. SWOT analysis consists of strengths, weaknesses, opportunities and threats faces by the organization. This organization's strengths are systematic management, high skilled workers, and good working environment. It is crucial since it contributes to the company's success and long-term survival in the industry. However, they have weaknesses which are manual filing and record keeping processes and lack of manpower. Aside from that, there are opportunities for MPPD. This company may take the advantages by effectively use the tourism potential. They also have strong economic development of Port Dickson which will bring them benefits. As this company are actively involves with the community, MPPD faces unsatisfactory image or perceptions from community and political instability as threats. This report will include a more comprehensive discussion and recommendations on the matter.

For MGT666, students will be evaluated based on their internship report, presentation, industrial training log book, and the company's evaluation of the student. Due to that, I have been careful and worked hard to complete this internship report following the guidelines provided.

299 words

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Acknowledgement

First and foremost, I would like to express my gratitude to Allah SWT for the blessing that enabled me to complete the report for MGT666 subject on time. I am deeply grateful for Majlis Perbandaran Port Dickson (MPPD) for providing me the opportunity to be a part of their organization for 24 weeks.

I am thankful to Encik Azlan, the director of BPAS who is also my supervisor during my internship. His guidance and kindness have assisted me in learning a lot about the job scope. In addition, I am grateful to Miss Haslina, Mrs. Alin, Mrs. Hayati, Mrs. Norzalina, Mrs. Siti Suhana, Mrs. Shamsinar, Mrs. Noridayu and Mr. Nuur Azizi, employees at BPAS for all of the guidance that they gave me throughout my time as a trainee there. They share a lot of their knowledge and motivate me a lot.

I also would like to acknowledge my advisor, Madam Norida Binti Abu Bakar. She gave me numerous of assistance in completing this assignment. Her friendly and approachable manner has made it easy for me to ask questions and seek clarification without hesitation. Madam Norida has given me abundance of information and valuable feedback throughout my internship especially with my industrial training report. All of her insights have assisted me greatly in completing this report.

Last but not least, I would like to express my gratitude to my parents, family and friends. Without their warmth and support, I might not be able to complete this task. In conclusion, I am thankful and grateful for those who are directly or indirectly helping me to successfully complete this industrial training.

1. Student's Profile

1.1 Updated resume

SITI AISYAH BINTI MOHD SULAIMAN



OBJECTIVE

As a BA in Marketing holder, I am highly motivated and enthusiastic individual with a passion for developing myself. With my experience in assisting with administrative tasks, customer service, procurement and assets management, I am confident that I will make a valuable addition to the team. Involvement in various programs during my studies has developed my interpersonal skills.

EDUCATION

Aug 2023 - Mar 2021	Bachelor of Business Administration (Hons) Marketing, Universiti Teknologi Mara Current CGPA: 3.62 MUET: Band 4
June 2020 - Mar 2018	Diploma in Business Studies, Universiti Teknologi Mara CGPA: 3.84
Dec 2016 - Jan 2015	Sekolah Menengah Kebangsaan Tanah Merah SPM: 7A 1B 1C

WORKING EXPERIENCE

Present - Mar 2023	Internship, Majlis Perbandaran Port Dickson (Bahagian Perolehan, Pengurusan, Aset dan Stor) <ul style="list-style-type: none">• Assist in procurement of quotations, tenders and assets and store management.• Assist with administrative tasks such as data entry, organizing files, and responding to phone calls.• Assist other team members with their projects or tasks as required.
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AWARDS AND ACKNOWLEDGEMENT

Aug 2023 - Mar 2021	Dean List award recipient for 3 semesters
June 2020 - Mar 2018	Vice Chancellor recipient award
June 2019	Gold Award for Graduate Digital Invention Innovation and Design 2019 of Citronella Kantan Cube.

ACTIVITIES AND INVOLVEMENT

Jan 2023	Social Media Team for forum: SoCCOM 2.0: SHInE (Success, Honest, Integrity & Excell).
July 2022	Head of Protocol for webinar: How to Be Confident of Our Potential & Strategies to Success
Jan 2022 - Oct 2021	Committee member for Marcom Community Project (MACOMP)
Apr 2019	Secretariat for Bicara Pengurusan Harta Islam
Oct 2015	Participant of Forum Inovasi Belia
Aug 2015	Participant of Pertandingan Drama Bahasa Inggeris Sekolah Menengah, Peringkat Daerah Port Dickson
Mar 2015	3rd place for Pesta Pantun Sekolah Menengah, Peringkat Daerah Port Dickson

SKILLS

- Project management: Experience in monitoring and documenting progress of projects, and handling administrative tasks.
- Administrative tasks: Proficiency in data entry, organizing files, responding to phone calls, and handling paperwork.
- Teamwork and communication: Experience in attending team meetings, providing updates on progress, assisting team members with tasks and communicating effectively with colleagues and clients through various channels.
- Time management: Ability to prioritize tasks and work under pressure to meet deadlines.

