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UNIVERSITI
TEKNOLOGI
MARA

**UNIVERSITI TEKNOLOGI MARA CAWANGAN MELAKA KAMPUS BANDARAYA
MELAKA**

**BA246 - BACHELOR OF BUSINESS ADMINISTRATION (HONS.)
INTERNATIONAL BUSINESS**

MGT666: INTERNSHIP



INTERNSHIP REPORT

12 AUGUST 2024 – 24 JANUARY 2025 (24 WEEKS)

COMPANY: SALAM ALLIANCE

PREPARED BY:

| NAME | STUDENT ID |
|---------------------------------|------------|
| NUR AMIRAH SYAZWANI BINTI ROSLI | 2022970831 |

PREPARED FOR:

MADAM WAN HASMAT BINTI WAN HASAN

SUBMISSION DATE:

07 FEBRUARY 2025

SURAT KEBENARAN

Tarikh : 09/01/2025

Kepada :

Penyelaras Latihan Praktikal
Fakulti Pengurusan Perniagaan
UiTM Kampus Bandaraya Melaka
110 Off Jalan Hang Tuah
75300 Melaka

No Tel : 06-285 7119 / 7190 / 7196

Email : praktikalfppmelaka@uitm.edu.my

Tuan/Puan

Maklumbalas (/)



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| No. Matriks | 2022970831 | Nama Program | BA246 |
| Tajuk Laporan | INDUSTRIAL TRAINING | Nama Syarikat | SALAM ALLIANCE |

REPORT AT SALAM ALLIANCE

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Nama Pegawai : DALQIS BINTI ZULKIFLI

Jawatan : PENGURUS

No. Tel. :

No. Faks :

Cop jabatan/organisasi:

SALAM ALLIANCE SDN. BHD.

Registration No. 204 607902264 (1172990-A)

No.3A - 1 & 2, Jalan Putra 4,

Taman Putra Kajang, 43000 Kajang, Selangor

Tel: 03-9078 3030

Email: salamalliance@grupusalam.com

EXECUTIVE SUMMARY

This report summarizes my internship journey from August 12, 2024, to January 24, 2025, undertaken as part of my Bachelor of Business Administration (Hons.) in International Business. I had the privilege of interning at Salam Alliance, where I was assigned to the Marketing Department under the Branding Production Unit. This opportunity allowed me to gain valuable experience and expand my knowledge in the field.

During the internship, I contributed to several tasks that challenged me to enhance my communication and problem-solving skills. A highlight of my experience was successfully completing assigned tasks, which taught me the importance of teamwork, effective planning, and time management. These moments not only built my confidence but also reinforced my ability to work efficiently in a professional setting.

This report provides an overview of the organization, my roles and responsibilities, significant achievements, and key lessons learned throughout the internship. The experience offered me practical insights into how businesses operate, preparing me to face future challenges and opportunities in the industry with confidence and competence.

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ACKNOWLEDGEMENT

In the name of Allah, the Most Kind and Most Gracious, may there always be peace between us and all beings. First and foremost, I'd like to convey my heartfelt gratitude for the opportunity to finish this industrial training report successfully. This voyage requires a great deal of devotion, attention, and effort.

I am really appreciative of the numerous exceptional individuals who have graciously contributed their knowledge and experience throughout my education. Their help has been vital in structuring my educational experience. A particular thank you goes to my advisor madam Wan Hasmat binti Wan, for her exceptional guidance during my internship under MGT666. Her ideas and support have given me a solid foundation and established a strong work ethic.

I'd also like to express my heartfelt gratitude to my supervisor, Balqis binti Zulkifli, for her continuous support and direction during my six-month internship. I am also appreciative to my colleagues for their aid and teamwork during this time. Finally, I want to express my heartfelt gratitude to my family for their unconditional love, encouragement, and inspiration. Their ongoing support has been invaluable in my quest, constantly presenting me with new insights and drive.

STUDENT'S PROFILE (RESUME)



NUR AMIRAH SYAZWANI BINTI ROSLI

Address:

Phone:

Email:

SUMMARY

I am focused on building a strong foundation in business administration, particularly in the business sector. Through hands-on experience and continuous learning, I aim to develop advanced skills in leadership, strategic planning, and problem-solving. My goal is to contribute to a dynamic organization by applying my knowledge, collaborating with diverse teams, and enhancing business operations. In the long term, I hope to move into managerial or executive positions, where I can influence the direction of the company, drive growth, and effectively tackle the challenges of the global

EDUCATION

Bachelor of Business Administration (Hons.) in International Business July 2022 - Jan 2025

Universiti Teknologi Mara Kampus Bandaraya Melaka, Melaka

Current CGPA: 3.12

MUET: Band 3.5

Diploma in Office Management and Technology July 2019 - Feb 2022

Universiti Teknologi Mara Kampus Dungun, Terengganu

CGPA: 3.23

WORK EXPERIENCE

KENTUCKY FRIED CHICKEN (KFC) 2021 - March 2024

part-time staff (Cashier)

- Work and proficient in all departments in the restaurant including kitchen, backup, CSC, and especially in the cashier department.
- Provided friendly and efficient customer service, managed cash transactions, processed credit and debit card payments, and balanced the cash register at the end of each shift.
- Worked collaboratively with kitchen staff and other team members to ensure smooth operations and efficient service during peak hours.

