



SWOT ANALYSIS OF ASK RESOURCES SDN.BHD

Prepared By: **NURYNN ERYSHA BINTI MADON**

Student ID: **2022879936**

Group: **MBA 232 6B**

Supervisor: **Mr. Randall Ng Tian Wei**

Prepared For: **Madam Maizatul Saadiah Binti
Mohamad**



SURAT KEBENARAN

Tarikh : 21/7/2025

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

Maklumbalas (/)

☒ Setuju

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Tuan/Puan

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Nama Pelajar	NURHAN ERGHA BI MAPON		
No. Matriks	2022 E79936	Nama Program	BA 232
Tajuk Laporan	SWOT ANALYSIS OF ASK RESOURCES SDN BHD	Nama Syarikat	ASK RESOURCES Sdn Bhd

2. Tindakan ini adalah di bawah tanggungjawab dan kesedaran penuh oleh pihak organisasi.

3. Sekiranya terdapat sebarang masalah atau kebocoran maklumat sulit pihak organisasi tidak boleh mengenakan sebarang tindakan undang-undang kepada pihak universiti.

Yang Benar


Nama Pegawai : RANDALL NG
Jawatan :
No. Tel. :
No. Faks :

Cop jabatan/organisasi:

EXECUTIVE SUMMARY

This executive summary highlights my internship experience as a recruitment intern at ASK Resources Sdn Bhd, where I had the opportunity to gain hands-on experience in various aspects of recruitment, including candidate sourcing, screening, and employee engagement. Throughout my internship, I also applied the knowledge that I have learned from my studies into the real-world situations, and help contributing to the company's daily operations. This experience also taught me how important good recruitment techniques are in developing and retaining a high-performing team. During my time at ASK Resources, I worked on many important tasks, including sourcing possible candidates, building extensive applicant profiles, and overseeing the job applicant screening process to ensure that only the most qualified people were chosen. I also spent time assessing the strengths and shortcomings of the company's recruitment practices. This research allowed me to give suggestions and perspectives for changes, particularly in areas like as leadership, improving the applicant experience, and incorporating more digital recruitment approaches.

In addition to my recruitment responsibilities, I participated in discusses on the company's effectiveness, including a SWOT analysis that highlighted prospects for development and possible threats in the industry. This experience could make me more understanding of how the impact of employee engagement can create the positive work environment. Finally, with this internship experience has been an amazing learning opportunity for me and its also allowing me to apply my academic knowledge in a professional situation. The understandings I obtained will be invaluable in my future career, and I am convinced that this experience has adequately prepared me for the next steps in my professional development in recruiting and human resources.

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ACKNOWLEDGMENT



First and foremost, I offer my heartfelt praise and gratitude to Allah, the Almighty, for His blessings, that have enabled me to complete this industrial training and report successfully I am profoundly thankful to my supervisor, Mr. Randal Ng Tian Wei, for providing me with the opportunity to undertake this insightful internship at ASK Resources Sdn Bhd. Throughout these six months, I have gained valuable experience and enjoyed a fulfilling learning journey under his mentorship. Mr. Randal's strong leadership and caring attention to all staff members, including myself as an intern, have been genuinely inspirational. The assistance of senior staff and management has been important in ensuring the smooth execution of my assignments.

I'd want to express sincere appreciation to my internship adviser, Mrs. Maizatul Saadiah Binti Mohamad, for her consistent support and encouragement during my internship. She was important in keeping me focused and organized, especially when it came to meeting deadlines and completing the university's presentation requirements without her guidance, I would have struggled to pass the examinations. I'd also want to thank everyone who has helped me during this process, both personally and indirectly. Special thanks go to my family, whose emotional and practical support helped me overcome the hardships of the internship.

UPDATED RESUME



NURYNN ERYSHA

PERSONAL PROFILE

Dedicated and enthusiastic Office Systems student eager to apply my skills and knowledge in a real-world setting.

EDUCATION

BACHELOR

(2022 - 2023)

Universiti Teknologi MARA

- Bachelors in Office Systems Management (Hons)
- CGPA: 3.02

DIPLOMA

(2019 - 2022)

Universiti Teknologi MARA

- Diploma in Office Management and Technology
- CGPA: 3.40

SPM

(2014 - 2018)

SMK Taman Scientex

- 2A-1B+3B1C+1C

EXPERIENCE

JOB TITLE

(August 2024
- January
2025)

(INTERNSHIP)

ASK RESOURCES SDN.BHD

Recruiter

- Identifies the best candidates for specific roles based on qualifications, skills, and experience.
- Reviews resumes, conducts interviews, and evaluates candidates for suitability.
- Sourcing Talent which uses various channels like job boards, social media, and networks to find potential hires.
- Acts as a bridge between employers and candidates, scheduling interviews and providing feedback.
- Offers career advice to candidates and helps employers refine their hiring processes.

METRO OPTICAL GROUP

Sales Assistance

JOB TITLE

(Mar. 2019 -
Present)

(Part time)

- Processes and price incoming frame shipments from manufacturers.
- Assists in wholesale purchasing of frames and other products for resale to patients.
- Performs eyeglass frame adjustments and repairs.
- Verifies lens prescriptions and checks for accuracy when we receive them from the lab.
- Assist in the return of authorized frames to manufacturers and prepare credit forms.
- Perform other tasks and duties as assigned.