TECHNICAL SKILLS

- Microsoft Office, Microsoft Word, Microsoft Excel, Microsoft PowerPoint
 - IBM SPSS (Statistical Package for the Social Sciences)
 - Canva
 - Social media
-

LANGUAGES

MALAY Native speaker

ENGLISH Highly proficient

REFERENCES

**Mr. Mohammad Norazlan Bin
Othamany @ Othman**

Director of Procurement, Assets &
Store Management division
Majlis Perbandaran Port Dickson

Dr. Mastura Binti Roni

Advisor & Senior Lecturer
UiTM Kampus Bandaraya Melaka

Figure 1.0 shows the students updated resume.

2. Company's Profile

2.1 Company's Name



Company name:	Port Dickson Municipal Council
Address:	KM 1, Jalan Pantai, 71960 port Dickson, Negeri Sembilan Darul Khusus
Date establishes:	1 st December 1979
Phone number:	06 – 6471122
Type of business:	Local authority
Website:	http://www.mppd.gov.my/

2.2 Company's Logo



Figure 1. 1 shows the logo of the company.

The color selection that is black, yellow and red are symbolized to the Negeri Sembilan flag, while blue represent the beaches and the sea. Meanwhile, town and building describe the rapid development and famous for its tourist every year. Next, sailing and shipping describes the activities in Port Dickson (PD), in early days, shipping is part of history whereby Port Dickson are among the earliest port in this country. 'Bird Migration' has makes Port Dickson as one of World Destination route Tanjung Tuan. Due to this reason, a bird symbol

has placed into this logo. Besides that, sunset background symbolized the beauty of coastal area which Port Dickson has been proud of. Lastly, the waves symbol represents sceneries and cleanliness (MPPD, 2023).

2.3 Location of the Company

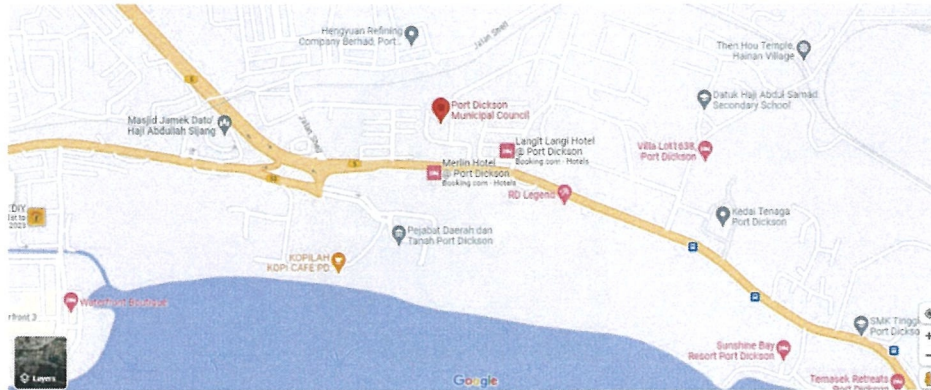


Figure 1. 2 shows the location of this company from Google Maps

2.4 Company's Background

The Port Dickson Municipal Council was established on December 1, 1979 and was declared a Municipal Council on 2nd February 2002. The area is 140.32 square km. It can be divided into two area which is, one for the control area, covering 104.45 square km and the other is for the operational area, covering 35.87 square km. The total area is about 395.5 acres or 160.1 hectares. Along the coast Port Dickson showcases a modernized urban resort, which urbanizes agricultural, commercial and industrial activities. As an upgraded level of Municipal Council, it has supported a mission and vision for challenging development in order to create a unique, original, and fascinating identity for Port Dickson as an unbeatable destination place to prepare tourism and recreational activities, thereby improving public and basic amenities.