SALAM ALLIANCE

August 2024 - Jan 2025

Intern Marketing (Branding & Production)

- Managed administrative tasks, financial processing, and data management (Zoho & Click up).
- Contributed to strategy meetings, supplier negotiations, and project site visits.
- Contributed to quality control, item deployment, and promotional content creation.
- Strengthened skills in multitasking, problem-solving, and stakeholder communication.

LEADERSHIP EXPERIENCE

Committee of Registration and Special Duties

Dec 2023

Stress-Less Workshop Event

- Successfully announced and promoted organized programs.
- Verified attendee identities and managed registrations.
- Oversaw the setup of event spaces, including seating arrangements, stages, and displays.

Committee of Foreign Relations and Gift

May 2024

Echoes of Culture, Serenity in Padang's Heart: Academic Trip and International CSR Engagement

- Coordinated International Company Visit: Successfully contacted and negotiated with Rendang Asese in Indonesia to arrange a company visit for knowledge exchange.
- Managed Gift Procurement and Distribution: Organized the procurement and distribution of gifts to company representatives as tokens of appreciation and for CSR charity initiatives.

| | |
|---|-----------------|
| Committee of Multimedia and Information | Dec 2023 |
| Company Visits to Aston Martin, Kuala Lumpur | |
| <ul style="list-style-type: none"> Created and managed certificates of attendance for Aston Martin KL events, ensuring all involved persons' details were accurately filled and verified. Captured high-quality photos and videos during events for documentation and promotional purposes. | |

ACHIEVEMENT AND AWARDS

| | |
|--|-----------------|
| Third place for Cultural Performance for International Business Fiesta | Jan 2023 |
| Gold award for International Teaching Aid Competition | Jun 2023 |
| Third place for Koir Performance for Minggu Aspirasi Budaya program | Dec 2023 |

PROJECT

| | |
|--|------------------|
| Research Project: Impact of Social Media on Students' Study Habits | May 2024 |
| <ul style="list-style-type: none"> Investigate the effects of social media on academic performance. Conducted a comprehensive literature review on the subject of MGT648. Analyzed survey data using statistical software. Prepared a detailed report on the findings. | |
| Business for Trip Fundraising | June 2023 |
| <ul style="list-style-type: none"> Fundraise for a class trip through bread sales. Initiated a bread-selling project. Coordinated with local bakers for a fresh and quality bread supply. Implemented a sales strategy, including social media marketing and community outreach. | |
| Stress-Less Workshop Event | Dec 2023 |
| <ul style="list-style-type: none"> Organize a workshop to reduce stress among students. Coordinated with professional speakers for the talk session Managed event logistics such as venue booking, equipment setup, and attendee registration. Promoted the event through various channels, resulting in over 50 participants. Collected feedback to measure effectiveness and improve future events. | |

ACTIVITIES & INVOLVEMENT

| | |
|---|-----------------|
| CSR activities at Panti Asuhan Asyiyah, Indonesia | May 2024 |
| <ul style="list-style-type: none"> Participated in various charity work initiatives to support the local orphanage. Organized and conducted engaging games and activities for the children. Taught English and Mandarin basic classes to improve the children's language skills. | |
| Crowd-funding Uitm Alumni Fun Run | May 2024 |
| <ul style="list-style-type: none"> Volunteered and did charity work during the Fun Run program at Kampus Alor Gajah, Melaka. | |
| Malaysian Cultural Dance Performance | May 2024 |
| <ul style="list-style-type: none"> Performed traditional Malaysian cultural dances at Universitas Negeri Padang (UNP), Indonesia, promoting cultural exchange and understanding. | |
| Company Visit to Aston Martin, Kuala Lumpur | Dec 2023 |
| <ul style="list-style-type: none"> Engaged in a company visit to Aston Martin, participating in knowledge-sharing sessions about the automotive industry and luxury car manufacturing. | |
| Company Visit to Rendang Asese, Indonesia | May 2024 |
| <ul style="list-style-type: none"> Visited Rendang Asese, gaining valuable insights and knowledge about traditional Indonesian culinary practices and business operations. | |
| Joined the International Teaching Aid Competition (Innovation for Apps) | Jun 2023 |
| <ul style="list-style-type: none"> Create "Kootugether apps," make presentation videos, and get gold awards. | |

ADDITIONAL INFORMATION

- Microsoft word: Expert | Microsoft Powerpoint: Expert | Microsoft Excel | Expert
- Languages: Malay, English,

REFERENCE

Mohd Isham bin Abidin
Wan Hasmat binti Wan Hasan

COMPANY'S PROFILE

1. Company's name, logo, location, operation hour



Salam Alliance Sdn. Bhd. is a reputable healthcare company located at No. 3A, 1 & 2, Jalan Putra 4, Taman Kajang Putra, 43000 Kajang, Selangor, Malaysia. The company operates from 8:00 AM to 6:00 PM, providing quality healthcare services to the community. Salam Alliance proudly manages Klinik As-Salam, which has expanded to a total of 10 branches across different locations. Selangor has eight branches, including Bandar Baru Bangi, Kajang Utama, Kajang Putra, Semenyih, Kuala Kubu Bharu, Pekan Kerling, Bandar Seri Putra, and the most recent addition, Ampang. Klinik As-Salam has also expanded its operations beyond Selangor, with two branches in Indera Mahkota, Pahang, and Lembah Keramat, Kuala Lumpur. Salam Alliance Sdn. Bhd. is devoted to providing accessible and high-quality healthcare services to communities throughout Malaysia, as seen by its expanding network.

