



اَبْنُو سَيِّدِي تَكْوَلُو كِي مَارَا
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FACULTY OF BUSINESS AND ADMINISTRATION

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

INDUSTRIAL TRAINING REPORT



Jambatan Kedua Sdn Bhd

**JAMBATAN KEDUA SDN. BHD.
(JKSB), PULAU PINANG**

1 SEPTEMBER 2023 – 9 FEBRUARY 2024

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EXECUTIVE SUMMARY

This executive summary encapsulates the transformative 6-month industrial training completed at Jambatan Kedua Sdn. Bhd. (JKSB) within the Human Resource and Administration Department. Commencing on September 1, 2023, and concluding on February 9, 2024, this internship served as a pivotal requirement for the culmination of my studies in Human Resource Management for this semester. As a novice in the professional realm, each moment of this internship provided immeasurable experiences that words cannot fully capture. The accumulation of these experiences, however, has proven invaluable for my future career trajectory. Eager to apply the theoretical knowledge acquired during my studies, I approached this opportunity with enthusiasm and a thirst for new insights.

Jambatan Kedua Sdn. Bhd. operates through two distinct divisions: The Operation Division, led by Hussin bin Mohammad, and the Corporate Management Division, under the guidance of Abd Razak bin Abd Rahman. Throughout my internship, I was placed within the Human Resource and Administration Department, under the watchful eye of the Head of HRA Department, Muhammad Hafiz bin Hamzah, and the supervision of Nur Amalina binti Mat Hassan. Tasked with diverse assignments, projects, and committee roles for organizational events, I also engaged in client assistance at the office. In my concluding month of internship, I was honored to be appointed by Mr. Hafiz Hamzah to join the Building and Landscape Unit (BLU) under the guidance of Dr. Farah Alwani, the Head of the Unit. This experience provided me with the opportunity to acquire new knowledge and skills, complementing my day-to-day responsibilities in the Human Resources Administration (HRA) Department. This dual exposure not only broadened my understanding but also enhanced my ability to multitask effectively. While handling employee welfare matters in HRA, I concurrently engaged in tasks related to contractors within BLU.

This report meticulously outlines the benefits accrued during the industrial training, shedding light on the skills and knowledge acquired—ranging from problem-solving to multitasking. A significant portion is dedicated to a comprehensive SWOT analysis of Jambatan Kedua Sdn. Bhd. (JKSB), accompanied by an infographic and in-depth discussions of each element. Furthermore, strategic recommendations are provided to sustain strengths, mitigate weaknesses, seize opportunities, and address potential threats.

The internship experience has proven to be profoundly useful and rewarding, offering insights into various perspectives and the dynamics of the real working world. This report stands as a testament to the impactful journey undertaken at Jambatan Kedua Sdn. Bhd. (JKSB), and I look forward to leveraging these experiences in my future endeavours.

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3.0 COMPANY'S PROFILE – JKSB



Figure 1: JKSB's Logo

- **Company's Name**

Jambatan Kedua Sdn. Bhd. (JKSB)

- **Location**

JKSB's corporate office is located on 4th Floor of Bangunan Setia 1, in Bukit Damansara, Kuala Lumpur. The bridge's operation is located at Kompleks Plaza Tol, Jambatan Sultan Abdul Halim Mu'adzam Shah, Mukim 13, Batu Kawan, 14100 Simpang Ampat, Seberang Perai Selatan, Pulau Pinang.

- **Operation Hour**

Jambatan Kedua Sdn. Bhd. (JKSB) operation hours start at 8.00 a.m. to 5 p.m. from Monday to Friday except for public holiday.

- **Company's Vision and Mission**

Vision: Leader of bridge development and national concessionaire industry

Mission: Empower infrastructure development and comprehensive asset management

- **Corporate Values**



Figure 2: Corporate Values

- **Objective**

The main objective of Jambatan Kedua Sdn. Bhd. (JKSB) are:

1. To be a world class expressway concessionaire in construction, operation and maintenance
2. To stimulate economic and business activities for the region
3. To provide a comfortable and safe journey

- **Background of Establishment**

Established on 9 July 2008, Jambatan Kedua Sdn Bhd (JKSB), is wholly owned by the Minister of Finance Incorporated. It was appointed as the concessionaire to design, construct, manage, operate and maintain Jambatan Sultan Abdul Halim Mu'adzam Shah, Penang's second bridge.

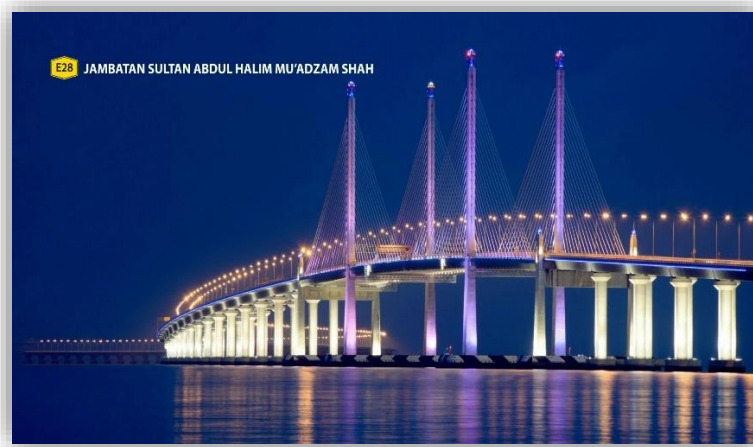


Figure 3: JSAHMS

Jambatan Sultan Abdul Halim Mu'adzam Shah (JSAHMS)

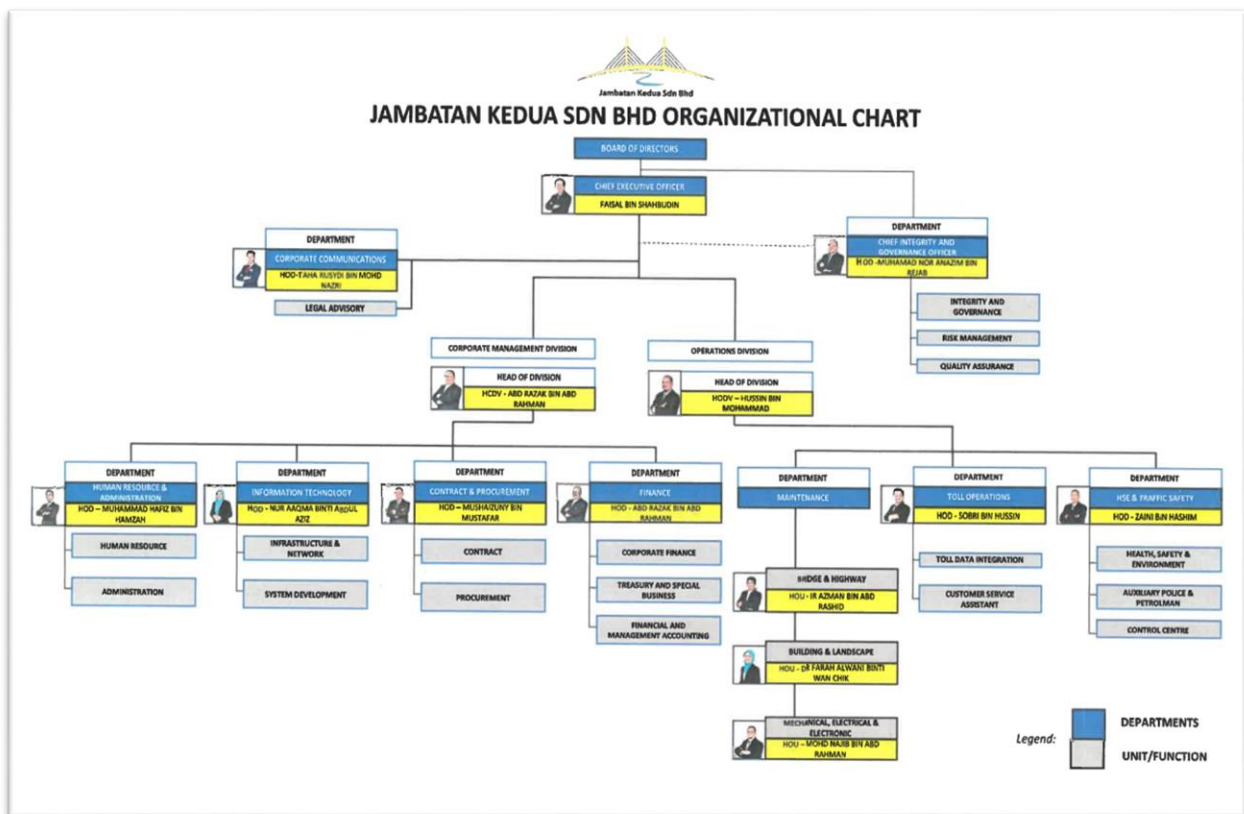
Launched under the 9th Malaysian Plan, the Penang Second Bridge Project is not only providing an alternative route linking Penang Island and the Mainland, but also a catalyst for the socio-economic development and growth in the Northern Corridor Economic Region (NCER).

