



INDUSTRIAL TRAINING REPORT (MGT666)

IDS MEDICAL SYSTEM (idsMED)

**PREPARED FOR:
NORLINDA TENDOT BINTI ABU BAKAR**

**PREPARED BY:
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(2022961557)**

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Tajuk Laporan	MGT666 REPORT	Nama Syarikat	IDS MEDICAL SYSTEMS (M) SDN BHD

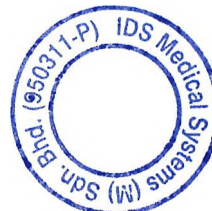
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Nama Pegawai : NORSANIDA BT BAEDAN
Jawatan : PENGURUS SUMBER MANUSIA
No. Tel. :
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1.0 Executive Summary

This report outlines my six-month internship at IDS Medical Systems (M) Sdn Bhd, where I was placed in the HR Department. My primary responsibilities revolved around recruitment and administrative functions, which involved sourcing candidates, conducting screening calls, arranging interviews, and managing employee records. I also participated in employee engagement activities, such as the Mini Olympic and Merdeka celebrations, where I contributed to organizing events and fostering a positive work environment. These experiences greatly enhanced my organizational, communication, and coordination skills, offering me practical insights into the HR processes.

During my internship, I had the opportunity to work on the Project Falcon, where I updated employee profiles in SAP SuccessFactors, which strengthened my understanding of HR data management and compliance. My exposure to modern HR tools, including Microsoft Outlook, Teams, and Sparkhire, further improved my technical skills and knowledge of current recruitment practices. These experiences helped me grasp the significance of efficient HR data systems in enhancing organizational operations and employee management.

Overall, my internship at IDS Medical Systems was a highly valuable learning experience. I gained a solid foundation in recruitment, HR data management, and event planning while developing essential skills such as communication, organization, and decision-making. This internship has significantly contributed to my career development, providing me with the knowledge and skills necessary to succeed in human resource management or any field requiring strong interpersonal and organizational abilities. The mentorship and support I received from my colleagues and supervisor were essential to my growth, and I look forward to applying what I have learned in my future career.

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1.1 Acknowledgment

In the name of Allah, the Most Gracious, the Most Merciful, and peace and blessings be upon our beloved Prophet Muhammad S.A.W. I would like to express my gratitude to Allah for His guidance and strength throughout this internship journey. It is with His blessings that I have successfully completed this experience.

I would like to extend my heartfelt thanks to my family for their constant love, encouragement, and belief in me. Their unwavering support has been my biggest motivation, and I am truly grateful for everything they have done.

My sincere appreciation goes to my internship advisor, Madam Norlinda Tendot binti Abu Bakar, whose valuable mentorship and guidance helped me throughout this internship. I also thank my lecturers and friends at UiTM Kampus Bandaraya Melaka for providing me with the knowledge and skills that laid the foundation for my success during this internship.

I am deeply grateful to my supervisor at IDS Medical Systems, Norsanida Saedan, for the opportunity to work in the HR Department. Her leadership and support have contributed significantly to my growth, and I have learned so much under her guidance.

A special thank you goes to my colleagues during the internship, Xin Hui, Kak Afiqah, Azra, Yasotha, and Aida, for their collaboration, support, and friendly atmosphere. Working with all of you made my internship experience truly enjoyable and educational.

Lastly, I want to acknowledge myself for the strength and perseverance I demonstrated throughout this 6-month internship. Completing this journey has been both challenging and rewarding, and I am proud of the personal and professional growth I have achieved. I would also like to express my gratitude to my partner, Alyya Asyheera Puteri binti Mohd Hanizam, for her unwavering support and encouragement.

Thank you to everyone who contributed to my success. May Allah bless you all abundantly.

2.0 Student's Profile



MUHAMMAD ZULFIKAR BIN ABDULLAH

Fresh Graduate BBA (Hons.) International Business

ABOUT ME

As a fresh International Business graduate with experience in HR, payroll, and recruitment, I have developed strong organizational and interpersonal skills through roles in payroll processing, compliance, and talent acquisition. I am eager to apply my knowledge and skills to contribute to a dynamic organization.

EDUCATION

**UNIVERSITI TEKNOLOGI MARA,
CAWANGAN MELAKA, KAMPUS
BANDARAYA MELAKA**
**BACHELOR OF BUSINESS
ADMINISTRATION (HONS)
INTERNATIONAL BUSINESS**

March 2022 - February
2025(expected)

- Current CGPA 3.65
- MUET Band 3
- Dean list semester 1,3&5
- Related coursework: Intercultural Management, International Business Negotiations, Business Analytics, Global Market Places, International Investment, Global Business Strategy, Issues in International Business, International Trade Framework, Research Methods.

**POLITEKNIK SULTAN SALAHUDDIN
ABDUL AZIZ SHAH, SHAH ALAM**
DIPLOMA IN BUSINESS STUDIES

June 2018 - August 2021

- Final CGPA 3.76
- Dean list for semester 1,2,4, and 6
- Graduated with Anugerah Ketua Jabatan

WORKING EXPERIENCE

**HUMAN RESOURCE IN RECRUITER
INTERSHIP AT IDS MEDICAL SYSTEM (M) SDN BHD**

SHAH ALAM, MALAYSIA | AUGUST 2024 - JANUARY 2025

- **Screening and Shortlisting:** Review resumes and applications to shortlist qualified candidates and conduct initial phone or video screenings to assess candidate suitability.
- Find new job sourcing platform in Sarawak.
- Schedule interviews between candidates and hiring managers or panels.
- Promote the company's brand and culture to attract top talent
- Create and publish engaging job descriptions on various platforms
- Promote job openings through career events, social media, and recruitment campaigns

**FOOD AND BEVERAGE
PART TIME WORKING AT GOLDEN DOUGH, PELABUHAN
KLANG**

SELANGOR, MALAYSIA | AUGUST 2023

- Maintained a good reputation as workers
- Managed to catch up skill and adapt the environment during busy day
- Can commit (OT) everyday during busy day
- Stocked napkins, tea bags, silverware, and other supplies
- Swept & mopped front of house

**HUMAN RESOURCE IN PAY ROLL
INTERSHIP AT STARTEK (AEGIS BPO MALAYSIA) SDN BHD**

PEJALING JAYA, MALAYSIA | Feb 2022 - July 2021

- Key in file regarding new intake and expat employees
- Draft a related letter for employee
- Update employees' data in database system
- Calculate payroll and update in the system

SKILLS

LANGUAGE

- Malay
- English

TECHNICAL

- Microsoft words, excel sheet (Intermediate)
- Canva (Pro)
- Adobe photoshop and animation (Intermediate)

Figure 1 : Current Resume

3.0 Company's Profile



Figure 2 : IDS Medical Systems (M) Sdn Bhd's logo

3.1 Company's Background

IDS Medical Systems (M) Sdn Bhd was established in 2011 and is a member of the IDS Medical Systems Group (idsMED) which is one of the leading medical supply chain solutions providers in Malaysia. As the representative for over 200 global medical brands, Upstream is able to provide a wide range of equipment and consumables for specialties such as Intensive Care, Diagnostic Imaging, Infection Control, Cardiovascular care, and much more. It is known for providing quality healthcare solutions that meet the needs of localised Malaysian markets.

