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UNIVERSITI
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MARA

Cawangan Melaka

INDUSTRIAL TRAINING REPORT

NUR AFINI BINTI OTHMAN

2022864724

BA246

PREPARE FOR:

MADAM AZIRA BINTI HASHIM

DATE OF SUBMISSION:

24 FEBRUARY 2025



SURAT KEBENARAN

Tarikh : 22 / 01 / 2025

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Tidak Bersetuju

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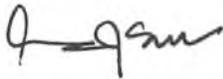
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Nama Pelajar	NUR AFINI BINTI OTHMAN		
No. Matriks	2022864724	Nama Program	INTERNATIONAL BUSINESS
Tajuk Laporan	INDUSTRIAL TRAINING	Nama Syarikat	JOHOR PORT BERHAD

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Yang Benar



.....
Nama Pegawai :

Jawatan :

No. Tel. :

No. Faks :

HAZARA SULAIMAN
Head Procurement Department
JOHOR PORT BERHAD

Cop jabatan/organisasi:



Executive Summary

My memorable and enlightening almost six month industrial training began here at Johor Port Berhad, located at Pasir Gudang, Johor as designed the multi purpose that caters practically all types of cargoes. Johor Port has established the largest Palm Oil Terminal in the world and Southern Getaway multipurpose getaway in Malaysia. This report is the summarize of my internship. The main purpose is to gain more knowledge and explore more experience that I can as well as I will acquire my knowledge during my studies. This report consists of my profile, company profile where included logo and history of establishment, vision, mission, objective and goal. Other than that, the company profile also includes organisational structure and services. Besides, in this report, I will present the training reflection which includes all the details and all of the memories.

The main goals of the internship were to enable students to cultivate and improve specific skills relevant to their field of study and career aspirations, as well as to provide them with hands - on experience in a professional environment where they could apply world work scenarios. Through practical involvement ,mentor guidance and engagement in a wide range of duties. Hence, the students effectively achieved these objectives. The signficance of efficient communication and adaptability in a working environment was highlighted through collaboration wity various teams and ability to adjust to varied duties.

I worked in Procurementt and Central Store Department, which gave me the chance to learn on how to manage purchase orders of Johor Port Berhad, contracts, and tender documents. In which it can enhanced my attention to detail and organizational skills. In addition, I collaborated with cross-functional teams to address procurement-related issues and contributed to improving supplier relationships by assisting in communication and resolving queries efficiently.

In conclusion, The internship provided me with a comprehensive understanding of supply chain management principles, vendor management processes, and the importance of cost control in achieving operational efficiency. Furthermore, I developed critical soft skills, such as teamwork, problem-solving, and effective communication, which are essential for success in the procurement field.

Overall, the internship at Johor Port Berhad's Procurement Department was an enriching experience that allowed me to apply my academic knowledge in a professional setting while building a solid foundation for a career in procurement and supply chain management.

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Acknowledgement

First and foremost, I would like to say thank Allah S.W.T. For righteous blessings and for granting me the necessary knowledge and the skills to complete my internship training and Bachelor's Degree.

I owe the success of completing this internship to many individuals who have helped me along the way, be it direct or indirect. With the remarkable goodwill of these individuals. I am able to expand my learning curve beyond what I initially presumed. I am really grateful for the blessings that have been bestowed upon me as I finally managed to finish this task with great passion. All the findings and knowledge that I gain in completing this task are worth it and will be useful for times to come.

This task that has been assigned to me is one of the requirements for the subject INTERNSHIP (MGT666). I would like to show our greatest appreciation to the lecturer of INTERNSHIP (MGT666), Madam Azira, for her valuable guidance, comment, support, and advice to complete this task. He also gives motivation to work hard and spend his time explaining how to work on this report and guide to handle this assignment efficiently and effectively.

In a nutshell, I would like to express my boundless appreciation towards my gracious supervisor, Miss Syahreen Binti Mohammed for the opportunity to be in Johor Port Berhad for my industrial training. This opportunity has given me worthwhile and useful experiences to undergoing a practical experience in the real industry.



CHAPTER 1: STUDENT'S PROFILE



NUR AFINI BINTI OTHMAN

Address :

Tel :

Gmail :

LinkedIn :

SUMMARY

Recent Bachelor of Business Administration (Hons) International Business with hands-on experience in Procurement management gained through a comprehensive Internship at Johor Port Berhad. Result-oriented experience in sourcing, vendor management and purchasing process. Seeking an entry-level position to leverage my academic knowledge in a dynamic organization. I am committed to continuous learning and professional development, aiming to optimize supply chain processes and enhance operational efficiency to growth.

EDUCATION BACKGROUND

Universiti of Tekonokgi MARA (UiTM) Bandaraya Melaka **October 2022 - Present**
Bachelor of Business Administration (Hons.) International Business

Universiti of Teknologi MARA (UiTM) Segamat, Johor **Mac 2019 - September 2022**
Diploma In Business and Management

SMK Kota Masai 2, Taman Kota Masai **Feb 2020 - Jan 2021**
Sijil Pelajaran Malaysia

WORK EXPERIENCE

Johor Port Berhad, Pasir Gudang **August 2024-Present**
Internship as Procurement Team

- Details-oriented with supporting procurement processes and vendor coordination process
- Familiarization and understanding the inventory of the company also the process of purchase order by user.
- Reviewed and handle inventory management includes purchase order, delivery order, invoice and ratification paper
- Prepared comprehensive the documentation for vendor registration to ensure the relationship and the organization supply chain maintain strong.
- Create memo and verified the accuracy number of delivery order to despatch to Finance Department

Coway (M) Sdn. Bhd. - Johor (Part-Timer) **February 2022-Present**
Sale Assistant

- Contributed with team members to achieve sales targe for each months.
- Demonstrated exceptional communications skills and product knowledge.
- Maintain an accurate and others relevant customer administrative records.

Poliklinik Penawar, Pasir Gudang **March 2021-May 2021**
Admin Assistant

- Maintaining patients appointment, along with their treatment plans and progression of treatment
- Kept facility stocked with necessary supplies, equipment and instruments.
- Receive the incoming calls from patients, pharmacies and other agencies.

Freelancer

March 2021-December 2024

Content Brand Creator

- Produced video, create content for promotional advertisement and marketing materials.
- Collaborated with marketing teams and agency on social media campaigns to achieve more engagement.
- Created and maintained a comprehensive content creator for social media platforms.

EXTRA CO-CURRICULAR

- Participated as Exco Sponsorship, Food and Sanitation Bureau "Echoes Of Culture , Serenity in Padang Heart: Academic Trip and International CSR Engagement" Program organized by UiTM Malacca City Campus.
- A committee members of Corporate Social Responsibility (CSR) organized by UiTM Malacca City Campus
- Participated an Exco Protocol Bureau for the 'Path To Personal Growth: Together" organized by Bachelor Business Administration (Hons.) International Business
- Participated on "International Business Fiesta" organized by UiTM Malacca City Campus.
- Participated in "Skor A Subject Undang- Undang" organized by Persatuan Undang- Undang UiTM Johor campus.
- A exco in Multimedia Diploma Business Society (DBS), organized by UiTM Johor campus
- Participated in creative cheer video exhibition organize by Majlis Perwakilan Komander Kesatria UiTM Cawangan Johor

SKILLS & HIGHLIGHT

Technical skills:

- Microsoft Word, Microsoft Excel
- Microsoft PowerPoint
- Social Media Marketing
- Outlook System

Soft skills:

- Able to work in team
- Critical thinking
- Willing to learn new things
- Good communication skill

LANGUAGE

- **Bahasa Malaysia:** Native proficiency
- **English Language:** Professional working proficiency

REFERENCES

Encik Mohd Isham Bin Abidin

Lecturer of Universiti Teknologi MARA Bandaraya Malacca Campus



CHAPTER 2 : COMPANY'S PROFILE



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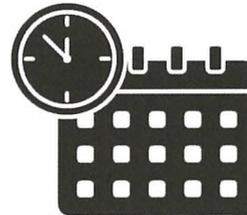
Background

Johor Port Berhad, a member of MMC Group, is an all-in-one port located at the southernmost point of the Peninsular Malaysia region and caters to various customer needs as far as port services go. Starting in 1977, Johor Port serves as the Southern Gateway Multi-Purpose Port of Malaysia and as of today it spans over a total area of 1000 acres, with 660 acres in the free zone category.

Johor Port includes a wide range of ports like the container terminal, bulk and breakbulk terminal, and diverse other facilities like a liquid terminal as well as warehousing. Johor Port has been allotted the status of Free Zone and is responsible for managing its free zone area.

Operation Hours

Monday to Friday
8.30AM - 5.30PM



Location

P.O Box 151,
81707 Pasir Gudang
Johor, Malaysia



Vision

- "To become the most efficient and integrated multi-purpose port in region".
- By providing an efficient and cost-effective logistics solution, Johor Port Berhad plays a critical role in boost Malaysia's economy. Additionally, Johor Port Berhad supports industries such as manufacturing, oil and gas, petrochemicals, and other sectors that rely on timely and reliable supply chains.

Mission

- "We are committed by providing customer-friendly solutions and cost-effective services to our customers".
- The mission reflects its unwavering commitment to delivering exceptional value to its customers by offering solutions that are both customer-centric and cost-effective.