On 1 March 2014, after a little over five years in the making, the bridge was officially opened by YAB Dato' Sri Mohd Najib bin Tun Abdul Razak, the Prime Minister of Malaysia and was aptly named Jambatan Sultan Abdul Halim Mu'adzam Shah. The bridge opened its door to the public at the stroke of 1:00am on 2 March 2014. The bridge's overall length is 24km with 16.9km is the length of the marine bridge over the water. It is linking Batu Kawan on the Mainland to Batu Maung on the island and it is currently the second longest bridge in Southeast Asia.

Jambatan Sultan Abdul Halim Mu'adzam Shah will not only provide an alternative route for the people to commute to Penang Island from the Mainland and vice versa. The bridge is also a catalyst for the socio-economic growth and development in Penang, especially in the vicinity of Batu Kawan.

▪ **Organizational Structure**

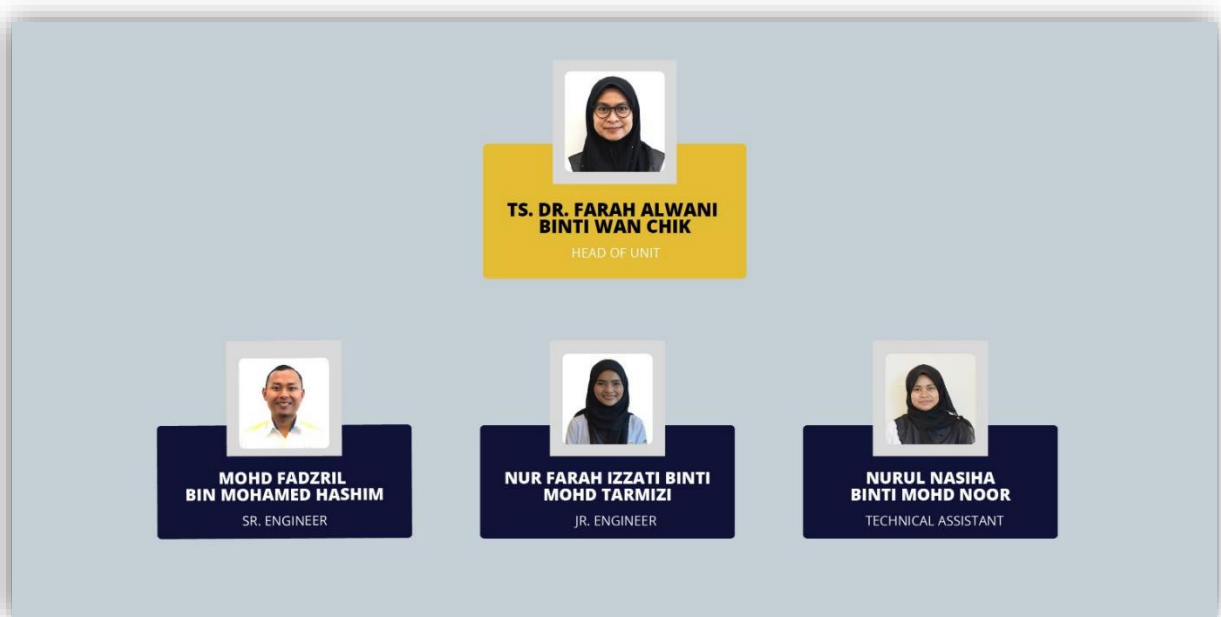
The organizational structure of Jambatan Kedua Sdn. Bhd. (JKSB) Operation Office is led by the Head of Operation Division, Mr. Hussin bin Mohammad and the Head of Corporate Division, Mr. Abdul Razak bin Abdul Rahman. There are six departments or units under supervision of the Head of Corporate Division, while five departments or units under supervision of the Head of Operation Division. Each department is led by the Head of Department or the Head of Unit. Under Corporate Division, Human Resource and Administration (HRA) Department, Finance Department (FIN), Information Technology (IT) Department, Integrity and Governance Department (IGR), Contract and Procurement Department (CPD) and Corporate Communication Department (CCD). Under Operation Division, Traffic and Safety Department which include Control Centre (CC) Unit and Traffic Safety (Patrolman) Unit, and Maintenance Department which include Mechanical, Electrical and Electronical (MEE) Unit, Building and Landscape Unit (BLU) and Bridge and Highway Unit (BHU).



Organization Structure of Human Resource and Administrative Department



Organization Structure of Building and Landscape Unit



- **Products/Services Offered**

Corporate Division:

- ❖ **Human Resource and Administrative Department**

1. Recruitment and staffing includes advertising job vacancies, conducting interviews and facilitating the hiring process.
2. Training and development includes identifying training needs, organizing training programs and managing professional development initiatives.
3. Employee relations such as resolving workplace conflicts, handling employee grievances and facilitating communication between management and staff.
4. Performance management includes implementing performance appraisal systems and providing feedback and coaching.
5. Compensation and benefits such as administering salary and benefits programs, managing employee compensation and handling payroll processes.
6. Administrative support includes managing office supplies, handling correspondence and communication and coordinating meetings and events.
7. Record keeping such as maintaining employee records and managing HR databases.

- ❖ **Finance Department**

1. Financial planning and analysis such as developing financial plans and budgets, analyzing financial performance and providing forecasts and projections.
2. Accounting and bookkeeping includes recording financial transactions, managing accounts payable and accounts receivable and maintaining general ledgers.
3. Financial reporting such as preparing financial statements, generating periodic financial reports and ensuring compliance with accounting standards and regulations.
4. Budgeting and cost control such as creating budgets for various department, monitoring and controlling expenses and analyzing budget variances.
5. Payroll administration includes processing payroll, handling employee benefits and deduction, and ensuring compliance with payroll regulations.

- ❖ **Information Technology Department**

1. Network and system management such as design, implement, and secure computer networks and manage hardware, software, servers, and databases.
2. User support and cybersecurity includes provide help desk and technical support for users and implement cybersecurity measures to protect against threats.
3. Project management and governance such as oversee IT projects from planning to execution and enforce IT governance, policies, and compliance.

❖ **Integrity and Governance Department**

1. Ethical practices and compliance includes develop and enforce a code of conduct and monitor compliance with laws and regulations.
2. Governance and risk management such as advice on board governance matters and conduct internal audits and manage risks associated with integrity and governance.

❖ **Contract and Procurement Department**

1. Sourcing and vendor management such as identifying and managing relationships with suppliers and conducting cost analysis and negotiating terms.
2. Contract administration and compliance includes drafting and managing contracts, ensuring compliance and monitoring supplier performance and implementing improvement plans.
3. Procurement planning and process management includes developing strategic procurement plans aligned with organizational goals and coordinating purchase order processing, inventory management, and risk mitigation.

❖ **Corporate Communication Department**

1. Internal and external communication such as develops and implements plans for internal and external communication and manages relationships with stakeholders and media, issuing press releases.
2. Brand management and event coordination such as maintains brand identity and consistency and organizes corporate events, manage logistics, and coordinates communication.
3. Content creation and social media management includes creates written and visual content for various channels and manages social media platforms, engaging with the audience and responding to inquiries.

Operation Division

❖ **HSE Traffic Safety (Health, Safety & Environment & Patrolman)**

1. Traffic management and control includes develops strategies for safe and efficient traffic flow on the bridge.
2. Emergency response and planning such as implements emergency response plans and conducts drills for preparedness.
3. HSE Compliance and monitoring includes ensures adherence to health, safety, and environmental regulations through audits.
4. Patrol and surveillance such as monitors bridge conditions, responds to incidents, and conducts regular patrols.
5. Education and awareness programs includes educates drivers on safe practices and promotes awareness of traffic safety measures.

6. Accident investigation and safety training such as investigates accidents, provides safety training, and assesses bridge infrastructure for improvements.

❖ **Control Centre Unit**

1. Real-time bridge monitoring includes utilizes advanced technology for continuous monitoring of bridge conditions.
2. Incident response and coordination such as responds promptly to incidents and emergencies on the bridge and coordinates with relevant units and external agencies.
3. Communication hub includes acts as a central communication hub for bridge operations and emergencies and facilitates communication between departments and stakeholders.
4. Data analysis and reporting such as analyses data from monitoring systems and generates reports on bridge conditions and incidents.
5. Traffic flow management includes monitors and manages traffic flow in collaboration with the Traffic Safety Unit and implements strategies for optimized traffic movement.
6. 24/7 operations and collaboration include provide continuous, round-the-clock operations and monitoring and collaborates with other units for integrated bridge management.

❖ **Mechanical, Electrical and Electronical Unit**

1. Equipment maintenance and repairs includes regular maintenance and troubleshooting of mechanical and electrical equipment.
2. Installation, commissioning, and upgrades such as installation and testing of new systems and upgrades and modifications for improved performance.
3. Safety inspections and compliance such as conducts safety inspections and addresses potential hazards and ensures compliance with regulations and standards.
4. Calibration, testing, and energy efficiency includes calibrates instruments and performs testing and optimizes energy efficiency in electrical systems.
5. Emergency response and spare parts management such as responds to emergency situations and implements quick solutions and manages spare parts inventory for timely maintenance and repairs.