Based in Shah Alam, IDS Medical Systems has a wide distribution network through its branches in Penang, Kota Bharu, Johor Bahru, Sabah and Sarawak. This network enables the business to provide services to healthcare organizations across the country, including government and private hospitals, specialist clinics, laboratories, day surgery centers, and nursing homes. Its capability to provide essential supplies in urban as well as rural areas has earned it a name as a trusted and effective healthcare partner.

The company has more than 1,700 employees in the region, including 700 field specialists and over 300 biomedical engineers. IDS Medical Systems offers a full suite of services from marketing and sales to biomedical engineering, clinical support, inventory management and logistics. All of this is done through Integrated Delivery Solutions (IDS) for the delivery of products and services and offers an approach combining both expertise and operational excellence in order for healthcare providers seamless access to the resources they need to deliver high quality care.

Also, idsMED Learning Academy is a commitment to continuous training of medical practitioners through education and healthcare as it is helping to advance healthcare in the region. The firm has been instrumental in establishing FCL's role as an innovative, customer-centric healthcare provider that meets international standards in Malaysia's fast-growing healthcare environment.

3.1.1 Location

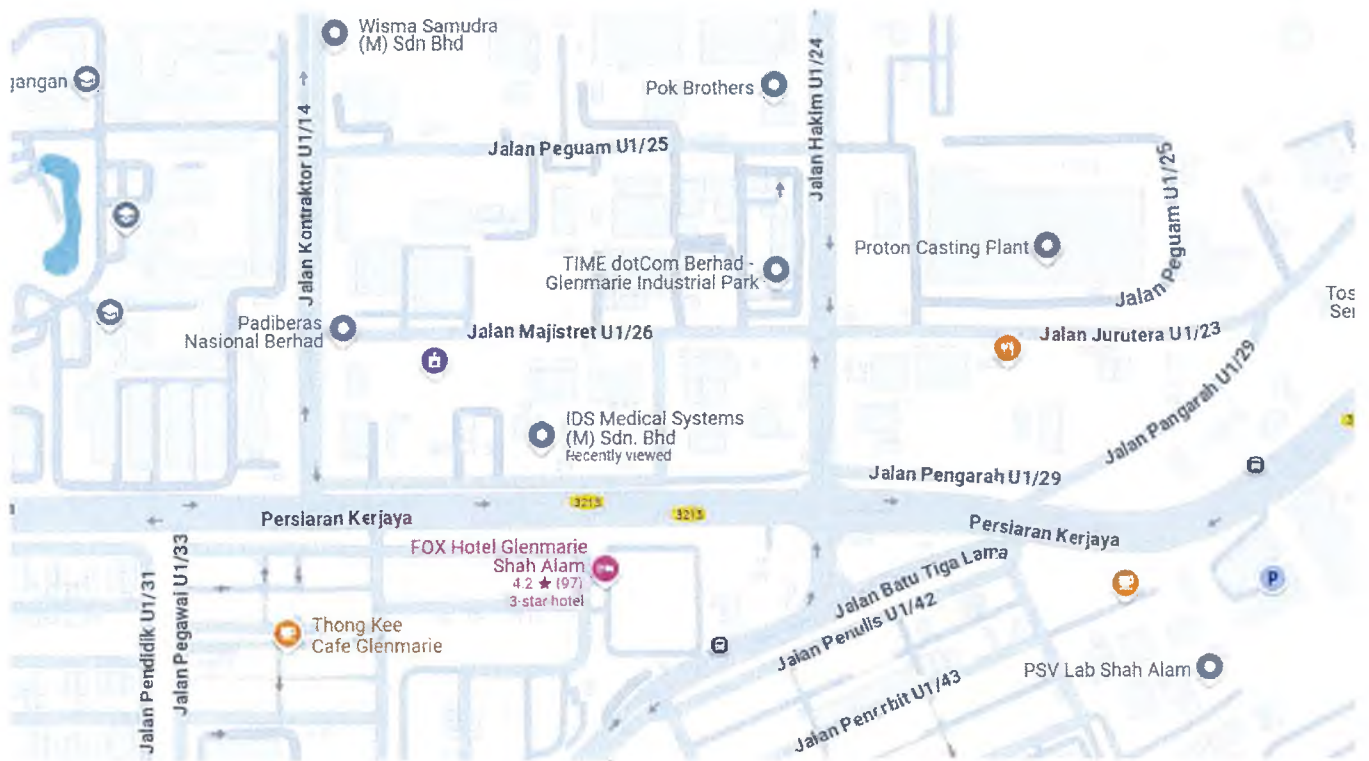


Figure 3 : idsMED's Location

3.2 Vision

- We deliver healthcare solutions to improve quality of life.

3.3 Mission

- To be a trusted healthcare solutions provider by upholding integrity, loyalty, and care while ensuring agility, reliability, and innovation to enhance the healthcare ecosystem.

3.4 Values

- We hold tight our values to make sure we deliver the best solutions with the best products.

3.5 Brand Promise

- “Our Brand Promise describes the way we conduct business and shapes our personality which sets us apart from our competitors.”