INVOLVEMENT

Activity Bureau of The Beginner's Guide – 2023

An event on Personal Grooming held by UiTM Bandaraya Melaka which involved the participation of 80 SK Padang Temu students. Learned to carry out roles and responsibilities in a team effectively to ensure a smooth and successful event.

Logistic Bureau of Vibe2Recycle - 2023

An event on sustainability held by UiTM Bandaraya Melaka which involved the participation of 70 Sk Alai students. Able to develop leadership skills to lead a team for delegating tasks and providing clear instruction to ensure all event aspects were covered.

Involvement in wall sculpture – 2018

An event that was held by SMK Tanian Scientex which is need to collaboratively with peers and instructors. Received a 90% mark, reflecting excellence in creativity, technical skills, and overall execution. Praised for attention to detail, originality, and professional presentation.

ACADEMIC PROJECT

Melaka International Intellectual Exposition (MIIEX) - 2024

Created a special book called the 'Montessori Sensory Softbook' for kids with autism. It helps them learn through touch and play. The idea was showcased at the MIIEX '24 event. It can make learning fun for kids with autism and help them feel included.

HONOUR & AWARD

- Dean's List Award
- (Semester 3&4)
- Full Attendance Award
- Award Student Leader Board.
- 3rd in netball championship.
- Volleyball Championship

SKILL

Software:

- Microsoft Office
- Microsoft Powerpoint
- Microsoft Excel
- Canva
- CapCut

Language:

- English
- Malay

Others:

- Videography
- Photography

REFERENCES

**MADAM ZATUL HIMMAH
BINTI ABDUL KARIM**
UiTM Lecturer

CHARLIE TAN
Optician

3.0 COMPANY PROFILE



Figure 1: ASK resources & consultancy logo

COMPANY NAME	ASK RESOURCES SDN.BHD
COMPANY ADDRESS	105, Jalan Molek 3/1, Taman Molek, 81100 Johor Bahru, Johor
OPERATIONS HOURS	<ul style="list-style-type: none">Monday – Friday: 9 AM – 6PMSaturday – Sunday: Closed

ASK Resources is a leading recruitment firm in Malaysia with over 14 years of experience, renowned for its dedication to matching the right talent with the right job across various industries. The company's services span from entry-level roles to senior management and C-suite positions, supporting sectors such as banking, IT, manufacturing, and retail. There are only two branches all over Malaysia and more than 32 ASK's Recruitment Specialists that can serve the candidates talent acquisition. For the normal working hour is from 9.00 am until 6.00 pm.

Since the beginning, ASK Resources has prioritized the development of solid ties with the clients and applicants. Their recruiting approach is guided by principles such as ethics, professionalism, and reliability. Rather than simply filling job openings, ASK Resources seeks to build a long-term, mutually beneficial relationships between companies and individuals. This approach ensures that the recruitment process produces long-term and meaningful employment options that benefit both the company and the employees.

Next, ASK Resources also differentiates itself from competition by utilizing a comprehensive, multi-channel recruiting approach that includes modern channels such as social media, job sites, and a large referral network. This allows them to

provide companies with a diverse pool of competent individuals while connecting job seekers to positions that fit their skills and career goals. Furthermore, ASK Resources is committed to providing cost-effective and reliable employment solutions. Their recruiting method is highly tailored, ensuring flexibility and scalability for temporary, contract, or permanent hiring needs, successfully reacting to the changing dynamics of today's labor market.

Moreover, ASK Resources is very dedicated to professionalism, ethics and customer satisfaction where this effort has positioned them as the premier recruitment business in Malaysia. Their creative recruitment tactics and specialized services meet the changing demands of companies and job seekers. They guarantee to provide effective staffing solutions that contribute to firms' success in a competitive job market by building strong connections and continually responding to industry grows and their proactive approach positions them as a trustworthy recruitment partner to their clients.

COMPANY MISSION

To deliver relevant, reliable and cost-effective services.

COMPANY VISION

To be the best and most preferred staffing services provider.

COMPANY VALUE

Integrity, professionalism, and dependability.

3.1 ORGANIZATIONAL STRUCTURE



Figure 2: Organizational structure of Agensi Pekerjaan ASK Resources SDN BHD

3.2 PRODUCT OR SERVICES

➤ Permanent Placement.

ASK Resources provides complete recruitment solutions, including Executive Search and General Placements. Their experience streamlines the recruiting process for firms by meeting specialized talent placement needs that are suited to specific business objectives. ASK Resources, which has access to a large database of individuals throughout Malaysia, assists in identifying the best suited personnel by concentrating on both geographic and skill compatibility. They are especially good at identifying passive applicants who might not be approachable through standard advertising tactics, resulting in a faster search process.