❖ **Building and Landscape Unit**

1. Facility and infrastructure management includes oversees day-to-day operations and maintenance of buildings and facilities and manage construction, renovation, and infrastructure development projects.
2. Landscape and environmental planning such as designs and maintains outdoor landscapes and green spaces and implements environmentally sustainable practices and waste management.
3. Security, safety, and event coordination includes ensures building security and safety, implementing emergency response plans and plans and coordinates events, managing logistics and setup.
4. Aesthetic enhancements and budgeting includes enhances aesthetic appeal through projects and interior design and develops and manages budgets, controlling costs for building and landscape initiatives.

❖ **Bridge and Highway Unit**

1. Design and construction such as plans and designs new bridges and highways and manages construction projects and executes maintenance programs.
2. Traffic management and safety includes implements traffic management systems for highways and ensures safety through inspections and awareness campaigns.
3. Emergency response and rehabilitation such as develop emergency response plans for incidents and plan and executes rehabilitation projects for aging infrastructure.
4. Project management and compliance includes manages project timelines, budgets, and resources and ensures compliance with standards, regulations, and environmental impact assessments.

4.0 TRAINING'S REFLECTION

- **Duration**

I started my internship at Jambatan Kedua Sdn. Bhd. (JKSB) on 1 September 2023 until 9 February 2024 for 24 weeks. I worked from 8 am until 5 pm from Monday to Friday.

- **Specific Department**

I have been assigned to Human Resource and Administration Department during my internship period. I have learned a lot while working at this department with guidance from my supervisor and other employees. In my concluding month of internship, I was honoured to join the Building and Landscape Unit (BLU). This experience provided me with the opportunity to acquire new knowledge and skills, complementing my day-to-day responsibilities in the Human Resources Administration (HRA) Department. While handling employee welfare matters in HRA, I concurrently engaged in tasks related to contractors within BLU.

- **Roles, responsibilities, tasks, and assignment**

During my internship period, I have been assigned different tasks and assignments under the Human Resource and Administration (HRA) Department and Building and Landscape Unit (BLU).

- Human Resource Task

During my internship in the Human Resource and Administration (HRA) department at Jambatan Kedua Sdn. Bhd., I assumed a pivotal role in managing the disbursement of practical student allowances and overseeing the meticulous distribution of employee attendance records. My responsibilities extended to maintaining accurate records, conducting systematic checks, and overseeing the monitoring process for the acceptance of employee uniform forms. Additionally, I actively participated in the onboarding process for new student practical intakes, demonstrating a commitment to ensuring a seamless integration process. My involvement in addressing various welfare aspects related to student practicals further showcased my dedication to comprehensive HR administration. A significant aspect of my role involved efficiently organizing the overtime schedule for patrolmen, contributing to the effective deployment of resources. My proficiency in navigating the Jambatan Kedua Sdn. Bhd. (JKSB) system, particularly the e-office system, played a crucial role as an HR administrator. This proficiency was integral in facilitating the approval process for employee claims and leave requests, showcasing my adaptability to and mastery of essential organizational systems. Moreover, I actively participated in the coordination and preparation of significant events such as team-building activities and the annual dinner, underscoring my commitment to contributing to a positive and collaborative work environment.

within the HR Administration department. Through these experiences, I have not only honed my practical skills in HR administration but have also gained a deeper understanding of the nuanced dynamics of human resource management within a corporate setting.

- Daily Office Administration Task

During my tenure in this department, I acquired foundational skills in basic administrative tasks, including operating photocopier machines for tasks such as copying, printing, and scanning. My responsibilities extended to compiling and filing documentation meticulously for record-keeping purposes, ensuring organizational efficiency. Additionally, I undertook tasks related to document management, including copying letters and documents, as well as stapling and stamping them in accordance with organizational protocols. In a multifaceted role, I actively contributed to the preparation and coordination of meetings, taking on responsibilities such as setting up food and beverages. This included managing the logistics for tea services during meetings, showcasing my attention to detail and commitment to creating a conducive work environment. Furthermore, I undertook the crucial responsibility of organizing and conducting stock inventory of company supplies, contributing to efficient record-keeping and supply chain management. These experiences have not only honed my proficiency in fundamental administrative tasks but have also provided me with valuable insights into the meticulous organizational and logistical aspects required in a corporate setting.

- Building and Landscape Unit Task

In my capacity as an intern within the Building and Landscape Unit at Jambatan Kedua Sdn. Bhd. (JKSB), I engage in a comprehensive range of tasks pivotal to the planning, development, and maintenance of physical structures and outdoor spaces. This involves conducting site inspections alongside engineers and technical assistants, where I document observations and gain valuable insights into construction and landscaping processes. Furthermore, I actively contribute to the meticulous documentation of projects, including plans, specifications, and progress reports. A notable aspect of my role is the creation of collaborative tools, exemplified by the development of the Joint Inspection Form, designed to streamline assessments during inspections involving multiple parties. Additionally, I play a key role in research assignments, delving into industry best practices, innovative technologies, and environmental considerations. I present my findings to contribute to informed decision-making processes within the unit. My responsibilities extend to providing crucial administrative support,

encompassing document organization, correspondence assistance, and the preparation of reports for internal and external stakeholders. I am also involved in creating labels for equipment, handling Excel tasks, and aiding technical assistants and engineers in generating Notices of Deficiency (NOD) for projects. Moreover, I contribute to design support by providing innovative ideas, conducting research, and creating visual materials to enhance project development. This multifaceted role as an intern underscores my commitment to learning and contributing effectively to the diverse initiatives within the Building and Landscape Unit.

- Corporate Stock

In my role, I actively contribute to the organization and execution of stock inventory processes for company supplies, ensuring meticulous record-keeping. A significant aspect of my responsibilities involves performing calculations and summarizing employee stock cards for corporate uniforms, facilitating distribution and efficient record management. I take charge of overseeing, managing, and verifying the correct sizes and quantities of available corporate uniform stocks prior to distribution to employees. Furthermore, I collaborate with the Human Resource and Administration (HRA) department in reviewing and managing Employee Stock Cards for corporate uniforms, considering size variations for both male and female employees. This involves the careful distribution of uniforms and maintaining updated records. In addition, I play a key role in restocking and organizing pantry items, contributing to a well-maintained and efficiently managed inventory. My responsibilities extend to ensuring the overall organization of inventory records, facilitating smooth stock retrieval processes for various departments. Within my responsibilities, I meticulously perform calculations and curate a comprehensive summary of employee stock cards for corporate uniforms. This documentation is strategically crafted for distribution and meticulous record-keeping. My role extends to overseeing, managing, and verifying the accuracy of sizes and quantities within the available corporate uniform stocks before their distribution to employees. This includes a meticulous consideration of sizes for both male and female employees, ensuring precise distribution to the workforce. Through these multifaceted tasks, I contribute significantly to the effective management of corporate resources and the streamlined operation of stock-related processes within the organization process.

- Record of Vehicle Usage

In my role within the Administration Unit, I assume a pivotal responsibility in overseeing the meticulous management of the Record of Vehicle Usage on a daily and

monthly basis. Employees adhere to a structured procedure when utilizing company vehicles, necessitating the completion of details such as their name, date of use, time of use, expected return time, destination location, purpose of use, and the requisite signature. Importantly, they also record mileage in the logbook to facilitate comprehensive tracking for vehicle maintenance purposes. As part of my commitment to optimizing administrative processes, I actively assist the unit in calculating and verifying the mileage covered by corporate vehicles, thereby contributing to the compilation of accurate statistical data on a monthly basis. This data serves as a valuable resource for strategic decision-making and proactive vehicle maintenance planning. Recognizing the need for an updated and standardized approach, I have taken the initiative to create a new template for the Vehicle Usage Record Logbook. This enhancement reflects a commitment to modernizing and streamlining documentation practices, aligning them with contemporary standards and ensuring efficiency in record-keeping. Furthermore, I've played a key role in conducting a comprehensive transportation survey for the annual dinner, spanning various departments. This initiative aims to gain insights into the transportation needs of employees, allowing the Administration Unit to optimize transport arrangements effectively. Through these multifaceted tasks, I contribute to the efficient and strategic management of corporate resources within the organization.

- Receptionist

In addition to my responsibilities in the Administration Unit, I am tasked with fulfilling the role of a receptionist at the reception table. This multifaceted role involves managing incoming and outgoing phone calls, providing information and assistance to callers, handling complaints from bridge users, and transferring calls as necessary. As part of my receptionist duties, I actively manage emails and correspondence, ensuring timely and accurate handling of incoming and outgoing letters. I also welcome and greet visitors and clients at the lobby, directing them to the appropriate person or department. Maintaining a tidy reception area and overseeing visitor sign-in procedures are integral aspects of creating a welcoming environment. Furthermore, I handle the booking list for meeting rooms, assisting employees in scheduling appointments, and coordinating with various departments. Beyond administrative tasks, I contribute to security measures by monitoring access to the premises and play a crucial role in handling emergencies. This experience has highlighted the pivotal role of a receptionist as a key team member, fostering positive customer experiences and supporting the organization's day-to-day operations.