3.6 Organizational Structure

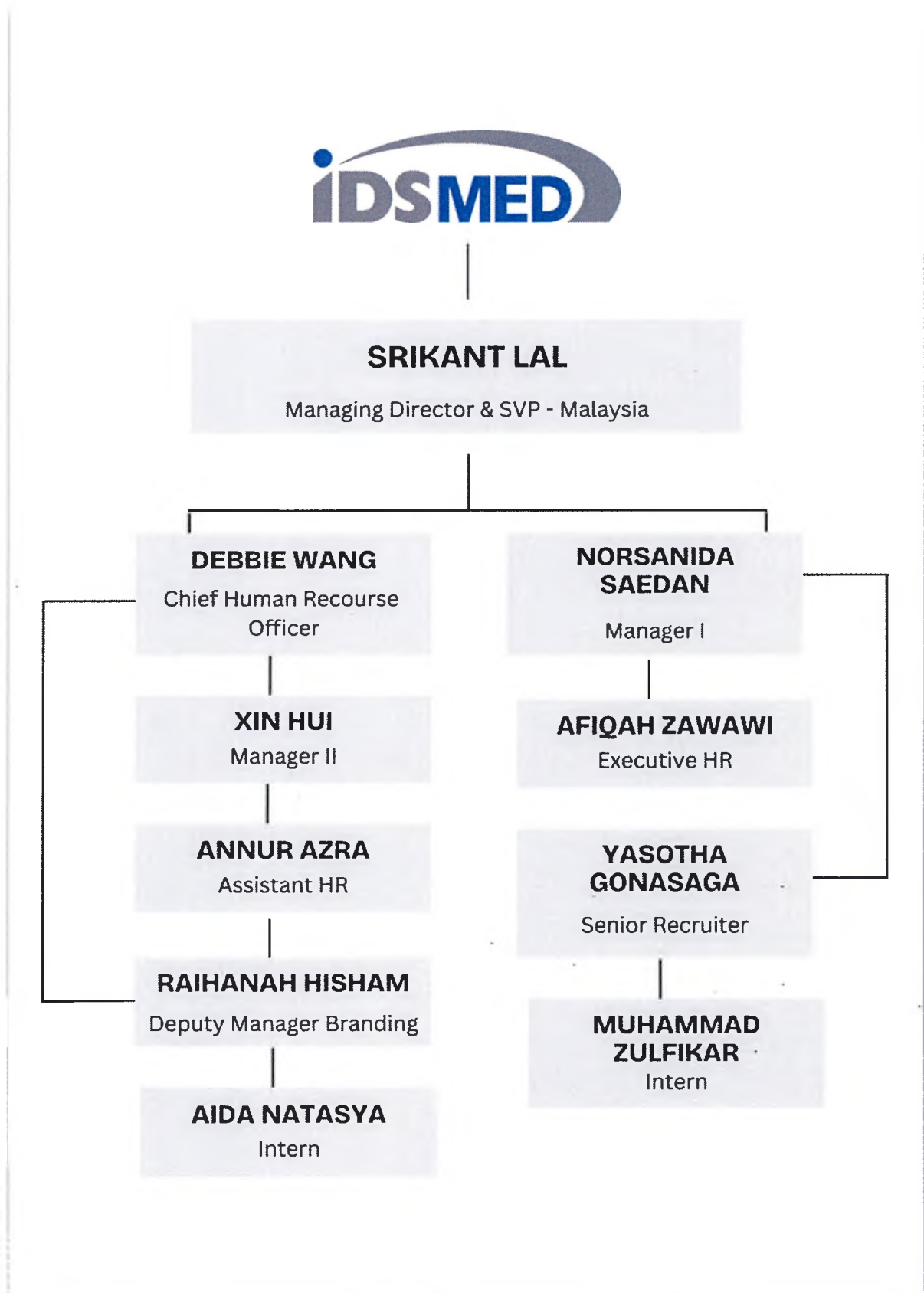


Figure 4 : HR Organizational Chart

3.7 Products or Services

IDS Medical Systems (idsMED) offer a broad spectrum of medical products and solutions to empower healthcare practitioners. They supply over 200 international brands across specialties including Intensive Care, Surgery, Respiratory Care, Infection Control, and beyond. In parallel, idsMED launched its own house brand, **InnoQ**, providing quality and affordable medical consumables and equipment. Optimized for the highest quality healthcare, offered at the lowest price-safe for providers. In addition to distributing medical products, idsMED provides **Biomedical Engineering (BME) Services** that guarantee hospitals and clinics with professional servicing, repairs, and technical support for their devices. Biomedical engineers are working hard to keep these devices up and running, reducing downtime and maintaining patient safety. From routine maintenance to rapid repairs, idsMED makes sure that healthcare providers are free to deliver quality care without equipment interruptions.

In addition, idsMED also offers various ways for healthcare establishments to control their costs in a more effective and efficient way, including equipment leasing, installment plans and short-term rentals. They team up with financial institutions and allow hospitals and clinics to buy essential medical equipment without initial capital investment. Providing the provider with subsequent guidance enables them to fulfill care expectations while remaining under budget. Under its flagship idsMED Learning Academy, the company is putting education and training at the forefront by providing workshops and certification programmes catered to healthcare professionals. Such programs keep medical practitioners up to date on the latest advancement in healthcare technology and best practices. Providing an ultimate integration of high-end products, specialist services, funding solutions and training, idsMED continues to be a trusted partner to healthcare.

4.0 Training's Reflection

4.1 Duration

WORKING DAYS	WORKING HOURS
Monday - Friday	8:00 am – 12:00 pm 12:00 pm – 12.45 pm (lunch break) 12:30 pm – 2:00 pm (Friday break) 12:45 pm – 5:00 pm

Table 1 : Working days and hours

The working hours at IDS Medical Systems (idsMED) from Monday to Friday are from 8:00 AM to 12:00 PM, with a lunch break from 12:00 PM to 12:45 PM, and then resume from 12:45 PM to 5:00 PM.

4.2 Details

As an HR Intern at IDS Medical Systems, I was heavily involved with recruitment and administrative functions. As part of my job, I handled finding and screening candidates via calls, scheduling interviews and hiring processes on Microsoft Outlook and Sparkhire. I collaborated with hiring managers and recruiters to provide a seamless recruitment process, from identifying potential candidates to scheduling both face-to-face and virtual interviews. Moreover, I also helped with writing formal letters, reference checks, and updating employee records that further developed my knowledge of the recruitment process and talent acquisition methods. Apart from recruitment, I handled employee engagement programs as well as HR admin activities. I helped design and organize corporate events like the Mini Olympic, Merdeka Celebration and Blood Donation Drive, and encouraged a positive workplace.