➤ **Mass Recruitment / Project Placement.**

ASK Resources assists companies in mass recruitment and project placement by leveraging their extensive and diverse candidate database. They provide tailored support throughout the recruitment process, from assessing candidates to coordinating interviews. This comprehensive approach ensures that businesses can fill numerous vacancies efficiently while maintaining high-quality standards in candidate selection. By focusing on both volume and quality, ASK Resources helps organizations meet their hiring needs effectively.

➤ **Contact staffing and temporary staffing.**

This organization also specializes in contractual and temporary staffing, offering a selected list of highly qualified people based on customer needs. Their huge database enables them to provide flexibility and quality, guaranteeing that both multinational corporations (MNCs) and small-to-medium businesses (SMEs) obtain tailored employment solutions. Since 2014, their contract staffing services have grown dramatically, allowing businesses to handle peak needs without the need for permanent hiring. This strategy efficiently handles workforce shortages while maintaining high applicant selection criteria.

➤ **Payroll Outsourcing.**

Payroll outsourcing is a strategic move for businesses looking to increase efficiency and compliance. Organizations may save operating expenses by outsourcing payroll administration to ASK Resources, allowing their team to focus on key company operations. This strategy avoids the need to invest in payroll software or educate employees because experienced specialists manage all elements of payroll processing. Outsourcing also assures compliance with Malaysian legislation, lowering the chance of mistakes and ensuring that best practices are followed. This dependable solution promotes precision and compliance in payroll management.



PART 4: TRAINING'S REFLECTION

During my internship at ASK Resources Sdn Bhd, I got the opportunity to work in the Recruitment department. At ASK Resources, I focused on the practical aspects of recruitment. My responsibilities included recruiting candidates, reviewing resumes, scheduling interviews, and aiding with the onboarding process. This experience gave me a solid foundation in talent acquisition and human resources.

DURATION	12 th August 2024 – 24 th January 2025 Months)
WORKING HOURS	9.00 am – 6.00 pm
DIVISION	Recruitment Division
DEPARTMENT	Talent Acquisition unit.
GAINS	<ul style="list-style-type: none">• RM 900• Hands-on Training• Skill Development
SCOPE OF WORK	<ul style="list-style-type: none">• Look for suitable applicants on job boards, social media, and corporate websites.• Shortlist individuals who meet job criteria by reviewing and evaluating their resumes.• Ensure that applicants receive all of the necessary information before their interviews.• Keep track of each candidate's progress during the recruiting process.• Assist new recruits with their onboarding process, which includes document preparation and getting to know the firm.

Internship Roles and Responsibilities:

- **Need to source candidates.**

As a recruiter, we need to find a potential candidate according to our client needs and requirements. This can also include using other job-hunting sites such as LinkedIn, Job Store, My Future Job, and others to look for people who have the necessary qualifications and abilities. For people who are not actively seeking job, we can also encourage them to apply for available positions.

- **Resume Screening and Shortlisting**

Assist in analysing resumes and job applications to discover applicants who meet the job requirements. This procedure includes assessing qualifications, job experience, and skills in order to help narrow down the field of candidates for interviews.

- **Conducting Initial Candidate Interviews.**

Before I offer work opportunities, I will reach out to potential candidates to ensure their English language and communication skills. This approach ensures that candidates have the requisite communication skills for the post and are a good match for the organization. It also explains how to assess candidates' fitness for the role before proceeding with the recruiting process.

- **Building and Maintaining a Candidate Database**

After contacting potential candidates, their profiles are created to capture relevant qualifications and details. These profiles are then emailed to the HR department, which forwards them to the customer for evaluation. This method guarantees that the candidate's qualifications match the client's needs, allowing for a more efficient communication flow between the recruiting team and the client while keeping an orderly record for future reference.

- **Candidate Engagement and Communication**

Maintaining regular communication with candidates throughout the recruitment process is essential. This will include sending acknowledgement emails, arranging follow-up conversations, and keeping prospects updated. This allows for a better

awareness of the necessity of providing a great applicant experience and maintaining timely communication.

Daily Tasks:

- Read the follow-up email every morning to stay updated. For example, any upcoming meeting or new job order.

WIP Meeting - 8 January 2025

ASK - Ler Xin <lrxin@askresources.com.my> ✓ Accept ? Tentative ✗ Decline 🕒 Propose New Time ***

Required askrecruit@askresources.com.my ASK - Karen Low Mon 6/1/2025 12:25 PM

🕒 Wednesday 8 January 2025 9:30 AM - 11:00 AM 📍 Via Discord

9 AM

10 AM

11 AM

WIP Meeting - 8 January 2025
Via Discord
ASK - Ler Xin

Hi Team,

Please be informed that our WIP meeting is scheduled for 8th January 2025 (Wednesday). 🧡 Kindly ensure your Discord account is accessible and fully functional ahead of time. If you encounter any issues or need assistance, feel free to reach out to me.

- Title: WIP Meeting
- Time: Wednesday, 8 January 2025, 9:30 am
- You may click this link to join or use the app: <https://discord.gg/HnY9FbGX4D>

🙏 Many Thanks

Figure 3: Upcoming WIP Meeting

RE: Upcoming Business Continuity Management (BCM) Policy Testing - Work-from-Home Exercise

ASK - Yi Wai <yiwai@askresources.com.my> 📧 Reply 📧 Reply All ➡ Forward ***

To ASK - Staff

Cc karenlow@askresources.com.my ASK - May Lim

📌 This message was sent with High importance

Tue 7/1/2025 9:44 AM

Dear Team,

Sharing herewith the steps for the test day.