- JKSB Retired Furniture Sales Project

During a meeting with Mr. Hafiz Hamzah, Head of Human Resource and Administration (HRA), I was assigned a project to strategize the handling of retired assets with the aim of minimizing furniture inventory. The key decision was whether to sell or dispose of these assets. Taking charge of the project, I meticulously managed all aspects, from creating project documents for higher-up's approval to planning the entire process before, during, and after its execution. My responsibilities included designing a sales poster, creating and editing the reception process, and developing a comprehensive retirement list for assets to facilitate easy reference during the project. Ensuring meticulous attention to detail, I conducted a thorough confirmation of the quantity of chairs and furniture items intended for sale. This precision was crucial for the successful execution of the initiative. Moreover, I played a significant role in settling the affairs of the furniture sales project. I ensured that all unsold items were meticulously organized for proper disposal, emphasizing a neat and systematic approach. This included determining whether items should be disposed of or included in the next sales project. Through these tasks, I contributed to the efficient management and decision-making process surrounding retired assets within the organization.

- JKSB Team Building

Engaged in a detailed discussion with the HR Administrator to strategize for the Company Team Building Program 2.0. Participated in a collaborative meeting between the Penang and KL branches, covering aspects like budget allocation, logistics, and planned activities. Organized employee lists systematically, assisted in drafting site plans, and recorded details of activity preferences. Contributed to finalizing plans on a whiteboard, preparing room layouts, and organizing supplies for the Team Building Program. Procured necessary supplies, coordinated transportation, and demonstrated effective logistical skills. Actively joined the Team Building Program at Murni Camp, Gopeng, gaining valuable teamwork and problem-solving skills. Played a role in filing and distributing certificates for record-keeping and acknowledging participants.

- JKSB Annual Dinner

Contributed to the collaborative planning of the 'Company Annual Dinner' during a joint session with the Penang and KL branches. Engaged in crucial discussions covering gift selection, budget allocation, and logistics, collaborating with the Gift Committee for a comprehensive approach to event planning. Played an active role in generating door gift ideas and supported the committee by organizing Tupperware brand catalogues in Microsoft Excel for informed decision-making. Conducted a thorough survey across companies, collecting data for comparison and analysis in Microsoft Excel, contributing valuable insights. Initiated contact with official stores, gathered price lists, and requested quotations for hotel vouchers, ensuring alignment with the allocated budget. Provided hands-on support to the Gift Committee during the procurement process and contributed to the meticulous organization and arrangement of items for the event. Attended a strategic meeting with HRA and Finance teams to discuss the annual dinner budget, offering insights for effective financial planning. Participated in event preparation by cutting prize tags for winners and keying in data for the employee transportation survey, ensuring accuracy. Collaborated with the Administrative unit to conduct a comprehensive transportation survey across departments, contributing to seamless coordination.

- **Benefits**

- Allowances

During my internship for 6 months, I was provided with an allowance for every month at RM800 based on my attendance.

- Meals

Free food and meals provided by the organization when there's an event or meeting.

- Parking

Free and secure parking for staff

- Goodies

I also got goodies from JKSB such as book, pen, calendar, tumbler thermos and many more.

- **Knowledge and technical skills gain related to work**

- ❖ **Communication**

I honed my communication skills during my internship under the HRA Department and BLU Unit at Jambatan Kedua Sdn. Bhd. Specifically, I acquired valuable experience while handling employees' claims. This involved effectively communicating with employees, guiding them through the necessary documentation process, and ensuring the seamless completion of their claim's requests. Additionally, I took charge of the distribution of uniform stock, establishing successful communication channels with employees to make them feel comfortable and supported. Furthermore, I enhanced my communication skills through various tasks, such as conducting surveys for transportation arrangements to the annual dinner. This required engaging with employees from different departments, demonstrating my ability to connect and communicate effectively across diverse teams. I also gained experience in proper communication etiquette while assisting the receptionist at the reception table, where I welcomed guests and handled phone calls. Moreover, my proactive approach to learning led me to regularly engage in conversations with staff and individuals knowledgeable in specific fields. This not only allowed me to expand my knowledge but also strengthened my ability to ask insightful questions and communicate effectively to understand their roles and responsibilities better.

- ❖ **Multitasking**

I showcased my strong ability to multitask during my internship at Jambatan Kedua Sdn. Bhd. by actively contributing to various departments. I played a crucial role in stock inventory and record-keeping, participated in team-building program preparation, assisted in annual dinner planning and execution, contributed to infrastructure project management, and engaged in BLU unit transactions. This diverse involvement allowed me to hone my multitasking skills significantly. Balancing responsibilities across different areas not only taught me to handle multiple tasks simultaneously but also enabled me to thrive under pressure. While I encountered challenges and made mistakes along the way, these experiences served as valuable learning opportunities. I realized that every achievement starts with the ability to manage and multitask effectively.

- ❖ **Problem-solving**

I developed and demonstrated strong problem-solving skills during my internship, particularly when conducting a survey for the annual dinner. Initially, the survey aimed to determine the most suitable transportation the company could provide for staff to the

event venue. However, the survey results revealed that a majority of employees preferred using their own transportation. In response to this unexpected outcome, as part of the HRA team, we faced the challenge with a solution-oriented mindset. Recognizing the opportunity to optimize costs, we decided to utilize only corporate vehicles for transportation, eliminating the need to rent a bus or van. This decision not only aligned with the majority preference but also resulted in significant cost savings. This experience enhanced my problem-solving skills as it required adaptability, strategic thinking, and the ability to find effective solutions in unexpected situations.

- **Knowledge and skills related to personal development**

- ❖ **Bridge and Highway Management**

- Obtained a comprehensive understanding of the principles and practices involved in the management and maintenance of bridges and highways.

- ❖ **Infrastructure Operations**

- Learned about the day-to-day operations of an organization responsible for critical infrastructure, including scheduling, monitoring, and executing maintenance tasks.

- ❖ **Project Coordination**

- Developed skills in coordinating and participating in various projects, understanding the lifecycle from planning to execution and project evaluation.

- ❖ **Documentation and Record-Keeping**

- Acquired proficiency in maintaining accurate and detailed records, including documentation of project details, employee claims, and inventory management.

- ❖ **Microsoft Excel Proficiency**

- Enhanced proficiency in Microsoft Excel, specifically in tasks such as data entry, creating lists, comparing prices, and summarizing information for various purposes.

- ❖ **Collaborative Meetings**

- Participated in collaborative meetings involving different departments, contributing ideas and insights related to company-wide initiatives, such as the Annual Dinner and Team Building Program.

❖ **Logistical Skills**

Demonstrated efficient logistical skills in tasks like organizing and arranging items for events, conducting transportation surveys, and overseeing the retrieval and storage of materials.

❖ **Technical Research**

Conducted research on industry best practices, innovative technologies, and environmental considerations within the Building and Landscape Unit, contributing valuable insights to decision-making processes.

❖ **Microsoft Office Suite Usage**

Utilized Microsoft Office Suite tools, including Word and PowerPoint, for tasks such as creating labels, designing posters, and preparing room layout plans.

❖ **Internship Coordination**

Coordinated and managed the process of transitioning to the Building and Landscape Unit for the last month of the internship, showcasing adaptability and the ability to multitask.

❖ **Financial Planning**

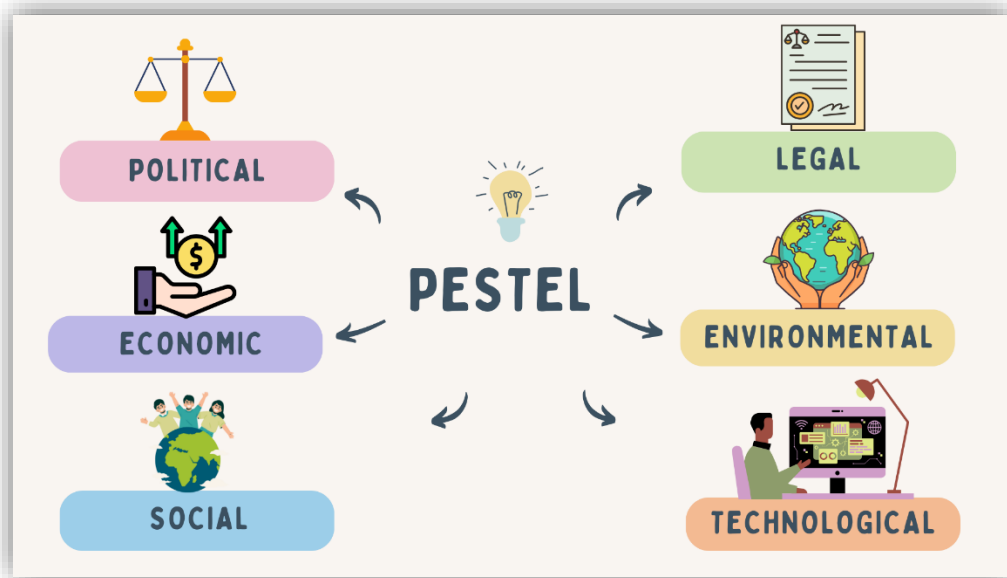
Contributed to discussions on budget allocation for events like the Annual Dinner, gaining exposure to financial planning within the organizational context.