The Client of Johor Port Berhad



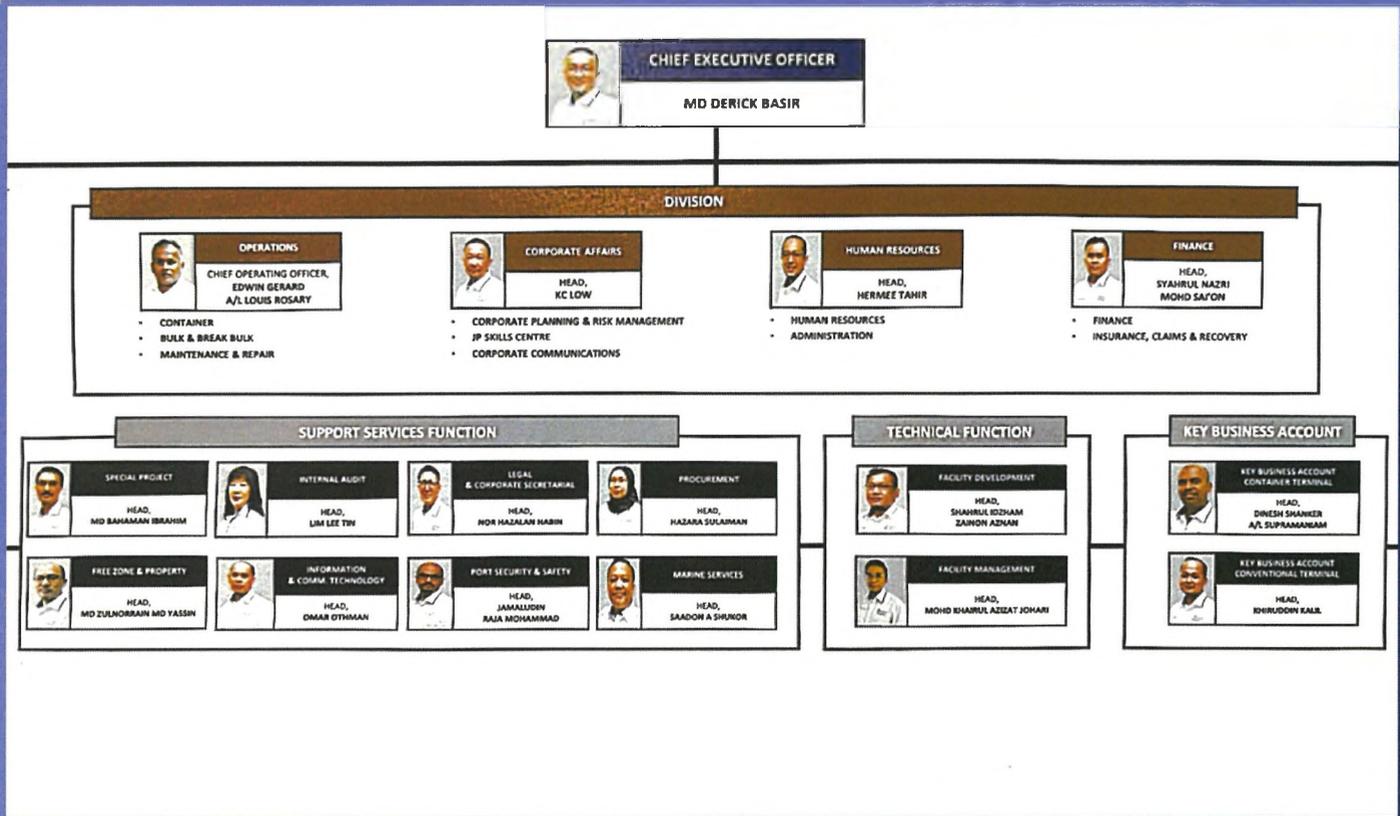
The client of Johor Port Berhad includes in Manufacturing Industries, Petrochemicals in term Oil & Gas companies, Palm Oil and Agricultural Industries and Logistics and Shipping companies:



Organizational Structure



Organizational Structure of Johor Port Berhad



The Services of Johor Port. Berhad



Port Operations

(i) Container Terminal

- Advanced Cranes and Equipment. The terminal is equipped with modern gantry cranes, reach and other handling equipment to facilitate quick loading and unloading of containers.

(ii) Bulk and Break Bulk Terminal

- Dry Bulk Handling
Port handles dry bulk commodities like Coal, Cement and Grains.
- Specialized equipment used to move these materials safely and efficiently.

(iii) Liquid Terminal

- Edible Oil Storage
Storage of Palm Oil, Soybean Oil, and other Vegetables oil. The quality of temperature - controlled Oil must be and maintain and secured.
- Liquid Bulk Cargo
Handles chemicals, petroleum products, and liquefied gases. The port ensures safe and efficient handling of these materials.



Free Zone Services

(i) Free Zone Services

- Holds in distinction of being the first port in Malaysia to be accorded Free Zone Status.
- It can enhance port's competitiveness and attract more international and local businesses.

(ii) Incentives for Business

- Businesses operating within the Free Zone enjoy significant tax incentives, including exemption from import and export duties, sales tax, and value-added tax (VAT).
- This makes it highly attractive for companies looking to reduce their operational costs.
- It can enhance port's competitiveness attract more international and local businesses.

(ii) Extensive Free Zone Area

- Free Zone spans a vast area of 660 acres, offering ample space for various types of businesses to set up their operations.

The Services of Johor Port Berhad



Transportation Services

EXISTING CAPACITY & CAPABILITY



CONTAINER

No. of berths	3
Quay length	700m
Capacity	1.45 mil TEU
Max depth	13.5m



DRY BULK

No. of berths	4
Quay length	818m
Capacity	8 mil FWT
Max depth	13.8m

Marine Services



BREAK BULK

No. of berths	4
Quay length	935m
Capacity	2 mil FWT
Max depth	13.8m



LIQUID BULK

No. of berths	13
Quay length	2,292m
Capacity	15 mil FWT
Max depth	13.5m



CHAPTER 3 : TRAINING REFLECTION



TRAINING REFLECTION

Beginning on 13rd August 2024 and finishing on 24th January 2025, a six-month Procurement and Purchasing at Central Store Internship Teams was a life-changing experience full of fun work, invaluable lessons, and a lot of opportunities to grow. The training provided an in-depth understanding of essential procurement processes, including the critical stages of supplier selection, effective vendor management, and the art of negotiation.

These skills are crucial in ensuring that the organization secures the best value while maintaining quality and fostering strong supplier relationships. Hence, by working closely with the procurement team allowed me to grasp the intricate details of analyzing purchase requisitions, preparing accurate and compliant purchase orders, and adhering to organizational policies and regulatory standards.

My active involvement in vendor meetings and comprehensive market research was instrumental in developing a nuanced perspective on cost optimization and quality assurance, enabling me to make informed decisions that balanced cost-effectiveness with operational excellence. Furthermore, the dynamic nature of procurement tasks improved my ability to tackle challenges creatively, prioritize tasks efficiently, and communicate effectively with diverse stakeholders. Meeting deadlines in high-pressure scenarios honed my time management and resilience.

Throughout the duration of the six-month internship, I had many opportunities to deeply immerse myself in the complexities of customer service documentation. Throughout this period, I gained a thorough understanding of the business, assimilated into the organisational culture, and saw the repetitive nature of international export procedures. Because of the organized schedule, I was able to actively participate in my duties and gradually understand the complex nature of the given work.



TRAINING REFLECTION

01 Duration

My Industrial training sums up to 24 weeks. Starting from 13 August until 24th January 2025

02 Working Days

Monday to Friday.

03 Department

Upon the acceptance of my application, I was assigned to work in Procurement Team

04 Working Hours

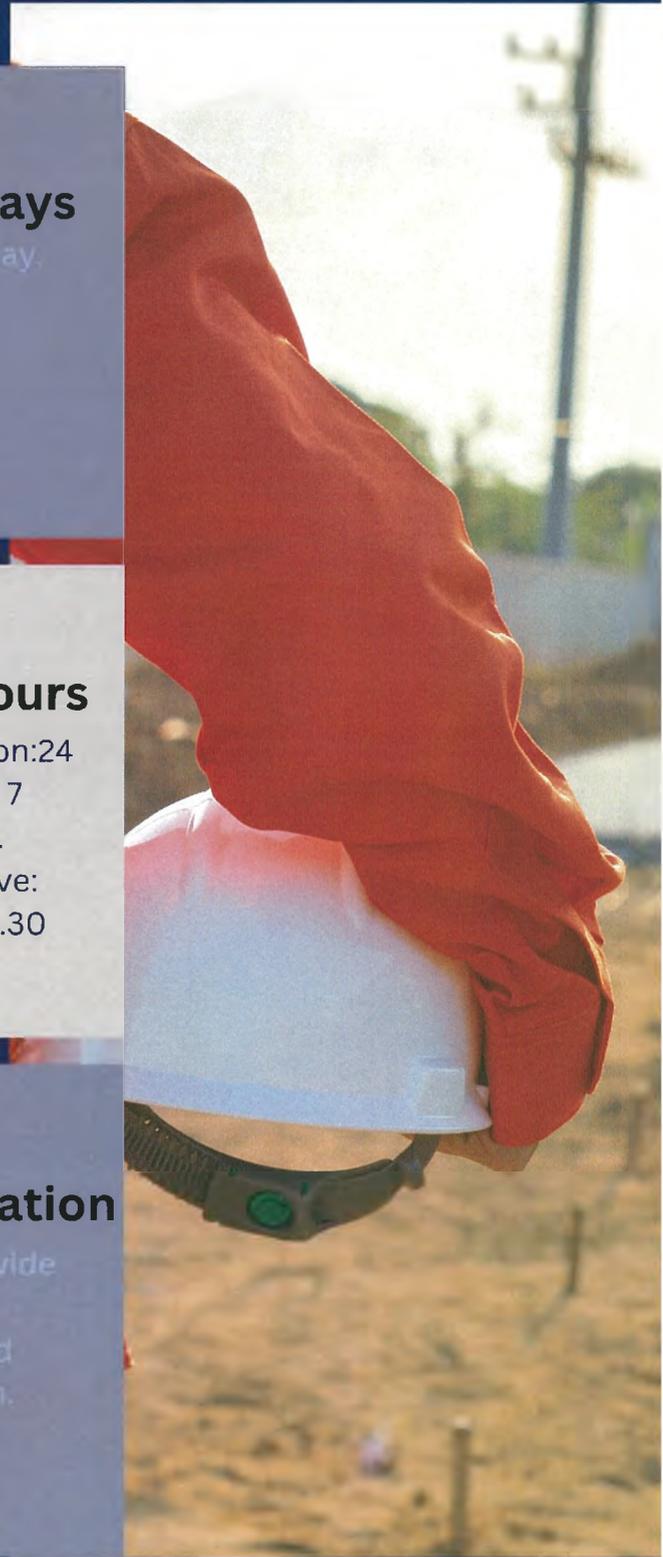
- Port operation: 24 Hours a Day, 7 days a week.
- Administrative: 8.30 AM to 5.30 PM

05 Job Description

Prepared the documentation of Vendor Registration and handle purchase order made by user of Johor Port Berhad.

06 Task Delegation

The tasks are divide between the Procurement and Purchasing Team.

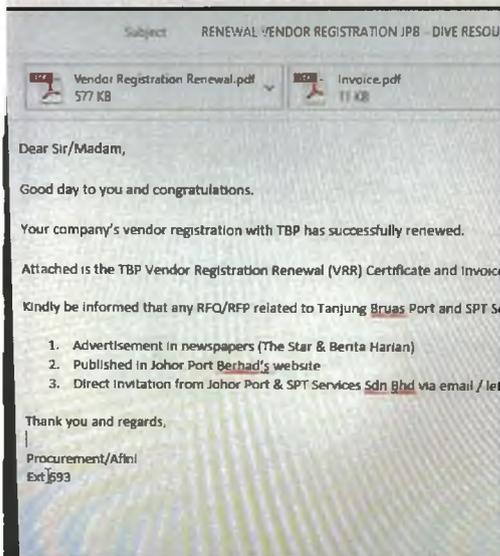


ROLE AND RESPONSIBILITIES

Data Entry and Inventory Management Support

- My responsibilities include accurately entering all Vendor data, the address of vendor registration, date of new and renewal vendor registration of client to ensure the client deliver quality goods or services on time and at the best value. Hence, I maintaining detailed records of vendor contracts, agreements, and transactions by ensure adherence to organizational procurement policies and regulatory requirements.