2. Vision, mission, objective, goals

Vision

The organization envisions becoming a preferred family-centered and comprehensive healthcare service provider that prioritizes the best care and experience. By emphasizing families, providing a broad range of medical treatments, and guaranteeing an outstanding patient experience, this vision shows the organization's goal to be the best option for healthcare services. In addition to consistently enhancing healthcare outcomes, the organization hopes to establish enduring relationships and trust with its patients by prioritizing compassionate and all-encompassing care.

Mission

The organization is dedicated to fulfilling its mission through several key commitments. Firstly, it strives to provide convenient and comprehensive healthcare services to Malaysian families, ensuring that healthcare is easily accessible and tailored to meet diverse medical needs. The organization is committed to delivering a value-added experience that enhances healthcare services beyond basic treatment, offering personalized and holistic care that

contributes to the well-being of patients. Additionally, the organization aspires to serve with a strong focus on ensuring optimum recovery, relieving suffering, and empowering patients to lead a better-quality life. This commitment goes beyond just giving medical care; it also includes making an environment that is good for the mental, emotional, and physical health of patients. Furthermore, the organization aims to foster a culture of giving, contributing to the well-being of the community through various outreach initiatives, health education programs, and charitable efforts to improve public health awareness and accessibility.

Objectives

The company has established specific goals to provide top-notch healthcare services in order to fulfil its mission and vision. By investing in cutting-edge medical equipment and putting together a staff of qualified healthcare professionals, one of the main goals is to establish a strong infrastructure and offer comprehensive professional services. In order to make patients feel appreciated and cared for in a comfortable setting, the business also places a high priority on having a genuine and customer-friendly approach in all of its contacts. Another major goal is affordability, and the organization is dedicated to implementing fair and efficient treatment fees so that high-quality healthcare is available to a larger population without sacrificing standards. The company is committed to offering the greatest service and is always looking for methods to enhance its operations, guaranteeing quality in all facets of patient care. Last but not least, it continues to be committed to offering high-quality care by following the most recent medical guidelines and best practices, guaranteeing that all healthcare services are provided with precision, effectiveness, and the utmost professionalism. By staying true to its vision, mission, and goals, the organization stays committed to providing outstanding healthcare services that satisfy family needs and benefit the larger community.

3. Background of establishment

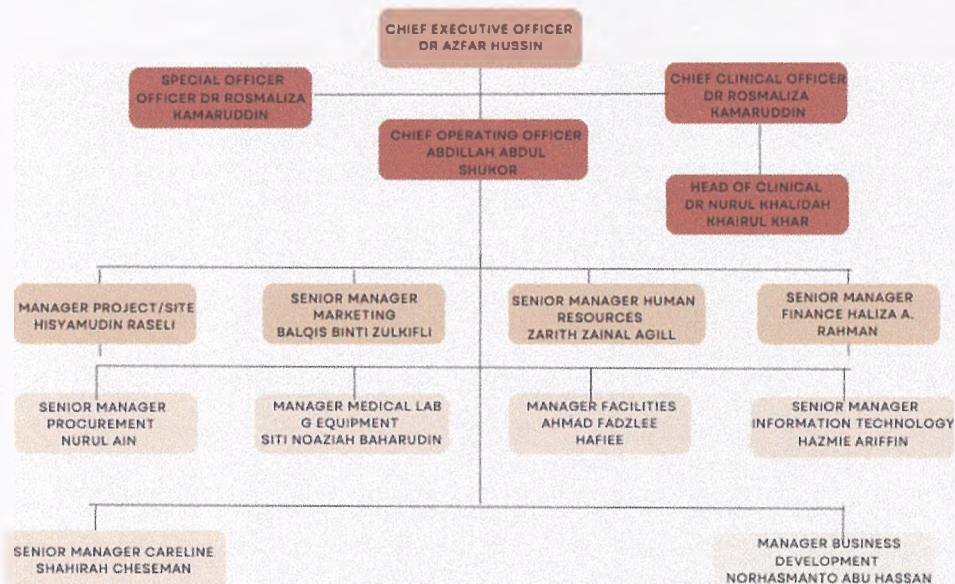
Salam Alliance Sdn. Bhd. is a Malaysian enterprise established in 2012. Klinik As-Salam, a private clinic, began offering healthcare services in July 2012, initially based in Bandar Baru Bangi, Selangor. After a few years, the headquarters was relocated to Kajang, Selangor. The company now operates Taman Kajang Putra, 43000 Kajang, Selangor, Malaysia. Salam Alliance is classified as a small-medium enterprise, employing between 50 to 200 individuals. Salam Alliance manages the Klinik As-Salam network, a trusted healthcare brand that has been providing family-centred care since its founding. Dr. Azfar bin Hussin, who has over ten years of experience in health services, established the clinic, which has grown into a reliable name in healthcare, delivering high-quality medical services to the community. The clinic

adheres to its motto, #ertihiduppadamemberi. Its core values include teamwork, empathy, passion, efficiency, and integrity.