❖ **Networking and Collaboration**

Built professional networks by participating in joint meetings, collaborating with different departments, and actively engaging in teamwork during the Team Building Program.

5.0 ANALYSIS

5.1 PESTEL ANALYSIS



A PESTEL analysis is a comprehensive strategic framework used by organizations to evaluate and understand the external macro-environmental factors that can significantly influence their operations. The acronym PESTEL encompasses six key dimensions: Political, Economic, Social, Technological, Environmental, and Legal. Each of these elements represents a distinct aspect of the external environment that may impact a business.

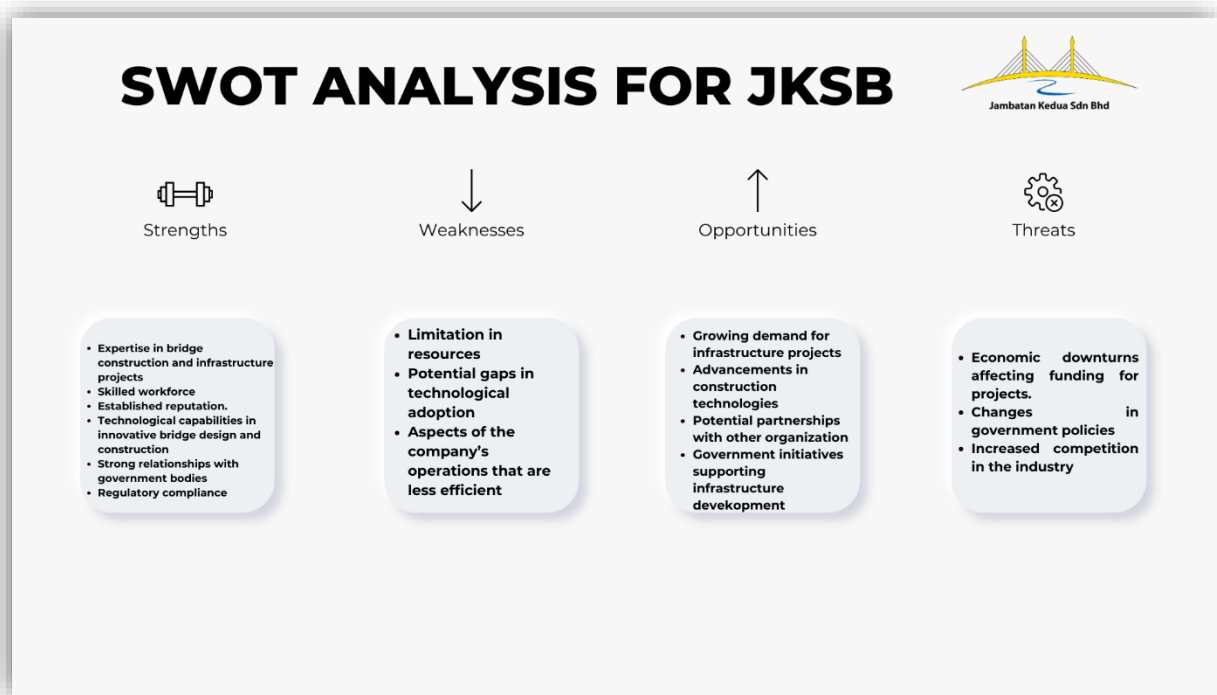
In the political realm, businesses consider the influence of government policies, stability, and political ideologies on their operations. Economic factors involve the assessment of inflation rates, economic growth, exchange rates, and overall economic stability. Social factors delve into demographics, cultural trends, social attitudes, and lifestyle changes that may affect consumer behavior and market dynamics. The technological dimension focuses on advancements, innovation, and the pace of technological change that can either disrupt or benefit an industry. Environmental considerations encompass ecological factors, sustainability, and the environmental impact of business activities. Lastly, the legal component examines the legal framework, regulations, and compliance issues pertinent to the industry, including labor laws and intellectual property rights.

For Jambatan Kedua Sdn. Bhd., a company presumably engaged in bridge construction or infrastructure projects, a PESTEL analysis involves a nuanced examination of various external factors. On the **political** front, the company must navigate government policies related to infrastructure development, ensuring alignment with regulations and capitalizing on political stability and support for large-scale projects. **Economically**, the organization is influenced by economic conditions affecting funding

availability, exchange rates if operating internationally, and interest rates impacting project costs. **Social** considerations encompass demographic trends influencing infrastructure needs, public opinion toward construction projects, and the social impact of the company's endeavours. In the **technological** sphere, advancements in construction technologies and materials, as well as the integration of automation and digitalization in project management, can significantly impact the company's operations. The **environmental** dimension necessitates compliance with regulations governing construction practices, a focus on sustainability in bridge design, and thorough impact assessments on local ecosystems and communities. Lastly, on the **legal** front, Jambatan Kedua Sdn. Bhd. must navigate a complex landscape, ensuring compliance with local and international construction laws, obtaining necessary licenses and permits, and managing legal agreements with contractors and stakeholders.

Conducting a PESTEL analysis empowers organizations to proactively navigate the complexities of their external environment. By systematically evaluating each dimension, businesses can gain insights into potential challenges and opportunities, enabling them to make informed and strategic decisions. This analytical approach helps companies stay adaptable and responsive to the ever-changing landscape, ultimately contributing to their long-term success in a dynamic business environment.

5.2 SWOT ANALYSIS



A SWOT analysis offers multifaceted benefits to organizations, and for Jambatan Kedua Sdn. Bhd., this strategic tool plays a pivotal role in informed decision-making and long-term planning. By systematically evaluating internal strengths and weaknesses alongside external opportunities and threats, the company gains a comprehensive understanding of its current position in the dynamic infrastructure development landscape. This structured approach to strategic planning allows Jambatan Kedua Sdn. Bhd. to align its goals with its inherent capabilities, fostering more effective resource allocation and risk management.

Furthermore, the insights derived from a SWOT analysis are instrumental in enhancing the organization's competitive edge. Capitalizing on identified strengths and opportunities positions the company favourably in the market, while simultaneously addressing weaknesses and mitigating threats ensures a more resilient and adaptive business model. Beyond strategic advantages, SWOT analysis cultivates a culture of continuous improvement within the organization. Regularly revisiting and updating the analysis allows JKSB to stay agile, responsive to industry changes, and committed to innovation, ultimately contributing to sustained success in the ever-evolving field of infrastructure development.

6.0 DISCUSSION

6.1 Strengths

Jambatan Kedua Sdn. Bhd. likely possesses strengths related to its expertise in bridge construction and infrastructure projects. This may include a skilled workforce, established reputation, and technological capabilities in innovative bridge design and construction. Strong relationships with government bodies and regulatory compliance may also be strengths. Firstly, the company boasts a highly skilled workforce, encompassing expertise in various aspects of bridge construction, from engineering and design to proficient project management. This specialized knowledge base positions the company to execute complex projects with efficiency and precision. Additionally, Jambatan Kedua Sdn. Bhd. enjoys a strong reputation and a wealth of experience in the industry, with a track record of successful projects. This established credibility, coupled with positive client feedback, enhances the company's competitiveness in securing new contracts.

Technological capabilities form another notable strength, with Jambatan Kedua Sdn. Bhd. potentially adopting advanced construction technologies and materials. This commitment to innovation, seen in innovative bridge design and the application of cutting-edge construction methods, sets the company apart in the market. Positive relationships with government bodies, regulatory compliance, and financial stability further bolster Jambatan Kedua Sdn. Bhd.'s standing. The company's ability to navigate regulatory landscapes, secure funding, and manage resources effectively showcases its reliability as a contractor for large-scale infrastructure projects. Moreover, a commitment to innovation in both design and construction methodologies positions Jambatan Kedua Sdn. Bhd. as a forward-thinking industry leader, attracting clients seeking cutting-edge solutions. In leveraging these strengths, the company strategically positions itself for sustained success and prominence in the dynamic and challenging realm of infrastructure development.

6.2 Weaknesses

Identifying weaknesses involves considering areas where Jambatan Kedua Sdn. Bhd. may have room for improvement. This could include limitations in resources, potential gaps in technological adoption, or aspects of the company's operations that are less efficient. One notable challenge may be resource limitations, encompassing constraints in human and financial resources, which could impede the company's ability to undertake multiple projects concurrently or invest in cutting-edge technologies. Additionally, any technological gaps in adopting the latest construction technologies might impact operational efficiency and competitiveness. Weaknesses in project execution, such as delays or cost overruns, could pose significant challenges, stemming from inadequacies in project management practices or unforeseen complications during construction. Another area of concern could be a potential dependency on government-funded projects, making the company susceptible to economic or political uncertainties if not adequately diversified. In the highly competitive construction industry, Jambatan

Kedua Sdn. Bhd. may face challenges in differentiating itself from competitors, potentially leading to pricing pressures and impacts on profit margins. Furthermore, environmental impact concerns and challenges in regulatory compliance could pose reputational and operational risks. Recognizing and addressing these weaknesses is paramount for Jambatan Kedua Sdn. Bhd. to fortify its operational resilience, enhance competitiveness, and ensure sustained growth in the dynamic infrastructure development landscape.