SUPPLIER	VALUE	DO NO.
INDIAH TYRE INDUSTRIES SDN BHD	RM 789.00	JD DJ10981
INDIAH TYRE INDUSTRIES SDN BHD	RM 789.00	JD DJ10982
INDIAH TYRE INDUSTRIES SDN BHD	RM 789.00	JD DJ10983
INDIAH TYRE INDUSTRIES SDN BHD	RM 2,367.00	JD DJ10985
INDIAH TYRE INDUSTRIES SDN BHD	RM 1,578.00	JD DJ10986
INDIAH TYRE INDUSTRIES SDN BHD	RM 3,156.00	JD DJ10987
INDIAH TYRE INDUSTRIES SDN BHD	RM 452.00	JD DJ10988
INDIAH TYRE INDUSTRIES SDN BHD		JD DJ10989
INDIAH TYRE INDUSTRIES SDN BHD		JD DJ10990
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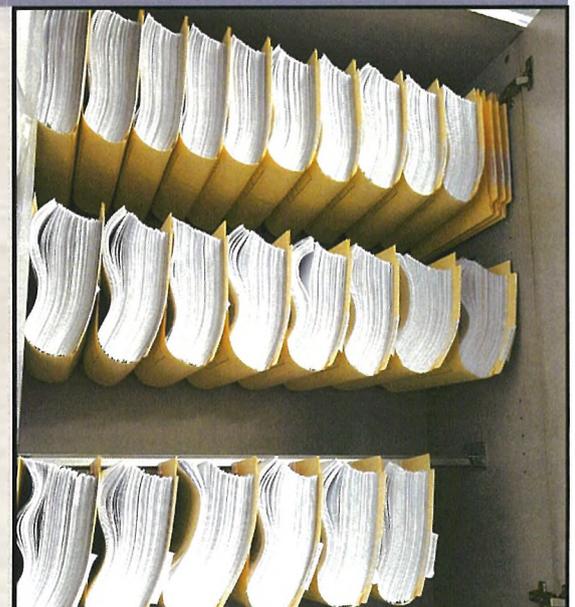


Vendor Registration and Certification

- The tasks that I did is manage Vendor Registration. Vendor Registration is an essential process to verify supplier's credibility and compliance.
- Ensuring vendors submit valid certifications such as business licenses, tax registration, or specific port clearance approvals required at Johor Port. Fortunately, the verifying that vendors meet the company's quality, safety, and regulatory requirements.

Filling Quotation

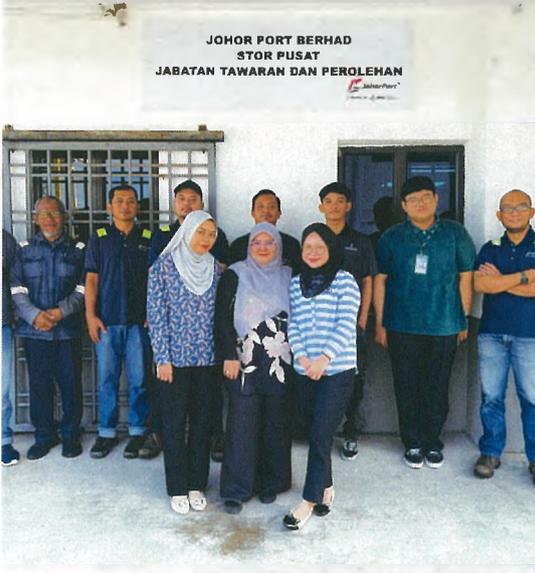
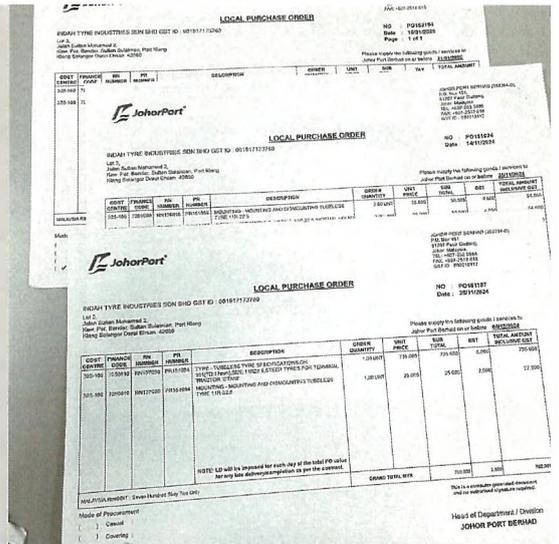
- My responsibilities at Central Store Department is more likely familiarization of how to filling the Quotation based on the number of quotation, I will ensure the quotation accurate includes the Request for Quotation (RFQ) document carefully to understand, payment terms and conditions, pricing for products or services, delivery timelines and terms. and lastly any supporting documents like the proof of the project.



ROLE AND RESPONSIBILITIES

Manage the summaries of Purchase Order

- Printed delivery orders (DO), work orders, and invoices are essential to the Customer Central Store in Purchasing Department and demand knowledge and abilities..
- Local Purchase Order contains the vendor name, item purchase, quantity and price. To be result, all the summaries purchase orders with sent to Chief Executive Officer aims to approval proper oversight and compliance, contributing to efficient operations and transparency in procurement activities.

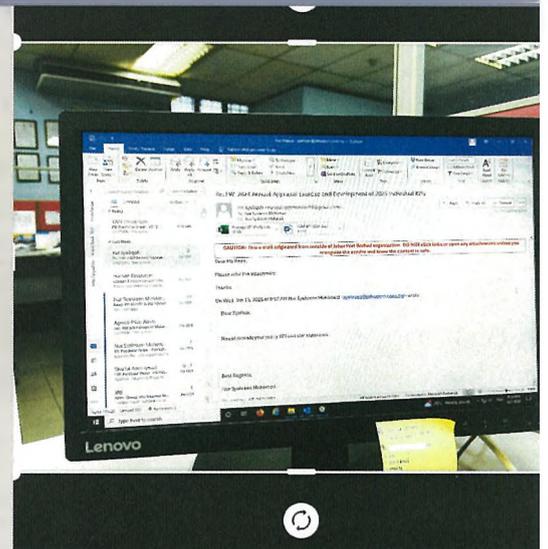


Problem Solving and Process Improvement

- My team and I will engage in discussions with other departments, such as the operations department and the billing department. During this period, we engage in collaborative discussions to resolve the issue. For example, we will update the pending issuance goods to the Manager to ensure the operation ongoing in the good condition. We collaborate and cooperate as a cohesive team. As a result, we will execute all operations seamlessly and address all problems individually.

Create and send an Email to the Vendor

- My responsibilities include create and send an email to update the vendor Database for Johor Port Berhad. Also I provide a clear deadline for submitting the updated information.
- The daily work that I did in Procurement Department is print out all the summaries and Purchase Order (PO) by using Total Maintenance Management System (TOMMS). Such an effective tool for managing and documenting procurement processes.



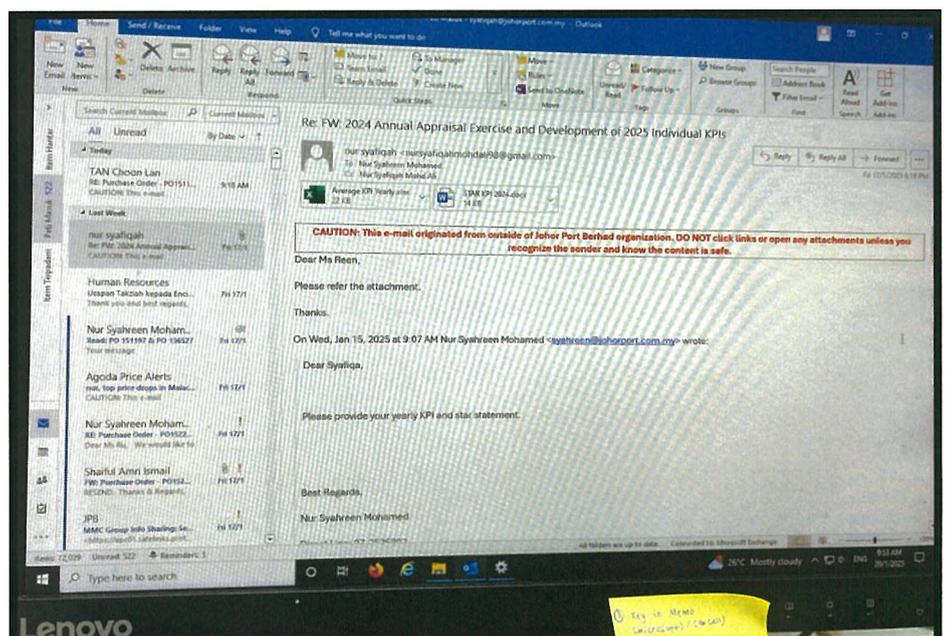


ROLE AND RESPONSIBILITIES



Outlook System

- Efficient communication and coordination with customers and internal team members are critical for the Procurement team and Central Store team, and the Outlook system is the key to achieving this. We will handle email correspondence by using Outlook to promptly and clearly communicate customers order, inquiries and Logistical issues. To effectively manage the deadlines and important activities, we will also use the system to create reminders, schedule meetings and send calendar invites. In addition, Outlook enables the direct transmission of crucial documents to both clients and colleagues, such as work orders, invoices, and other reports.





Internship Report

Extrinsic Gains

Here are some of my extrinsic gains or in other words, benefit of working with the company (Martinez, 2022), However, I am the only entitled to unpaid leave, and interns are prohibited to join any company activity.

Monthly Allowances

RM 600/Per Month

Participated Johor Port Berhad Induction Program



Intrinsic Gains

Intrinsic gain are the personal and internal rewards we got from the activity itself, such as satisfaction, enjoyment, or a sense of a accomplishment (Ivanenko,2024), They come from within and are not dependent on external rewards.



01 Understanding of Procurement Process

Familiarise the procurement process from supplier selection and negotiation to contract management and purchase order processing.

03 Teamwork

The collaborative nature of procurement work allows me to develop interpersonal skills by working alongside cross-functional teams such as finance, operations, and logistics

05 Enhance an Efficiency

I find the innovative practice within the Procurement team by a new adoption of new technologies like RAMCO system to improve efficiency.