1. May Lim to put this message in WhatsApp group at 9:00 am
{Dear Karen,
LIVE BCP - DISASTER DECLARATION. Please acknowledge and approve to proceed the BCP exercise by replying "Noted & Proceed"}
2. Karen to reply in WhatsApp group "Noted & Proceed"
3. After Karen reply, May Lim put this message:
[This is a BCP Call Tree Test]
Activate Business Continuity and Perform Test via Work From Home
Please acknowledge by replying "Noted"]
4. All participants must reply "Noted"
5. After May Lim or Yi Wai confirm all participants have reply, participant start access application indicated in test report and provide screenshot
6. After provide screenshot, participant work as BAU until end of work/test day. Participant to notify in WhatsApp group if any hiccups.
7. All participant to wrap up the day at 6:00 pm by stating : Clock out.

Please do not hesitate to contact me if you require any clarification.

Figure 4: Upcoming Business Continuity Management (BCM)

PART 5: SWOT ANALYSIS.

SWOT Analysis is a method for understanding a company's situation by examining four main areas. Strengths are what the company excels at, while weaknesses are areas where it needs to develop. Opportunities are possibilities to grow or improve, whereas threats are external elements that may bring issues. This analysis helps to make better strategic decisions. Below is the SWOT Analysis for ASK Resources SDN BHD.

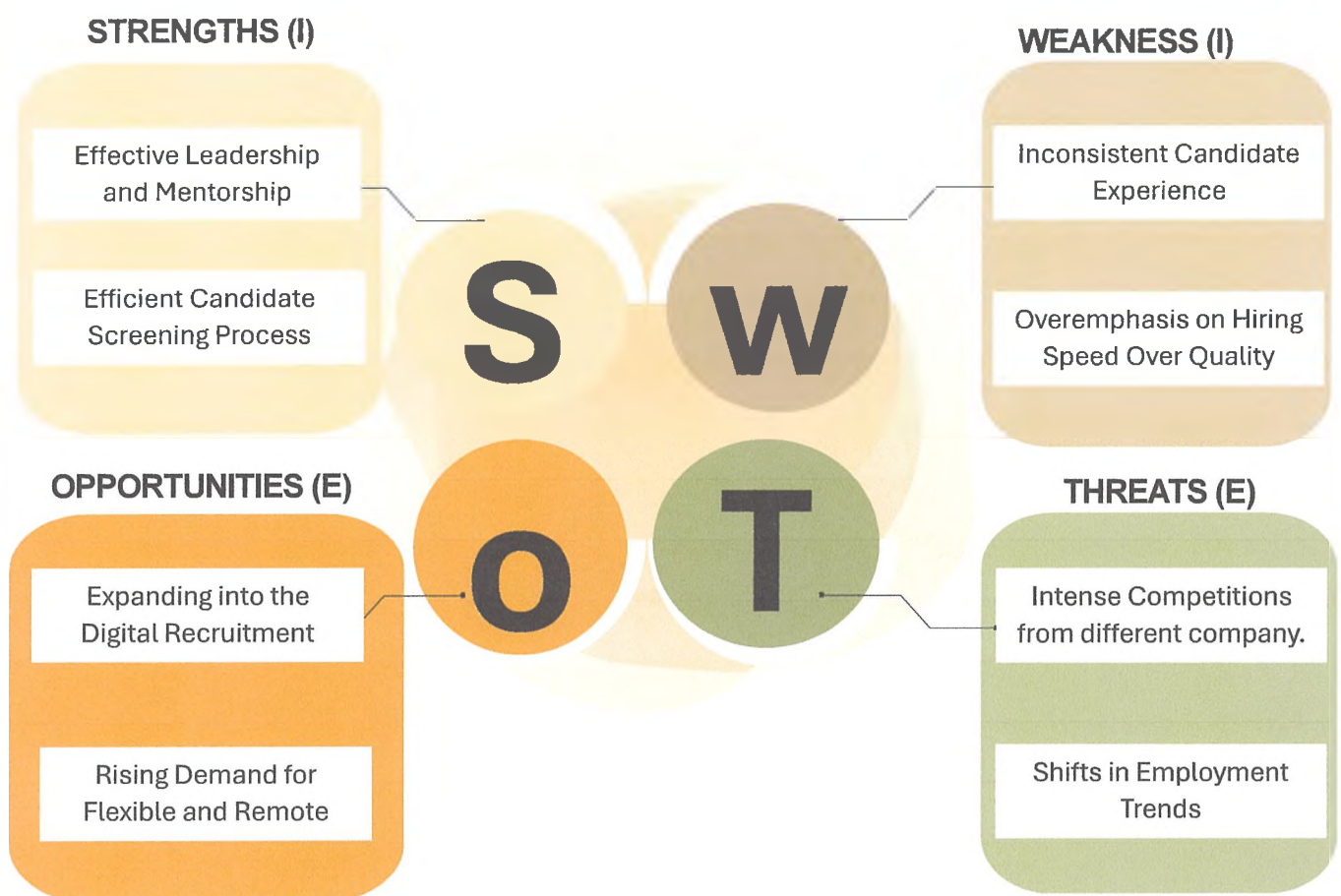


Figure 5: SWOT Analysis for ASK Resources

PART 6: Discussion & Recommendation.