6.3 Opportunities

Opportunities are external factors that could positively impact the company. For Jambatan Kedua Sdn. Bhd., opportunities might include a growing demand for infrastructure projects, advancements in construction technologies, and potential partnerships with other organizations or government initiatives supporting infrastructure development. The growing demand for infrastructure development presents a significant opportunity for the company to secure new contracts and expand its project portfolio. Advancements in construction technologies provide an avenue for Jambatan Kedua Sdn. Bhd. to enhance its capabilities, improve operational efficiency, and differentiate itself in the market through innovative solutions and methodologies. Moreover, potential collaborations with governmental bodies or participation in public-private partnerships offer avenues for strategic alliances, securing funding, and accessing a broader range of projects. The company could also explore international markets, leveraging its expertise to undertake projects in regions with burgeoning infrastructure needs. As sustainability gains prominence, Jambatan Kedua Sdn. Bhd. can position itself as a leader in eco-friendly construction practices, aligning with the increasing focus on environmentally conscious infrastructure solutions. Additionally, diversifying services to include maintenance and retrofitting projects presents another avenue for growth and revenue generation. By proactively leveraging these opportunities, Jambatan Kedua Sdn. Bhd. can position itself for sustained success and advancement in the dynamic and evolving field of infrastructure development.

6.4 Threats

Threats involve external factors that could pose challenges to the organization. In the case of Jambatan Kedua Sdn. Bhd., threats might include economic downturns affecting funding for projects, changes in government policies impacting construction regulations, or increased competition in the industry. Economic uncertainties, such as fluctuations in funding availability and changing market conditions, pose a significant threat to project feasibility and financial stability. Political factors, including shifts in government policies or budgetary constraints, could impact the company's ability to secure and execute projects. Increased competition within the construction industry is another potential threat, potentially leading to pricing pressures and challenges in maintaining profit margins. External factors like natural disasters, geopolitical tensions, or unforeseen global events may pose risks to project timelines, supply chains, and overall business continuity. Technological disruptions, if not navigated effectively, could

also become a threat, impacting the company's competitiveness and operational efficiency. Moreover, environmental regulations and evolving compliance standards present a challenge, requiring ongoing adaptation to avoid potential legal issues and reputational damage. Finally, the industry's dependence on skilled labor and potential shortages pose a threat, impacting project timelines and costs. Proactively addressing these threats through robust risk management strategies will be crucial for Jambatan Kedua Sdn. Bhd. to navigate challenges successfully and sustain its position in the dynamic and complex infrastructure development sector.

By conducting a SWOT analysis, Jambatan Kedua Sdn. Bhd. can gain a comprehensive understanding of its current position and develop strategies to leverage strengths, address weaknesses, capitalize on opportunities, and mitigate threats. This analysis serves as a valuable tool for strategic planning and decision-making in the dynamic field of infrastructure development.

7.0 Recommendation

➤ Strengths

For the organizations to sustain and expand their strengths of expertise in bridge construction and infrastructure projects, skilled workforce, established reputation, technological capabilities, strong relationships with government and regulatory compliance, they can apply the following recommendations:

▪ **Explore internal market opportunities**

Building on the company's expertise, I recommend exploring opportunities in the international market. To systematically identify and develop internal market opportunities, Jambatan Kedua Sdn. Bhd. should establish innovation hubs or forums for idea generation. Encouraging employees from various departments to contribute innovative ideas fosters a culture of continuous improvement and exploration. By providing platforms for brainstorming and collaboration, the company can uncover hidden potentials within its internal market. Expanding internationally can diversify the company's project portfolio and enhance its global standing.

▪ **Optimize employee development programs**

Given the company's strong and skilled workforce, I recommend optimizing employee development programs. This could involve identifying key skill areas for continuous improvement, tailoring training sessions to address specific industry advancements, and providing opportunities for cross-functional training. Strengthening the already proficient workforce will contribute to even higher project efficiency and quality. For instance, to foster a culture of continuous learning, Jambatan Kedua Sdn. Bhd. should organize interactive workshops and seminars led by industry experts. These sessions provide employees with practical insights into industry trends, advancements, and best practices. The interactive nature of workshops facilitates a dynamic exchange of ideas and experiences, contributing to a deeper understanding of evolving industry standards. By incorporating expert-led interactive sessions, the company can enrich its workforce with the latest industry knowledge.

▪ **Enhance technological integration**

Building upon the technological capabilities of Jambatan Kedua Sdn. Bhd., I recommend exploring opportunities to enhance technological integration further. This may involve investing in state-of-the-art project management software, digital collaboration tools, or other technologies that can streamline processes and improve overall project execution. In the era of remote work and global collaboration, digital collaboration tools play a vital role. Jambatan Kedua Sdn. Bhd. is recommended to implement tools that facilitate seamless communication, file sharing, and collaboration among team members. The study by Scott et al. (2020) underscores the importance of digital collaboration in construction projects,

enhancing communication efficiency and reducing project delays. By embracing digital collaboration, the company can transcend geographical barriers, improve team connectivity, and accelerate project timelines.

- **Promote strong government relations**

Jambatan Kedua Sdn. Bhd.'s positive relationships with government bodies are a testament to its commitment to collaborative project development. To enhance and promote these relationships, a proactive engagement strategy is recommended. This involves regular dialogues, participation in industry forums, and collaboration on public infrastructure projects. According to studies by Jones and Smith (2019), companies that actively engage with government bodies tend to have smoother project approvals and gain access to valuable insights that positively influence project outcomes. By adopting such a proactive approach, Jambatan Kedua Sdn. Bhd. can strengthen its government relationships, paving the way for streamlined project approvals and potential collaboration on future endeavors.

- **Strengthen reputation management and showcase innovative bridge designs**

The strength of Jambatan Kedua Sdn. Bhd. in reputation management is a testament to its commitment to delivering high-quality projects. To fortify this strength, a comprehensive reputation management strategy is recommended. This involves actively monitoring and managing the company's online presence, soliciting positive client testimonials, and addressing potential issues proactively. As asserted by Brown and Smith (2020), a positive online reputation is instrumental in building trust with clients and stakeholders, ultimately contributing to sustained business success. By incorporating these strategies, Jambatan Kedua Sdn. Bhd. can reinforce its positive image, enhance client trust, and attract new business opportunities.

The company's prowess in innovative bridge design is a hallmark of its technical expertise and creative approach to engineering challenges. To fully leverage this strength, it is recommended that Jambatan Kedua Sdn. Bhd. actively showcases its innovative bridge designs through various channels. This includes featuring these designs prominently on the company website, utilizing social media platforms for targeted exposure, and participating in industry conferences to present groundbreaking projects. According to Chen et al. (2018), the public exhibition of innovative designs not only enhances a company's industry standing but also positions it as a thought leader in the field. By adopting these strategies, Jambatan Kedua Sdn. Bhd. can elevate its profile, attract potential clients, and contribute to shaping industry trends.

- **Employee awareness programs**

Regulatory compliance is a cornerstone of organizational success, particularly in industries where adherence to standards is paramount. For Jambatan Kedua Sdn. Bhd., a company thriving in the

complex landscape of bridge construction and infrastructure, the strength of regulatory compliance is not just a procedural necessity but a strategic imperative. In light of this, one key recommendation stands out: the implementation of comprehensive Employee Awareness Programs. To embark on this journey, the company can develop customized training modules tailored to the diverse roles within its workforce. These modules should delve into the intricacies of construction regulations, offering a nuanced understanding of the specific requirements applicable to each department. By tailoring the content to address the unique challenges faced by project managers, engineers, and on-site personnel, Jambatan Kedua Sdn. Bhd. ensures that compliance education aligns with the practical aspects of their respective functions. Interactive workshops and seminars led by regulatory experts provide a dynamic platform for learning. The benefit of such sessions lies in their ability to translate theoretical knowledge into practical insights. Regulatory experts can elucidate complex compliance requirements through real-world examples, fostering a deeper comprehension among employees. This interactive approach not only educates but also engages the workforce in discussions around compliance best practices and potential challenges.

Given the ever-evolving nature of construction regulations, regular training updates are essential. Establishing a schedule for periodic refreshers ensures that employees stay informed about any amendments or additions to existing regulations. This proactive approach to staying current not only mitigates compliance risks but also positions the company as an adaptive and responsible industry player. As highlighted by Smith et al. (2019), organizations that prioritize ongoing employee training and awareness programs are better equipped to adapt to regulatory changes and minimize compliance risks. By embracing these recommendations, Jambatan Kedua Sdn. Bhd. can solidify its commitment to regulatory excellence and pave the way for continued success in the dynamic construction industry.