4. Organizational structure

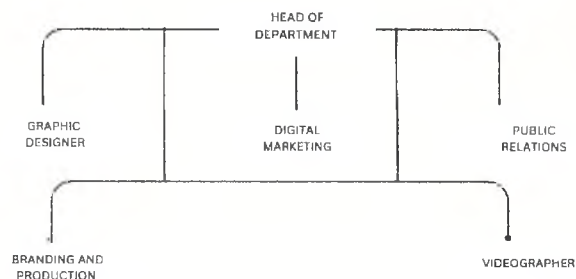
Salam Alliance Sdn. Bhd. employs over 150 highly skilled medical professionals and administrative staff, ensuring the smooth operation and growth of Klinik As-Salam branches.

SALAM ALLIANCE ORGANIZATION CHART



Marketing Department (Unit)

ORGANIZATIONAL CHART



5. Product/services offered.

Klinik As-Salam provides a wide range of medical services aimed at giving the community access to reasonably priced healthcare. In addition to managing chronic diseases like diabetes, hypertension, and high cholesterol, their general medical services include consultations for common ailments including fever, flu, cough, and infections. Additionally, the clinic offers family planning consultations, child vaccinations, and prenatal and postnatal checkups as well as other maternal and pediatric healthcare services. Klinik As-Salam additionally provides wound care, minor surgery, and minor injury therapy. The clinic offers immunization services, such as COVID-19, influenza, hepatitis B, and HPV vaccines, as well as a range of health screening packages catered to various age groups and medical conditions, as part of its preventative healthcare offerings.

Klinik As-Salam also focuses on diagnostic and laboratory services, including blood and urine testing, X-rays, ultrasounds, and electrocardiograms (ECG) for heart health monitoring, in order to further improve its services. There are corporate healthcare options that include insurance medical exams, SOCSO health screenings, and pre-employment physicals. In order to serve businesses that place a high priority on employee well-being, the clinic also offers occupational health and workplace wellness programs. Additionally, some outlets include weight management programs, dermatology consultations, and physiotherapy. Klinik As-Salam incorporates digital solutions like electronic medical records, cashless payment methods, and online appointment scheduling as part of its dedication to efficiency. In order to guarantee a smooth healthcare experience for both individuals and enterprises, the clinic works with a number of insurance companies and business partners. Klinik As-Salam maintains its reputation as a reliable healthcare provider in Malaysia by putting an emphasis on accessibility, affordability, and quality.

Klinik As-Salam is committed to offering complete, reasonably priced, and superior healthcare services, making sure that both individuals and businesses may access them. The clinic remains a reputable healthcare provider in Malaysia thanks to its state-of-the-art medical facilities, digital integration, and patient-focused philosophy.

TRAINING'S REFLECTION

During my 6-month internship, I was assigned to the marketing department under the branding production unit. My responsibilities included performing daily office administration tasks such as handling phone calls, responding to emails, updating data on Zoho, and managing deadlines for new requests. My main tasks also involved preparing payment request notes for relevant transactions, conducting quality control (QC), and deploying items to the appropriate departments. Additionally, I was responsible for submitting production and requisition forms, processing invoices, and preparing monthly credit card reports.

One of the highlights of my internship was participating in our weekly departmental meetings every Tuesday, where we reviewed progress and discussed ways to improve our outcomes. We also held daily huddle meetings each morning before starting work, which helped align our tasks and enhance team coordination.

Beyond my core responsibilities, I had the opportunity to attend supplier meetings alongside my Head of Unit, which allowed me to develop my communication skills and gain insights into supplier relations. I was also involved in site visits for the opening of a new clinic, giving me valuable exposure to project execution. Additionally, I contributed to social media content creation, particularly for promotional campaigns. Through these experiences, I indirectly gained knowledge about medical and healthcare services, which has been a valuable addition to my skill set.

Throughout this internship, I have received several benefits, including an allowance and the flexibility to take replacement leave if I worked on weekends. Since the company operates in the healthcare industry, I also had access to a clinic panel, which was a valuable perk. Moreover, I learned to use new software tools such as ClickUp and Zoho, which enhanced my efficiency in task and data management.

This industrial training provided me with firsthand experience in the professional world, deepening my understanding of how the industry operates. I have developed essential skills such as multitasking, adaptability, teamwork, punctuality, and decision-making. Furthermore, my communication, interpersonal, negotiation, and confidence-building skills have significantly improved, which will be beneficial in both my professional and personal growth.

SWOT ANALYSIS

SWOT analysis is a tool for evaluating a firm or project based on its strengths, weaknesses, opportunities, and threats. Strengths are what the company is proficient at, weaknesses are places for improvement, opportunities are external elements that could help the organization flourish, and threats are difficulties that could harm it. Understanding these four factors allows firms to make better decisions, capitalize on their strengths, fix shortcomings, and plan for future challenges.

After completing a six-month internship at Salam Alliance, I successfully conducted a comprehensive SWOT analysis, identifying the company's key strengths, weaknesses, opportunities, and threats. This in-depth evaluation provided valuable insights into their internal operations, market positioning, and potential growth areas. Throughout the process, I collaborated with various departments to gather data, assess challenges, and formulate strategic recommendations to enhance efficiency, mitigate risks, and leverage emerging opportunities.

In addition to improving my analytical and problem-solving abilities, this experience helped me get a deeper comprehension of market dynamics, organizational performance, and corporate strategy. Presenting results and solutions to stakeholders also helped me to hone my critical thinking, flexibility, and effective communication abilities. My capacity to evaluate business difficulties and influence strategic decision-making for long-term success has been further improved by my involvement in practical business analysis.



