

# Ampang jaya municipal council

Business



What are the key event, trends and turning points which you think will be occurring over the next 5 years? Ampang Jaya Municipal council has a very bright vision which is to make the Ampang Jaya Municipality prosperous and harmonious by 2015. The vision was created suitable as the function of MPAJ itself which is to serve the community within the Ampang Jaya area.

In order to realize and achieve the vision, Ampang jaya Municipal Council were very struggling to adapt with and move along with the advancement of technology to ensure a very strategic town planning can be well use. Besides that, Ampang Jaya Municipal council also develops its creativity and innovative sense so that it will contribute towards the achievement of world class organization that may facilitate the customers demand especially the residents in the Ampang Jaya area.

Proudly, Ampang Jaya Municipal Council shows lot of their effort by combining their strength as a prestigious organization with the vision stated as a drive to make sure Ampang Jaya Municipal Council will move forwards and improve its accountability, integrity and transparency towards a strategic town planning in the next five years ahead. SWOT ANALYSIS OF MPAJ Swot analysis is an analytical method which is used to identify and categorise significant internal strength and weaknesses and external such as opportunities and threats factors faced either in a particular arena, such as an organisation.

It provides information that is helpful in matching the firms' resources and capabilities to the competitive environment in which it operates and is therefore an important contribution to the strategic planning process. It is

used as a dynamic part of the management and business development process. Strength of MPAJ Ampang Jaya Municipal Council Is an organization that provides services to the resident along Ampang Jaya area. The organization plays crucial roles to ensure that all the resident living well with all the Important Infrastructure and transportation available.

Firstly, the strength of Ampang Jaya Municipal Council is it focuses on the environment. It means that, the organization was fully taken responsible to ensure that the environments within Ampang Jaya area are well organized and preserved. MPAJ had launch campaign to create awareness with the Involvement of public in gotong-royong every month and the Planning unit department adopt systematic approach in designing a landscape in Ampang Jaya.

No one shall diminish the environment of the area, As example, Ampang Jaya Municipal Council are held responsible to ensure there is company that will loaded up the garbage throw by the residents so that the area will be clean. This is parallel with the main function of MPAJ which is to serve the public and manage the Ampang Jaya territories. Next is, Ampang Jaya Municipal Council Provide variety of facilities and services and act as an enforcement body in the area.

In the scope and responsibility it does not provide a good surroundings and environment to the Ampang Jaya residents. Through all the budgets given by the government, Ampang Jaya Municipal Council shall play its roles as good as they should be. MPAJ enhance their role by providing and build various infrastructures, services and e-services. As example, MPAJ are held

the accountability to facilitate the area with a well organize hospital facilities, transportations, foodcourt, mosque and public bath and many more.

This is regards as MPAJ strength because of their role to facilitate the area are goes well acting up as the enforcement body that will be respected by many publics. As example, MPAJ may rite a compound letter to the premises of food courts if the premises were not following the exact procedures in opening the premises such as cleanliness. Weaknesses of MPAJ Along with much strength that exists within the Ampang Jaya Municipal Council, the organization also has it weaknesses. First, the weaknesses of the MPAJ is , the staff of the organization were lack of quality measurement.

It happens and can be seen when the quality of services offered is not in line with the vision of MPAJ. The vision of MPAJ is to make the area harmonious and integrated by 2015 but still, there are oopholes in the organization where some staff was not giving all the cooperation to help achieving the vision stated. This can be prove by an articles written in a newspaper where the residents of Taman Teratai ask MPAJ to take urgent action against badly cracked and collapsed drain walls that lead to soil erosion.

Regards to these matters, MPAH should take an immediate action to supervise, monitor and ensure that all the residents in the area are being take care of. This had shows the commitment stated by the organization are not well spreading within the organization. Besides, many issues had been arising regarding MPAJ. This issues arise had tarnished the MPAJ's image and reputation especially when it indicates that the staff are lacking in the

integrity values. Bureaucratic in nature lead to discipline problem, unaccountability and corruption issues within the organizations.

As example, the most hottest issues pertaining MPAJ of the year is the cases of former MPAJ enforcement director Capt (R) Abdul Kudus Ahmad was sentenced to 11 years and 10 months Jail and RM370, 000 fine for accepting bribes totaling RM59, 000. This is the strongest weakness of MPAJ that had tarnished its reputation. Opportunities of MPAJ As a public organization, Ampang Jaya Municipal Council able to take and grabs many opportunities that came ahead of the organization. This opportunities came, thanks to the globalization that created many chance for the MPAJ to improves its lack and maintain it's prosperous.

First, the opportunities that came beneath MPAJ organization is the growth of the technologies where the advancement of technologies lead to better productivity and efficiency of the MPAJ function. As example through the advancement of technology many technological devices has been adopted to provide an excellent services to the Ampang Jaya residents. As example, is the usage of modern machine conducted by expertise to beautify the town can be very useful tools for MPAJ.

I nreats to M Every organization has threats that make the organization to be alert more with the surroundings. The threats that have been surrounds by the Ampang Jaya Municipal Council is the mentalities of the citizen around the Ampang Jaya area itself. The demands of the citizens are sometimes beyond the limit that can be reach and realize by the Ampang Jaya Municipal Council. The demands from the citizens are above the MPAJ expectations. As

example, are the high citizens' expectations that emanate everything to be settled within MPAJ authorities.

It is an alarm that chains the public organization where the organization cannot fully fulfill the demand. Besides that is the migration of the citizens into the Ampang Jaya area. This migration creates more surplus and induces to the overpopulation problems that later on creating more social issues and conflicts. It is hard to monitor the overcrowded and the possibilities to prevent and maintain its peace is more complicated. The illegal activities may take place and it will be difficult to combat the crime as overcrowded made it hard to settle things up.

The Ampang Jaya area is not a big area and nowadays it still can afford its population but in the future, the effects of globalization may trigger more the migration and create overpopulations. This later on will require the Ampang Jaya Municipal Council to provide more facilities, transportation and other accommodations but yet, the problem is it may surpass the limits of Ampang Jaya Municipal Council to cope with all the demands. MPAJ's Stakeholder Basically, stakeholders are an individual, group, organization that directly or indirectly get involved with the MPAJ activities.

The Ampang Jaya Municipal Council's stakeholders consist of state government such as Office of the State Secretary and Office of State Treasury, federal government such as Housing and Local Government, Department of Public Service, MPAJ themselves which includes members of the council. Besides that is the customer that act as the important stakeholders which is residents, visitors, tourists, government agencies and

private, residential owner or business premises. The non organizational organization also acts as the stakeholders of the Ampang Jaya Municipal council together with the Business Community and Concession Company.