➤ STRENGTHS

1) Effective Leadership and Mentorship



Effective leadership and Mentorship are one of the important elements for the overall success and also the growth of any leadership. During my internship, I have learned that skilled leadership not only they provide a clear instruction but also need to actively assist their staff by setting achievable targets or goals, offering constructive feedback and encouraging collaboration. This can help the requirement team to remain organized and focused on fulfilling client demands. Next, I can experience that the company's leadership structure is really supportive, the managers are friendly and always willing to offer advice when it is required and they have open lines of communication and check in with their staff on a regular basis through planned meetings and feedback sessions, which it can help to keep everyone on the same path. The senior staff and manager help me in understanding more about my position as recruiter, they also explain procedures and providing helpful advice on how to deal with various recruiting difficulties, such as candidate sourcing and what is the client expectations in management. This mentoring has been helpful in increasing my confidence and enhance my performance. Furthermore, this type of leadership and mentorship has a positive impact towards the business. This is because, it promotes a motivated workforce that is more engaged and productive. Employees can feel more supported and likely to stay with the organizations which can reduce turnover and ensuring sustainability. For a recruiting firm, this means greater service for clients and applicants since personnel are more competent and confident in their responsibilities. To further enhance the Ask Resources Sdn. Bhd. Strengths in effective leadership and mentorship, here is my recommendation which is **Develop Formal Mentorship Programs**. A company should create a coaching culture and create a system that supports coaching activities, especially management's alignment with coaching. Talent search, in order to fulfill the demands of individuals, you must invest in the company's or agency's program to aim for outstanding seeds spread over the islands (Rustiawan et al., 2023). Employees would

get organized help through the implementation of official mentors would promote an environment of ongoing learning. These include frequent training sessions, establishing specific growth objectives for experienced employees with more senior mentors. By doing this, we can improve worker satisfaction, create a more strong corporate culture, and satisfy customer requirements more successfully.

2) Efficient Candidate Screening Process

An efficient candidate screening process has become a standard that only the most qualified individuals are hired for positions in a company. This process usually entails evaluating resumes, doing preliminary screening, and conducting structured interviews to assess individuals' abilities and suitability for the position. The ability to properly screen candidates in the recruiting process is both time and cost effective, allowing the organization to find top talent while lowering the risk of poor hires. This technique not only improves the quality of new personnel. When the process is structured, the recruiting team can focus on finding the best applicants, reducing delays in filling crucial roles. During my internship as a recruiter at sdn.bhd, I observed that the company has an efficient candidate screening process in place. sdn.bhd has a clear interview structure with predefined questions and assessment criteria and provides clear job descriptions and qualifications for each role. This clarity allows us, as recruiters, to quickly identify and shortlist candidates who meet the necessary criteria. With the efficient candidate screening process in place, it can give a significant impact on the business which is the organization can save a lot of time and money on the recruiting process by immediately limiting down the pool of candidates to those who are most qualified. The recommendation that I would like to suggest in order to preserve and grow this strength the company can is **Training for Recruiter**. Provide ongoing training for recruiters to keep current on best practices in screening, such as new interview strategies, evaluation methods, and technological tools. This ensures that the procedure stays successful as the job market and candidates' expectations change. Effective and efficient recruitment solutions are especially important in social enterprises, where it is much more challenging to choose and retain the proper workers. It is considerably more difficult to measure beliefs and principles

than knowledge and abilities (Allal-Chérif et al., 2021). As a student work as a student intern in recruiting, I've discovered that in this ever-changing industry, adaption and ongoing learning are essential. Both technical and soft skills should be emphasized in training programs to make sure recruiters are prepared to manage a variety of situations and can offer a smooth experience to customers and applicants. As a student work as a student intern in recruiting, I've discovered that in this ever-changing industry, adaption and ongoing learning are essential. Both technical and soft skills should be emphasized in training programs to make sure recruiters are prepared to manage a variety of situations and can offer a smooth experience to customers and applicants.