02 Learning and Curiosity

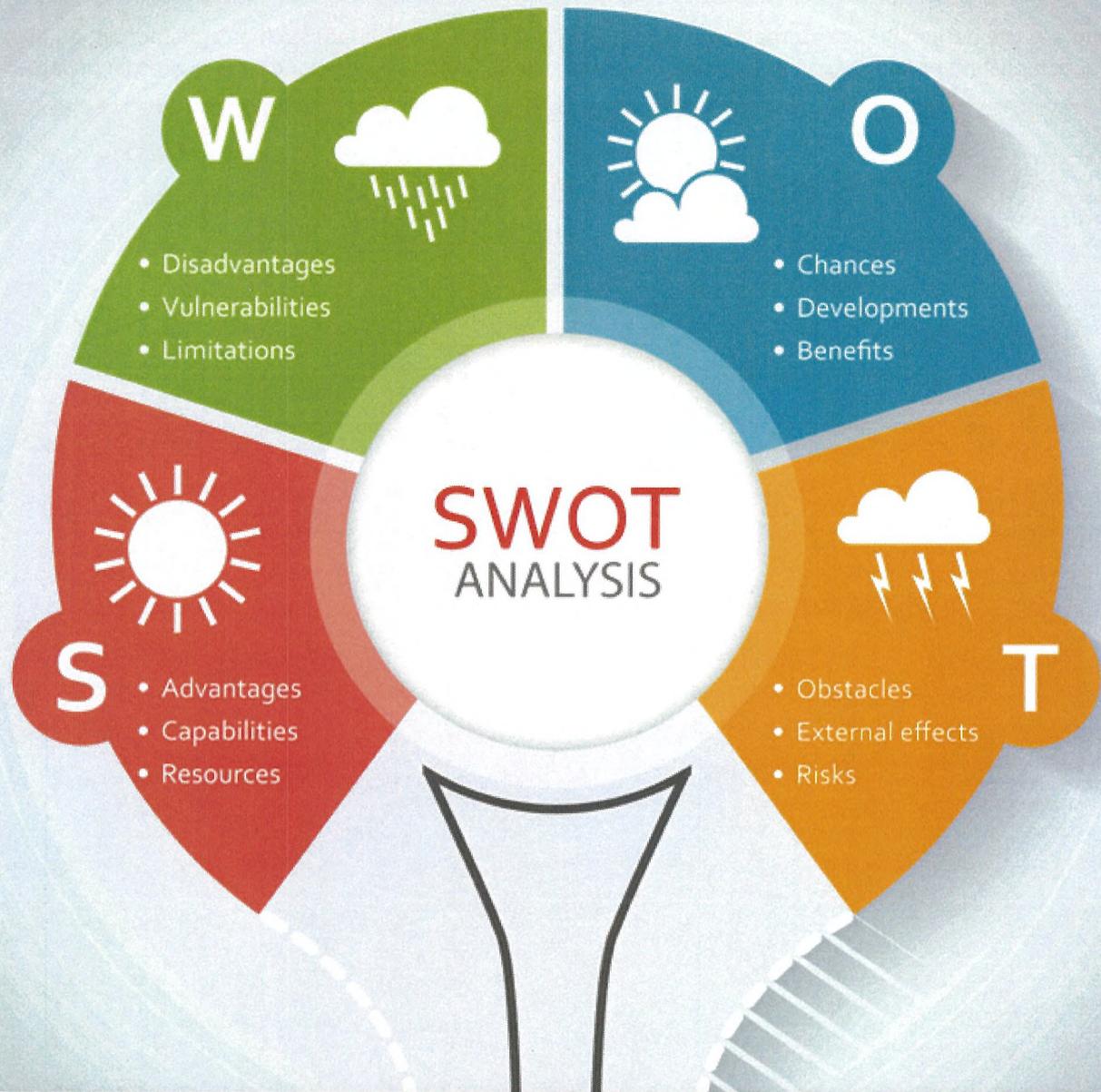
I exploring new processes, such as understanding an Outlook System and the response from the vendor.

04 Problem- Solving

I learned a lot regarding the challenges of problem - solving in a team involves managing budget also evaluate the supplier performance.

06 Communication Skills

I developed my communication abilities through working with clients and collaborating with internal department.



CHAPTER 4 :

SWOT ANALYSIS

SWOT ANALYSIS

A SWOT analysis is a tool that helps organization assess their strengths, weaknesses, opportunities, and threats. It is important to use the factual data and avoid preconceived notions when conducting a SWOT analysis. The goal is to get an accurate picture of the organisation's current situation so that they can make informed about the future. (Kenton,2023)

SWOT ANALYSIS OF JOHOR PORT BERHAD

STRENGTHS

S

- Skilled and Experience workforce.
- Strategic Location
- Equipped diverse Cargo handling

WEAKNESS

W

- Reliance on Manual and Labor - Intensive Operations
- Lack of Innovation
- Supply Chain Disruptions

OPPORTUNITIES

O

- Infrastructure Development
- Government Policies and Incentives
- Increasing Regional Competition Drives service Improvement

THREATS

T

- Intense Regional Competition
- Economic Downturns
- Risk and Natural Disasters

Strength

Skilled and Experienced Workforce

From my perspective, Johor Port's workforce is comprised of highly skilled individuals with extensive experience in port operations, logistics, and maritime management. This expertise allows Johor Port Berhad to operate efficiently, manage complex logistical challenges, and deliver high standards of service, which are critical in the competitive port industry.

During my internship, I had an opportunity to observe how this wealth of experience translates into seamless coordination between departments, timely decision-making, and innovative problem-solving. The dedication of the employees to maintaining operational excellence and upholding safety standards left a lasting impression on me.

I also noticed a strong emphasis on teamwork and knowledge-sharing within the organization. This collaborative culture not only fosters a productive work environment but also ensures that interns like me gain valuable insights and hands-on experience in the dynamic field of port management. Johor Port's workforce truly embodies professionalism and adaptability, setting a benchmark for excellence in the industry.



Strength

Strategic Location

From my perspective, Johor Port Berhad's located at the strategic location near the Strait of Johor provides it an economic advantage because it is on one of the world's busiest and most important maritime routes. The Johor Strait connects the South China Sea to the Malacca Strait, which serves as a gateway between the Pacific and Indian oceans. This location allows for Johor Port to serve as a key entry and exit point for vessels moving between major global markets in Asia, Europe, the Middle East, and beyond.

The proximity to international shipping lanes offers several operational advantages. Johor Port can accommodate high volumes of maritime traffic, It is a preferred choice for shipping companies seeking to streamline their logistics operations. It allows faster turnaround times for cargo handling, which is crucial for time-sensitive goods. Additionally, the reduced transit times to major markets help minimize fuel consumption and lower overall shipping costs, further enhancing the port's attractiveness to global trade players.

Moreover, the location of Johor Port Berhad was enables it to act as a transshipment hub, where cargo can be consolidated or redistributed to regional ports. The function is particularly beneficial for industries relying on just-in-time delivery or regional distribution networks. The port's accessibility to key markets in Southeast Asia and its proximity to major industrial and manufacturing hubs in Johor further strengthen its role as an essential component in global supply chains.



Strength

Equipped Diverse Cargo Handling

Based on my opinion, the versatility of Johor Port's equipped cargo-handling facilities is a significant strength that enables it to attract a broad range of industries, including oil and gas, petrochemicals, and consumer goods. The port's ability to handle various types of cargo such as liquid bulk, dry bulk, breakbulk, and containerized goods positions it as a reliable and adaptable logistics hub for industries with diverse shipping and storage needs.

For the oil and gas and petrochemical industries, Johor Port offers specialized facilities such as liquid bulk terminals equipped with advanced pumping systems, storage tanks, and pipelines. These facilities ensure safe and efficient handling of petroleum products, and chemicals. This capability is crucial for Johor Port to support the growing energy sector in Malaysia and neighboring regions.

Additionally, for the consumer goods sector, Johor Port's container terminals are designed to handle high volumes of cargo with speed and precision. This makes the port particularly attractive to industries relying on fast-moving supply chains, such as retail, e-commerce, and fast-moving consumer goods (FMCG).



Weaknesses

Reliance on Manual Labor

Reliance on manual labor in port operations, particularly in areas like documentation, cargo handling, and warehousing, it can significantly impede operational efficiency. Manual processes are often slow lead to increased processing times and higher error rates. For instance, manual data entry is prone to errors, which can result in documentation discrepancies and shipment delays.

In cargo handling and warehousing, manual tasks can lead to inefficiencies and increased operational costs. Moreover, manual processes can hinder scalability and flexibility. As cargo volumes increase, manual operations may struggle to keep pace. Automation can help address these challenges by streamlining processes and improving resource allocation. To enhance operational efficiency, ports can invest in automation technologies such as Electronic Data Interchange (EDI) systems for documentation, automated cargo handling equipment, and Warehouse Management Systems (WMS). These technologies can reduce processing times, minimize errors, and improve overall productivity.

In summarize, by reducing reliance on manual labor through automation and digitalization can significantly improve operational efficiency in port operations.



Weaknesses

Lack of Innovation

Aging and outdated port infrastructure poses significant challenges to the efficiency and capacity of maritime trade. As global commerce evolves, ports must adapt to accommodate larger vessels and increased cargo volumes. Furthermore, the failure to modernize can lead to operational inefficiencies, delays, and an inability to meet growing demand effectively.

The impact of Aging Infrastructure are included, Capacity Constraints which means the older ports may struggle to accommodate larger, modern vessels, leading to congestion and delays. For instance, the consistent increase in the average size of ships necessitates ports to enhance their infrastructure to accommodate these larger vessels. Next, the operational efficiency can be define as Outdated equipment and facilities can slow down cargo handling processes, Hence, the safety risk is deteriorating infrastructure may pose safety hazards to workers and cargo, potentially leading to accidents and increased liability.

There are the disadvantages if lack of innovation in Johor Port Berhad which are Ports that fail to modernize may lose business to more advanced ports capable of handling larger volumes and accommodating bigger vessels. For instance, loss of business at Johor Port Berhad has a ripple effect on the local and regional economy. The port's reduced activity leads to job losses among truck drivers, and other port-related services.



Weaknesses

Supply Chain Disruptions

From my perspective, the supply chain disruption in term of Global supply chains are becomes increasingly complex, with multiple stakeholders, modes of transportation, and regulations involved. Delays at upstream or downstream points in the supply chain, such as delays in manufacturing or customs clearance. Otherwise it can cause cascading disruptions at the port.

Global supply chains involve numerous participants, including suppliers, manufacturers, distributors, retailers, and logistics providers. Each of these stakeholders plays a critical role in the smooth operation of the supply chain. Suppliers provide the raw materials manufacturers transform these materials into finished goods, distributors manage the movement of these goods, logistics providers ensure the efficient transportation of goods at each stage. Disruptions could impact the entire chain. For instance, a strike at a manufacturing facility can lead to a shortage of finished goods, which in turn affects the availability of products for distribution and sale.

Disruptions can occur upstream and downstream ends of the supply chain. Delays upstream may arise from challenges in sourcing raw materials or in the manufacturing process, while delays downstream might relate to the ultimate delivery of goods to consumers. For instance, a setback in acquiring raw materials can stop production, resulting in a deficiency of finished products. In the same way, a bottleneck in the distribution process can hinder products from reaching retailers or final customers on schedule. Such delays can stem from various reasons, such as labor disputes and equipment malfunctions.



Opportunities

Infrastructure Development

From my viewpoint, the advancement of infrastructure offers a significant opportunity for Johor Port Berhad, particularly in improving a port's operational efficiency, competitiveness, and economic influence. Moreover, infrastructure development facilitates enhanced connectivity between ports and international markets. For example, constructing new rail connections and upgrading port facilities can lead to an increased cargo-handling capacity and enhance supply chain efficiency.

