



UNIVERSITI  
TEKNOLOGI  
MARA

Cawangan Melaka

KPJ

Bandar Maharani

Specialist Hospital

# THE FACULTY OF BUSINESS MANAGEMENT BACHELOR OF BUSINESS ADMINISTRATION (HONS) HUMAN RESOURCE MANAGEMENT



## INDUSTRIAL TRAINING REPORT (HRM666)

PREPARED BY : NUR AINA BINTI MOHAMED ZIN | 2022498482 | BA243 6D  
PREPARED FOR : PN. KHALIJAH MOHD NOR

# EXECUTIVE SUMMARY

I began my six-months internship at KPJ Bandar Maharani Specialist Hospital (KPJ BMSH) on August 12, 2024. This internship is a mandatory part of my Bachelor of Business Administration (Hons) in Human Resources Management program at Universiti Teknologi Mara (UiTM). I was assigned to the Human Resources Management System department, which is directly related to my field of study.

This report documents my experiences and learning throughout the internship. It is a requirement for all UiTM students completing industrial training. The information in this report is based on my personal experiences, research from KPJ Healthcare Berhad and KPJ BMSH'S Annual Report and website, and insights from the HR team, all with my supervisor's approval.

So, this reports starts with a bit about myself, then dives into the big picture of KPJ BMSH. I will talk about their vision, goals, what they do, and how they are organized. Next, I will share some thoughts on what I learned during my internship. Then, I will focus on a specific issue and explain the background. After that, comes the SWOT analysis which is a breakdown of KPJ BMSH's strengths, weaknesses, opportunities and threats. Based on that, I will share some ideas to improve things. Finally, I will wrap things up with a conclusion.

By the way, my supervisor and advisor were super helpful in figuring out how to do the SWOT analysis. They gave me a lot of tips and guidance to get it done.

## SURAT KEBENARAN

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Maklumbalas (I)



Setuju



Tidak Bersetuju

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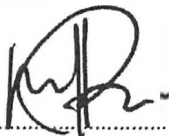
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No. Matriks	2022498482	Nama Program	Sumber Manusia
Tajuk Laporan	SWOT Analysis	Nama Syarikat	KPJ Bandar Maharani Specialist Hospital

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Yang Benar



Nama Pegawai : NUR HAZIMA BINTI MD ISA  
Jawatan : Head, Human Resources  
No. Tel. : Human Resources Management Services  
No. Faks : KPJ Bandar Maharani Specialist Hospital  
73-1, Jalan Stadium, 84000 Muar, Johor

Cop jabatan/organisasi:

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# 1.0 ACKNOWLEDGEMENT

I would like to express my sincere gratitude to all those who have contributed to the successful completion of this report.

First and foremost, I am eternally grateful to Allah SWT for His countless blessings and guidance. Without His divine grace, this endeavor would not have been possible.

I would like to extend my thanks to KPJ Bandar Maharani Specialist Hospital and UiTM for providing me with the opportunity to undertake this internship and gain valuable insights into Human Resources.

I am deeply indebted to my advisor, Puan Khalijah, for her invaluable guidance, support and constructive feedback throughout the duration of this project. Her expertise and patience have been instrumental in shaping this report.

I would also like to acknowledge the support of my supervisor, Puan Hazima, and the HR team, particularly Puan Wahyuna and Puan Nasuha. Their assistance and cooperation were essential in facilitating the research process.

Finally, I would like to express my appreciation to my family and friends for their unwavering support and encouragement.

# 2.0 STUDENT PROFILE

## NUR AINA BINTI MOHAMED ZIN

HUMAN RESOURCE



### PROFILE

I am a highly motivated undergraduate from UiTM with a Bachelor of Business Administration (Hons). Human Resources Management. Seeking an entry - level of HR position to leverage my interpersonal skills, problem-solving abilities and passion for fostering a positive work environment. Also eager to contribute to a dynamic team and develop my career in the human resources field.



### WORK EXPERIENCE

**KPJ Bandar Maharani Specialist Hospital** AUG 2024 - JAN 2025  
Human Resources Intern

- Assisted with benefits administrations & employee relations
- Participated in main HR event (HR4U)
- Assisted with screening resumes, & scheduling interview
- Maintained employee files and records.

**Salcare Pharmacy** JUNE 2022 - JULY 2024  
Pharmacist Assistant Part Timer

- Assisted pharmacist & managed medication inventory and restocking.
- Helped customers and directed them to the pharmacist for complex questions
- Maintained patient records & assisted with invoice processing.

### SKILLS

- Problem Solving
- Time Management
- Creative Thinking
- Team Player
- Adaptability to Change
- Microsoft Word
- Microsoft PPT
- Microsoft Excel
- Canva



### EDUCATION

**Bachelor of Business Administration (Hons).** 2022 - 2025  
**Human Resources**  
UiTM Melaka Kampus Bandaraya Melaka

**Diploma in Business Studies** 2019 - 2021  
UiTM Raub Kampus Pahang

**MUET**  
Band 4

### LANGUAGES

- Malay - Native
- English - Fluent

# 2.0 STUDENT PROFILE

## NUR AINA BINTI MOHAMED ZIN

HUMAN RESOURCE



### ACHIEVEMENT

- Dean's List Award in Degree Human Resources in Semester 5
- Awarded : 3 Star Prime Community Programme



### PROJECT

#### Webinar The Role of Talent "Onboarding" (TROTO), 2024

- Managed webinar as a multimedia teams
- Improved knowledge on Onboarding process
- Assigned to control the Webinar on Teams

#### Zootivity Volunteer Programme, 2024

- Gain deeper appreciation towards natural world especially animals
- Collaboration Project with Afamosa Safari Wonderland
- Engaged in variety of activities, such as cleaning animal sanctuary and community projects

#### Training Program · Oh M y Cikgu , 2023

- Delivered a talk as a part of OhMyCikgu Committees
- Served as facilitator, guide discussions and foster active learning among participants.
- Provide training for IPG students

#### Program Khidmat Masyarakat Sihat - CSR, 2023

- Managed tasks including meeting minutes, documentation and communication
- Coordinated project activities such as task assignment, progress tracking and report preparations.