Moreover, I took care of data for employee records, payroll system updates, and talent acquisition reporting, keeping the HR documentation in order. Another project I became involved with was Project Falcon, where we were updating employee profiles in SAP SuccessFactors, which only enhanced my skills in HR data analysis and compliance. During this internship, I got to learn about the HR operations and Recruitment plans, which really helped me improve my communication skills, organizational skills and decision-making skills. Dealing with various departments and handling multiple recruitment processes taught me to adapt a more structured and professional way of hiring. Also, participating in graduate recruitment programs and partnerships with industry exposed me to employer branding and talent sourcing strategies for long-term workforce planning.

4.2.1 Job Scope

a) Sourcing Candidates, Screening Calls, and sending Summary Hiring Manager

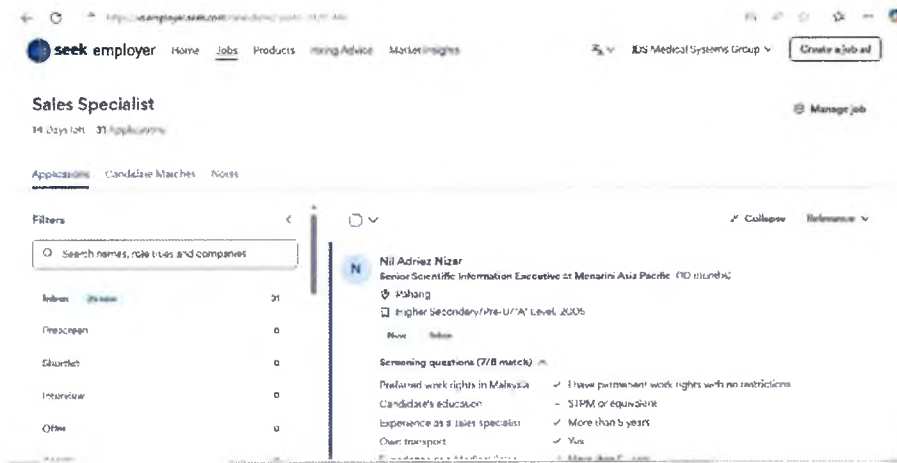
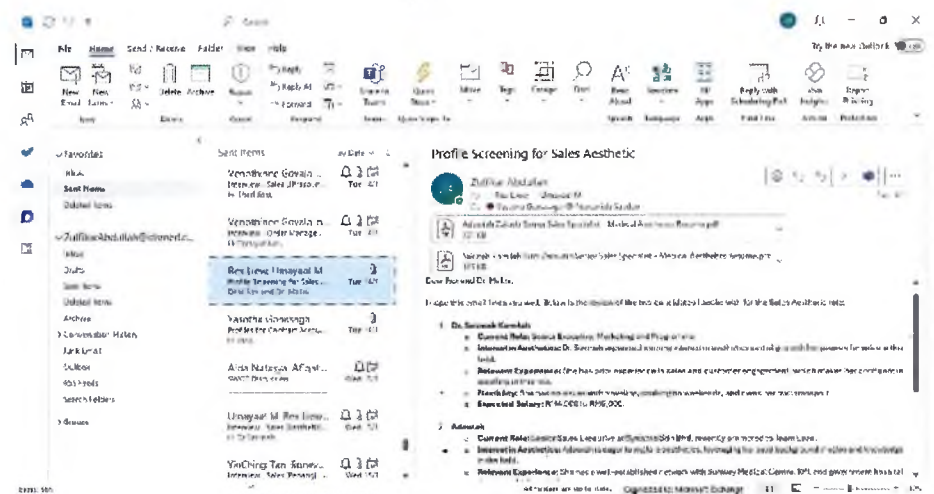
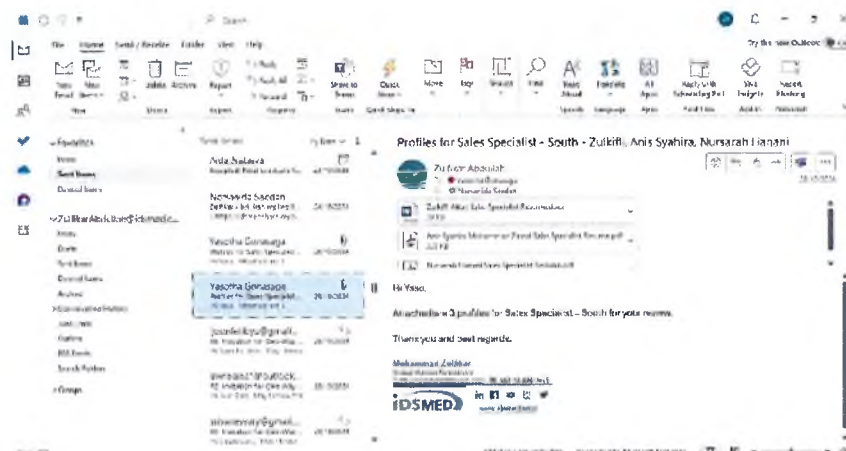


Figure 5 : Sourcing Candidate

Above are the example of email and platform that I used in my job as an HR Recruiter, I did candidate sourcing, screening calls, and summary profiling of candidates for hiring managers.



I searched for potential candidates on SEEK, conducted some screening calls to assess their suitability, compiled key details and passed it onto hiring managers for review.