Additionally, another opportunity lies in attracting external investment in infrastructure initiatives, which can supply the necessary funding and expertise for large-scale projects, like automated container terminals and sophisticated storage facilities. With enhanced infrastructure, ports have the potential to provide value-added services, such as quicker loading and unloading and smoother intermodal transfers, making them more attractive to global shipping and boosting their competitive advantage.

To conclude, I hope that these opportunity underscores the strategic importance of infrastructure in driving success in global trade and supply chain management.



Opportunities

Government Policies and Incentives

ased on my opinion, Johor Port Berhad, as a critical player in Malaysia's maritime sector, such a greatly benefits from supportive government policies and incentives. These policies, designed to foster a conducive business environment, not only enable the port to expand its capabilities but also contribute to the growth of Malaysia's maritime and logistics industry as a whole.

he Malaysian government's policies for the maritime sector emphasize creating a robust infrastructure network and enhancing operational efficiency. For example, under initiatives such as the **National Transport Policy (NTP)** and incentives for logistics and trade, ports like Johor Port Berhad gain access to government-backed programs aimed at upgrading facilities and improve connectivity to global markets. These policies help Johor Port maintain competitiveness within the dynamic Southeast Asian logistics landscape.



Opportunities

Increase Regional Competition

In my opinion, the intense competition faced by Johor Port Berhad (JPB) from nearby ports like Tanjung Pelepas Port and Singapore Port presents a significant challenge. Both of these ports are globally recognized for their efficiency, connectivity, and advanced infrastructure. However, rather than viewing this competition solely as a threat, Johor Port Berhad could turn it into an opportunity by exploring partnerships with other ports, logistics companies, and related stakeholders. So, basically, Johor Port Berhad can offer an integrated and value-added services, aimed to help to reduce costs and improve its competitive position.

Johor Port Berhad has the potential to thrive by adopting a collaborative and innovative approach. By exploring partnerships with other ports and logistics companies. Additionally, Johor Port Berhad not only compete effectively strategic initiatives would not only help but also position it as a key highlight in the regional and global maritime industry. (Wan Agyl,2024)

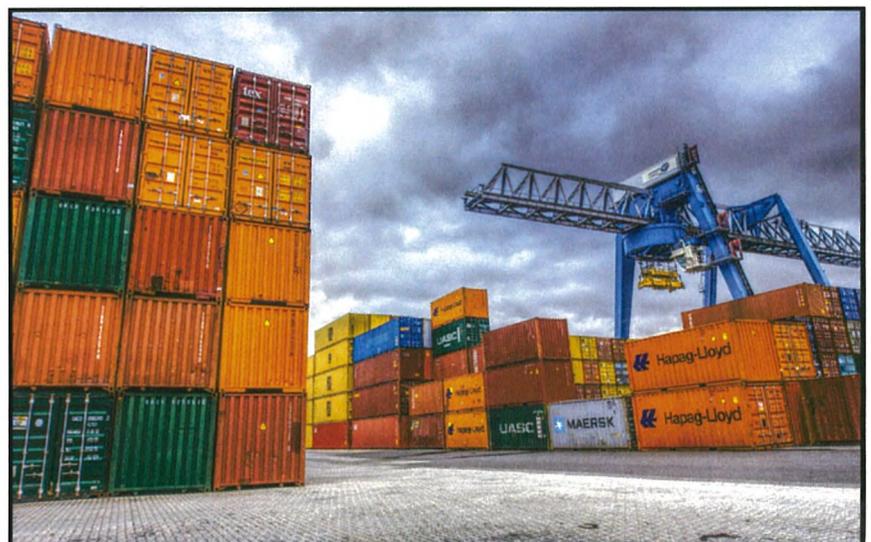
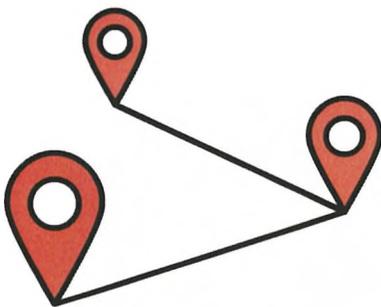


Threats

Intense Regional Competition

Given the fierce regional rivalry amongst Johor Port Berhad, it is vital for the company to remain alert and adjust to evolving market dynamics to sustain its competitive edge. According to Wan Agyl, Malaysia's ports encounter significant competition from Singapore, which enjoys cutting-edge technology, robust global alliances, and a strong reputation, making it difficult for Malaysia to close the gap. Singapore's strategic location and effective port management have consistently established high standards by attracting international trade.

Furthermore, Johor Port's such one of the port in Malaysia in which contending with rising competition from neighboring countries like Vietnam and Indonesia. These nations are rapidly modernising their port facilities by offering lower labour costs, and investing in infrastructure upgrades. As these countries improve their port operations, Johor Port faces increased pressure to stay competitive in the region.



Threats

Economic Downturns

The sources of external risk including global economic slowdowns, it can lead to diminished trade volumes, which in turn affect port operations. For Johor Port Berhad, the potential for an economic downturn and global instability presents considerable challenges. As a vital entity in Malaysia's maritime sector, Johor Port relies heavily on international trade and the movement of goods through its infrastructure. A recession, especially in significant trading partners like China, may result in decreased demand for shipping and logistics services, thereby directly influencing the amount of cargo processed at the port.

The instability of the global economy frequently leads to trade disruptions, variances in supply and demand, and a drop in consumer spending. This decline in international trade may result in a reduction of activities at the port, which can impact the revenue and operational capabilities of Johor Port. For instance, if China experiences an economic downturn, it could diminish both exports and imports, causing a decrease in the number of shipments passing through Johor Port and potentially lowering port throughput and operational effectiveness.

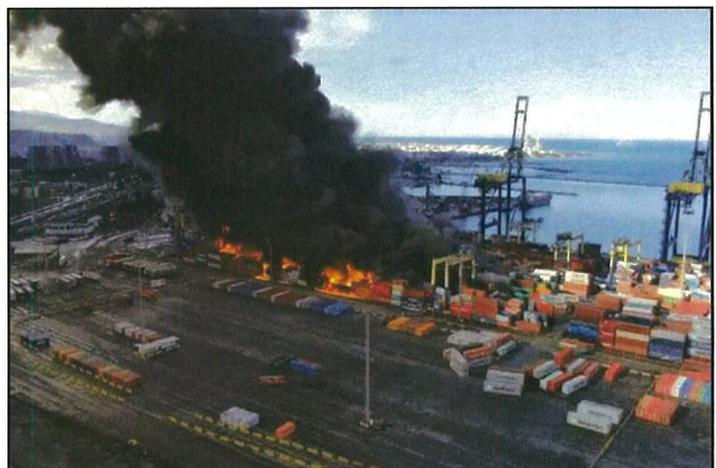


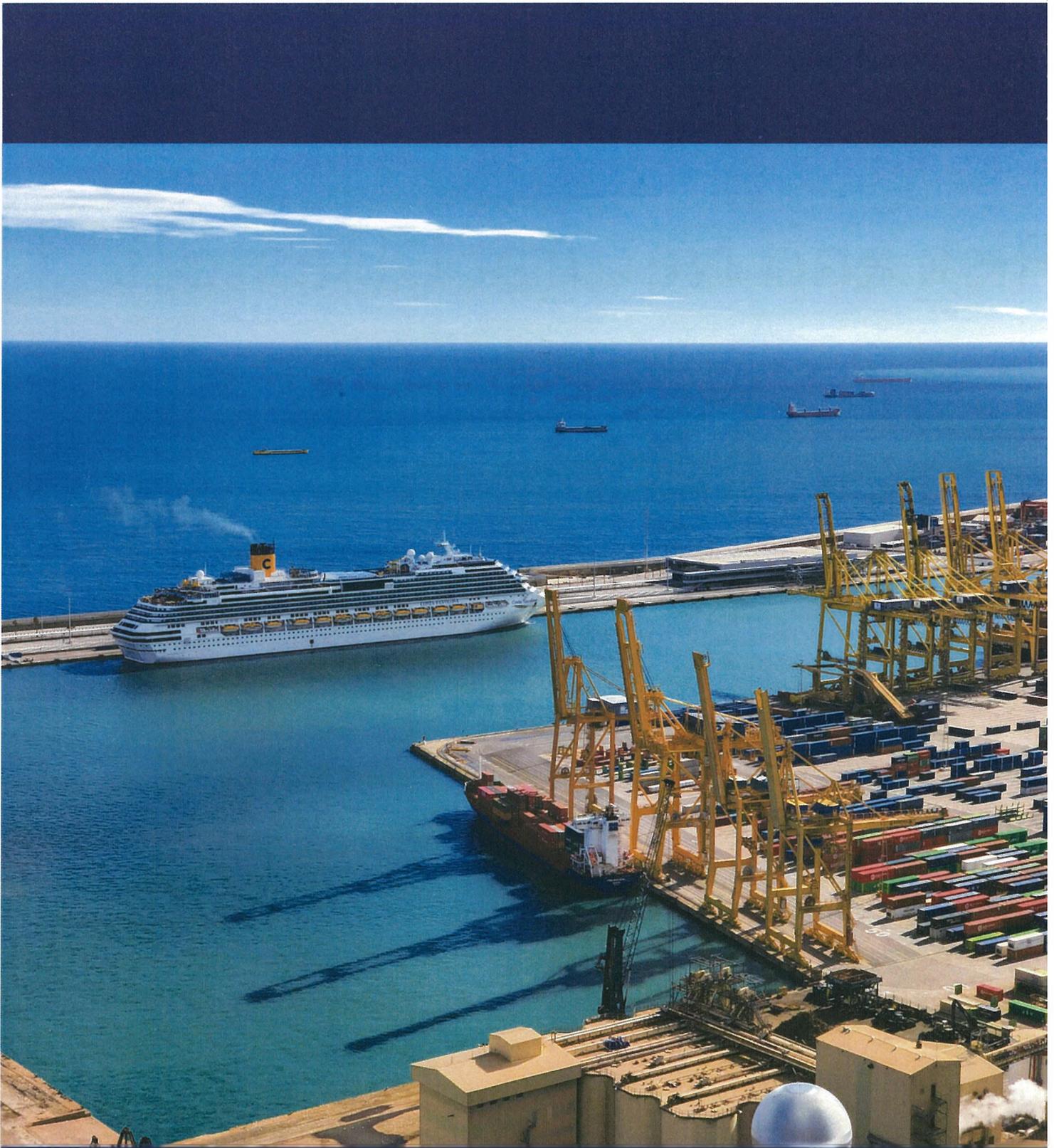
Threats

Risk and Natural Disasters

The impacts of natural disasters on transportation systems, including ports, can be a major effects on port disruption and it can reduce the amount of freight due to a port can process for a certain duration, and causing of delays, (Achurra-Gonzalez et al., 2019). A Climate change, particularly the long-term risk of rising sea levels, poses a serious threat to port infrastructure, including Johor Port Berhad. As sea levels rise, the physical integrity of port facilities and the surrounding areas can be compromised, leading to flooding, and damage to critical infrastructure such as warehouses, and transportation networks. The port's operational viability could be severely affected, as these infrastructures are essential for the smooth handling of goods and shipping operations.