### REFERENCE

PN Wahyuna Binti Ramli  
HR Executive of KPJ Maharani

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# 3.0 COMPANY PROFILE

## 3.1 BACKGROUND



**Bandar Maharani**  
Specialist Hospital

COMPANY'S NAME	KPJ Bandar Maharani Specialist Hospital (KPJ BMSH)
ADDRESS	73-1, Jln Stadium, Kampung Baharu, 84000 Muar, Johor Darul Ta'zim
PARENT COMPANY	Johor Corporation (JCorp)



## A Brief Story

### About KPJ Bandar Maharani

KPJ Bandar Maharani Specialist Hospital (KPJ BMSH) is one of 29 hospitals operated by KPJ Healthcare Bhd, a leading healthcare provider in Malaysia. It is the fifth of seven KPJ hospitals located in the state of Johor.

Established in June 2014, KPJ BMSH is the pioneering private specialist hospital in Bandar Maharani, a historic town and the administrative center of Muar District. Situated in northern Johor, Malaysia, the hospital enjoys a strategic location.

KPJ's workforce is organized across various departments, each staffed by a diverse range of professionals, including **Healthcare providers (doctors, nurses)**, **Allied health professionals** and **Support services**.

KPJ Healthcare Berhad caters to wide range of medical needs, providing specialized care in areas such as **Cardiology**, **Orthopedics**, **General medicine**, **Surgery**, **Obstetrics Gynecology**, **Pediatric** and many more.

In addition to its medical services, KPJ Healthcare Berhad also owns KPJ Healthcare University (KPJU), formerly known as PNC International College of Nursing and Health Sciences and KPJ International College.

## HOURS OF OPERATION

### MEDICAL SERVICES

24 HOURS

### SUPPORT SERVICES

SUN - THURS

08.30 AM TO 05.00 PM

FRI :