Majlis Perbandaran Port Dickson is led by Mr. Mohd Zamri Bin Mohd Esa as Yang Dipertua. MPPD consist of 18 department, unit and section led by directors. The department, unit and section including Jabatan Perbendaharaan, Jabatan Teknologi Maklumat, Jabatan Penilaian dan Pengurusan Harta, Jabatan Kejuruteraan, Jabatan Perancang Bandar, Jabatan Bangunan, Jabatan Landskap, Jabatan Pentadbiran dan Sumber Manusia, Jabatan Perkhidmatan Perbandaran dan Kesihatan, Jabatan Penguatkuasaan, Bahagian Perolehan, Pengurusan Aset dan Stor (BPAS). Other than that, it also consists of Unit Pesuruhjaya Bangunan, Unit Pusat Setempat, Unit Undang – Undang, Unit Korporat dan Perhubungan Awam, Unit Audit Dalam dan Unit Tunggakan Hasil (MPPD, 2023)

2.5 Mission

Provide efficient municipal services through quality municipal governance, sustainable urban infrastructure development, sound law enforcement and potential expansion of tourist attractions.

2.6 Vision

Driving Port Dickson as a World Resort Destination City.

2.7 Objectives

- i. Delivering efficient municipal services through competent management of resources and facilities as well as continuous service quality improvement.
- ii. To plan and implement the growth of urban infrastructure provided through the preparation of a complete development plan, proficiency and systematic guidance.
- iii. Implement effective education and law enforcement activities through law enactment, appreciation by citizens and the community as well as effective enforcement.
- iv. Develop the potential of tourism magnetisms and drive the development of socio – economic growth of tourism – based communities on an ongoing basis.

2.8 Mission of BPAS

Procurement Management, Assets and Stores and Good Council Vehicles by Maintaining a Strong Management Position in addition to ensure MPPD always giving the best services to the community.

2.9 Vision of BPAS

Leading Procurement Management, Assets and Stores and Vehicles That Are Efficient and Efficient by Maintaining Stable Organizational Management.

2.10 Objectives of BPAS

Providing Procurement Management Services, Asset Management, Stores and Vehicles to all employees, departments within the Council efficiently and effectively in accordance with the requirements of the circular which are adopted, and the financial rules set.

2.11 Organization Chart



Figure 1. 3 shows the organization structure in Majlis Perbandaran Port Dickson.

2.12 Company's Services



The organization places a high priority on the quality of services it provides to the community of Port Dickson district. They are always ready to provide the best welcoming and warm services for any issues that arise.

3. Training Reflection

3.1 Duration

I am required to complete a 24-week internship at this company, starting from 1 March 2023 until 15 August 2023. I have been assigned to work every Monday to Friday (excluding public holidays) from 8 a.m. to 5.00 p.m.

3.2 Assigned Department

I was assigned to work under procurement, assets and store management division located at Block A. This department is one of the most significant departments in MPPD because it manages every procurement, assets and vehicles of the organization. On the first day, I was informed that I will be working directly under Miss Haslina to assist her on procurement unit. However, throughout the six months of industrial training, I actually assist other employees on different unit. Furthermore, Mr Azlan has briefed me that I will be responsible to tasks such as procurement process, preparing minute for files, updating vehicle log book, keying data for assets and procurement and handling store during stock distribution.

3.3 Description and explanation of tasks

Under procurement unit, I assist to manage procurement of quotations and tenders starting from advertising up to the Quotation/Tender Meeting. During the selling process, I have to attend to the customers. I am required to check the documents of Suruhanjaya Syarikat Malaysia (SSM) certificates, Pusat Khidmat Kontraktor certificate, Construction Industry Development Board (CIDB) and certificate of registration under MPPD that must be valid. I also responsible for the Quotation/Tender Opening Committee, Evaluation Committee and Quotation/Tender Procurement Committee by preparing the declaration letter. During the procurement of quotations, I will check the documents submitted by contractors for any errors or any missing signature and calculation work summary. All of the quotations must be checked one by one. Procurement of quotations usually be held two times every month and it may take two weeks to finish from advertising and selling of quotations to the quotation meeting with the committee.

Under the vehicle unit, I am required to update the vehicle movement book at the end of every month when each department will submit the vehicle log books. The log books will help to keep track of vehicles used in the organization including the Touch 'N Go card and fuel card. The employees will fill up the books and I will calculate the odometer. After the books

was signed by director of BPAS, the pages for the month will be stored inside files. Besides that, I also manage the insurance files that must be kept besides vehicle fleets.

For assets and store management unit, I also help to update data for the assets in MPPD. It varies from vehicles, office equipment, furniture and air conditioning. All the assets need to be updated either still functioning or broken that can be disposed. I assist Mrs. Noridayu during her asset inspection at the MPPD main stores including office supply main store (BPAS), mall maintenance main store & electrical main store, landscape main store, souvenir main store and hygiene main store & happiness. I am required to be at office supply store every Tuesday and Thursday for distribution of stocks.