To mitigate these risks, Johor Port would need to invest heavily in protective measures such as sea walls, flood barriers, and elevated infrastructure to safeguard against the effects of rising sea levels. Moreover, port operations would have to be adapted to account for increasingly unpredictable weather patterns and potential disruptions caused by storms and other extreme weather events





CHAPTER 5 : RECOMMENDATION

SWOT Recommendation

Southern Gateway Multi-Purpose Port

STRENGTH

Skilled and Experience Workforce

To sustain and build upon this strength, Johor Port Berhad should **Invest in Workforce Development** by Introduce continuous training programs focused on the latest advancements in port technology, logistics, and global trade regulations. Furthermore, the upskilling employees will maintain operational excellence.

Johor Port Berhad should prioritize continuous workforce development by having leadership training, and innovation. Retention of talent through competitive benefits and fostering a positive work environment will further enhance the organization's stability. Mentorship programs and internships can also help groom the next generation of skilled professionals in order to ensure a long-term sustainability and competitiveness in a rapidly evolving global industry. (EC, 2010)





Southern Gateway Multi-Purpose Port

STRENGTH

Strategic Location

First and foremost, Johor Port's most significant advantage lies in its competitive pricing. Compared to Singapore, which has one of the highest port fees and operational costs globally, Johor Port can offer significantly **lower port charges, storage fees, and terminal handling costs**. Shipping companies, particularly those managing smaller or regional shipments, can reduce their overheads by choosing Johor Port as an entry or exit point for their goods. To make this alternative even more attractive, Johor Port could offer tiered pricing based on volume or provide discounts to long-term clients. This would further enhance its appeal to businesses that are looking for ways to optimize their shipping budgets without compromising on strategic location or operational efficiency.

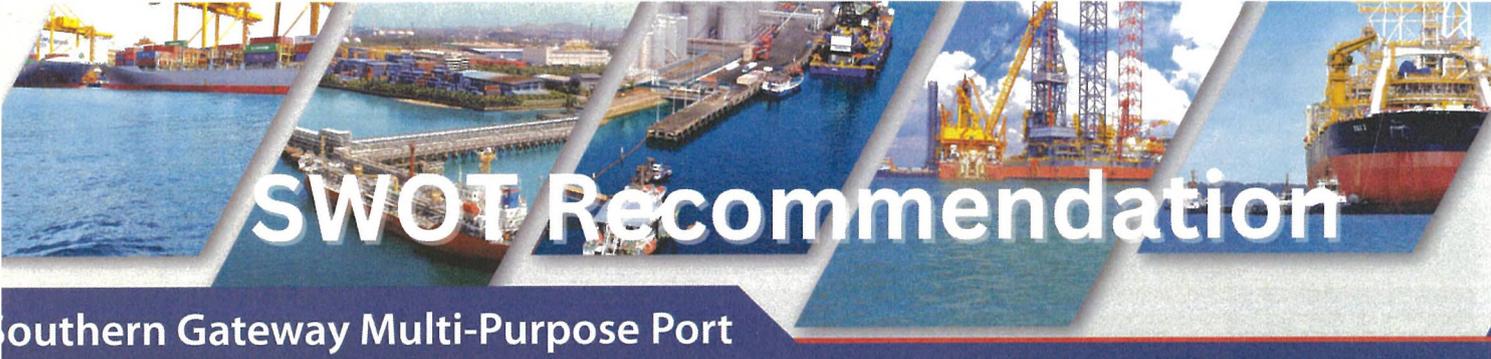
Moreover, Johor Port should continue to improve its infrastructure and connectivity to further enhance its attractiveness. As maritime trade continues to evolve with the increasing size of vessels and the need for faster turnaround times, Johor Port must invest in modernizing its facilities. This includes by the expanding container handling capacity, upgrading terminal equipment, and enhancing digitalization efforts to streamline operations.

Equipped Diverse Cargo Handling

To efficiently oversee and improve the safety protocols associated with the handling of hazardous materials such as petrochemicals and oil, Johor Port Berhad should prioritize the integration of robust safety measures within its various cargo handling systems. Furthermore, ensuring adherence to international safety standards is essential for preserving the port's reputation and building trust with shipping companies and regulatory authorities.

Additionally, enhances the Adoption of Advanced Monitoring and Detection Technologies can incorporate an advanced monitoring systems is another key strategy to enhance safety. Hence, Johor Port should invest in sensors and real-time monitoring systems to detect the serious of hazardous material leaks, temperature fluctuations, or other potential risks as soon as they occur. These systems can provide critical data to port authorities, enabling them to take immediate corrective action before the situation escalates. For example, installing gas and vapor detectors around storage tanks and cargo areas would allow early detection of leaks, reducing the likelihood of catastrophic accidents.





SWOT Recommendation

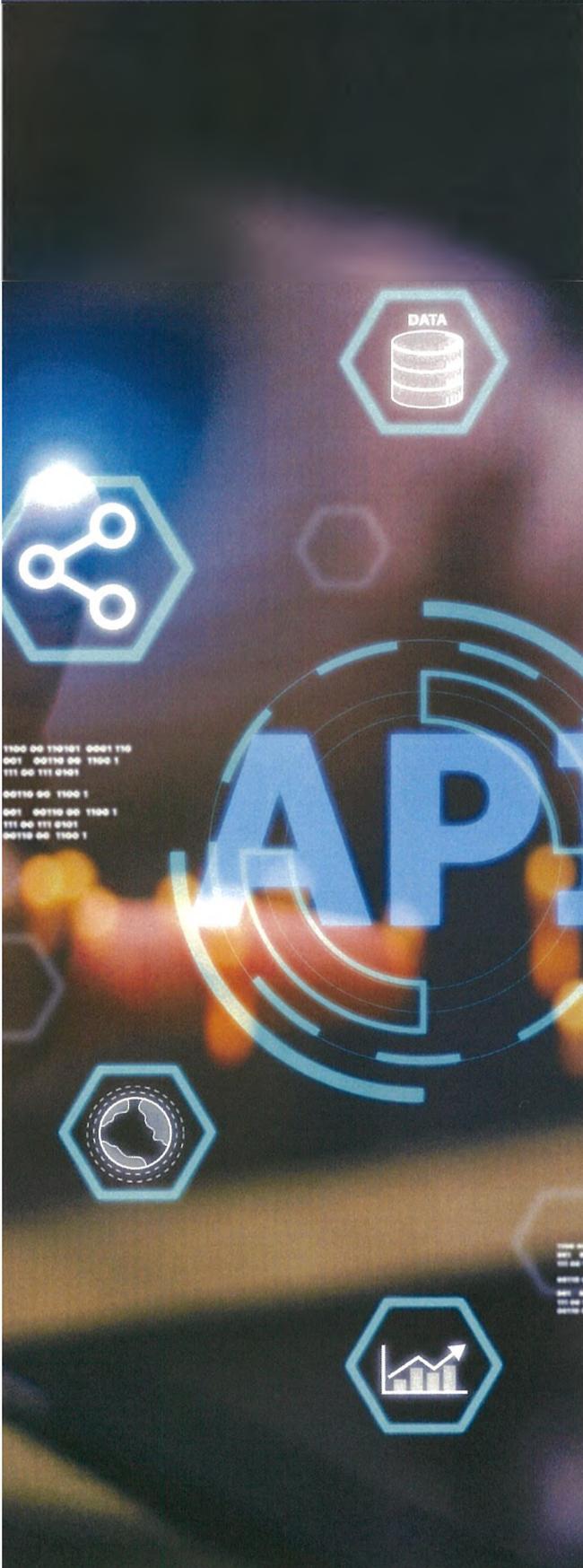
Southern Gateway Multi-Purpose Port

WEAKNESSES

Reliance on Manual- Labor Intensive Operations

One recommendation to decrease dependence on manual processes is to embrace automation and digitalization. Furthermore, the implementation of advanced technologies, such as automated cargo handling systems, inventory management software, and robotics in warehousing, can greatly enhance operational efficiency while reducing human error. Additionally, upgrading equipment with cutting-edge machinery will improve the speed and precision of operations, resulting in shorter turnaround times and lower costs. To facilitate a smooth transition to technology-driven processes, it is crucial to invest in workforce training. By providing employees with the necessary skills to manage and operate automated systems, JPB can effectively integrate these technologies into its operations.

In addition, transitioning from labor-intensive manual operations to Electronic Data Interchange (EDI) systems for documentation is a transformative initiative for contemporary businesses. This transition not only streamlines processes and enhances accuracy but also promotes cost-effectiveness, environmental sustainability, and improved collaboration among stakeholders. As organizations increasingly focus on efficiency and adaptability, the digitization of documentation processes through EDI represents a strategic approach that positions them for sustained success.





SWOT Recommendation

Southern Gateway Multi-Purpose Port

WEAKNESSES

Lack of Innovation

Lack of innovation such one of the weaknesses of Johor Port Berhad, for instance the aging and outdated port infrastructure poses significant challenges to the efficiency and capacity of maritime. So, basically, the critical area of improvement is fostering innovation through infrastructure upgrades. Expanding and modernizing facilities is necessary to handle increasing cargo volumes and meet evolving industry standards.

Besides, Incorporating smart port technologies will enhance the port's capacity to cater to growing demands efficiently. Leveraging data analytics can further optimize logistics, predict demand patterns, and improve decision-making processes, to ensure that operations remain agile and data-driven. For instance, modernization of equipment action which is Invest in replacing outdated cranes and port machinery with modern, automated alternatives to enhance loading and unloading efficiency. So that, it can reduces operational delays and maintenance costs, thereby improving overall productivity. Collaborating with industry leaders and technology firms can also provide access to cutting-edge solutions tailored to port operations, boosting competitiveness in the global market.

By addressing these weaknesses through automation, innovation, and infrastructure improvements, Johor Port Berhad can achieve higher operational efficiency and reduced costs. These initiatives will not only enhance its ability to manage complex logistics but also secure its position as a leading logistics hub in the region, capable of adapting to the dynamic needs of the maritime industry.

Supply Chain Disruptions

Supply chain disruptions are a critical challenge for port Johor Port Berhad, which serves as a vital hub for import and export activities. Disruptions can arise both upstream and downstream. For example, delays in raw material procurement of manufacturing and downstream such as final delivery to customers.

Moreover, for the Upstream Disruption Mitigation, these disruptions typically stem from delays in the procurement of raw materials or issues in manufacturing processes. So that, Johor Port Berhad must Establish stronger partnerships with suppliers by creating long-term contracts, sharing demand forecasts, and implementing collaborative planning strategies. To be result, it can Enhances supplier reliability, minimizes raw material shortages, and reduces the likelihood of unexpected delays. Hence, for Downstream disruptions often involve delays in the delivery of finished goods to customers or congestion at the port. Johor Port Berhad should Invest in automation technologies such as smart port management systems, automated cranes, So, the cargo movements can reduce port congestion.