08.30 AM TO 12.30 PM

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## 3.2 CORPORATE CULTURE

### **Mission**

DELIVER QUALITY  
HEALTHCARE SERVICES

THE PREFERRED  
HEALTHCARE PROVIDER

### **Vision**

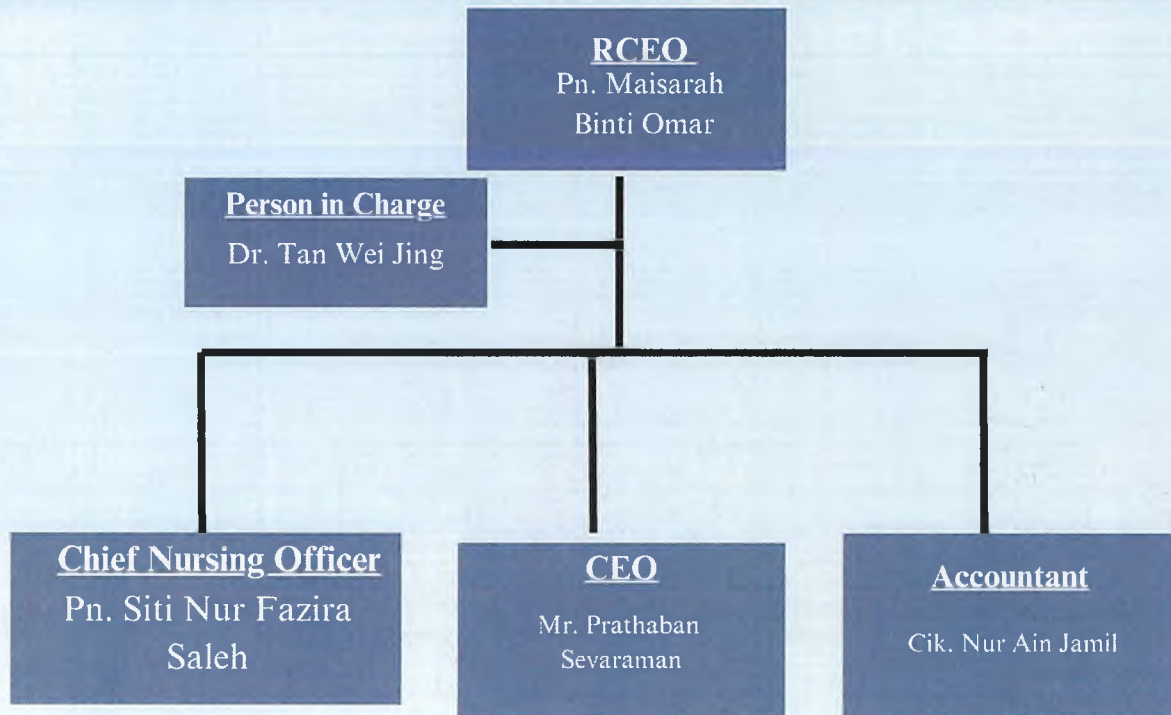
## 3.3 OBJECTIVES

### **Objectives**

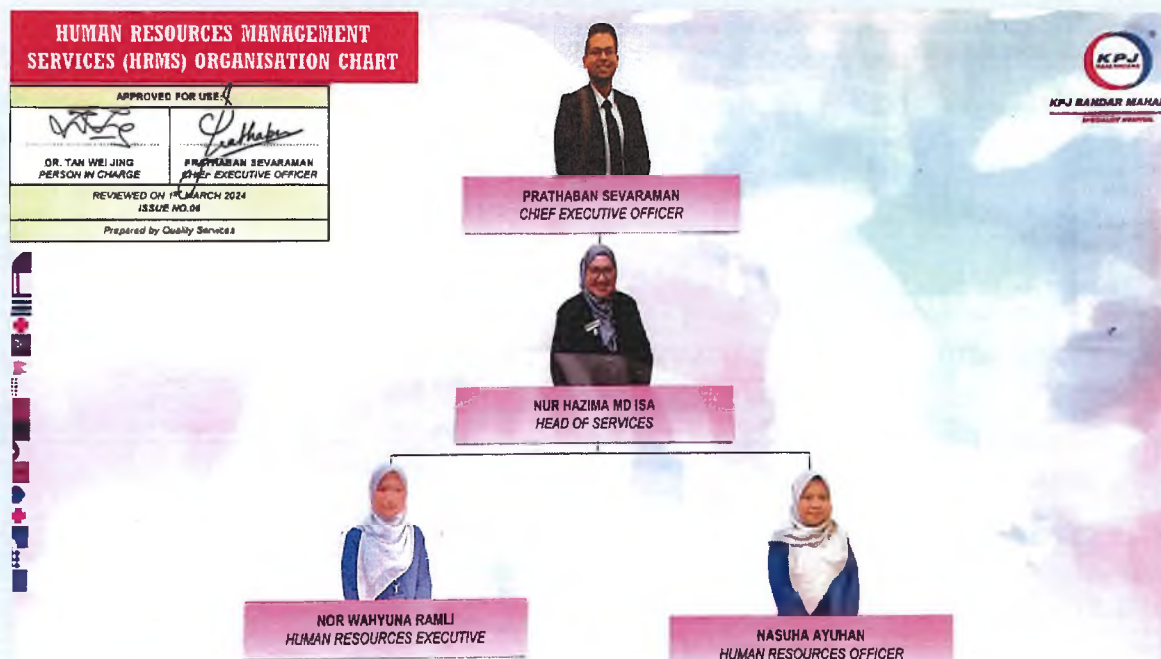
- Provide a full range of specialist, clinical and support services.
- Emphasize on work ethics and confidentiality.
- Provide a safe, secure and conducive environment
- Ensure patients are cared for and serviced by well trained and competent professionals
- Motivate staff by ensuring staff satisfaction, their well being and enhancing career development through education and training.
- Strive and commit to provide quality par excellence service by continuous improvement in quality assurance programs.
- Ensure the needs of the community to be served are addressed and to include patient's and family rights.
- To comply with statutory and other legal requirements.
- To ensure patients and family rights are addressed at all times.

# 3.4 ORGANIZATIONAL STRUCTURE

## KPJ BANDAR MAHARANI SPECIALIST HOSPITAL's ORGANIZATION CHART



## KPJ BANDAR MAHARANI SPECIALIST HOSPITAL's HUMAN RESOURCE ORGANIZATION CHART



# 3.5 Services

## 01 MEDICAL AND SURGICAL SERVICES

KPJ BMSH provides expert medical and surgical care, including treatments for heart conditions, surgery for bones and joints, and emergency care for accidents or sudden illnesses.

- Consultant Clinics
- Surgical Services
- Anaesthesiology & Intensive Care Unit



## 02 DIAGNOSTIC & IMAGING SERVICES

KPJ BMSH offers a comprehensive range of healthcare services, including diagnostic imaging, medical laboratory services, physiotherapy, and dietary counseling. The hospital also provides 24-hour emergency services to address urgent medical needs.

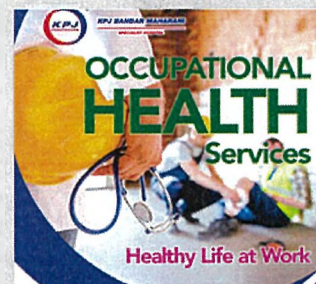
- Diagnostic Imaging Services
- Medical Laboratory Services
- Physiotherapy Services
- 24-hours Accident & Emergency Services



## 03 SPECIALIZED AND SUPPORT SERVICES

KPJ BMSH extends its care beyond the hospital walls with specialized and support services. These include occupational health services for businesses, audiology services for hearing-related concerns, a breastfeeding support group for new mothers, and homecare services for patients requiring care at home.

- Occupational Health Services
- Audiology Services
- Breastfeeding Support Group
- Homecare Services





# 4.0 TRAINING REFLECTION

My six-month internship at Human Resources Management Systems Department which ran from **August 12, 2024, to January 24 2025**, was crucial to my career advancement. A beneficial and well-rounded learning experience was made possible by working schedule from **Sunday until Thursday (8.30 AM to 5.00PM) and Friday (8.30 AM to 12.30 PM)**.

As an HR intern, I was actively involved in a variety of tasks, including assisting with the **onboarding process for new hires**. This involved gathering necessary documentation, conduct tours for new hires, uniforms distribution and others.

Furthermore, I was **responsible for maintaining up-to-date employee records**, such as personal information and leave records. I also gained valuable experience in compensation and benefits administration. Keying in staff medical bills for claims make me understand the importance of accurate record-keeping in managing employee benefits. I was also involved in calculating overtime pay for medical staff and incentives for the Operation Theater department based on the number of cases performed

My internship also provided me with valuable insights of HR operations and administration. **Oversee medical officer rosters** shown the importance of responsibility and organizational to ensure efficient and effective delivery of healthcare services to employees.

Other than that, I was actively involved in supporting training and development initiatives. This included assisting in the preparation of training materials, such as creating posters and presentations for upcoming training sessions. I also assisted in documenting training sessions by taking photos and recording attendance. These activities provided me with valuable insights into the planning and execution of effective training programs. I also compiled data for monthly training since in KPJ have their training policy. Most of the staff must attend any related training at least 40 hours in a years.

The highlight of my internship was undoubtedly my **participation in the HR main event, HR4U**. I was actively involved in the preparation for HR4U, the hospital's flagship HR event. I **contribute to the creative aspects of HR4U by designing birthday card** which were included in their birthday gifts. I also played a crucial role in the logistic of HR4U by **assisting in sorting and distributing** goodies to staff members according to their respective departments, ensured a smooth and efficient distribution process during that day. Not to forget that I **participated in brainstorming sessions** with the HR team which include Pn Wahyuna, HR executive, Pn Nasuha, HR officer and of course my Head of services Pn Hazima.