STRENGTHS

Offers a wide range of services

Klinik Salam distinguishes itself as a healthcare provider by offering a wide range of medical treatments to meet the various demands of its patients. The clinic guarantees all-inclusive healthcare solutions under one roof, from regular consultations and health exams to specialist treatments. It is a convenient option for both individuals and families because it offers treatments including minor operations, immunizations, chronic illness management, and maternity and child healthcare. To further broaden its scope, Klinik Salam also provides occupational health services, such as medical examinations for immigration and employment purposes.

The clinic offers high-quality medical care at a reasonable cost thanks to its skilled physicians and well-equipped facilities. Accessibility is further improved by the presence of 24-hour branches in specific areas, guaranteeing that patients will always receive prompt medical attention. By consistently growing the services, it provides, Klinik Salam satisfies the community's changing healthcare needs and enhances its standing as a reliable and comprehensive healthcare provider. According to a study by Hebert et al. (2021), streamlining care leads to better patient outcomes and satisfaction. Furthermore, 2023 Deloitte research emphasizes how technology improves patient retention and efficiency in healthcare. All things considered, Klinik As-Salam's extensive service offering not only satisfies a variety of medical requirements but also increases patient accessibility and convenience, positioning the clinic as a pioneer in the field.

Strong Branding

Due to its dependability and dedication to patient care, Klinik Salam has become a well-known healthcare brand. The clinic's extensive presence across several locations, which makes it easily accessible to many areas, is a reflection of its outstanding branding. For Klinik As-Salam, Salam Alliance has established a unified and expert brand, guaranteeing that every branch keeps a uniform look, including interior design, clinic stickers, and signage. Patients' trust and brand awareness are strengthened by this attention to detail. Its reputation is further enhanced by its consistent branding, which includes a recognizable logo, qualified employees, and standardized services.

Furthermore, Klinik Salam provides access to specialists who give professional care in a range of specialties, enhancing the clinic's standing as a provider of top-notch healthcare services. Additionally, the clinic uses social media and digital marketing to interact with the

public by posting updates on new services, promotions, and health advice. Its reputation is further enhanced by the excellent word-of-mouth from pleased clients, who frequently refer to the clinic for its expert care and reasonable costs. Klinik Salam continues to draw a devoted clientele and preserve its position as a top provider of medical services by preserving a strong brand image and continuously providing high-quality healthcare.

The remarkable growth of Salam Alliance, which opened four new Klinik As-Salam locations in a year in Kajang Utama, Kuala Kubu Bharu, Pekan Kerling, and Ampang, further demonstrates Klinik Salam's powerful branding. This quick expansion demonstrates the clinic's capacity to satisfy rising healthcare needs while upholding its excellent standards for patient care and service.

Increasing the number of locations improves brand awareness and increases access to high-quality healthcare for a range of communities. Improved patient experience, standardized services, and better resource allocation are all made possible by a larger network's increased operational efficiency. Furthermore, a well-known brand builds patient trust, which promotes word-of-mouth referrals and loyalty. The clinic's strong reputation, capable management, and dedication to providing accessible healthcare are demonstrated by its ability to continue this growth without sacrificing service quality. This calculated expansion guarantees that Klinik Salam will continue to be a leading brand in the medical field, consistently establishing standards for quality.

WEAKNESSES

Turnover staff

Team dynamics and organizational culture can be greatly impacted by high employee turnover and shortages. High turnover rates foster an atmosphere of unpredictability and volatility where workers may get disillusioned and less inclined to stick around. Important knowledge, skills, and institutional memory are frequently lost when individuals leave, leaving a void that may take some time to fill for the organization. A brief drop in performance may result from new personnel' need to adjust to the company's procedures and systems, even though they may bring in new talent. Additionally, the ongoing cycle of hiring, training, and onboarding new employees strains available resources, both temporally and monetarily.

Additionally, stress and burnout are frequently caused by the increased effort placed on the remaining staff members, who must take on more duties to make up for the shortage. Employees who are overworked are more likely to become weary and frustrated, which raises

turnover rates even further and feeds a vicious cycle. This may lead to a poisonous workplace where teamwork suffers, production declines, and morale plummets. According to Hom et al. (2022), a high turnover rate makes employee workloads worse, which can result in burnout, low morale, and decreased production. According to a related study by Hinkin and Tracey (2023), high workloads lower work quality since there aren't enough employees to do duties efficiently. Wide-ranging effects may result from this mismatch, including a slowdown in the achievement of organizational objectives and a decline in the quality of services. The negative consequences of excessive turnover highlight the need of managing staffing issues in order to keep operations steady and nurture long-term success.

Lack of Process Flow in Management

A lack of a clear and efficient process flow in management can significantly reduce organizational efficiency and performance. When processes are excessively complex, have too many layers of approval, or lack clear rules, they cause considerable delays in processing. In the absence of established procedures, employees may develop their own techniques for completing tasks, resulting in inconsistent execution and misunderstanding about roles and duties. This inconsistency not only reduces individual productivity, but it also causes ambiguity in expectations, making it harder to ensure that tasks are completed accurately and on schedule. Furthermore, inadequate process flow frequently causes bottlenecks, in which tasks are held up at various levels of the approval process. Each work could become trapped at a different step of the approval chain if there is no consistent procedure in place, which would lead to needless delays and frustrations. The organization's overall performance deteriorates as these delays mount. Employees lose motivation and communication breaks down since they don't know how tasks are progressing or what they need to do next. The team may become even more ineffective and confused as a result of this misalignment.