b) Arrange Virtual/Physical Interview and Attend the Interview

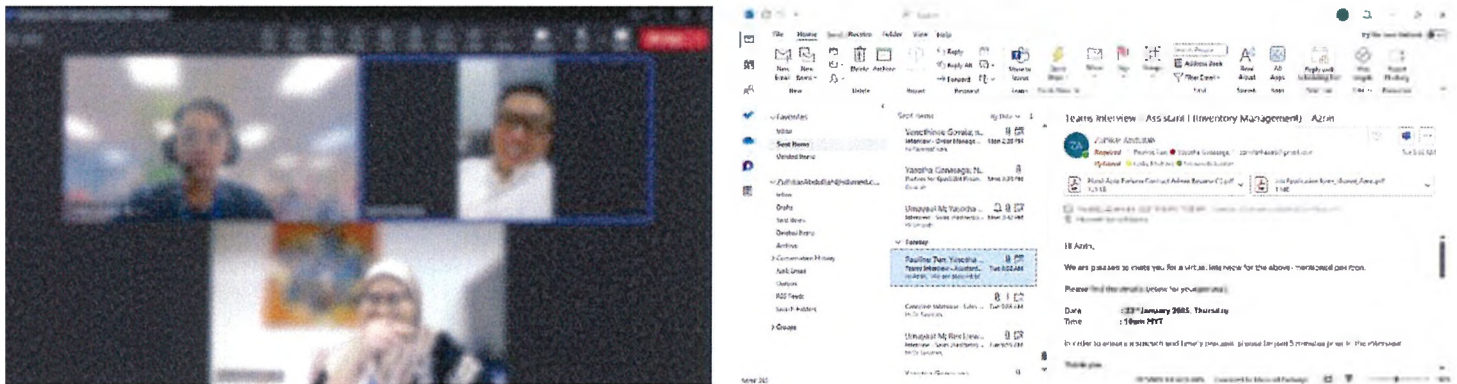


Figure 6 : Attend & Arrange Interviews

Above are the examples of the arrangement of an interview and a virtual interview that I joined during at IDS Medical Systems, I was responsible for coordinating virtual and on-ground interviews by managing screening calls, scheduling, and email invitations through Outlook and Teams. Attending interviews with hiring managers and helping them assess candidates (and sometimes asking questions for HR) increased my communication and organizational skills in the recruitment process.

c) Do Reference Check and other Ad-Hoc Task



Figure 7 : Reference Check

During my internship at IDS Medical Systems, I performed reference checks to verify candidate credentials and provided reference reports to hiring managers. I also took care of organizing events, managing employee data, employee engagement activities, and administrative tasks related to the same on an ad-hoc basis. This role demanded attention to detail, adaptability, and solid organizational skills to assist the HR team efficiently.

4.3 Gains

4.3.1 Company's Benefits

Interns will be paid a generous monthly allowance of RM1,000, sufficient to cover daily personal expenditures in terms of transportation costs, daily meals, and more. Giving interns a salary takes financial hardship off their minds so they can center their attention on the work experience. Moreover, Business laptops will be offered to interns, which will help them carry out their duties.

4.3.2 Knowledge, Skills & Experiences

I. Recruitment and Screening Process Knowledge

Throughout my time at idsMED, I gained a deep understanding of the recruitment process, from initial candidate sourcing to interview scheduling. I participated in various recruitment events and coordinated screening calls for different positions across departments, such as Sales Specialists, Clinical Specialists, and IT interns. This experience taught me how to evaluate resumes, screen candidates based on job requirements, and facilitate the recruitment process efficiently. Additionally, I learned how to handle applicant tracking systems like Sparkhire and job portals such as SEEK, which enhanced my knowledge of modern recruitment tools.

II. Communication and Coordination Skills

During my internship in the HR department, I was responsible for scheduling interviews, reaching out to candidates, and communicating with all of the various departments. Through constant interaction with candidates, hiring managers, and internal teams, I developed my communication skills. I also handled administrative tasks including drafting formal emails, scheduling interviews, and setting up exploratory calls.

III. Event Coordination and Administrative Support

I handled many events that occurred in the company like Mini Olympic, Merdeka, Blood Donation, etc. These duties made it necessary for me to become proficient in both organization and time management because I was in charge of coordinating events, organizing logistics, and making sure that things went according to schedule. Additionally, I file employee data and prepare and manage employee records in the HR system which has helped me develop my administrative skills and attention to detail.

5.0 SWOT ANALYSIS



Figure 8 : SWOT Analysis

6.0 Discussion and Recommendation

6.1 STRENGTHS

6.1.1 Strong Distribution Network

IDS Medical Systems (M) Sdn Bhd developed a reliable and strong distribution operation to deliver medical equipment and supplies quickly. According to Sigala and Tchadie (2024), this network establishes a vital benefit for healthcare due to the direct impact of time delays on patient results. IDS Medical supplies dependable medical products throughout urban centers and rural territories earning them a reputation for reliable service. Medical equipment remains accessible for clinics in remote areas of Sarawak and Sabah because their service networks overcome frequent logistical difficulties. The broad service area both safeguards healthcare operations and works to improve the organization's public image. During interactions with staffers from IDS Medical it became clear that their strategy focuses on customer interaction throughout delivery to track items until they reach the client securely. Providers observe enhanced provider connections alongside boosted confidence among clients which results in fewer errors during operations to produce trustworthy healthcare business partnerships.

IDS Medical utilizes a strong distribution network to successfully manage large-scale logistics and time-sensitive missions. Healthcare providers faced operational difficulties during the COVID-19 epidemic as the extreme demand for critical equipment, including ventilators, personal protective equipment (PPE), and other medical equipment overwhelmed services. Organizations such as IDS Medical that have strong network capabilities were able to respond most effectively in crisis situations. As a complete solution supplier, IDS Medical provides enhanced operational effectiveness, due to which it has been regarded well in staff conversations. The constant shipping of products to businesses, along with thorough operational assistance through product setup services and after-sales support, allows their clients to eliminate operational complications. IDS Medical's competence to face challenging conditions with the requisite background makes it a trusted partner for government programs and hospitals as well as commercial healthcare partners in times of crisis, while continuing to back customers around the clock.

Recommendation:

Enhancing Distribution with Analytics and Partnerships

IDS Medical System (M) Sdn Bhd needs to enhance its distribution network through data analytics according to future progress recommendations. Data analytics can grant IDS Medical System (M) Sdn Bhd better stock control to reduce shortages while averaging response times alongside ensuring regional stock availability and precise demand prediction (Babai et al., 2021). Staff interviews and my observations establish that idsMED avoids exterior vendor dependencies by handling its logistics to manage delivery control and reduce expenses. IDS Medical Systems achieves higher customer trust by adopting both this logistics strategy and their dedicated distribution Bumi Agents who provide controlled care of products and reliable timing delivery even to far reach locations. idsMED builds its reputation as one-stop healthcare service provider who offers dependable solutions that match client needs through continual logistics advancements.

6.1.2 Comprehensive Product Portfolio

IDS Medical provides its clients with a broad collection of products that support multiple healthcare needs. The company offers clients comprehensive access to surgical tools alongside diagnosis tools together with hospital furnishings and essential hospital supplies in one place. Healthcare professionals achieve procurement improvement through simplified purchasing with only one supplier based on this full-featured solution (Atcha et al., 2023). Healthcare professionals can purchase their entire supply chain of needles and infusion pumps as well as hospital beds and patient monitors from IDS Medical System when they open new hospital sites. The convenience users experience with one provider creates enduring links with clients who value simplicity to help save time at the same time. IDS Medical staff members reported to me that by serving clients as complete suppliers they achieve enhanced client loyalty which assists in satisfying typical healthcare needs thereby building customer satisfaction and repeat business revenues.