# 4.0 TRAINING REFLECTION

This collaborative experience allowed me to understand the importance of teamwork and innovative thinking in event planning. I also assisted in the distribution of “Workday T-shirts” to all Heads of Department to be worn on HR4U Day, promoting a sense of unity and team spirit among the hospital staff itself.

Throughout my internship, I received RM500 for monthly allowance and it will be prorated if not a complete month.

In conclusion, my internship at KPJ Maharani Hospital provided a comprehensive and enriched my learning experience. I am grateful for the opportunity to gain practical experience in various HR functions, develop essential skills and contribute to the success of the department.

# 5.0 SWOT ANALYSIS OF KPJ BANDAR MAHARANI



# Strengths of KPJ Bandar Maharani Specialist Hospital

## 1.0 Strong Reputation and Brand Image

One of Malaysia's biggest and most respected private healthcare firms, KPJ Healthcare Berhad, is a good fit for KPJ Bandar Maharani. KPJ has a lengthy history of offering top-notch medical care, which increases patients' trust in the hospital. The hospital benefits from being a part of a reputable healthcare network. Due to its reputation for excellence, dependability, and modern medical treatment, the brand attracts clients from both domestic and foreign markets.

KPJ Healthcare has been recognized as the **best hospital in Malaysia for four years in a row in 2017, 2018, 2021, and 2022** by Global Health. This achievements suggests that the hospital provides high quality care and service to its patients (*New Straits Times*, 2022).

During my internship at KPJ Maharani, I observed that the hospital places a significant emphasis on maintaining a high level of patient satisfaction. For instance, patients and visitors consistently engaged in feedback system which in our portal and direct interactions with staff to assess their level of satisfaction. I noticed that the hospital's commitment to patient-centered care was reflected in the positive feedback from patients, particularly regarding the quality of care, the professionalism of the staff and the cleanliness of the facilities.



# Recommendations of KPJ Bandar Maharani Specialist Hospital

## 1.0 STRONG REPUTATION AND BRAND IMAGE

### 1.1 Strengthen online presence and digital reputation

To further elevate KPJ Bandar Maharani's strong reputation and brand image, it's important for the hospital to **focus on strengthening its online presence and digital reputation**. In today's digital age, patients often turn to online platforms to gather information about healthcare providers before making decisions about their care (Farsi, 2021). This means that having a solid online presence is crucial for hospitals looking to build trust with potential patients. Social media platforms, for example, allow hospitals to engage with the community by sharing helpful health tips, updates about services, and promoting patient success stories. By consistently posting relevant content and interacting with followers, KPJ Bandar Maharani can establish itself as a go-to source of trustworthy healthcare information.

Moreover, patient reviews and testimonials are increasingly influential in shaping public perception of healthcare providers (Ferreira et al., 2023). In the age of online reviews, patients often rely on the experiences of others to guide their decisions. By encouraging patients to leave feedback, and by responding to reviews promptly and professionally, KPJ Bandar Maharani can show that it values patient opinions and is committed to continuous improvement. Addressing both positive and negative feedback in a transparent way not only enhances trust but also demonstrates the hospital's commitment to high-quality care and patient satisfaction.

In addition to reviews, KPJ Bandar Maharani could use its online platforms to educate the public on relevant healthcare topics. Sharing valuable, evidence-based content on topics such as disease prevention, wellness, and new medical technologies could establish the hospital as an expert in the field and a compassionate partner in patients' health journeys. By providing useful, easy-to-understand information, the hospital can foster a sense of trust and build stronger connections with the community.

In conclusion, strengthening KPJ Bandar Maharani's online presence and digital reputation is key to reinforcing its strong reputation as a reliable, modern, and patient-centered healthcare provider. By engaging with patients on social media, encouraging patient reviews, and offering educational content, the hospital can increase its visibility, build patient loyalty, and solidify its position as a trusted healthcare provider in the digital age. As patients continue to rely on digital resources for healthcare decisions, this focus on online engagement will help KPJ Bandar Maharani stay competitive and continue to grow its patient base.

# Strengths of KPJ Bandar Maharani Specialist Hospital

## 2.0 Experience Medical Staff

Another key strength of KPJ Bandar Maharani is its team of **experienced medical professionals** including doctors, nurses, specialists, and surgeons. The hospital has a diverse and highly skilled workforce that covers a wide range of medical specialties. From general practitioners to highly specialized consultants in the fields such as cardiology, oncology, and orthopedics, the hospital is well-equipped to handle a variety of patient needs.

The strength of having an **experienced medical staff** is not just in the qualifications of the individuals but also in the **collaborative environment** fostered within the hospital. The medical team works closely together to provide **holistic care**, ensuring that patients receive the best possible treatment from multiple disciplines when necessary.

During my time at KPJ Bandar Maharani, I observed that the hospital's medical staff is highly dedicated to both patient care and professional development. Also, I observed that doctors and nurses were constantly updating their knowledge through internal and external training programs such as Basic Life Support, ACLS and GP Symposium.

Furthermore, I observed that KPJ Bandar Maharani places a great emphasis on hiring highly qualified professionals from both local and international backgrounds. This enable the hospital to offer specializes services and treatments that may not be available at other hospitals in the region.



# Recommendations of KPJ Bandar Maharani Specialist Hospital

## 2.0 EXPERIENCED MEDICAL STAFF

### 2.1 RETAIN EXPERIENCED STAFF

To enhance the strength of experienced medical staff at KPJ Bandar Maharani Specialist Hospital (KPJ BMSH), the organization must **focus on retaining its skilled workforce and further developing their expertise**. Experienced medical staff play a crucial role in ensuring high-quality patient care and maintaining the hospital's strong position in the healthcare industry. Therefore, KPJ BMSH must implement strategies to retain these experienced professionals by investing in professional development and offering competitive compensation packages. A key factor in retaining experienced medical staff is **providing continuous learning opportunities and a clear path for career advancement**. Offering specialized courses, advanced certifications, and leadership training can help medical professionals improve their skills, stay updated on the latest medical practices, and remain engaged in their roles. Additionally, mentorship programs and career progression plans will provide a sense of growth within the hospital, encouraging medical staff to stay long-term.