➤ **Weaknesses**

To overcome the weaknesses identified in the SWOT analysis, the organization can apply the recommendation as below:

▪ **Mitigating limitation in resources**

Jambatan Kedua Sdn. Bhd. is committed to addressing the challenge of limited resources in its construction projects. To optimize resource allocation, the company will initiate a comprehensive analysis of ongoing projects and emphasizing techniques. This prioritization framework ensures that available resources are strategically directed toward projects aligned with the company's overarching goals. Collaboration with project managers will be integral to this process. The employees will play a vital role in collecting project data, assessing criticality, and assisting in the development of a prioritization framework. This collaborative approach ensures that resource allocation dynamically aligns with project needs. Regular communication with project teams and the utilization of project management tools will be implemented to ensure accurate and real-time information on resource utilization.

The initiative involves creating reports that provide insights into resource allocation patterns and presenting findings to relevant stakeholders. This transparent approach aims to track the impact of optimized resource allocation on project outcomes. Key performance indicators, including the percentage increase in resource efficiency, project completion rates within budgeted resources, and stakeholder satisfaction, will be monitored to measure the success of the initiative. Anticipating that this resource optimization initiative will be an ongoing process, the company expects initial results to be observable within the first quarter of implementation. Regular reviews and adjustments will ensure sustained improvements in resource allocation efficiency. Potential challenges, such as resistance to change and initial disruptions in project workflows, will be addressed through active communication, support during transitions, and regular feedback sessions. The company remains agile, ready to make adjustments to the prioritization framework as needed.

▪ **Addressing potential gaps in technological adaption**

Jambatan Kedua Sdn. Bhd. acknowledges the existence of potential gaps in its technological landscape and seeks to strategically address them for enhanced efficiency. The company recognizes that a comprehensive approach to technological adaptation is crucial for staying competitive in the construction and infrastructure sector. To tackle this challenge, a detailed technology assessment and gap analysis will be undertaken. This process involves evaluating the current technological infrastructure, identifying existing gaps, and aligning technology adoption with industry best practices.

This assessment will be a collaborative effort involving IT specialists and end-users to ensure a holistic view of technological needs and capabilities.

The company aims to invest in emerging technologies that align with its objectives, with a particular focus on Building Information Modeling (BIM). BIM has proven to be transformative in project design and management within the construction industry. The employee's role in this phase will include researching emerging technologies, preparing comprehensive reports on their potential impact, and conducting cost-benefit analyses. This proactive approach ensures that technology investments are aligned with the company's strategic goals and have a positive impact on operational efficiency.

Recognizing the significance of employee readiness, the company will institute employee training programs to ensure a smooth transition to new technologies. The employees will play a crucial role in gradually introducing and familiarizing employees with advanced technologies. This involves creating training materials, organizing workshops, and evaluating the effectiveness of the training sessions. This comprehensive approach to addressing technological gaps ensures that Jambatan Kedua Sdn. Bhd. not only identifies areas for improvement but also proactively invests in and integrates technologies that will drive long-term success and competitiveness in the construction and infrastructure sector.

- **Improving less efficient aspects of operations**

Jambatan Kedua Sdn. Bhd. recognizes the need to enhance operational efficiency by addressing less efficient aspects of its operations. To systematically achieve this goal, the company will conduct regular operational audits, employing methodologies such as Six Sigma to identify and rectify inefficiencies in various processes. The employees will collaborate with audit teams, contributing to data collection, analysis, and presenting findings, with the ultimate aim of creating a culture of continuous improvement within the organization.

One key initiative involves the exploration of process automation to streamline repetitive tasks and minimize errors. Leveraging Robotic Process Automation (RPA) for routine and rule-based activities holds the potential to enhance operational efficiency (Lacity et al., 2017). This initiative not only reduces manual workloads but also ensures a higher degree of accuracy in routine processes. Establishing a structured employee feedback mechanism is another essential component of the strategy to improve operational efficiency. This two-way communication fosters a culture of continuous improvement by actively involving employees in the identification and resolution of operational inefficiencies.

➤ **Opportunities**

The organization can take advantage of the opportunities by:

▪ **Capitalizing on growing demand for infrastructure projects**

Jambatan Kedua Sdn. Bhd. stands at the forefront of an opportune moment with the increasing demand for infrastructure projects. The escalating population growth, urbanization trends, and economic development in the region contribute to a surge in the need for robust infrastructure. To harness this opportunity, the company should strategically position itself to meet the rising demand for bridges, roads, and related structures. Research by McKinsey & Company emphasizes that the global infrastructure investment gap is a pressing concern, creating a substantial demand for projects that cater to transportation, energy, and urban development (McKinsey Global Institute, 2016). Jambatan Kedua Sdn. Bhd. can align its strategies to cater to this demand, leveraging its expertise and experience to contribute to the development of critical infrastructure.

The company should actively monitor regional and national infrastructure development plans, collaborating with relevant government bodies and agencies. Establishing a proactive approach to tendering for major infrastructure projects and public-private partnerships positions Jambatan Kedua Sdn. Bhd. to secure contracts and actively contribute to the economic and social progress of the region. Furthermore, investing in innovative construction technologies and sustainable practices will not only meet the evolving demands of the market but also position the company as a forward-thinking and environmentally conscious industry leader. The integration of smart technologies, such as Building Information Modeling (BIM) and efficient project management systems, aligns with the modernization trends in the construction sector (McKinsey Global Institute, 2019).

▪ **Leveraging advancements in construction technologies**

Jambatan Kedua Sdn. Bhd. finds a compelling opportunity in embracing the latest advancements in construction technologies. In an era where digitalization is reshaping the construction industry, incorporating innovative technologies becomes imperative for staying competitive and fostering efficiency. Research by Dodge Data & Analytics underscores that the construction industry is undergoing a transformative shift with the widespread adoption of technologies like Building Information Modeling (BIM), drones, and augmented reality (Dodge Data & Analytics, 2017). To seize this opportunity, Jambatan Kedua Sdn. Bhd. should invest in training its workforce and integrating these technologies into its project lifecycle. BIM, in particular, enables comprehensive 3D modeling and data visualization, facilitating enhanced collaboration among project stakeholders (Eastman, Teicholz, Sacks, & Liston, 2018).

Additionally, the company should explore the integration of drones for site inspections and progress monitoring. Drones offer a cost-effective and efficient means of collecting real-time data, enhancing project visibility, and improving decision-making processes (Teicholz, 2018). Augmented reality (AR) is another technology that can be harnessed for improved project visualization and on-site decision-making. The company should consider pilot projects to test the effectiveness of AR applications in enhancing construction processes (Hassanain et al., 2018).

- **Exploring potential partnerships with other organizations**

Jabatan Kedua Sdn. Bhd. identifies a strategic opportunity in forging potential partnerships with other organizations to bolster its competitive edge and foster innovation. Collaboration with external entities, including government bodies, industry associations, and private enterprises, presents avenues for shared resources, knowledge exchange, and collective problem-solving. This highlights the significance of strategic alliances and partnerships in achieving business objectives and navigating dynamic industry landscapes. In the context of the construction industry, forming collaborations can lead to synergies in project execution, access to specialized expertise, and the pooling of resources for larger and more complex ventures.

To harness this opportunity, Jabatan Kedua Sdn. Bhd. should actively explore partnerships with government agencies involved in infrastructure development. By aligning with governmental initiatives, the company can access a broader range of projects, benefit from potential incentives, and contribute to national development goals. Engaging in public-private partnerships (PPPs) for major infrastructure projects aligns with global trends in infrastructure financing and delivery (Budzier & Flyvbjerg, 2018). Moreover, collaborations with industry associations and research institutions offer the prospect of staying abreast of emerging trends, innovations, and best practices in the construction sector. Joint research projects, participation in industry events, and involvement in standard-setting activities are potential avenues for knowledge sharing and staying competitive in a rapidly evolving industry.

- **Leveraging government initiatives supporting infrastructure development**

Jabatan Kedua Sdn. Bhd. recognizes a strategic opportunity in aligning with government initiatives that support infrastructure development. Governments often play a pivotal role in shaping the construction and infrastructure landscape through policy frameworks, funding allocations, and strategic planning. By actively engaging with and leveraging government initiatives, the company can position itself to secure lucrative projects, access funding opportunities, and contribute significantly to national development goals.

Studies such as those by Flyvbjerg et al. (2017) emphasize the influential role of government initiatives in shaping the success of major infrastructure projects. Collaborating with government bodies responsible for infrastructure development opens avenues for Jambatan Kedua Sdn. Bhd. to participate in key projects that align with national priorities. Engaging in public-private partnerships (PPPs) is particularly pertinent, as it enables the sharing of risks and rewards between the public and private sectors.

To capitalize on this opportunity, the company should actively monitor government infrastructure plans, participate in consultations, and establish strong relationships with relevant authorities. Furthermore, staying informed about government incentives, grants, or subsidies for infrastructure projects ensures that Jambatan Kedua Sdn. Bhd. can optimize its financial structure and enhance its competitiveness in the bidding process.

➤ **Threats**

In order for the organization do to deal with the threats and to lessen the economic downturns, to adapt with changes of government policies and to face the increased competition in the industry, they can apply the recommendations below:

▪ **Navigating Threats: Economic downturns affecting funding for projects**

Jambatan Kedua Sdn. Bhd. confronts the potential threat of economic downturns impacting funding for construction projects. Global and regional economic uncertainties can lead to reduced public and private investments in infrastructure, affecting the company's project pipeline and financial stability. As highlighted by Zou and Guo (2017), economic downturns contribute to increased project risks, budget constraints, and delays in funding disbursement. To proactively address this threat, the company should implement robust risk management strategies. These strategies may include diversifying its project portfolio across different sectors, monitoring economic indicators to anticipate downturns, and establishing contingency funds to weather financial challenges during adverse economic conditions.