3.4 Gains from the Company

At MPPD, each trainee will receive allowance for the first three months with RM15 a day during their internship period. Some of the experience I gained while getting practical training here includes sharpening my understanding of how local authority works. I also learned a lot from procurement especially quotation and tenders.

Furthermore, throughout my practical training at this firm, I practiced cooperation skills, which are necessary while working in an organization. Communication skills are also important since they help me to do the task more swiftly and effortlessly. Because of my new surroundings and system, I felt embarrassed at first, but happily, my supervisor and other employees were kind and helpful. They frequently inquire if I'm happy with the setting and workload since they do not want to stress me out.

In addition, I gained new abilities and expertise in Microsoft Excel. It really helps me perform better at work because I use these abilities every day. Overall, I am fortunate to be surrounded by nice and understanding individuals who genuinely care about me and want to see me succeed.

4. SWOT Analysis

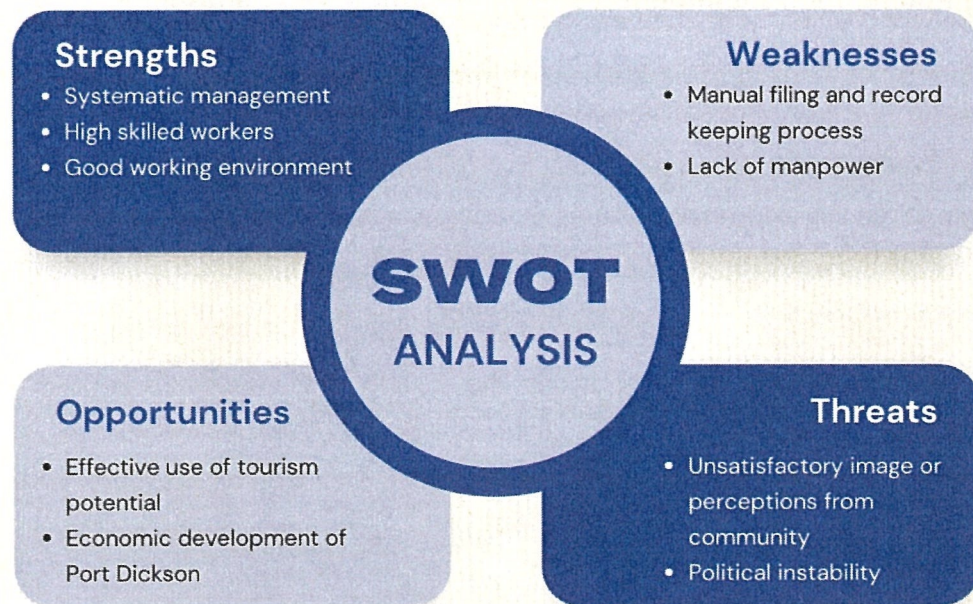


Figure 2. 1 shows the SWOT Analysis for MPPD

4.1 Strengths

4.1.1 Systematic management

It can be inferred that MPPD has a strong management where every employee obeys the procedures. Systematic management happens when you constantly apply the same techniques to carry out your business activities (Perdue Johnson, n.d). To foster company integrity, only systems that have met the mission, values, and vision goals are made standard of operation for MPPD.

As an example, procurements through quotations have a strict and specific timeline need to be followed. When the advertisement for quotation is displayed on MPPD's website, contractors have seven working days to make purchase. The contractors are required to bring along Suruhanjaya Syarikat Malaysia (SSM) certificates, Pusat Khidmat Kontraktor certificate, Construction Industry Development Board (CIDB) and certificate of registration under MPPD. All of the documents must be valid at least three months from the procurements. Besides that, the quotations documents must be submitted before 12.00 p.m. on the submission day, or it will not be accepted. After that, quotation box committee will come to open and check the documents. Quotation evaluation process will be done within 14 working days under procurement unit.

4.1.2 High skilled workers

A highly skilled workforce is crucial to the success of a company's long-term goals and the enhancement of its business reputation (LinkedIn, 2023). The skilled workers can help to raise the productivity of the product because they have good knowledge and expertise. It also means that they can aid in the manufacture of the product becoming more effective and productive. This is because workers that are knowledgeable and skilled are more likely to be able to identify and resolve issues quickly. As a result, the business can save more money because the workers can resolve the problem on their own rather than depending on someone else or outside resources to solve it (LinkedIn, 2023).