Furthermore, maintaining a smooth process flow depends heavily on communication. Uncoordinated efforts, miscommunications, and missed instructions can result from poor communication between departments or persons participating in the process. This has an impact on both the precision of the work being done and the rate at which activities are finished. Simplifying the clearance process, establishing precise and uniform protocols, and maintaining open channels of communication within the company are all critical to increasing overall efficiency. By doing this, businesses may cut down on errors, speed up processes, and increase output, which will ultimately improve performance and streamline operations.

OPPORTUNITIES

Market Expansion

Opening four additional Klinik As-Salam locations in 2024 is a major milestone in Salam Alliance's expansion strategy, showcasing the organization's dedication to growth and improving its capacity to serve underprivileged populations. This action not only demonstrates the clinic's desire to grow its market share but also offers a special chance to firmly establish itself as a pioneer in easily accessible and reasonably priced healthcare. There are several strategic benefits to growing into neglected areas in Malaysia and beyond. Due to logistical, budgetary, or geographic constraints, healthcare providers frequently underserved many locations, particularly rural or low-income areas. Klinik As-Salam can increase revenue and close a significant access gap in healthcare by carefully entering these markets and gaining access to a new and expanding patient base. Patients who previously had little or no access to necessary healthcare services may be drawn to the clinic due to its reputation for excellence and affordability. Expansion into these areas can improve Klinik As-Salam's brand recognition in addition to increasing revenue. The clinic is able to establish a solid reputation for social responsibility and brand loyalty by offering vital healthcare services in underserved neighborhoods.

This is especially important in the current healthcare environment, where people are giving preference to doctors who give not only medical care but also a dedication to the welfare of the community. Additionally, establishing new clinics offers the chance to maximize operational effectiveness. Klinik As-Salam can cut expenses by constructing contemporary, cutting-edge facilities instead of older, dilapidated structures, which frequently need costly repairs and renovations. Advanced technologies can also be included into these new facilities, enhancing the effectiveness and caliber of services provided. Long-term cost savings and improved patient care are achieved through the integration of state-of-the-art technologies for diagnosis, treatment, and patient management.

The planned growth into underprivileged areas is consistent with broader healthcare industry trends, in which providers are focusing on serving diverse populations. By entering these new areas, Klinik As-Salam may increase its patient base, improve its service offerings, and strengthen its competitive position, establishing itself as a leader in low-cost, high-quality healthcare. Finally, this strategy contributes to the clinic's aim of making healthcare accessible to all, regardless of location or financial situation.

Health Awareness Campaigns

Health awareness initiatives provide Salam Alliance with an excellent opportunity to deepen its relationship with the community while also promoting healthier lifestyles. Klinik As-Salam can establish itself as a valued healthcare partner by introducing initiatives such as free health screenings, educational lectures, and wellness workshops. These programs can address important health issues such as hypertension, diabetes, obesity, and mental health, equipping the community with the knowledge and resources it requires for early detection and prevention.

Incorporating interactive workshops and seminars on nutrition, exercise, and stress management can help people adopt healthier lifestyle choices, thereby increasing their overall health and lowering their risk of chronic diseases. Furthermore, by providing free health screenings at community events or in partnership with local organizations, Klinik As-Salam can make healthcare services available to marginalized people who may not have regular access to medical specialists. This will not only cultivate goodwill but also attract a larger patient base, many of whom may pick Klinik As-Salam for continuous care once they see the quality of services given.

Furthermore, health awareness campaigns enable the broadcast of important health information through a variety of media outlets, including social media platforms, local radio, and community newsletters. By doing so, Salam Alliance may reach a larger audience, including younger generations, and position itself as a proactive force in healthcare education. These activities help to foster long-term patient loyalty because people are more inclined to trust a healthcare practitioner who actively invests in their health and well-being. In the long run, health awareness campaigns can lead to higher patient retention since people who participate in wellness programs are more likely to return to the clinic for preventative treatment, follow-up appointments, and consultations. These activities contribute to a healthier community while strengthening the clinic's reputation, recruiting new patients, and increasing patient satisfaction.

THREATS

Intense Competition

Malaysia's healthcare market is highly competitive, with multiple private clinics, hospital networks, and government-run facilities providing a diverse range of services. This fierce rivalry poses a substantial danger to Klinik As-Salam, especially when pitted against larger, more established competitors with advanced infrastructure, specialized medical services, and high brand awareness. Larger hospital networks frequently have the means to provide cutting-edge technologies, specialized departments, and intensive marketing efforts, making it harder for smaller clinics like Klinik As-Salam to stand out.

Patients in urban areas with a large number of healthcare providers are frequently spoilt for choice, making it difficult for Klinik As-Salam to attract and retain a consistent flow of patients. With easy access to different healthcare facilities, patients may favor convenience, affordability, or the perceived prestige of larger institutions, resulting in poorer patient retention rates for smaller clinics. Furthermore, larger competitors may profit from economies of scale, allowing them to offer lower prices or a wider range of services, which Klinik As-Salam may find difficult to match.