➤ **WEAKNESS**

1) **Inconsistent Candidate Experience**



Inconsistent Candidate Experience can occur at several points of the recruitment process, such as communication, interview scheduling, feedback, and general engagement with the recruiting staff. When candidates believe they are being treated differently or unfairly, they may become dissatisfied and lose interest in the company or position. For example, an applicant may encounter delays in obtaining feedback following an interview, but another candidate may receive updates quickly. This inconsistency can affect the overall perception of the company. During my internship as a recruiter, I observed that candidate communication sometimes lacked consistency. For example, some candidates received timely updates after their initial application, while others did not hear back for weeks, even after completing interviews. Additionally, there were instances where interviewers had different levels of preparedness or clarity when discussing job roles and expectations, which created confusion for candidates. This resulted in some candidates being uncertain about their prospects and others feeling undervalued. This can give negative impact to the company such as reduced candidate involvement. The candidates who get inconsistent communication may become detached, resulting in decreased excitement for the position, or they may withdraw from the process entirely. This might lead to a lengthier hiring process and higher recruitment costs. The recommendation I would like

to suggest to improve the inconsistent candidate experience is to introduce a **Candidate Feedback Mechanism**. For instance, Ask Resources can create a framework for gathering input from applicants regarding their experience. Regularly examine this feedback to find areas for improvement and make required changes to improve the entire recruitment process. Even when performance is accurately monitored, feedback is frequently insufficient to improve future performance (Murphy, 2020). By establishing a feedback mechanism, the company can gain valuable insights into the candidates' perspectives, allowing for continuous improvement in the recruitment process. This proactive approach not only boosts candidate satisfaction but also strengthens the company's reputation as an employer of choice, ultimately leading to better hiring outcomes and long-term success.

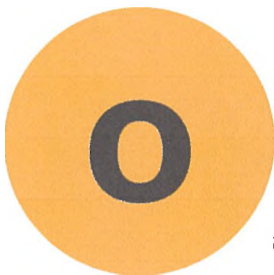
2) Overemphasis on Hiring Speed Over Quality

Overemphasis on hiring speed over quality happens when a corporation prioritizes filling positions fast, frequently at the expense of properly screening candidates to ensure they are the most suitable candidates for the role. This strategy might result in impulsive recruiting procedures in which important elements such as complicated interviews, extensive screenings, and skills tests have been reduced or missed. While this may result in faster hires, it could risk the overall quality of the personnel pool, resulting in increased turnover and worse job performance. During my internship as a recruiter, I observed that there was a significant focus on meeting hiring deadlines. Recruiters were often encouraged to speed up the process to meet quotas or fill urgent vacancies. This sometimes led to a reduction in the time spent on important candidate evaluations, such as thorough interviews or reference checks. In several cases, candidates were hired based on their availability to start immediately rather than their overall suitability for the role. The need to fill positions immediately led to a lack of sufficient follow-up with candidates to ensure they fully understood the role and its responsibilities. This practice can impact the company negatively, such as employing people without doing a thorough evaluation might lead to a staff that is less competent or consistent with the company's values and culture. Both team cohesiveness and overall productivity may suffer as a result. The recommendations that I can suggest is, **Use a Talent Pipeline**. We focus explicitly on claims that pipelines enhance matching efficiency and raise the possibility that higher-quality job seekers from pipeline sources

will choose hiring firms that have ongoing links with those sources when choosing between otherwise equivalent employers (Brymer et al., 2024). I understand how important it is to find a balance between quality and speed. Creating a talent pipeline may provide a consistent supply of qualified applicants, reducing the need for urgent recruiting choices. This strategic approach not only enhance the quality of hiring but also contributes into the company's long-term success by building skilled, and culturally aligned workforce.

➤ OPPORTUNITIES

1) Expanding into the Digital Recruitment



Expanding into digital recruiting offers firms a big chance to improve their talent acquisition strategy. Digital recruiting uses internet platforms, social media, artificial intelligence (AI), and data analytics to reach a larger audience, speed the hiring process, and enhance applicant matching. This move enables organizations to access a global talent pool, automate mundane operations, and get important information about applicant habits and preferences. During my internship, I discovered that, while the organization uses certain digital resources for recruiting, such as job postings and social media, there is still space for improvement in terms of completely integrating digital recruitment methods. The present procedure mostly depends on manual tasks, which can be difficult and inconsistent, such organizing interviews and following up with candidates. It can also enhance the candidate experience which is give a positive impact to the company. For instance, by using digital platforms enables more constant and timely engagement with prospects, enhancing their experience and boosting the possibility of accepting employment offers. Additionally, applicant interactions may be better tracked and managed with digital recruitment approaches. Candidates can receive timely and pertinent information by using this data to personalize communications. The organization will be significantly impacted by its decision to grow into digital recruiting. By implementing these technologies, the company may increase productivity and shorten the time to hire, both of which are critical in a competitive labor market. As physical labor is reduced and recruiters can concentrate on more strategic tasks, this might result in cost savings. Moreover, improving the candidate

experience can enhance the company's reputation, making it a preferred employer for top talent. The recommendation is **Leverage Data Analytics**. For example, Ask Resources can use data analytics to track and analyse recruitment metrics, such as application rates, candidate sources, and time-to-hire. This will help identify areas for improvement and refine recruitment strategies to achieve better results. The development of cutting-edge technology such as data analytics, AI, and Big Data has made the recruiting process more efficient and error-free (Upadhyay, 2023). As student I have learned that using digital recruitment techniques is essential for maintaining competitiveness in the contemporary labor market. This enhances the quality of hiring and helps to the sustainable growth of the business by creating a vibrant and skilled team.

2) Rising Demand for Flexible and Remote.