IDS Medical Systems with its diverse range of products maintains significant flexibility to change in line with market requirements immediately. Medical specialists needed more remote monitoring devices such as digital thermometers and pulse oximeters throughout the disease outbreak. IDS Medical secured preparedness to handle new requirements because its extensive line of products and services met those demands. The Medical Device Authority (MDA) of Malaysia has registered each product from IDS Medical to ensure local market compliance. The certification establishes customer confidence about product legality and quality and defines IDS Medical as a reputable and reliable healthcare industry partner. The business gains competitive strength through its regulatory dedication together with operational ability to provide specially developed solutions.

Recommendation

Boosting Profits with High-Margin Products and Custom Bundles

IDS Medical needs to concentrate its sales and marketing efforts on innovative high-margin offerings like specialised surgical equipment and advanced diagnostic tools which will help the company maximize product line benefits and confirm its position as a healthcare products industry leader while boosting profitability. Conversations with IDS Medical staff show the company exhibits both customer orientation and adaptability through its development of budget-compatible and demand-focused personal product solutions for hospitals. IDS

Medical utilizes specific market bundles such as special "starter kits" for rural clinics alongside total packages created for senior living facilities to address diverse client demands while establishing customer trust and attracting new business opportunities (Vassolo et al., 2021). These customized bundles from IDS Medical minimize spending for rural clinics which function effectively together they demonstrate IDS Medical's solid status as an innovative and resourceful partner within healthcare.

6.2 WEAKNESSES

6.2.1 High Dependence on Specific Suppliers

A limited number of major companies supply most of IDS Medical Systems' medical goods and tools. While the arrangement delivers consistent quality and reliable supplies it creates substantial potential risks for IDS Medical Systems. Obstacles such as logistics problems or production downtime at IDS Medical's principal suppliers will severely affect its capacity to fulfill requests from customers (Anozie et al., 2024). When supply interruptions occur IDS Medical Systems encounters operational challenges because the organization lacks sufficient contingency strategies due to over-reliance on vendor suppliers. Contracts with principals that prevent IDS Medical Systems from purchasing the same products at better prices from alternative suppliers intensify this complication. Health care leaders offer reduced rates yet the supply contracts they set up create strong limitations on product sourcing possibilities.

As the company depends heavily on certain suppliers the capability to negotiate better rates or terms reduces because there are limited opportunities to source elsewhere. The situation leads to limits in contract benefits alongside increased expenses that create risks for the overall profitability performance. IDS Medical Systems serves as an exclusive distributor for many of its products so it cannot operate freely on the open market which reduces how much they can choose suppliers. IDS Medical Systems maintains a degree of flexibility for non-exclusive products because suppliers from other vendors become available to them at times. During the COVID-19 epidemic businesses worldwide experienced disruptions to their operations caused by vulnerabilities in their international supply networks while operating under limited supplier conditions. When IDS Medical heavily relies on suppliers located in areas of geopolitical unrest or natural disasters or dealing with trade limitations the business must prepare to handle matching supply issues. Service delivery problems alongside performance shortages threaten to damage client trust since healthcare providers require reliable continued service from IDS Medical Systems.

Recommendation

Supply Chain Resilience Through Diversification

According to employee feedback at IDS Medical Systems (M) Sdn Bhd operational difficulties arise from their limited supplier network when supply chain disruptions occur. Company staff members observed that supply chain setbacks from key partners prevent prompt client order fulfillment which damages customer loyalty and business reputation for reliability. To handle operational risks IDS Medical needs to broaden its supplier network beyond the current limited number of sources. IDS Medical maintains production flexibility by partnering with numerous manufacturing organizations from Southeast Asia along with suppliers based within Malaysia. The business reduces its operational risk while increasing supplier alternatives by involving multiple suppliers (Mustapha et al., 2022). IDS Medical Systems needs to maintain regular supply and pricing during unpredictable market conditions so it should create long-term contracts with essential vendors. When the business establishes partnerships with fresh suppliers that bring innovative concepts its competitive advantage grows and risk in its supply chain becomes less concentrated.

6.2.2 Limited Brand Recognition in Non-Core Areas

Though IDS Medical Systems has built strong recognition within its primary markets, its brand remains poorly recognized in expanding regions and small town markets. The company finds itself unable to secure new client partnerships in developing regions such as Sarawak or Sabah which see healthcare system expansions because its brand is not widely recognized (Roy et al., 2022). Potential customers in these markets prefer established competitors because IDS Medical offers superior products and services. Isolated healthcare providers in Sarawak often overlook IDS Medical's products because they depend on regional suppliers who they already work with. Based on employee discussions at IDS Medical I learned that business expansion suffers due to these locations being uninformed about their high-quality offerings. Without customer recognition IDS Medical finds itself incapable of capturing market share in these expanding regions.

Low market presence creates obstacles for building both trust and professional reputation within these particular sectors. The healthcare providers in Sabah and Sarawak tend to select vendors who are integrated in local communities alongside those who maintain solid regional operations. Healthcare providers throughout these regions typically use vendors from local communities causing outside businesses like IDS Medical to face difficult market entry

conditions Limited staffing together with geographical challenges increase inadequate service coverage across these regions. Patients from rural regions often choose to travel far to reach larger hospitals similar to Queen Elizabeth Hospital while bypassing smaller local options which IDS Medical supplies with products. Failing to address these concerns creates a market share hazard for IDS Medical in regions experiencing expansion from public and private healthcare development.

Recommendation

Strengthening IDS Medical Through Local Engagement

IDS Medical Systems employees report that developing their brand awareness in poor regions such as Sarawak will prove to benefit their organization significantly. IDS Medical workers explain that offering educational medical events such as training sessions and seminars will build healthcare professional trust and expound on the company's brand image while boosting confidence in their products (Rowe et al., 2021). The company should improve its market presence through digital marketing which combines customized social media campaigns and local content together with partnerships at local distributing outlets and healthcare facilities. By offering exclusive solutions to primary hospitals in Sarawak and Sabah and delivering accessible options to secondary medical centers IDS Medical will ensure continued market expansion and presence.