The growing popularity of digital healthcare, such as telemedicine and health applications, poses a concern as more patients prefer simple online consultations. Well-funded businesses may smoothly include telehealth services into their offers, whereas smaller clinics may struggle to invest in such technologies or adapt to this expanding trend. This technological development may further exacerbate competition, making it more difficult for smaller clinics to maintain a competitive advantage. Lastly, government healthcare institutions, which offer reduced rates, remain a viable option for many Malaysians, particularly those from lower-income families. Despite providing outstanding care, private clinics such as Klinik As-Salam may struggle to compete with the price and accessibility provided by public institutions.

Dependence On Local Market

Salam Alliance's reliance on Malaysia's domestic market poses a substantial risk to its operations. Because of the company's focus on the Malaysian healthcare industry, any negative economic changes, such as a recession, reductions in disposable income, or changes in government policy, could have a direct influence on its sales and overall profitability. During an economic downturn, for example, individuals and families may reduce healthcare spending by choosing cheaper options or delaying medical visits, resulting in a fall in patient volumes for Klinik As-Salam. Changes in healthcare policies or government laws may also have an impact on operating costs. For example, greater regulations on medical practices, increased taxes, or changes in insurance reimbursement rates could all raise the clinic's operating costs. As a result, without a diverse market base or operations outside of Malaysia, Salam Alliance is especially exposed to legislative shifts and local economic conditions. This lack of global variety might limit the company's growth potential, particularly if economic instability or adverse policies persist for an extended period.

Furthermore, Salam Alliance is vulnerable to international hazards because Malaysia relies on a worldwide supply network for medical equipment and medications. Supply chain disruptions, such as those caused by geopolitical conflicts, natural catastrophes, or pandemics, can result in shortages or delays in the availability of vital medical supplies, compromising Klinik As-Salam's capacity to offer consistent and timely care to its patients. Salam Alliance may face financial pressures as a result of local economic challenges or political instability, such as reduced profits, increased operational costs, and potential layoffs, all of which could have an impact on the company's ability to maintain its current level of service and customer satisfaction. These considerations emphasize the dangers associated with having a small geographic footprint and the significance of being adaptive to changes in the local environment.

DISCUSSION AND RECOMMENDATION

Implement Employee Retention Programs

Employee retention is crucial to an organization's long-term performance, and tailored programs can assist reduce turnover while also increasing employee satisfaction and loyalty. Salam Alliance, like many other companies, confronts the problem of maintaining outstanding workers in a competitive labor market. Salam Alliance can improve its entire work culture and cut turnover-related hiring and training costs by providing comprehensive employee retention strategies. In addition, Employee retention programs can include a variety of efforts, such as competitive pay packages, professional development opportunities, and a healthy work-life balance. Salam Alliance, for example, could develop mentorship programs to assist employees in growing inside the business by providing them with the tools they need to thrive and advance in their professions. According to research, employees who are given opportunities for growth and development are 15% more likely to stay with their organization (Harter, Schmidt, & Hayes, 2021).

Furthermore, promoting employee well-being through flexible working hours, remote work opportunities, and wellness programs can significantly increase retention. According to research, employees who have access to these benefits are happier and less likely to leave their jobs (Krekel, Ward, & De Neve, 2023). Salam Alliance should also prioritize developing a positive workplace culture by acknowledging employee accomplishments and promoting open communication. Recognition programs, such as Employee of the Month or performance bonuses, can enhance morale and foster a sense of community. Lastly, Salam Alliance's employee retention efforts should be consistent with its organizational values and aims, ensuring that programs meet employees' requirements and encourage long-term commitment.

Another effective strategy for employee retention is fostering strong leadership and management practices. Employees who feel supported by their supervisors are more engaged and motivated to stay with an organization. Salam Alliance can invest in leadership training programs to equip managers with the skills needed to provide constructive feedback, encourage team collaboration, and resolve conflicts effectively. Additionally, since employees are more inclined to stick with a company where they see long-term growth chances, establishing clear professional advancement pathways helps boost employee commitment. Top talent can also be attracted and retained by providing tuition aid or sponsorship for additional study. Additionally, doing frequent employee engagement surveys can yield insightful data on worker happiness, enabling Salam Alliance to proactively address issues.

By establishing Salam Alliance as an employer of choice, a strong employer brand built on employee testimonials and favorable workplace reviews will further improve retention. Salam Alliance can develop a devoted and driven team that propels corporate success by consistently improving these tactics.

Strategic Partnerships

Companies looking for growth, market expansion, and competitive advantages must use strategic partnerships. One excellent illustration of how businesses in various industries can profit from such alliances is Salam Alliance, a strategic partnership aimed at offering Shariah-compliant goods and services. Each partner uses their skills to accomplish common goals and improve their position in the market in a strategic partnership, which is founded on shared objectives (Chesbrough, 2020).

Salam Alliance may broaden its customer base and improve the Shariah-compliant solutions it offers by collaborating with well-known companies in industries like finance, technology, and logistics. Salam Alliance may take advantage of the rising demand for ethical finance by working with financial institutions to launch innovative Islamic financial products. Its distribution powers may also be improved by the partnership, guaranteeing that a larger audience would see its items. Partnerships with IT companies may also encourage innovation in digital platforms, which would improve customer access to services and the user experience in general. Through enhanced data management systems and AI-powered solutions, Salam Alliance can increase its operational efficiency with the help of technology improvements (Teece, 2020).

