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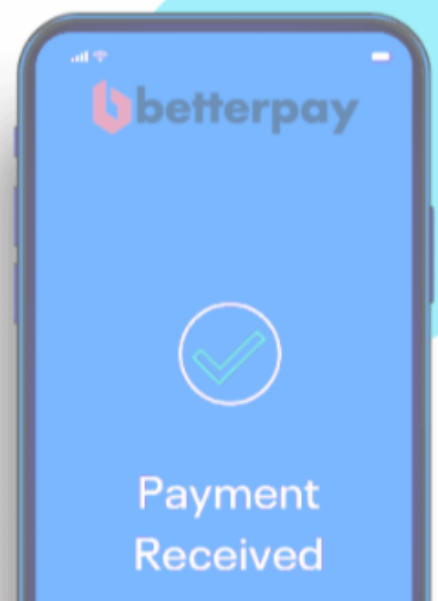


## Industrial Training Report SWOT Analysis of Industry Payment Gateway Services

Betterpay (Pay Direct Technology Sdn Bhd)  
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# Executive Summary

As I work towards fulfilling the remaining requirements for my Bachelor's degree, I have been fortunate to participate in a valuable internship as a finance intern at BetterPay (Pay Direct Technology), previously known as QlicknPay. During my internship, I effectively managed a variety of financial responsibilities, enhancing the company's financial operations and acquiring valuable practical knowledge. In addition to my assigned tasks, the main goal of my internship was to perform a thorough analysis of BetterPay's organisational structure, with a specific focus on identifying its strengths, shortcomings, possibilities, and threats.

The study found that the company's skilled workers are dedicated to operational excellence. The company is more noticeable due to its size in the competitive payment services industry. But staff shortages and merchant conduct management were problems. Opportunities included international corporate expansion and new initiatives. Database breaches and market competition posed as risks.

Following these observations, several ideas have been made. BetterPay should keep investing in employee training to enhance skills and efficiency. Strategic recruiting and a positive workplace culture may reduce labour shortages and improve talent retention. International expansion and innovation projects are recommended to capitalise on opportunities. Implement robust cybersecurity measures and optimising system performance might reduce database breach threats and industry competition.

To summarise, this internship has not only equipped me with practical financial knowledge but also enabled me to offer valuable insights for BetterPay's strategic decision-making. As I wrap up this internship, I am certain that the suggestions, once put into action, will enhance the company's ability to adapt and thrive in the ever-changing and competitive payment services sector.

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# Company Profile

## Company's Background

Pay Direct Technology Sdn Bhd, established in 2017, is an established payment gateway service provider based in Malaysia. The company's main objective is to provide merchants with customised money collecting experiences that are smooth and efficient.

Pay Direct has carefully formed partnerships with many banks and acquirers to offer a wide choice of payment methods as it expands. The available alternatives include FPX online banking, credit/debit cards for both local and international transactions, e-wallets, Buy Now Pay Later options, and recurring payments. This company places great importance on simplicity, as seen by its user-friendly APIs and unwavering dedication to delivering responsive customer support. At present, Pay Direct operates with great pride a network of more than 700 merchants throughout Malaysia.

Pay Direct Technology has created QlicknPay, a localised payment system designed to meet the particular requirements of the market. Pay Direct has established major Payment Service Agreements with respected banking partners, such as OCBC, Maybank, and Bank Islam, in response to the changing payment environment and the need for creative methods to collect payments promptly.

In 2021, Pay Direct underwent a revolutionary change by joining the ASEAN Fintech Group, resulting in the renaming of its platform as Betterpay. By implementing this strategy transformation, Betterpay was able to expand its operations outside Malaysia and effectively provide its services in neighbouring countries such as Indonesia, Thailand, and the Philippines by 2022.

## Company's Mission

"To empower their banking partners with cutting edge automation and payment experience that will increase merchant productivity and user satisfaction."



Formerly known as QlicknPay  
2017 - 2021



Currently known as QlicknPay  
2021 - present

# Organizational Chart