(Adam et al., 2016, Cao and Lam, 2019, Lam and Su, 2015, Trepte and Rice, 2014).





SWOT Recommendation

Southern Gateway Multi-Purpose Port

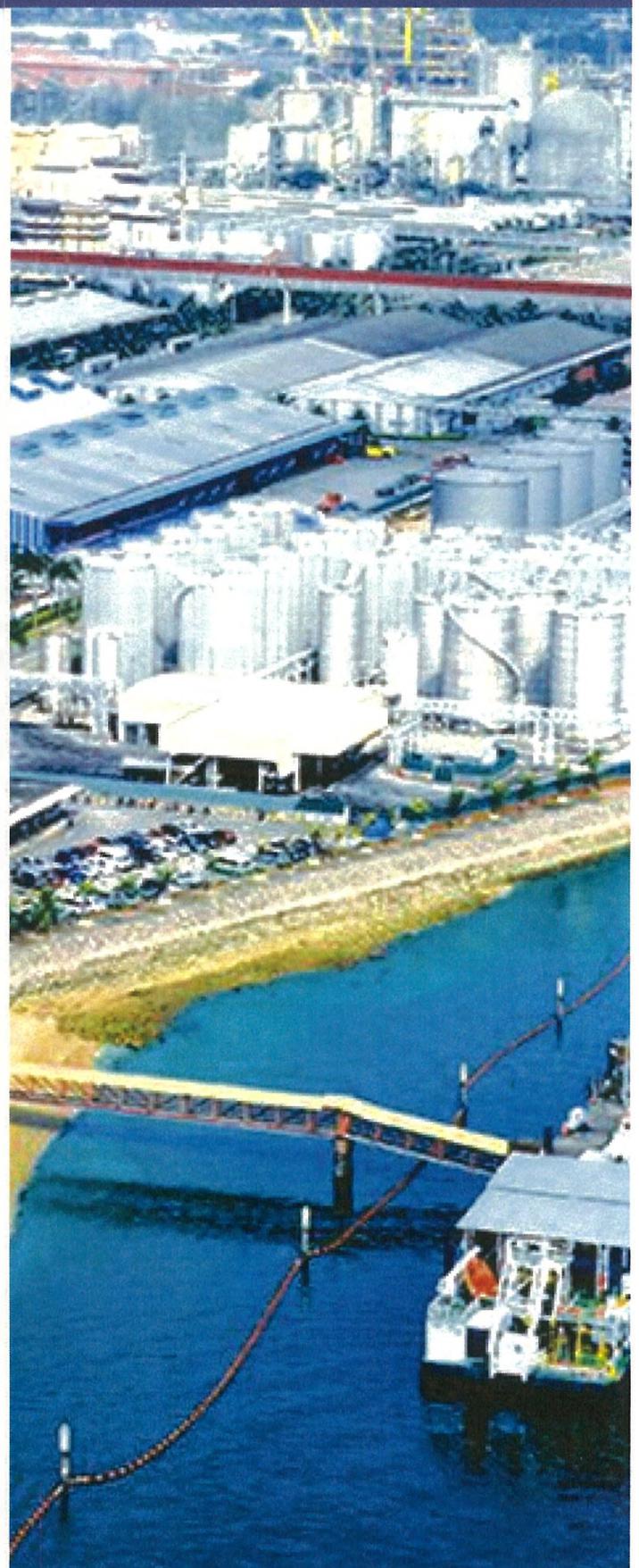
OPPORTUNITY

Infrastructure Development

One of the most critical opportunities for Johor Port lies in enhancing its infrastructure. So, Johor Port must expand port facilities and upgrade terminals with state-of-the-art cranes and automated cargo handling systems because that is vital to increase operational capacity. These advanced technologies will allow the port to efficiently handle higher cargo volumes, reducing turnaround times and ensuring smooth operations even during peak periods.

Additionally, investing in advanced technologies will significantly improve operational speed, accuracy, and reliability. Automated systems can streamline processes such as cargo loading, unloading, and inventory management, minimizing human error and boosting overall efficiency. By modernizing its infrastructure, Johor Port Berhad can position itself as a forward-thinking and competitive logistics hub. Furthermore, capable of meeting the evolving demands of the maritime industry. The improvements will enhance its appeal to global shipping lines and logistics companies by seeking efficient and technologically advanced port facilities.

These developments will create a solid foundation for long-term growth. Also, it can enhanced infrastructure will enable the port to attract larger vessels and handle diverse types of cargo.





SWOT Recommendation

Southern Gateway Multi-Purpose Port

OPPORTUNITY

Government Policies and Incentives

Collaborates with government agencies is another step toward leveraging these opportunities. By fostering strong partnerships with federal and state-level authorities, Johor Port Berhad will ensure that its projects receive the necessary approvals, financial backing, and policy support to thrive in a competitive global market. Other than that, by the support from the government will enhance the visibility on the international stage, attracting foreign investments and partnerships that will further fuel its growth. Plus, it can ensure its development aligns with national strategies, such as the Malaysian Shipping Master Plan (MSMP).

Government policies promoting regional and global trade competitiveness can be used to position Johor Port as a central player in Malaysia's maritime economy. This includes ensuring the port is well-integrated into national transportation networks and aligned with broader trade initiatives such as the Belt and Road Initiative (BRI) or ASEAN logistics frameworks. By leveraging these policies and incentives, JPB can not only expand its operational capabilities but also play a significant role in driving the growth of Malaysia's trade and maritime sectors.

Increasing Regional Competition Drives Service Improvement

As regional competition among ports intensifies, Johor Port Berhad (JPB) faces significant pressure to enhance its services and maintain its relevance in the global maritime industry. Competing ports such as Port Klang and the Port of Singapore are leveraging their strategic locations, advanced infrastructure, and well-developed services to attract global shipping lines. Rather than engaging in direct competition, JPB can adopt a collaborative approach with these regional ports to create synergies and unlock mutual benefits. One effective strategy is to establish joint marketing campaigns by targeting global shipping lines, positioning the region as a unified logistics hub.

In a nutshell, Johor Port Berhad should build the Strategic Alliances with Regional Ports. For example, the collaboration with neighboring ports, such as Port Klang and the Port of Singapore, is essential to complement each port's strengths and avoid duplicative competition. JPB can also conduct Joint Port Promotion Programs to the employee in order to develop a unified marketing strategy to promote the region as an integrated logistics hub, plus it can offering a seamless supply chain for global shipping lines.



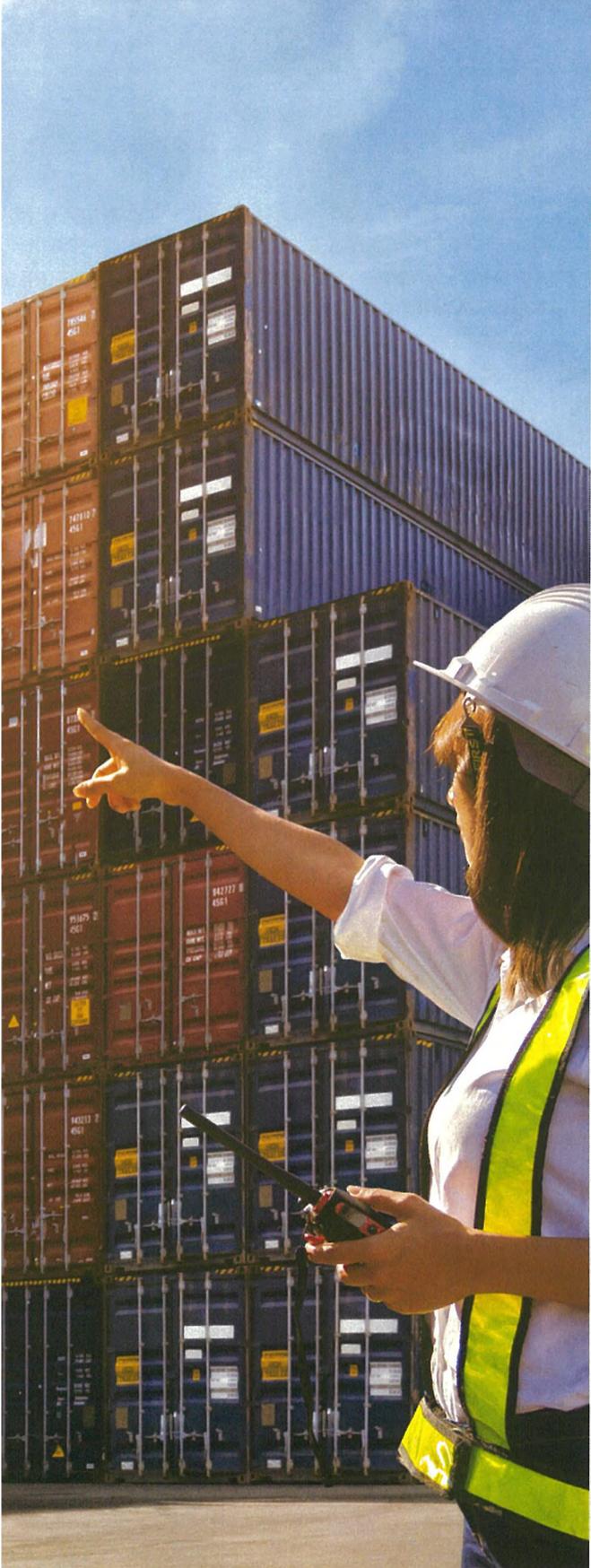


SWOT Recommendation

Southern Gateway Multi-Purpose Port

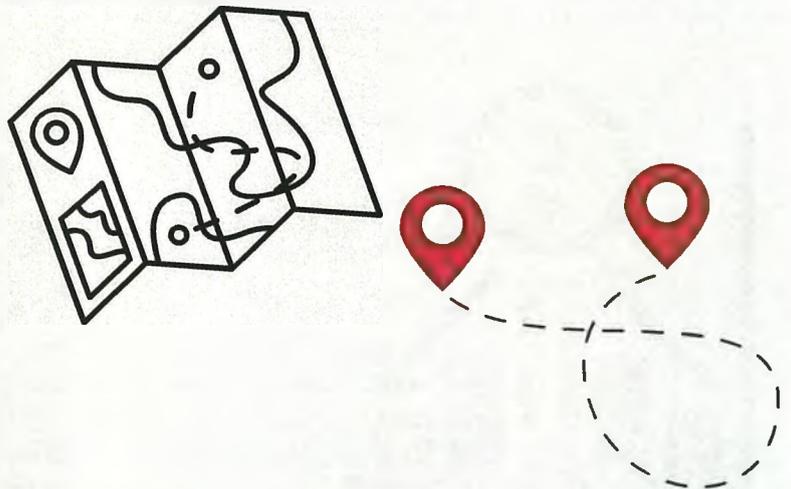
THREATS

Intense Regional Competition



Johor Port Berhad encounters considerable challenges stemming from fierce regional competition, particularly from Singapore and neighboring nations such as Vietnam and Indonesia. Singapore's established status as a global maritime center is supported by its advanced technological framework, robust international collaborations, and strategic geographical position. These elements render Singapore a significant competitor, establishing high benchmarks for operational efficiency and drawing major global trade and logistics enterprises. The complexity of Singapore's port operations underscores the persistent difficulties Malaysia faces in bridging the competitive divide.