As noted in a recent systematic review, healthcare workers are more likely to remain in their roles when organizations prioritize professional development and offer opportunities to expand their knowledge (Kaskie & Desmond, 2023). By offering these opportunities, KPJ BMSH can not only retain its experienced staff but also enhance their skills and expertise, leading to improved patient care and overall organizational success.

In conclusion, prioritizing the retention of experienced medical staff at KPJ Bandar Maharani is important for maintaining high standards of care and reinforcing the hospital's reputation for excellence. This, in return, will contribute to improved patient outcomes and strengthen the hospital's position as a trusted healthcare provider.



# Weaknesses of KPJ Bandar Maharani Specialist Hospital

## 1. Limited Geographic Reach

One of the primary weaknesses of KPJ Bandar Maharani is its limited geographic reach. The hospital, while well-regarded within the Muar region and parts of Johor, **faces constraints in attracting patients from outside its immediate area.** Its location in a smaller town limits its ability to **compete with larger hospitals.** Patients from other regions or even neighboring countries may prefer to travel to larger cities with better connectivity, greater healthcare options, and well-established reputations. This lack of geographic reach can limit patient acquisition, especially for high-value medical services or niche specialties that require a broader market to sustain demand. During my observation at KPJ Bandar Maharani, it became evident that the hospital's patient base is primarily localized, serving residents of Muar and nearby towns. This reflected in the relatively limited number of patients who seek care from outside the immediate region. For example, while the hospital offers high-quality care, its brand visibility and market penetration outside Johor is minimal. The hospital's reliance on local referrals and walk-ins means that it does not benefit from the same regional or national recognition enjoyed by hospitals in more urbanized areas.

This limited geographic reach **impacts the hospital's ability to increase revenue and expand its service offerings.** Without a larger catchment area, KPJ Bandar Maharani may struggle to fill its specialized services or attract patients for high-cost, low-volume procedures. Additionally, as the healthcare market becomes more competitive, especially with the rise of medical tourism and online healthcare options, this limited geographic presence puts the hospital at a disadvantage compared to those with broader geographic or international reach.

# Recommendations of KPJ Bandar Maharani Specialist Hospital

## 1.0 LIMITED GEOGRAPHICAL REACH

### 1.1 Expand Medical Tourism Initiatives

One of the best ways for KPJ Bandar Maharani to overcome its limited geographic reach is to **expand and enhance its existing medical tourism initiatives**. The medical tourism industry has been growing quickly, especially in Southeast Asia, as people from countries like Singapore, Indonesia, and Thailand are looking for high-quality healthcare at more affordable prices (*MYHSR, 2021*). KPJ Bandar Maharani already offers health tourism packages, but there is a huge opportunity to make these packages even better and attract more international patients.

A great place to start would be to **diversify the hospital's health tourism packages**. This could include offering cosmetic surgery, fertility treatments, orthopedic surgeries, or even wellness programs that cater to a broader range of patients. By creating all-inclusive packages that cover everything from medical care to accommodation, transportation, and post-treatment recovery, KPJ Bandar Maharani can make it easier and more appealing for international patients to choose them for treatment. **Partnering with travel agencies and tourism boards can also help promote** these services to a wider audience.

With the medical tourism sector continuing to grow, especially in Southeast Asia, KPJ Bandar Maharani has a great opportunity to tap into this trend (*MYHSR, 2021*). Strengthening its medical tourism offerings can **help the hospital expand its reach, increase revenue, and improve its brand recognition**. By offering better and more diverse packages, the hospital can position itself as a top destination for affordable, high-quality healthcare in the region.



**PAKET KESEHATAN (by KPJ Healthcare)**

MYR 350.00

# Weaknesses of KPJ Bandar Maharani Specialist Hospital

## 2. Limited Store Space for HR Department

The HR department at KPJ Maharani is currently facing a significant weakness due to its inefficient document management system. One of the main challenges is the lack of dedicated storage space for essential HR documents, which forces the department to store critical files and employee records in shared spaces that are also used by other departments. As a result, these important documents are frequently moved in and out of these shared areas, causing disruptions in workflows and leading to inefficiencies in HR operations. The constant relocation of files not only takes up a considerable amount of HR staff time but also increases the chances of important documents being misplaced, damaged, or lost.

This disorganized document management system also leads to several delays in crucial HR processes. For example, when HR staff needs to access job applications or employee contracts, the difficulties in retrieving documents slow down important tasks like recruitment and onboarding. Delays in these processes can affect the organization's ability to fill vacancies quickly or onboard new employees in a timely manner, potentially leading to dissatisfaction and lower employee morale. Similarly, HR functions like performance management and payroll processing can be delayed, which may affect overall staff satisfaction and efficiency.

Moreover, storing sensitive employee information in shared areas creates serious data security risks. The lack of privacy and controlled access to files increases the likelihood of unauthorized access to confidential employee data. This not only exposes KPJ Maharani to the risk of data breaches but can also lead to legal and ethical issues related to data protection laws. The current document management system may also not be scalable, meaning it may not be able to keep up with the growing volume of employee records and documentation as the hospital expands. This further exacerbates the situation and can result in inefficiencies and potential compliance issues down the road.



LIMITED

# Weaknesses of KPJ Bandar Maharani Specialist Hospital

## 2. Limited Store Space for HR Department

In conclusion, the inefficient document management system at KPJ Maharani HR department creates multiple challenges, including workflow disruptions, delays in HR processes, security risks, and the potential for future complications as the organization grows. Addressing this issue is critical for ensuring smooth HR operations and maintaining the security of sensitive employee information.



# Recommendations of KPJ Bandar Maharani Specialist Hospital

## 2.0 LIMITED STORE SPACE FOR HR DEPARTMENT

### 2.0 Invest in Dedicated HR Storage Area

One of the most effective ways to address the document management issue at KPJ Maharani is to **establish a centralized storage space dedicated solely to the HR department's documents and records.** Currently, the HR department shares storage areas with other departments, which causes significant inefficiencies. Having a dedicated storage area would allow HR staff to access important files quickly, without the need for constant movement and disruption of workflows. The space could be designed with secure, well-organized storage systems, such as filing cabinets, shelves, or digital storage solutions.