The increasing demand for flexible and remote employment has changed the job landscape. Many employees are increasingly looking for jobs that allow them to work from home or have flexible hours, putting work-life balance and flexibility first. This tendency has been driven by technology improvements and shifting work preferences, making it an important consideration for companies looking to attract and retain top talent. Organizations that adapt to this demand can access a broader talent pool and improve employee satisfaction. During my internship, I observed a growing interest among candidates regarding flexible or remote work options. It became clear that while reviewing employment offers, many candidates prioritize flexibility. I also noticed that the company had begun to provide remote work opportunities for specific jobs, but it was not yet a common practice across all divisions. This selective approach highlighted both an awareness of the trend and an opportunity to expand these options more broadly. With this, it can give a big impact toward the company which is they can attract a wider talent pool. Offering flexible and remote work choices might attract individuals from various geographic places who may be unable to commute to a physical office. The companies will know for offering flexible work options are often viewed more favourably by job seekers, enhancing the company's reputation as an employer of choice. The recommendations that I can suggest is **Offer Remote Work Tools and Resources**. Invest in technology and solutions that will help remote employees, including as collaboration software (e.g., Zoom, Discord), ensuring secure

access to company resources, and virtual team-building events. This guarantees that remote workers can successfully interact and feel connected into the company, regardless of physical distance. Employees value the flexibility and work-life balance provided by remote work arrangements, which results in improved satisfaction with their jobs and retention rates within small companies (Faruque et al., 2024). By adopting remote and flexible work arrangements, the organization may improve its employer brand, draw in and keep top talent, and cultivate a more motivated and effective team. A competitive advantage in the labor market and long-term company success are possible outcomes of these adjustments. Implementing remote and flexible work arrangements may help an organization attract and retain top talent, enhance its standing as an employer, and encourage more motivated and efficient team. These changes can offer a competitive edge in the labor market and support long-term company success.

➤ **THREATS**

1) **Intense Competitions from different company.**



Intense competition from other companies is one of the biggest challenges in the recruitment industry. There is so many other companies that doing the same business wants to compete for the same pool of top talent, making it difficult to recruit and retain highly qualified candidates. Competitors may provide greater wage rates, more tempting work benefits, or a more efficient recruiting procedure, which it can lure candidates away. This competition not only has an impact on the capacity to fill positions, but it may also raise recruiting expenses as organizations pay more in marketing, technology, and other resources to differentiate themselves. During my internship, I noticed that the company often faced challenges in securing top candidates, particularly in highly competitive fields. Candidates were in high demand and received multiple offers. We had challenges in closing offers immediately due to competition from companies seeking faster recruitment procedures. This competition poses a significant threat because delays in filling positions can slow down business operations and impact productivity. When roles go unfilled for too long, it can create gaps in key areas of the business, leading to missed opportunities and diminished output. The

recommendations that I can suggest **Enhance Employer Branding**. We could more successfully attract great personnel and differentiate ourselves from the competition if we had a strong employer brand. It may have a big impact to highlight Ask Resources' distinctive culture, values, and advantages of working with us. In the long run, a great brand may help retain talent by encouraging a sense of identity and connection among staff members. Engaging more actively on social media platforms would allow us to connect with potential candidates in a more personal way, while also showing off our positive workplace culture. Employer Branding (EB) is a common framework for businesses to develop long-term strategies for attracting and retaining top talent (Baratelli & Colleoni, 2022). By concentrating on company's reputation, it may increase long-term retention and happiness by not just attracting more applicants but also making sure that those we do recruit share our values.

2) Shifts in Employment Trends

shifts in employment patterns, especially the rise of remote work and freelancing models, create a threat to traditional staffing companies that specialize in permanent placement. As businesses adopt more flexible working arrangements, such as remote work or freelancing options, the necessity for permanent full-time employees could decrease. During my internship as a recruiter, I noticed that the company still primarily focuses on permanent placements. However, many clients have started requesting more flexibility in hiring practices, such as filling short-term contracts, project-based roles, or remote positions. Some candidates also expressed interest in flexible work arrangements or freelance opportunities rather than permanent roles. Furthermore, I saw that some organization had fewer job postings for permanent employment in specific areas some, although positions for remote work and freelance labor were expanding. The need for permanent hiring was lower than expected, and more businesses were using hybrid or remote work arrangements, resulting in a shift in how recruitment was done. The impact that Ask Resources might face is staff may find it more difficult to draw in top talent for long-term roles as a result of this change, particularly in sectors that are embracing more flexible work arrangements. The recommendations that I can suggest is **Expand Client Offerings to Include Remote and Contract Roles**. The business might provide customers the choice to engage contractors or remote workers, given the rising popularity of freelancing jobs and

remote labor. In addition to satisfying the growing need for flexible work schedules, this would draw in top talent who would choose temporary roles. Companies nowadays are using flexible work arrangements to leverage their workforces worldwide, which is freeing for both preserving work-life balance and enabling staff members to produce their best work and be as innovative as possible. Employees can better manage their work-life balance when they work remotely. They are able to modify their schedules to fit in with personal commitments, including taking care of their family or engaging in hobbies. This adaptability helps create a more balanced and satisfying existence (Ardi et al., 2024). By embracing these changes and offering flexible work options, Ask Resources can align itself with the current trends in employment and ensure that we remain competitive in attracting the best talent for our clients. This would also position us as a forward-thinking company that understands the evolving needs of both businesses and employees.