Moreover, Johor Port must address the increasing competitiveness of ports in Vietnam and Indonesia. These countries are swiftly modernizing their port infrastructures, enhancing facilities, and taking advantage of their cost benefits, including lower labor costs. In summary, Johor Port Berhad must remain alert and responsive to evolving market conditions. This requires the implementation of innovative strategies, the enhancement of operational efficiency, and investments in technological progress to improve its service capabilities. Establishing strong partnerships and cultivating a reputation for dependability will also be essential.





SWOT Recommendation

Southern Gateway Multi-Purpose Port

THREATS

Economic Downturns

Economic downturns pose significant challenges to Johor Port Berhad which relies heavily on global trade. To mitigate the risks posed by global economic slowdowns, JPB should adopt strategic measures to enhance resilience, diversify operations, and maintain competitiveness in a volatile economic environment. JPB should explore offering value-added services, such as warehousing, cargo packaging, and logistics consulting, to generate alternative income streams beyond cargo handling such as renewable energy equipment and high-value goods to reduce reliance on traditional trade routes and commodities. Plus, integration with inland logistics services, such as rail and road networks, to provide end-to-end supply chain solutions for clients.

Moreover, Johor Port Berhad need tot expand trade relationships with countries outside traditional markets, such as China. For example, get more collaboration with Southeast Asian nations, the Middle East, and Africa to offset the impact of economic slowdowns in one region.

To conclude, by embrace of these strategies, Johor Port Berhad would strengthen its position as a versatile and resilient logistics hub to ensure sustainable growth even in a volatile economic environment. (Nazmi, 2024)

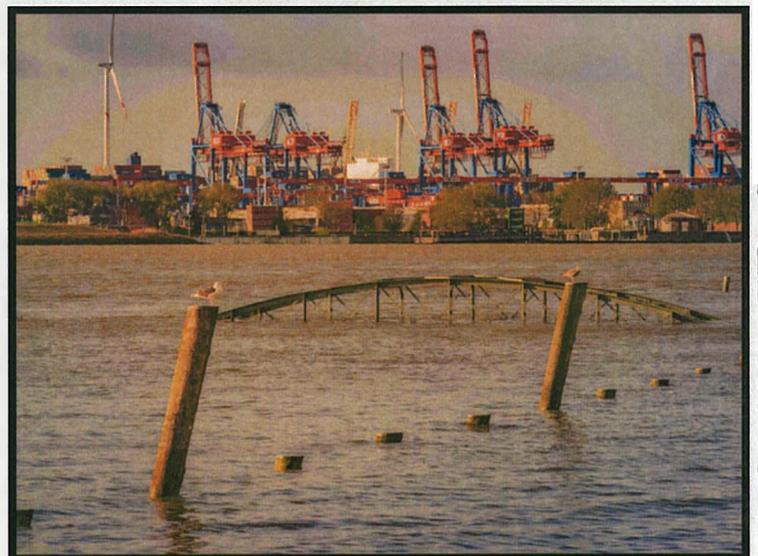


Risk and Natural Disasters

Johor Port Berhad can address the risks associated with natural disasters and climate change to secure the long term sustainability and operational effectiveness of its transportation systems and port infrastructure.

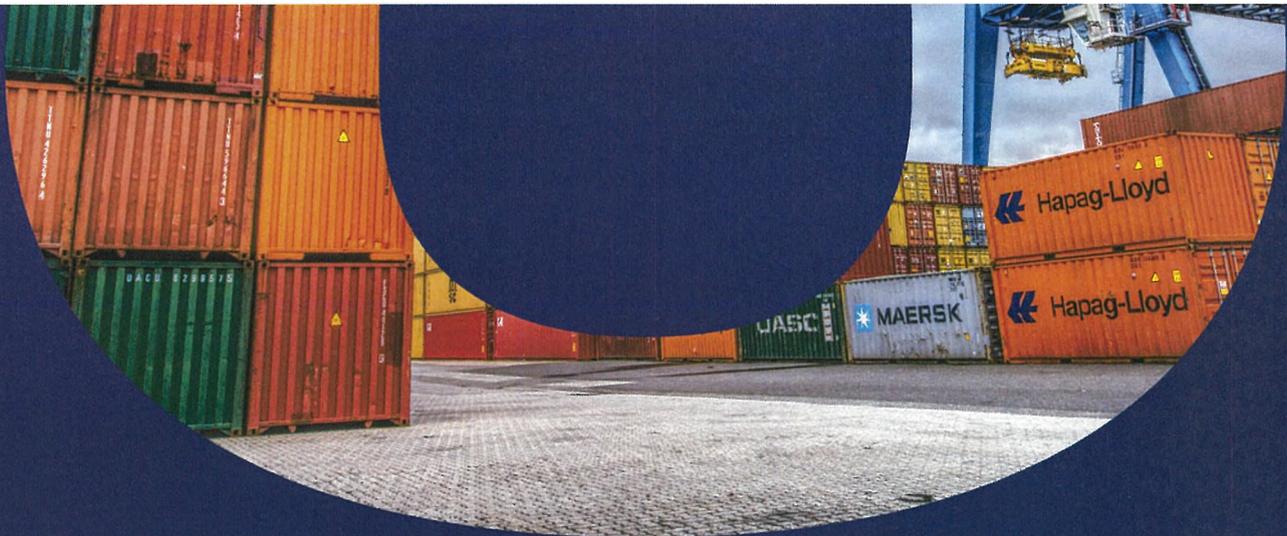
Natural disasters, such as rising sea levels and severe weather events linked to climate change, present considerable threats, including flooding, damage to infrastructure, and interruptions in cargo processing. These challenges could significantly compromise the port's operational efficiency and long-term sustainability.

To mitigate these risks, it is advisable for Johor Port Berhad to construct resilient sea walls and flood barriers to safeguard port facilities against rising sea levels and storm surges, serving as the primary defense against flooding. Additionally, the design and construction of elevated warehouses, storage areas, and operational hubs on elevated platforms will further reduce vulnerability to flooding and minimize potential damage. Moreover, it is recommended that Johor Port implement advanced drainage systems throughout the port to prevent water accumulation during heavy rainfall. These systems should incorporate high-capacity pumps, underground channels, and retention basins to facilitate the rapid removal of floodwater.





CHAPTER 6: CONCLUSION & REFERENCES



Conclusion

My industrial at Johor Port Berhad was a valuable experience that provided me with the opportunity to acquire knowledge about logistics, procurement, and the supply chain. I was required to perform a diverse of responsibilities, such as the extraction of information from documents, the entry of data into a system, and the operation of a transporter. Furthermore, I gained insight into the organization's culture and principles, rooted in customer service, integrity, and collaboration.

I am grateful for the opportunity to have trained at Johor Port Berhad, and I believe that the skills and knowledge I gained will be valuable in my future career. I am confident that I can use what I learned at to make a positive contribution to the supply chain industry.

In conclusion, my apprenticeship has been a life-changing experience that has significantly influenced my personal and professional growth. The practical application of the theoretical knowledge I have acquired during my academic career has been a rewarding endeavor, as it has allowed me to expand and improve my skills throughout the internship. Encountering real-world obstacles has not only enhanced my capacity to adapt to ever-changing work conditions, but it has also enhanced my ability to solve problems. I acquired a profound understanding of the intricacies of the shipping line sector through collaboration with industry experts and colleagues, which provided me with valuable insights into its complexity. Moreover, the apprenticeship has bolstered my enthusiasm for the transportation industry and incited a strong desire to pursue additional opportunities in this field. I am deeply appreciative of the guidance and support that I have received throughout this voyage. I have no doubt that the knowledge and skills I have acquired will prove advantageous in my future endeavours. This apprenticeship is a critical juncture in my professional journey, as it will influence my future, enhance my self-assurance, and equip me with the necessary skills and preparedness for the professional world that awaits.



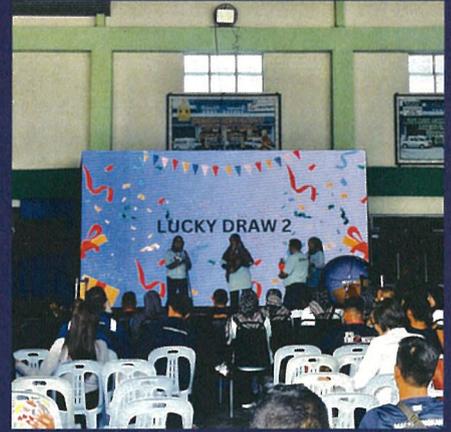
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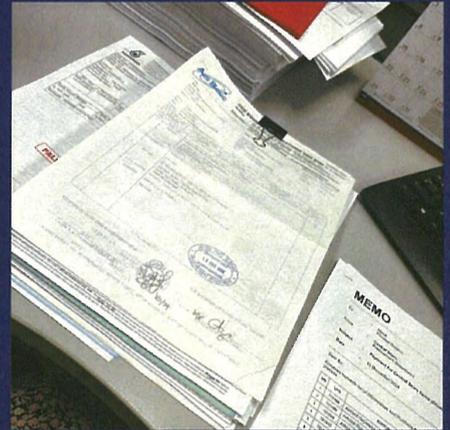
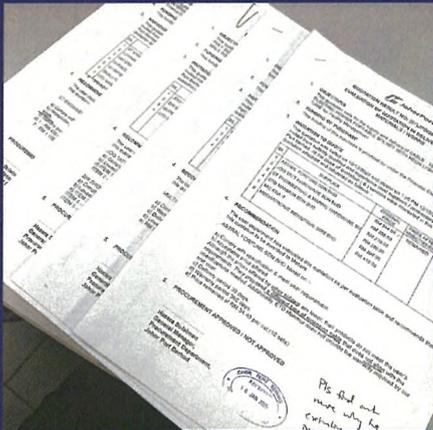
CHAPTER 7: APPENDICES

Appendix

• Health Safety Environment Events



• Daily Task



• Farewell of Staff

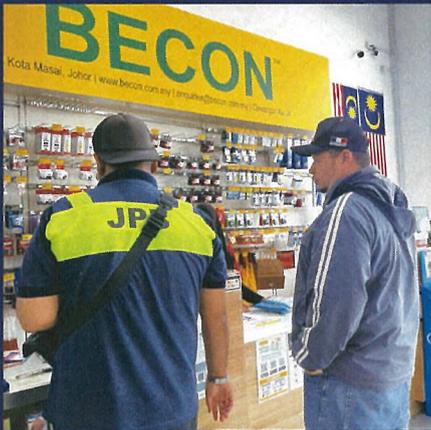


Appendics

• Stock Take Inventory Members



• External Purchasing Item



• Task given by company