A centralized storage space would offer multiple benefits to the HR department, including improved accessibility, reduced risk of data misplacement, and enhanced security. With a single, dedicated location for all HR-related documents, employees would spend less time searching for files and more time on critical HR tasks, leading to increased productivity. This would also allow HR staff to better organize and categorize their documents, reducing the possibility of confusion and ensuring that records are easy to retrieve when needed.

Additionally, centralized storage could incorporate access control measures, where only authorized HR personnel can access sensitive employee data. This would significantly improve the security of employee information, protecting it from unauthorized access or potential breaches.

As the organization continues to grow, having a centralized storage space would also ensure that the storage solution is scalable. New records, files, and documents can be systematically added, and the space can be expanded as needed to accommodate the growing HR needs of the hospital. This would help avoid the situation where documents are scattered or difficult to manage as the volume of data increases.

# Opportunities of KPJ Bandar Maharani Specialist Hospital

## 1. Growing Demand for Healthcare Services

The growing demand for healthcare services is a significant opportunity for KPJ Maharani to strengthen its position in the market and expand its range of offerings. There are a few key reasons why this demand is increasing. Firstly, the population in Malaysia is growing, and at the same time, people are living longer. This means there is a greater need for healthcare services, especially for older adults who often need help managing chronic conditions like diabetes or heart disease. On top of this, people are becoming more aware of the importance of staying healthy, leading to a rise in demand for preventive care like health screenings and wellness programs.

For KPJ Bandar Maharani, this is a great opportunity to expand its services and attract more patients. With an aging population, there will be a growing need for services like geriatrics care, rehabilitation, and chronic disease management. KPJ Bandar Maharani can meet this demand by offering specialized services such as cardiology, diabetes management, and elderly care, which would help the hospital cater to the needs of older patients.

Another huge opportunity comes from medical tourism, which is growing fast in Southeast Asia. Many people from countries like Singapore, Indonesia, and Thailand are choosing to come to Malaysia for healthcare because it's affordable and high-quality. KPJ Bandar Maharani can attract international patients by promoting its specialized treatments and state-of-the-art technology, especially for services like cosmetic surgery, orthopedic procedures, and even fertility treatments. Offering medical tourism packages for these kinds of treatments can bring in more patients from overseas who are looking for good healthcare at a better price than they would pay back home.



# Recommendations of KPJ Bandar Maharani Specialist Hospital

## 1.0 GROWING DEMAND FOR HEALTHCARE SERVICES

### 1.1 Provide Specialized Healthcare Services for Seniors

As the population of elderly people continues to grow, there is a big opportunity for KPJ Bandar Maharani Specialist Hospital (KPJ BMSH) to **provide specialized healthcare services for seniors. This is a growing trend worldwide, and with Malaysia's aging population**, KPJ BMSH can benefit by offering services that cater specifically to elderly patients. One way to do this is by **developing specialized geriatric care programs like geriatric rehabilitation, dementia care, palliative care, and chronic disease management**. These services are crucial for seniors as they deal with age-related health issues. By focusing on these areas, KPJ BMSH can improve healthcare outcomes for elderly patients, while also establishing itself as a leader in geriatric care.

Another way to support the elderly is by offering preventive care services. Preventive care is especially important for older adults because it can help prevent chronic diseases and catch health issues early. KPJ BMSH can offer wellness programs, health screenings, and lifestyle counseling to help seniors take charge of their health. For example, health screenings can detect conditions like diabetes, heart disease, or cancer at an early stage, which leads to better treatment outcomes and lower costs in the long run (National Institute on Aging, 2021). Wellness programs that focus on staying active, eating right, and managing stress can also help seniors maintain their health and independence for longer.

Additionally, KPJ BMSH can consider partnering with senior living communities like retirement homes or assisted living facilities. This could involve offering on-site healthcare services such as regular check-ups or emergency care for the elderly residents. Many seniors living in these facilities need frequent medical attention but might have trouble accessing healthcare outside their living environment. By bringing healthcare directly to them, KPJ BMSH would not only be providing more convenience for the residents, but also building stronger relationships with their families and the local community (Geriatric Care, 2021). This partnership could help the hospital attract and retain more elderly patients who need ongoing care.

Overall, by focusing on these opportunities, KPJ BMSH can increase its patient base, improve its reputation in geriatric care, and build lasting relationships within the community. Offering specialized care for seniors will meet a real need and allow the hospital to stay ahead of the curve as the demand for elderly care grows.

# Opportunities of KPJ Bandar Maharani Specialist Hospital

## 2. Leverage KPJ Maharani's Exclusive Position in Muar

As the only private specialist hospital in Muar, KPJ Maharani **holds a significant advantage in attracting general practitioners and other medical professionals seeking high-quality healthcare services for their patients.** Due to its reputation for excellent service and advanced medical technologies, general practitioners and doctors often refer their patients to KPJ Maharani for specialized treatments that may not be available in smaller clinics or other healthcare facilities in the region. This unique position allows KPJ Maharani to establish itself as the go-to healthcare provider in Muar, building a strong network of referrals and collaborations with local medical practitioners.

By capitalizing on this opportunity, KPJ Maharani can expand its patient base, strengthen its brand presence, and further establish itself as a leader in providing specialized healthcare services in the region. Furthermore, continued efforts to improve and diversify the range of treatments and services offered at the hospital can reinforce its competitive edge, attracting even more referrals from the local medical community. As demand for quality healthcare services continues to grow, KPJ Maharani can leverage this existing trust to expand its influence in the healthcare sector in Muar and the surrounding areas.