According to my observations, the majority of the workforce in BPAS are capable of performing tasks both within and outside of their job positions. For example, Mrs. Azlina who is assigned under asset and store management unit was on maternity leaves for about 3 months. Thus, Mr. Azlan held a meeting to discuss and divide the workload to manage the store unit among other workers. Some are required to receive new stocks, and some are on duty to segregate the stocks for each department based on the approval from Mr. Azlan throughout the 3 months. Besides that, on 18th of July, Mrs. Noridayu who was required to attend asset management and audit meeting with Mr. Azlan, was unable to attend the meeting for personal reason. As Mrs. Hayati's knowledge extends beyond the vehicle management unit to the asset and store management unit, she replaced her and handled the meeting smoothly.

4.1.3 Good working environment

There are two aspects to the working environment. The first is the physical working environment, and the second is the social working environment. According to the findings, the worst-case scenario comes from firms that place less emphasis on the working environment (Taheri et al, 2020). Furthermore, the working environment conforms with job security, employee safety, performance appreciation, motivational amenities, and maintaining excellent communication among coworkers and supervisors (Taheri et al, 2020).

From my observations, working environment at MPPD is very comfortable, nice and corresponds to the capacity of the available staffs. All employees have their own working station completed with office equipment including computer, photostat and printing machine, stationeries, fully air condition space, pantry, files room, meeting room and many more. This really helps the employees to complete the task efficiently. Besides that, employees are easy to navigate with the office layout and ergonomic workstation arrangement.

4.2 Weaknesses

4.2.1 Manual filing and record keeping processes

Office management is a profession that entails creating, implementing, analyzing, and managing work practices in order to maintain and enhance the efficiency and productivity of an office or other organization. The file system is the means for safely keeping all information and documents. In any organization, file management is crucial. The security of an organization is jeopardized by insecure file or record management. Security breaches, compliance concerns, loss of credibility, physical damage, and accessibility issues are just a few of the obstacles that can arise as a result of improper file management in a company.

MPPD maintains its files manually. Letters received, such as administrative and operational correspondence, are filed in the prescribed categories. Each of these affair's files is labelled with a sub file number and stored in the appropriate location on the file shelf. For example, all of the departments under MPPD will submit vehicle movement log book at the end of every month and it will be kept in more than 60 files. Besides that, procurement unit also record every document for quotations and tenders manually. Based on my observations, manual documentation can be easily misplaced or damaged and takes a huge space on the shelves. It is also hard to find the document when it is placed on the same file shelf as other unit.

4.2.2 Lack of manpower

Low productivity signifies a waste of an organizations resources, which finally leads to limiting organizational commercial operations. Manpower management is one of the most important organization resources for attaining organizational excellence. Human resource productivity as a strategic tool for gaining competitive advantages is one of the major programs in organizations, so having qualified human resources with the characteristics, capabilities, and skills appropriate to the needs of todays organizations can form their organizations competitive advantage. (Mehtarizadeh et al, 2021).

BPAS department is short on staff. There are four main parts under BPAS which are procurement, asset management, store management and vehicle management unit. The issue can be seen as for each unit, only one employee handles the part except for procurement unit with two employees. Due to this, employee might take longer time to finish their tasks and do overtime. This situation may lead the employee to burnout as the employee has a lot of work to do. Besides that, MPPD has issue of the manpower especially at payment counter. There is only one counter open when there is eight counter available to be used. Thus,

customers need to wait for their turn for a while in order to complete their affair. This usually happens when procurement process starts as many contractors will come to purchase quotations and it will be packed.

4.3 Opportunities

4.3.1 Effective use of tourism potential

Port Dickson is centered around its tourism industry, as well as other sectors that support the local economy. Port Dickson's designation as a national beach resort city in 2006, Wellness Zone in 2007, and Army City in 2009 demonstrate that its strategic position will continue to draw both local and international visitors and tourists. According to The Edge Malaysia, at recent years, visitor arrivals at Port Dickson have been stable at about four million per year, accounting for over 75% of total tourists visiting Negeri Sembilan (The Edge Malaysia, 2023). To effectively use the tourism potential at Port Dickson, it is crucial to leverage the areas natural attractions, cultural heritage, and unique offerings to create compelling experiences for tourists.

4.3.2 Economic Development of Port Dickson

By 2045, Negeri Sembilan aims to be a prosperous, inclusive, and sustainable state. These objectives are defined in the Negeri Sembilan Structure Plan 2045, the state's strategic framework for development. The initial thrust of the plan has designated Port Dickson for the development of the Malaysia Vision Valley (MVV), which aims to strengthen the state's economy, develop the state based on its resources, and introduce a new, creative, competitive economic foundation (NST, 2020). Moreover, the economic development has been on rise especially since the past few years. Economic development in Port Dickson involves strategies and initiatives aimed at fostering sustainable growth, creating jobs, increasing income levels, and improving the overall quality of life for residents.