6.3 OPPORTUNITIES

6.3.1 Growing healthcare demand

The Malaysian healthcare sector experiences rapid growth because its population ages and chronic illnesses become more widespread with ongoing governmental efforts to make healthcare accessible to all. Dependable medical services and equipment have become essential because medical care needs keep rising in disadvantaged locations including Sarawak and Sabah (Jaca et al., 2022). Through government financing which funds hospital and clinic renovations public healthcare facilities provide expanding opportunities for vendors such as IDS Medical to supply their growing equipment demands. Private healthcare facilities continue to expand because they offer premium care to the emerging affluent middle class which drives this industry development. IDS Medical employees reported that current market growth provides substantial possibilities for strengthening company presence across both public and private healthcare markets.

The advancement of chronic diseases such as diabetes together with cardiovascular disorders and renal failure drives increased demand for specialist hospital equipment including dialysis machines monitoring systems and modern hospital beds. According to employee feedback rural clinics must obtain modern medical equipment and essential supplies to deliver effective long-term care services. IDS Medical has an optimal position in responding to this requirement through reliable supply services and specially tailored solutions. IDS Medical can achieve market growth and industry impact through opportunities presented in the expanding market within rural and underserved regions. Through deliberate collaboration with national and private medical providers IDS Medical emerges as a vital solution to fulfill Malaysia's escalating health equipment requirements during its healthcare sector boom.

Recommendation

Improving Access to Medical Equipment in Underserved Areas

IDS Medical representatives believe their collaboration with government healthcare programs to deliver bulk medical supplies to public clinics coupled with services to low-income regions represents a strategic move to expand their company influence. According to employee feedback at IDS Medical their public health profile would strengthen through such partnerships. Flexible funding solutions through equipment leasing alongside installment payment plans would make IDS Medical's products purchasable within modest budgets at smaller clinics. The standing of IDS Medical as a trusted healthcare partner would enhance through community initiatives including remote medical training activities (Wu et al., 2023). The company would enhance its market position in underserved regions through these programs that create strong ties between them and local public healthcare systems to drive both business expansion and brand awareness.

6.3.2 Technological advancements

AI-based healthcare tools along with telemedicine solutions and IoT technology systems together lead transformational changes in therapeutic practices (Stoumpos et al., 2023). With medical professionals using wearable health technology alongside IoT instruments doctors are able to monitor patient vital signs from afar meanwhile artificial intelligence diagnostic systems speed up disease detection processes with enhanced accuracy. IDS Medical supplies innovative approaches which satisfy the newest technological requirements generated by industry growth. Through smart infusion pumps and IoT-connected patient monitoring

equipment healthcare providers can access real-time information which helps improve patient healthcare results while improving their decision-making capabilities. Staff conversations at IDS Medical indicate the company needs a simpler coordination approach for technology integration because current diagnostic processes suffer from implementation inefficiencies which affect business operations and competitive positioning.

Malaysia's telemedicine area has seen rapid growth both during pandemic constraints and continuing afterward. Healthcare delivery across distances now depends heavily on digital stethoscopes along with handheld ultrasonic gadgetry. Healthcare workers within remote Sarawak territories could use modern medical devices to assess the health conditions of populations who live beyond the reach of expert medical treatment centers. With its product development aligning to market trends IDS Medical transforms itself into both a progressive and innovative entity beyond the regular market demand requirements. Matching its offerings with top European companies such as the technologically exceptional Siemens Healthineers will enable IDS Medical to advance both its product development and market reputation while strengthening its business propositions.

Recommendation

Driving Healthcare Innovation through IT Partnerships and Training

IDS Medical needs its highest priority to partner with IT firms when looking to build its product offerings with artificial intelligence and IoT features. Based on my observation with the employee at IDS Medical Systems, it became clear that part of the workforce remains hesitant about making the transition to this technological innovation. Through training healthcare professionals on new technologies, the company ensures their comfort which creates client loyalty along with trust. The exclusive distribution rights for next-generation medical products will likely create a market-leading position for IDS Medical in advanced healthcare solutions industry (Sriharan et al., 2024).

6.4 THREATS

6.4.1 Intense competition

Medical giants like Medtronic and GE Healthcare joined by local businesses such as Schmidt BioMedTech, Ihsan Bakti and Maycare create substantial threats to IDS Medical's operational space. The deep understanding local competitors have of healthcare needs in their area combined with their strong partnerships with medical professionals enables them to conquer special markets and win contracts. Schmidt BioMedTech together with Maycare operates within distinct medical fields which include sports medicine and rehabilitation where they use established brand connections to reach their target clients through precise marketing tactics. Mindray along with BTL and Drager maintains market respect for dependable products and creative solutions driving fierce competition within the industry. IDS Medical encounters challenges in creating its distinct market presence because established brands consistently maintain strong consumer recognition. Healthcare industry leaders who showcase technological advancements through trade shows and digital channels create advantages that force IDS Medical to develop updated approaches to stay competitive ("Enhancing Patient Outcomes Through Innovative Hospital Management Practices," 2022).

Staff interviews at IDS Medical Systems (M) Sdn Bhd expressed that medical institutions prefer to associate with competitors who have brand partnerships with Mindray, BTL, and Drager. Competitive advantages in brand recognition permit competitor medical equipment companies to emerge as prime choices for reliable industry product providers. The company IDS Medical struggles to develop its market presence whilst competing to create brand associations similar to their competitors. Patterns present within the industry determine the company's ability to secure business agreements while establishing lasting relationships with clients who give priority to brand authority and innovative approaches in their buying methods. IDS Medical needs stronger marketing of its brand partnerships and unique products or they will lose ground to creative and trustworthy competitors.

Recommendation

Strengthening Customer Support and Engagement

For competitive advantage IDS Medical should create greatness by offering exceptional customer value beyond its traditional product range. High-level after-sale support at IDS Medical manifests through customer offerings like prolonged warranty protection together with medical personnel training sessions paired with service maintenance strategies (Zamzam et al., 2021). Research through employee discussions found inadequate after-sale service at IDS Medical leads both to decreased customer contentment and reduced repeat purchases. The business can develop stronger customer bonds by releasing solution sets which serve specific needs for basic service locations such as healthcare facilities throughout Sarawak. If IDS Medical highlights its unique sales features such as a reliable distribution system with marketing materials which illustrate customer success stories the business will likely attract new customers along with expanding its market share.