# Recommendations of KPJ Bandar Maharani Specialist Hospital

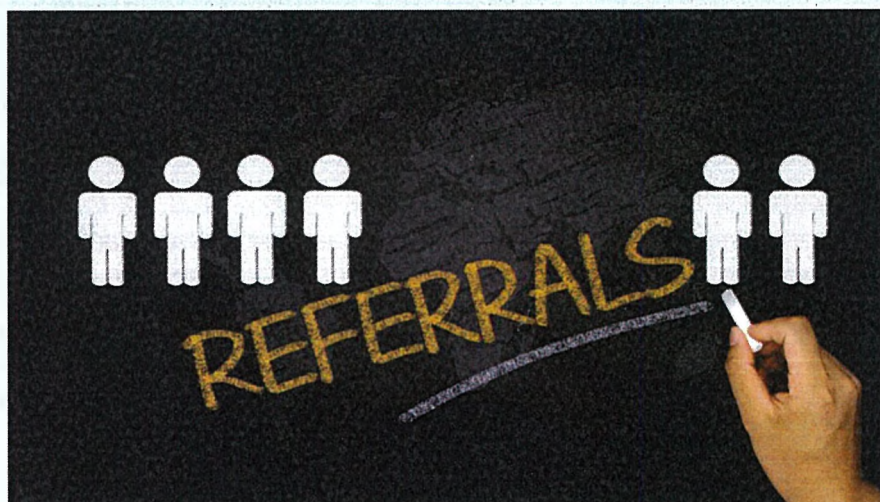
## 2.0 LEVERAGE KPJ MAHARANI'S EXCLUSIVE POSITION IN MUAR

### 2.1 Strong Referral network

KPJ Bandar Maharani enjoys a unique advantage as the sole private specialist hospital in Muar, positioning it as the preferred healthcare destination for patients and medical professionals in the region. This exclusivity allows the hospital to **establish strong referral networks by cultivating close relationships with local general practitioners (GPs) and other medical professionals.** By organizing regular meetings, workshops, and information sessions, KPJ Bandar Maharani can effectively communicate its capabilities, showcase its advanced

Furthermore, implementing a dedicated referral management system, including a designated referral coordinator, can streamline the process, ensuring timely communication, efficient patient transfers, and prompt addressal of any queries from referring physicians. By continuously expanding its service offerings, investing in cutting-edge medical equipment, and recruiting renowned specialists, KPJ Bandar Maharani can solidify its position as the leading provider of specialized healthcare services in Muar and attract a larger patient base.

This, coupled with a strong emphasis on patient satisfaction and a commitment to providing high-quality care, will further enhance the hospital's reputation and solidify its leadership in the healthcare sector in Muar and the surrounding areas.



# Threats of KPJ Bandar Maharani Specialist Hospital

## 1. Intense Competition

One of the significant weaknesses for KPJ Bandar Maharani is the **intense competition** it faces from other private healthcare providers, particularly in the region of Melaka. The healthcare sector in Melaka is growing, with more private hospitals and medical centers offering similar services, which makes it increasingly difficult for KPJ Bandar Maharani to maintain a competitive edge. Hospitals are constantly upgrading their facilities, adopting new technologies, and expanding their service offerings to attract patients.

In Melaka, private hospitals like Mahkota Medical Centre and Columbia Asia Hospital are strong competitors to KPJ Bandar Maharani. These hospitals offer a wide range of services, including specialized treatments, high-quality patient care, and modern facilities, which directly compete with what KPJ Bandar Maharani provides. Additionally, public hospitals in the region, such as Melaka General Hospital, also offer affordable healthcare, further intensifying the competition, especially for price-sensitive patients.

The competition from Mahkota Medical Centre and Columbia Asia Hospital has led to increased pressure on KPJ Bandar Maharani to differentiate itself. While KPJ Bandar Maharani is well-regarded for its quality care, the presence of these well-established hospitals in Melaka means that patients often have a variety of options to choose from. For example, Mahkota Medical Centre has a strong reputation for its cardiology services and international patient care, while Columbia Asia Hospital offers affordable healthcare with modern facilities, which appeals to a broader demographic.

This makes it harder for KPJ Bandar Maharani to stand out, particularly when patients are considering factors like cost, location, specialized services, and hospital reputation. The hospital must continually improve its service offerings and keep up with technological advancements to remain competitive and retain its patient base. Additionally, patients in Melaka have access to a variety of hospitals that offer similar specialties, so KPJ Bandar Maharani needs to focus on ensuring that it provides unique value to attract both local and international patients.

# Recommendations of KPJ Bandar Maharani Specialist Hospital

## 1.0 INTENSE COMPETITION

### 1.1 Building Strategic Partnerships to Enhance Market Position

In an environment of intense competition, one effective way for KPJ Bandar Maharani to **maintain and grow its market share is by establishing strategic partnerships with key external stakeholders such as insurance companies, corporate wellness programs, government health schemes, and non-governmental organizations.** These partnerships can help KPJ tap into a broader patient base, particularly those who have healthcare coverage or are part of corporate health programs.

For instance, partnering with corporate entities would allow KPJ to offer tailored employee health packages that provide regular check-ups, preventive care, and specialized services, ensuring that employees receive continuous healthcare support. Additionally, collaborating with insurance providers could result in KPJ becoming a preferred hospital for insurance companies, making it the first choice for patients seeking treatment covered under insurance policies.

By fostering such partnerships, KPJ Bandar Maharani would improve its access to new patient segments and increase its patient inflow through collaborations with insurers and employers. These partnerships can help reduce the impact of competition by establishing long-term, reciprocal relationships. Being a preferred provider for insurance companies and corporations would likely lead to more consistent patient volume, reducing the uncertainty that comes with intense competition.

A study by McKinsey & Company (2020) explains that strategic partnerships with insurance companies and corporations can help healthcare providers reach a broader audience, increase patient retention, and provide stable patient inflows, which reduces the effects of competitive pressures in the market. Healthcare providers that establish strong external partnerships often see a boost in revenue streams and brand loyalty.

PwC Health Research Institute (2021) also emphasizes that hospitals which successfully form partnerships with external stakeholders such as corporate health programs can offer customized health solutions, helping them cater to niche patient segments and enhance their competitive advantage.