4.4 Threats

4.4.1 Unsatisfactory image or perceptions from community

The major objective of local authority (PBT) is to ensure the community's well-being and sustainability by carrying out the tasks of planning, executing, controlling, and providing services honestly and equitably. However, the community's unsatisfactory image and perceptions has now become a danger to them. Earlier last year, Port Dickson went viral on social media such as Facebook and Twitter as a visitor shared her experience visiting the beach (HYPE MY, 2022). According to Hype, plenty of visitors felt bothered as the number of rented canopies being put up by the beach prevents them from enjoying the view. Another visitor also said that he was asked to move to another location as the seller wants to put their canopies up. Meanwhile, on 27th February 2023., four employees from MPPD were allegedly asked for and received bribery (Zulkifli, 2023). Allegations of corruption, mismanagement of funds, or unethical practices within MPPD can erode public trust and confidence in its ability to govern effectively.

4.4.2 Political instability

Political stability plays a crucial role in economic development, integration of economic modes and in maintaining natural development in the national economy. An unstable political environment can be detrimental to the speed of economic development for any country of the world (Tsako, V., 2020). In the context of local councils, political instability can significantly impact their functionality, effectiveness, and ability to serve the communities.

One of the primary effects of political instability on local councils is disrupted decision-making processes. Frequent changes in local government leadership and priorities can lead to a lack of continuity and consistency in policies. This can hinder progress on important projects, as new leaders might prioritize different issues or allocate resources differently from their predecessors. The result is often delayed or abandoned projects, leaving the community without essential services and infrastructure. Secondly, with political instability, local councils may face challenges in creating long-term development plans and budgets. Short-term thinking driven by the uncertainty of tenure can lead to inefficient resource allocation and prioritization. Consequently, essential sectors such as education, healthcare, and infrastructure may suffer from underfunding, adversely affecting the quality of services provided to the community.

5. Discussions and Recommendations

5.1 Strengths

5.1.1 Systematic management

A recommendation for MPPD to maintain its strength is through a systems approach. MPPD may develop a detailed plan by creating a comprehensive plan that outlines the steps required to achieve the defined objectives of the organization. The plan should include timelines, resource allocation, responsibilities, and potential risks. Implement standardized processes: Next, develop standardized procedures and processes for various tasks and activities. This helps ensure consistency, efficiency, and quality across the organization. Lastly, emphasize communication can be done by fostering open and transparent communication within the organization. By implementing these recommendations, MPPD can create a more strong and efficient systematic management approach that promotes efficiency, productivity, and success within your organization or project.

5.1.2 High skilled workers

A recommendation for expanding this strength is to provide cross-training and guidance programme for both experienced and inexperienced workers. Cross-training enhances flexibility and guarantees that work continues even when certain staff are absent. The training programme may cover all of the procedure of doing tasks from every unit and not solely focusing on one unit. It might increase the enthusiasm of the workers because they know they can refer to and learn a lot from experienced workers from another unit. This programme will also indirectly train more workers to become skilled workers and to assist other workers when required.

5.1.3 Good working environment

Improving the working environment can have a significant positive impact on employee morale, productivity, and overall well-being. Here are some recommendations to enhance the working environment. Firstly, promote open communication by encouraging open and transparent communication between employees and management. Employees may create channels where employees can share feedback, suggestions, and concerns without fear of reprisal. Besides that, foster a positive culture that inclusive values diversity, promotes teamwork, and recognizes achievements.

As job satisfaction depends on the working environment, I believe that the working environment at MPPD has the potential to bring benefits to the organization by ensuring the job productivity are fulfilled. Besides that, by providing the most suitable facilities with the working environment, it is possible for MPPD to make the goal of an organization accomplished.

5.2 Weaknesses

5.2.1 Manual filing and record keeping processes

Improving the manual filing process can lead to better organization, efficiency, and accessibility of important documents. MPPD may implement a clear filing system structure. The organization can develop a well-organized and consistent filing structure by using clear and descriptive labels for folders and files to make it easy for anyone to locate documents. Moreover, color-coded labels or folders can make it quicker to find specific files. to categorize different types of documents or departments.

However, MPPD may upgrade its present record keeping process to a more easy and efficient automated document management system in order to improve and streamline the organizations file management, record keeping, and data entering. A well-designed automated document management system enhances a companys total process efficiency dramatically. MPPD may improve their internal systems by adding important features that allow them to organize critical data and create a searchable database available for quick access.