Additionally, strategic partnerships provide access to new markets, especially in areas where Salam Alliance is not as well-established. The alliance can better negotiate regulatory environments and tailor its products to meet local demands by collaborating with regional players (Dyer, 2021). In conclusion, Salam Alliance needs strategic alliances in order to maintain growth, innovate, and remain competitive in a fast-paced economic climate. Salam Alliance can optimize its potential and sustain a robust presence in its industry by collaborating with the appropriate partners.

Standardize Processes and Procedures

Salam Alliance should adopt standardized practices and carry out a thorough assessment of its internal workflows in order to improve operational efficiency. Delays can be avoided, confusion can be reduced, and overall productivity can be increased by establishing clear job approval procedures and specified workflows. Organizations with standardized procedures are more than twice as likely to achieve superior efficiency as those with unstructured techniques, according to McKinsey & Company (2022).

A well-defined operational structure ensures that all employees understand their roles, duties, and expectations, which reduces uncertainty and increases accountability. Salam Alliance's operations can be streamlined by investing in process management technologies like workflow automation software. These technologies let organizations map workflows, specify approval procedures, and successfully track deadlines. According to Forrester (2023), firms who use process automation report a 30% improvement in productivity owing to the elimination of redundant jobs and the ability to track data in real time. By implementing digital solutions, Salam Alliance may improve team cooperation, eliminate errors, and speed up task completion.

Standardized procedures also guarantee efficient task execution and avoid bottlenecks. According to the Harvard Business Review (2023), companies with well-defined processes see fewer operational interruptions, which results in enhanced performance. Furthermore, according to Gartner (2024), companies that use automation solutions report a notable decrease in project delays and an increase in employee satisfaction as a result of well-defined expectations. Salam Alliance may increase productivity, streamline operations, and create a more organized and productive workplace by using these strategies.

Diversify Revenue Streams

Clinics like Klinik As-Salam must diversify their sources of income in order to maintain long-term financial viability in the rapidly changing healthcare sector. Because patient visits are impacted by legislative changes and economic fluctuations, depending only on consultation fees might be dangerous. Clinics can increase revenue while providing better patient care by offering more services than just standard medical consultations. Offering business healthcare packages is one successful tactic. Clinics can benefit from the fact that many businesses are now placing a high priority on employee wellness by offering business-specific medical checkups, vaccination drives, and health screening programs. According to a Deloitte (2022) study, clinics that have business relationships have a more consistent income stream and higher customer retention. By cooperating with businesses, Klinik As-Salam can win long-term contracts, assuring a stable patient flow.

Furthermore, telemedicine services present an increasing prospect for revenue diversification. The World Health Organization (2021) reported that telehealth use has expanded dramatically, particularly during the COVID-19 pandemic, making healthcare more accessible and cost-effective. Klinik As-Salam can use virtual consultations for follow-up visits, minor complaints, and chronic disease management, lowering patient wait times and increasing doctor availability. Furthermore, investing in diagnostic and laboratory services can increase revenue opportunities. According to McKinsey & Company (2023), clinics that incorporate in-house lab testing can boost revenue by up to 30% while enhancing patient convenience. Patients appreciate a one-stop shop where they can meet with a doctor and receive test results without having to visit different sites. Klinik As-Salam can improve its financial position while still providing quality healthcare by diversifying its revenue streams through corporate healthcare packages, telemedicine, and diagnostic services.

CONCLUSION

In conclusion, Salam Alliance Sdn. Bhd. has established itself as a recognized and expanding healthcare provider in Malaysia with its Klinik As-Salam network, which provides accessible and inexpensive medical services. The company's excellent branding, dedication to patient care, and digital integration have helped it maintain its position in the healthcare business. Salam Alliance, with an aim of becoming a preferred family-centered healthcare provider, remains committed to service excellence, affordability, and healthcare accessibility.

The SWOT analysis highlights several key strengths, including a diverse range of medical services, effective branding, and accessibility. However, issues such as excessive personnel turnover and inefficiencies in management processes demand attention. Plans for development into underprivileged areas, as well as health awareness campaigns, present considerable prospects for growth. At the same time, threats like fierce competition and reliance on the local market necessitate strategic planning to reduce risks. To ensure long-term success, the organization should have structured management processes, personnel retention initiatives, and strategic relationships. Furthermore, increasing revenue streams through corporate healthcare packages, telemedicine, and diagnostic services will improve financial stability.

My six-month industrial training with Salam Alliance provided tremendous professional development opportunities, particularly in marketing and branding operations. I received practical experience in office administration, supplier relations, quality control, and social media marketing. Attending meetings and site visits helped me improve my communication, teamwork, and flexibility abilities. Furthermore, using digital tools like ClickUp and Zoho increased my productivity in data and task administration.

Last but not least, this internship expanded my knowledge of the healthcare business and corporate work culture while also providing me with valuable skills such as multitasking, decision-making, and negotiation. Looking ahead, I hope to pursue a career in corporate branding and marketing, applying the knowledge obtained from this experience. In the next five years, I envision myself as a leader in a dynamic business, driving brand growth and strategic marketing activities. This industrial training has reaffirmed my desire for lifelong learning and professional development, determining my future goals.

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APPENDICES