# Threats of KPJ Bandar Maharani Specialist Hospital

## 1. Global Health Crisis

A global health crisis, such as the COVID-19 pandemic, is a significant threat to healthcare institutions like KPJ Bandar Maharani. During such crises, hospitals face an overwhelming surge in patient demand, particularly for emergency care and infectious disease management. The crisis can lead to resource shortages, including hospital beds, medical supplies, and staffing shortages, as healthcare workers become overwhelmed or need to self-isolate. Moreover, the hospital must implement stringent infection control measures, which can disrupt normal operations.

The financial aspect of a health crisis is also a major concern. Hospitals often have to invest heavily in protective equipment (PPE), cleaning supplies, and additional staff training to manage the crisis. These costs can drastically increase operational expenses. Additionally, KPJ Bandar Maharani may face reduced revenue from postponed or canceled non-urgent treatments like elective surgeries and routine check-ups, as patients may avoid hospitals for fear of contracting the virus or due to lockdown restrictions.

During the COVID-19 pandemic, KPJ Bandar Maharani likely experienced significant disruptions to its operations. For example, many patients avoided hospitals unless absolutely necessary, leading to a sharp decline in outpatient consultations, elective surgeries, and even diagnostic procedures. This resulted in a drop in patient volume, which directly affected the hospital's revenue streams.

Moreover, the increased focus on COVID-19 care could have forced the hospital to divert resources away from routine care to manage the pandemic. This could lead to delays in non-urgent procedures and a potential backlog of cases, which could affect patient satisfaction. The staffing challenges caused by the pandemic, including illness, quarantine measures, or increased workload, could also affect the quality of care and staff morale.

Another observation is that KPJ Bandar Maharani, like many hospitals, might have faced logistical challenges such as supply chain disruptions, making it harder to source essential items like medicines, personal protective equipment, and medical devices. These disruptions could further increase costs, reduce the hospital's ability to serve patients efficiently, and strain resources.

# Recommendations of KPJ Bandar Maharani Specialist Hospital

## 2.0 GLOBAL HEALTH CRISIS

### 2.1 Enhancing Crisis Preparedness and Agility

A global health crisis like the COVID-19 pandemic can really throw healthcare systems off balance, and it's something that hospitals like KPJ Bandar Maharani need to be prepared for. In order to reduce the risks from such crises, KPJ could focus on improving its crisis management plans. This means developing better infection control protocols, making sure there's always enough medical supplies, and training staff on how to handle emergency situations. Preparing in advance can help KPJ avoid being overwhelmed when there's an unexpected surge in patients.

Another way KPJ can reduce the threat is by partnering with external organizations, like government agencies and other hospitals. These partnerships could help the hospital share resources and work together to make sure the healthcare system keeps running smoothly during a global health crisis. Working with other healthcare providers and private companies could help boost KPJ's ability to respond quickly to sudden increases in demand for healthcare services. KPJ should also look into expanding its telemedicine services, so patients can get consultations remotely during times of lockdowns or social distancing. This way, patients can still access care without overwhelming the hospital.

By improving crisis preparedness and collaborating with others, KPJ Bandar Maharani can ensure that it keeps offering quality care, even in tough times. It would help the hospital keep running smoothly when things get chaotic. Plus, patients are more likely to trust a hospital that's prepared for crises, which would boost KPJ's reputation and bring in more patients in the long run.

According to the Van Heel et al. (2023), healthcare systems should focus on being flexible and adaptable during global health crises. They also recommend that hospitals develop emergency plans and ensure quick access to resources to manage unexpected situations.

Also, Rodrigues (2023) discusses how public-private partnerships can help hospitals share resources and expertise, making it easier to manage crises. Working together with other institutions can improve decision-making and overall healthcare delivery.

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# CONCLUSION

During my six-month internship at KPJ Bandar Maharani Specialist Hospital (KPJ BMSH), I had the incredible opportunity to apply the theoretical knowledge I gained from my Bachelor of Business Administration (Hons) in Human Resources Management at Universiti Teknologi Mara (UiTM) to real-world situations. Working in the Human Resources Management System (HRMS) department, I was able to deepen my understanding of the industry by assisting with a variety of HR functions, including training, compensation, payroll, recruitment, selection, and industrial relations. This hands-on experience allowed me to bridge the gap between academic learning and practical application, making the internship both valuable and enriching.

My internship at KPJ Bandar Maharani Specialist Hospital (KPJ BMSH) provided me with a valuable opportunity to acquire essential skills, gain a deeper understanding of the complexities of HR management, and appreciate the importance of effective communication and collaboration in a healthcare environment. I received continuous support and guidance from my supervisor, advisor, and the HR team, which greatly contributed to my learning and personal development. This experience not only allowed me to meet the academic requirements of my program, but also prepared me for a future career in Human Resources Management. The knowledge and skills I gained during this internship have given me a strong foundation that will help me thrive in the HR field and further my career aspirations.

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# APPENDICES



Career Fair at TMIYC Muar



Career Fair at TMIYC Muar



HR4U Event



HR4U Event

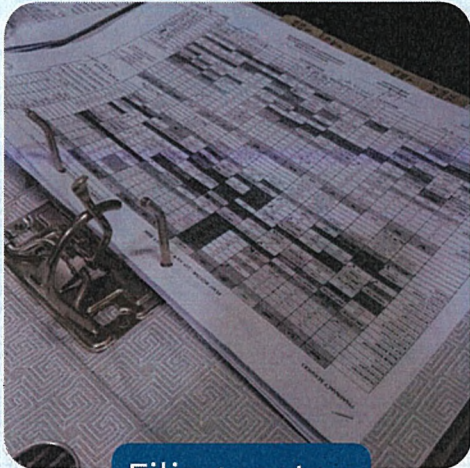


Farewell event



New Year Staff Assembly

# APPENDICES



Filing roster



Onboarding New Hires



Maharani Training Week



HR4U Goodies for staff



Birthday Gift for Staff



Training