5.2.2 Lack of manpower

This weakness can be overcome by employing additional employees or recruit interns. Although this may increase the companys costs, it will boost productivity inside the MPPD. This is due to the fact that specialization of labour inside an organization occurs when the company has enough people to handle a certain area. Employees will also be more efficient at their jobs since they perform them every day. Furthermore, consumers that visit MPPD will be pleased with the services offered. In addition, organizations may begin workforce planning by undertaking a detailed study of current workforce needs and future predictions. For example, identify critical roles and prioritize hiring for those positions. Finally, reevaluate the workflows. This may be accomplished by examining workflows and procedures for inefficiencies.

5.3 Opportunities

5.3.1 Effective use of tourism potential

Some recommendations for maximizing Port Dicksons tourist potential are to create a diverse assortment of tourism offerings to cater to various tastes and interests. Highlight the magnificent beaches for water sports fans, promote eco-tourism activities like nature hikes and animal viewing, and stress cultural experiences like local festivals, crafts, and culinary pleasures. Besides that, MPPD may invest in infrastructure development to improve the overall visitor experience. This may involve upgrading roads, public transit, and parking facilities, as well as developing well-maintained public spaces and amenities such as restrooms, parks, and picnic spots. Moreover, branding and marketing may create a powerful tourist brand for Port Dickson that represents the town's distinct personality and offers. For example, MPPD may invest in efficient marketing efforts across several platforms, such as social media, travel websites, and partnerships with travel agents. Lastly, collaboration with stakeholders such as government agencies, local enterprises, community groups, and non-governmental organizations (NGOs), in order to achieve a shared vision of sustainable tourist development.

By implementing these strategies, Port Dickson can effectively harness its tourism potential and position itself as an attractive and sought-after destination for both domestic and international tourists. Tourism development plans should positively influence residents' perception and image of PD in order to gain support for further development by continuously marketing and highlighting positive aspects of PD's image (economic, socio-culture, and environment) and the potential contribution of tourism development.

5.3.2 Economic Development of Port Dickson

Tourism is the primary driver of the economy in Port Dickson. MPPD may use this advantage to get the benefits. The local government and private sector may invest in developing tourism infrastructure, accommodation, and entertainment options to cater to the growing number of visitors. Next, the hospitality sector, including hotels, resorts, restaurants, and cafes, plays a vital role in supporting the tourism industry. These businesses provide employment opportunities for the local population and contribute to the overall economic growth of the town. Furthermore, supporting and nurturing small and medium enterprises (SMEs) can lead to increased entrepreneurship and job creation. As an example, MPPD may provide access to financing in terms of preparing a place to conduct the business, business development programs or training that can help SMEs thrive.

As tourism is significant economic driver, environmental conservation and sustainable development are crucial for long-term success. Balancing economic growth with environmental protection is essential to preserve the natural beauty and resources that attract visitors. Successful economic development in Port Dickson will require collaboration, long-term planning, and a commitment to sustainable and inclusive growth. It should be aligned with the community's aspirations while preserving the unique identity and natural beauty of the region.

5.4 Threats

5.4.1 Unsatisfactory image or perceptions from community

The recommendation that I can suggest for MPPD to deal with misperceptions from the community is to be transparent and take accountability. MPPD may implement measures to increase transparency in decision-making and financial matters, demonstrating accountability to the public. Besides that, effective community engagement and communication is crucial in addressing any issue. MPPD may engage with residents through town hall meetings, surveys, and other forms of outreach to understand their concerns and involve them in decision-making processes. Besides that, the organization may improve communication channels to keep residents informed about council activities, projects, and decisions. Lastly, addressing the corruption or bribery must be resisted and be done immediately. For example, MPPD can take strong measures to address any allegations of corruption or unethical practices within the council.

5.4.2 Political instability

To mitigate these effects, fostering political stability and promoting transparency and accountability within local governance are essential and in this case for Majlis Perbandaran Port Dickson. MPPD should focus on building resilience and adaptability. They can work on developing contingency plans for funding uncertainties, maintaining open lines of communication with higher levels of government, and engaging with the community to build trust and support for their initiatives. Additionally, promoting transparency and accountability in their decision-making processes can help reassure the public and foster confidence in the council's ability to navigate through times of political uncertainty.

6. Conclusion

In conclusion, a good and straightforward resume can grasp the interviewer's attention. It will influence the company's first impression of the candidates. In addition, I got the opportunity to do and complete my industrial training at Majlis Perbandaran Port Dickson. I met various people with diverse behaviours, viewpoints, talents and experiences, as well as cultural variances. I learned about the real working environment and how to utilize our skills and expertise to complete daily responsibilities. People around me have also been helpful and encouraging in assisting me in comprehending the task. This organization has various departments, and each employee is responsible for carrying out their tasks and obligations. Based on my observations, they collaborate and carry out their tasks effectively.