Additionally, Jambatan Kedua Sdn. Bhd. should explore alternative financing models, such as public-private partnerships (PPPs), which can provide additional financial resilience during economic downturns. Collaborating with financial institutions and exploring innovative funding mechanisms can help secure stable funding sources. These efforts align with findings by Song and Shuai (2018), who emphasize the importance of financial flexibility and strategic financial planning during economic uncertainties. Maintaining a strong relationship with governmental bodies and staying informed about potential stimulus packages or infrastructure-focused economic recovery initiatives is crucial. Engaging in open dialogues with funding agencies and advocating for infrastructure investments, even during economic downturns, can position the company to capitalize on available opportunities.

▪ **Navigating Threats: Changes in government policies**

Jambatan Kedua Sdn. Bhd. faces the potential threat of changes in government policies, which can significantly impact the regulatory landscape and project dynamics. Shifts in policies related to construction permits, environmental regulations, or infrastructure priorities may introduce uncertainties and complexities into the company's operations. As highlighted by Flyvbjerg et al. (2018), changes in government policies can lead to project delays, increased costs, and adjustments in strategic planning. To address this threat, the company should adopt a proactive approach in monitoring and understanding evolving government policies. Establishing a dedicated team, including legal and regulatory experts, can aid in the continuous tracking of policy changes and assessing their potential implications.

Additionally, fostering open communication channels with government authorities is essential. Regular dialogues, participation in public consultations, and collaboration with industry associations enable

Jambatan Kedua Sdn. Bhd. to stay informed about upcoming policy changes and advocate for industry considerations. The company should also invest in building strong relationships with key policymakers, contributing to a more collaborative approach in shaping policies that align with industry needs. Developing contingency plans and scenario analyses in response to potential policy changes is vital. By anticipating various policy scenarios, the company can strategize to minimize disruptions, adjust project timelines, and optimize resource allocation.

- **Navigating Threats: Increased competition in the industry**

Jambatan Kedua Sdn. Bhd. confronts the potential threat of heightened competition within the construction and infrastructure sector. As the industry becomes increasingly competitive, with the entry of new players and the expansion of existing ones, the company faces challenges related to securing contracts, maintaining profit margins, and differentiating itself in a crowded marketplace. This shows that heightened competition can lead to aggressive bidding, potential downward pressure on prices, and a need for companies to enhance their competitive strategies. To effectively address this threat, Jambatan Kedua Sdn. Bhd. should focus on strengthening its competitive advantages. This involves a comprehensive review of its value proposition, identifying areas for improvement, and implementing strategies that enhance its attractiveness to clients.

In addition, the company should invest in innovation and technology adoption to differentiate itself in the market. Embracing advancements such as Building Information Modelling (BIM), sustainable construction practices, and digital project management can enhance efficiency and appeal to clients seeking cutting-edge solutions. Strategic partnerships and collaborations can also be explored as a means to strengthen competitiveness. Establishing alliances with complementary businesses, sharing resources, and forming joint ventures for specific projects can enhance the company's overall capabilities.

Conclusion

In conclusion, my internship at Jambatan Kedua Sdn. Bhd. has been a valuable and enriching experience, providing insights into the dynamic realm of the construction and infrastructure industry. Over the course of my internship, I have had the opportunity to actively contribute to various aspects of the Human Resources and Administration (HRA) department, as well as collaborate with the Building and Landscape Unit (BLU). The skills and knowledge acquired during this period have significantly contributed to my personal and professional development. I am very grateful for all the challenges and experiences I gained during my time there. However, I do believe that there are some aspects of the job that I need to work on and to be able to do it better. Other than that, the exposure to PESTEL analysis during the internship provided a comprehensive understanding of the external factors influencing Jambatan Kedua Sdn. Bhd.'s operations. I have improved and gained more skills which are communication, multi-tasking skills, logistical skills and many more. To conclude, my internship at Jambatan Kedua Sdn. Bhd. has been instrumental in honing my skills, expanding my knowledge, and providing real-world insights into the intricacies of the construction and infrastructure sector. I am grateful for the support and mentorship received during this journey, and I look forward to applying the valuable lessons learned in future endeavours.

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Appendices

✚ Prepare for meetings/events at meeting room, conference room and training room.



✚ Retired Asset Sales Project – Preparation/During Event





✚ Design a poster for the project



Jambatan Kedua Sdn Bhd

JUALAN PERABOT TERPAKAI JKSB

Semua kakitangan JKSB adalah
dijemput untuk memeriahkan jualan perabot terpakai JKSB pada:

KHAMIS | 16 NOV 2023

10.00 Pagi - 12.30 Tengahari
Bilik Latihan

RM 5.00/PCS



Sebarang pertanyaan:
Pn. Amalina: 019-421 8322
En. Azlan: 016-472 5212
Tasha: 010-202 1284

FIRST COME, FIRST SERVE!



Terma & Syarat Pembelian:

- Pembayaran penuh perlu dilakukan pada hari jualan berlangsung (Tunai Sahaja).
- Barangan yang telah dibeli dan dipilih tidak boleh ditukar atau dikembalikan.
- Urusan pengangkutan dibawah tanggungan pembeli.

Anjuran Jabatan Sumber Manusia dan Pentadbiran
Dengan Kerjasama Unit Bangunan dan Lanskap

🚩 JKSB Team Building Program at Gopeng, Perak



JKSB Annual Dinner



JKSB Birthday Celebration



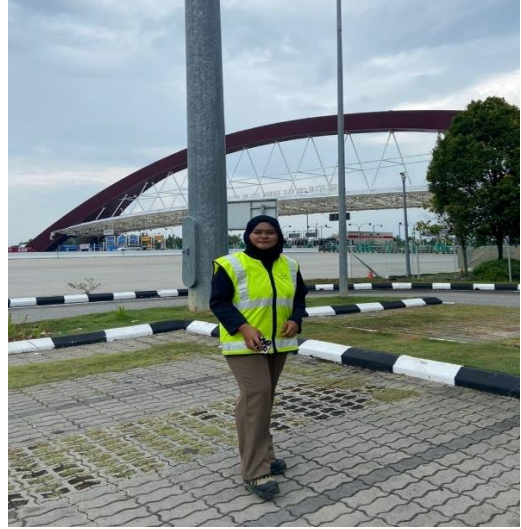
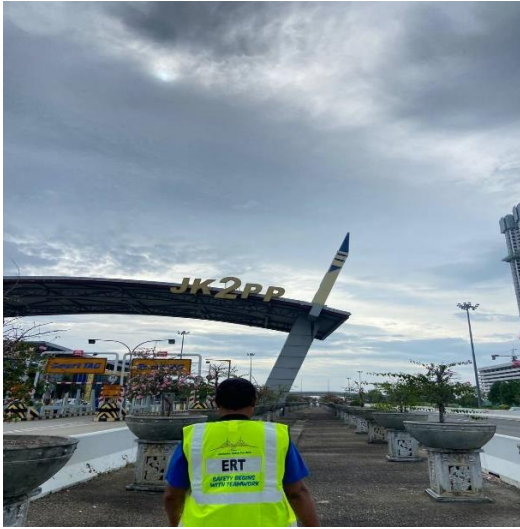
- Join the Gift Committee to assist in the entire preparation process. Conduct research, compare products and prices for gifts, and accompany the committee during the purchasing of gifts. Additionally, actively participate in the labelling process for a seamless and organized gift distribution.



price list tupperware - Excel

N	Name	Code	Quantity	Size	Price	Remark
1	Polka Dot One Touch Canister	11173263	3	13cm x 15.5cm	RM66.40	
2	Fridge Water Bottle	A4334	4	2 L	RM162.60	
3	Giant Canister Yellow	11173972	1	25.6cm x 27.2cm	RM56.90	
4	Giant Canister Turquoise	1113973	1	25.6cm x 27.2cm	RM68.90	
5	Ovalicious Set (Beverage Buddy 1 & Ezy Oval Keeper 2)	11173706			RM80.90	
6	Pinkie Set (Gourmet Dessert Plate 8 & Gourmet Legacy Bowl 8) + Free TK	A4313			RM148.60	
7	Treasure Keeper (TK)	11171456	1	5.8 L	RM124.20	
8	Snowflake Double Square Round	11153356	4	1.3 L	RM141.80	
9	Snowflake Square Round	11153352	4	400ML	RM85	
10	Snowflake Medium Square Round	11153353	4	800ML	RM113.60	
11	FreezerMate Essential Set + Giftbox	11153316			RM238.30	

🚧 Site visit – Building and Landscape Unit (BLU)



- Admin task include assist receptionist, creating new record books and filing process. – Admin Unit



- Accompany HR Administrator to PERKESO – HR Unit



✚ Event for JKSB donation of Electric Car