6.4.2 Regulatory changes

Medical product safety and effectiveness standards dictate stringent and frequently revised regulations throughout the healthcare sector. In Malaysia medical device manufacturers must register their products with the Medical Device Authority (MDA) as required by the Medical Device Act 2012 and follow Good Distribution Practices for Medical Devices (GDPMD) (Medical Device Authority (MDA) Malaysia, 2024). IDS Medical experiences substantial difficulties importing products because multiple suppliers must meet highly demanding compliance requirements which combine complexity with high expenses and extensive labor investment. Product registration postponements can disrupt supply chains consequently creating delayed distributions and unhappy customers. According to my observations of staff conversations at IDS Medical these supply delays produce multidimensional impacts on both client satisfaction and system operational costs. Enterprises around the world now face increased compliance expenses due to the EU Medical Device Regulation (EU MDR) which mandates extra testing procedures along with additional documentary requirements and multiple certifications to verify compliance standards.

Ongoing regulatory updates often force businesses to revise their current operations at short notice. The enforcement of new electronic medical equipment safety rules could force IDS Medical to both purchase additional certifications and work with suppliers to adjust existing products along with performing device recalls. The absence of required medical device

certification during regulatory shifts can heavily damage a company's financial health just when sales operations begin. Businesses that fail to follow rules face great financial penalties, damage to their public image and risk losing entry to legitimate markets. Every unique market requirement demands customized strategies which create operational difficulties for businesses. When developed nations apply rigorous legal frameworks they ultimately produce a higher level of regulatory complexity in contrast to developing countries.

Recommendation

Embracing Regulatory Compliance as a Pillar of Healthcare Leadership

IDS Medical Systems (M) Sdn Bhd understands that staying proactive about regulatory changes enables the company to maintain full compliance with healthcare laws while enabling easier market penetration and sustain high-quality and safe brand reputation. Before launching any new products the company needs to maintain an active partnership with both manufacturers and suppliers plus institutions like the MDA to meet all targeted regulatory specifications. Organizations that utilize compliance management software together with consistent personnel training programs establish paramount systems for effective regulatory monitoring and requirement management. Although regulatory affairs personnel often face a perception of being expense-drivers or restrictive enforcers they play an essential role in synchronizing compliance measures with business ambitions. Through their proactive measures IDS Medical reduces risks optimizes approval processes which keeps them at the forefront as dependable and trustworthy partners. Jalundhwala & Londhe (2022) demonstrate that viewing regulatory compliance as an investment rather than an obstacle strengthens both market entry opportunities and business reliability which enhances healthcare leadership status.

CONCLUSION

My internship allowed me to develop both understanding and competence in human resource management tactics along with insights into healthcare business operations as well as knowledge regarding employee recruitment processes together with workforce engagement activities in administrative roles. During my internship I supported recruitment efforts while sourcing candidates and arranging interviews and screening applicants. My development in communication skills along with enhanced coordination abilities and organisational expertise resulted in additional understanding of the recruitment process.

Expertise in event planning emerged from my leadership role while developing Mini Olympic and Merdeka programming. I maintained perfect event execution demonstrating my organisation skills while also learning effective time management and how to handle multiple tasks simultaneously. Through project participation we observed how employee involvement significantly contributes to positive work experience.

My marksmanship with SAP SuccessFactors followed from upgrading employee profiles during Project Falcon which dismissed barriers to my understanding HR data management and compliance. The HR applications including Microsoft Outlook and Microsoft Teams together with Sparkhire enable me to reinforce my technical skills as well as my understanding of existing recruitment methods. The analysis demonstrated how HRMS functions.

The placement created tremendous value because the skills I learned will benefit my professional development. My training on employee engagement together with event planning activities delivered strong fundamental HR capabilities such as source locating applicants while developing interviewing methods and managing important data. My capability assessment grows stronger as I see improved potential to advance organisational development and strengthen employee rapport.

IDS Medical Systems provided an educationally valuable internship experience. Through their support and direction I developed both my people management abilities and professional expertise with my managers and colleagues' assistance. I look forward to taking my gained knowledge to successfully accomplish future professional activities.

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APPENDICES



Year End Party IDS MEDICAL SYSTEMS



Monthly Sport Day with staff idsMED

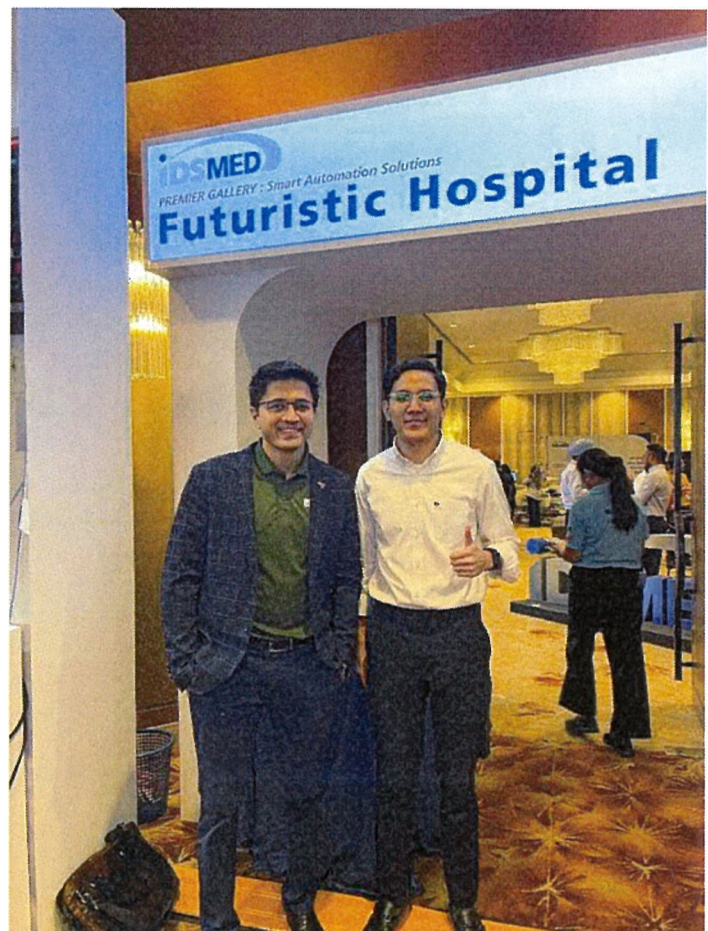


Deepavali Celebration



ECO-Month with HR team.










WE ARE HIRING INTERNS

Requirements :

- Final-year students or graduates with a Diploma or Bachelor's Degree in any field.
- Proficient in **Microsoft Office** (Excel, Word, PowerPoint).
- Strong communication skills, organized, detail-oriented, and eager to learn.
- Willing to work in **Glenmarie, Shah Alam.**

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