PART 7: CONCLUSION

Doing my internship at ASK Resources Sdn Bhd has been an invaluable learning experience, offering a great opportunity to gain hands-on experience in recruitment and human resources. Throughout my internship, I was able to put the knowledge that I have gained throughout my studies and develop essential skills in recruitment, candidate screening, and employee engagement. This experience gave me an extensive understanding of the hiring process and made me realize how important it is to a company's employees. By Actively engaging in the sourcing, profiling, and screening of candidates as well as helping to enhance operational procedures allowed me to build the technical and people skills necessary for a career in recruiting. Moreover, the internship also gave me a better understanding of how a recruiting firm operates on a daily basis and gave me the chance to monitor and evaluate business performance using SWOT analysis and other frameworks. This assisted me in identifying important areas for development and progress, such shortening the hiring procedure, improving the applicant experience, and utilizing digital technologies to increase productivity. I also have a deep understanding of how important excellent mentoring and leadership are to creating a driven and successful team. Lastly, this internship has played a very important role in my professional growth, laying a solid foundation for my career ahead. I also very certain that the abilities and information that I've gained will help me improve in the recruiting sector, and I can't wait to use these experiences in my future positions.

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APPENDICES

NEW PIRB WEIR		Consultant	
1	Kuanthenee A.P. Shennuga Nathan	Tuesi	Offer letter accepted but vetting ongoing
2	Farah Zukletha Binti Mohamad Roszli	Yusme	To onboard on 10 Jan
3	Rebatol Azzahy Binti Anasari	Hazim	Offer letter accepted but vetting ongoing
4	Shennugawary A.P. Shennuga Nathan	Tuesi	Offer letter accepted but vetting ongoing
5	Ilansiya Nor Anisah Binti Azmi	Erysal & Randel	Onboarded on 7 Jan
6	Nur Anis Alqiah Binti Auli PheidiSalah	Yusme	Vetting ongoing
7	Ahmad Faruqi bin Mohammad Anuar	Ayiyah	Vetting ongoing
8	Nureen Farahyiah Binti Mat Saud	Hazim	Can't locate her name @Nur Farahyiah NOOR ROHAIMI/zi can please check
9	Rachine A.P. Kandawaty - Rebecca	Praveen	Vetting ongoing
10	Nur Anisha	Erysal & Randel	Vetting ongoing
11	Nurul Syahida Baiterudin	Ayiyah	TTC - plan to onboard on 23rd Jan

Appendix 1: Check update for the candidate that successfully pass the vetting process.

weekly sharing 10/1/2021

 Hi everyone,

Today we will be sharing into an essential aspect of our recruitment strategy. Understanding and evaluating the strengths, opportunities, and differences between other recruitment agencies. What kind of media platform do they use? How their marketing looks like? or who are their target audience? This I find out

Website: <https://www.asiarecruit.com/my/client/tp>
Facebook: <https://www.facebook.com/asiarecruitment>
LinkedIn: https://www.linkedin.com/company/asiarecruit/?trk=hp_ras_hmrs

one of the top recruitment agency, which is AsiaRecruit, they using their own platform to advertise their services. Facebook and LinkedIn to celebrate any celebration, advertise job and we can view them. They use the website to attract customer, they put the advantages of hiring them and they also state the recruiting process flow to convince customers. they has advertise 12 job ads for the latest ad, their target mostly engineering, IT, sales, customer service, finance, administration and top management.

Website: <https://seekars.my/>
Instagram: <https://www.instagram.com/seekarsmy/>
Facebook: <https://www.facebook.com/seekars.malaysia>
LinkedIn: https://www.linkedin.com/company/seekarsmy?trk=hp_ras_hmrs

other than that, we have Seekers. They using their website to advertise job and their services, Facebook to advertise most of them were hiring poster, Instagram for wish any celebration, campaign and advertise job, for LinkedIn they use to advertise job and they post some kind of question where the reader need to fill it with answer given use voting method, which is look very interesting to make a connection with people.

Appendix 2: The feedback that intern can give after recruitment meeting

No	Name	Highest Education	Language Proficiency (IELTS)	English Proficiency (IELTS)	Language Proficiency (IELTS)	Inventory	Consultant
1	Enkheboldorj Dorjbalzar	Postgraduate Degree	10	7.5	English native	<ul style="list-style-type: none"> with Bachelor's Degree in Economics and Finance from the University of Ulaanbaatar with a rich experience in marketing, management and financial control has a rich experience in working in the financial sector 	English Native
2	Enkhboldorj Dorjbalzar	Postgraduate Degree	10	7.5	English native	<ul style="list-style-type: none"> with Bachelor's Degree in Economics and Finance from the University of Ulaanbaatar with a rich experience in marketing, management and financial control has a rich experience in working in the financial sector 	English Native

Appendix 3: How the recruiter sent candidate profile to our HR department for evaluate