Furthermore, a SWOT analysis may be used by a company to assess its own strengths and weaknesses. evaluates an organizations internal strengths and weaknesses, as well as external opportunities and threats. Internal analysis can be used to assess the organizations resources, skills, core competencies, and competitive advantages. Meanwhile, external analysis looks into competitors resources, the organizations surroundings, and the larger environment to uncover market opportunities and challenges. It also can be used to develop a plan based on an organizations understanding of its internal and external surroundings.

In general, I am thankful for the chance to finish my twenty-four-week internship, which allowed me to work at a company before determining where and what I wanted to pursue. Aside from that, I have learned new information and abilities, met a lot of new people, and accomplished some of my learning objectives. During my internship at MPPD, I learnt a lot about self-confidence and how to deal with the challenges I face on a daily basis. I also understood that this is only the beginning of my journey and that I will have a long road ahead of me if I am to be successful in this profession. However, I must mention that this experience will serve as a future objective for me.

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8. Appendices



LAPORAN
PENILAIAN & PEROLEHAN
SEBUT HARGA
NO. 15/23
MPD
BUK KEM

KERJA-KERJA NAIKTARAF LANDSKAP DI
PERSIMPANGAN JALAN SUA BETONG HINGGA
BULATAN SUNGGALA DAN SIMPANG 3 BATU 4,
PORT DICKSON

Disediakan Oleh:
Bahagian Perolehan, Pengurusan Aset & Stor
Majlis Perbandaran Port Dickson

Lokasi: PREMIS PASAR LINGGI, PREMIS BLUE LAGOON, PREMIS KIL BUKIT PEMOK, PD OSTICH
 Slap Perolehan: KERJA-KERJA PERBAHARUAN DAN PENYELANGKARAN
 Agensi/Pelaksana: MAJLIS PERBANDARAN PORT DICKSON
 Nama Penyedia Kerja / Bekalan / Pakej/Perkhidmatan: MURIL STAZZANA SBTI 180404
 No. Tar. Penyedia Kerja / Bekalan / Pakej/Perkhidmatan: 06.647.1122
 Email: j@mpd.gov.my

Tarikh Selesai Slap Kerja / Perkhidmatan: 29/11/2022
 Tarikh Mula Kerja / Diadakan / Perkhidmatan: 29/11/2022
 Tarikh Zanginan Slap Kerja / Bekalan / Pakej/Perkhidmatan:

MAKLUMAT PENILAIAN PRESTASI SYARIKAT

Markah Keseluruhan (%)	Grid Keseluruhan	Ulasan
81 - 90	Sangat Baik	Sangat Pujian
76 - 80	Baik	Beraca Cenderung Baik/ Bahaya Diterima
61 - 75	Cukup	Syarat Bahaya Diterima Dengan Syarat
0 - 60	Lawan	Syarat yang Tidak Diterima

Kriteria: Markah Prestasi = Jumlah 5, Seleksi = 1, Baik = 3, Sangat Baik = 5

Kriteria	Lebih	Selama	Baik	Sangat Baik
1) Mematuhi Jadwal Pelaksanaan			3	5
2) Mematuhi Slap Pelaksanaan			3	
3) Pengawasan Survei			3	
4) Menerima Teknikal			3	
5) Kualiti Kerja			3	5
6) Keselamatan			3	
7) Mematuhi Perundangan Di Uluhan			3	
8) Pengawasan Penyediaan			3	

JUMLAH KESELURUHAN

PENILAIAN PRESTASI KESELURUHAN

Markah Prestasi Keseluruhan / Jumlah 7 x 5 = 35
 Markah Prestasi Keseluruhan / Markah Prestasi X 100
 (35/35) x 100 = 100%

REMARK:
 Baik akan menerima untuk kerjasama yang baik

RESTRUKTURISASI PROJEK AKAN DATANG YA / PMK.

Figure 3. 1 shows procurement of quotations (top), evaluation record of quotations (bottom left) and suppliers performance reports (bottom right)



Figure 3. 2 shows stores inspection (top and bottom left) and office supply store at BPAS (bottom right)



Figure 3. 3 shows monthly meeting held by BPAS (top), Hari Raya celebration (middle and bottom)



Figure 3. 4 shows assets management meeting (top), filing of vehicles fleet (bottom left) and quotations documents (bottom right)



Figure 3. 5 show the process of quotations starting with purchasing of quotation, submission of quotations (top), quotation committee (middle) and quotations documents (bottom)