



اُونِيُوَرْسِيْتِي تِيكْنُوْلُوْجِي مَآرَا
UNIVERSITI
TEKNOLOGI
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UNIVERSITI TEKNOLOGI MARA, CAMPUS BANDARAYA MELAKA
FACULTY BUSINESS AND MANAGEMENT
BACHELOR OF ADMINISTRATION (HONS.) INTERNATIONAL BUSINESS

MGT666 – INDUSTRIAL TRAINING

INTERNSHIP REPORT:
SWOT ANALYSIS OF SCHLUMBERGER (SLB)



PREPARED BY:

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SUBMITTED TO:
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DATE OF SUBMISSION:
24 JANUARY 2025

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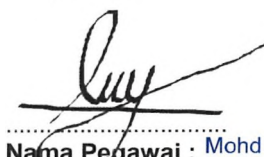
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Nama Pelajar	SYAFIQAH BINTI MOHD SHAZWAN SAM		
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Tajuk Laporan	SWOT ANALYSIS OF SLB	Nama Syarikat	SLB

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Yang Benar



Nama Pegawai : Mohd Fahni Izham Nizan
Jawatan : EAG Workforce Coordinator
No. Tel. :
No. Faks :

Cop jabatan/organisasi:



EXECUTIVE SUMMARY

Stepping into SLB as an intern was more than just an opportunity, it was a transformative experience that challenged me, refined my skills, and deepened my understanding of the dynamic energy industry. From navigating complex offshore logistics to ensuring seamless workforce coordination, every task drive me to think critically, adapt quickly, and grow professionally in ways I never imagined. This 6-month internship journey specifically assigned to Workforce team under Well Construction department has exposed me to the resilience, precision, and collaboration required in the energy sector which an eye-opening experience for me especially to make informed decision within the intense and fast-paced working environment that pushed me beyond my limits unknowingly unlocked skills and revealing capabilities I had yet to discover, bringing confidence in me juggling in the corporate life.

The main objective of an internship is to close the knowledge gap between theory and practice. By applying the knowledge that students have learnt in the classroom to a professional context, enhancing personal and professional growth in areas such as project management, problem-solving, and cross-functional communication. Additionally, internships provide a platform for career exploration by assisting students towards preparation for full-time work by giving them a practical grasp of workplace dynamics and expectations while utilizing to develop networking.

This report provides a comprehensive overview of the internship experience at SLB, focusing on the key projects, responsibilities, and skills developed during the period of engagement. The report also includes a detailed SWOT analysis of SLB, identifying the company's strengths, weaknesses, opportunities, and threats in the context within the department and company as a whole. The SWOT analysis is thoroughly analysed as the main purpose of the research towards the business execution.

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ACKNOWLEDGEMENT

First and foremost, I would like to express my gratitude to Allah S.W.T, the Almighty for giving me the strength and determination throughout my internship journey and His blessing for it to be smooth with so much ease.

I would like to express my gratitude to my supervisor, Mohd Fahni Izham bin Nizan who has been very understanding and patient in guiding me throughout my internship period with lots of encouragement in hope for a better future of mine. Your mentorship has greatly provided me with valuable input and deeper understanding in oil and gas industry. Thank you for making me feel welcomed since the first day I entered the company until my last day.

Next, thanks are extended to my great team members, Husna Shaari, Iman Asiyah Izhar, Raja Farah and Rinnie Andrianie who has been very supportive and understanding towards me in assisting task completion and guide me step by step. My best wishes to my indirect managers whom I worked closely to, Georgiy Gagloyev, Aliff Fiqri Razak and Lenard Schlutz for their continuous support.

Also, utmost appreciation for Dr. Lynda, my university advisor who has been so responsive, taking her time to respond to all of my questions and providing me guidance, consultation and positive feedback to complete my internship report and presentation. Your constant concern on my well-being throughout my internship are sincerely appreciated.

Last but not least, deepest gratitude goes to my beloved parents for their endless love, prayers, and encouragement and sincere appreciation to those who support and help me directly or indirectly throughout my internship journey, your kindness means a lot to me.

1.0 STUDENT'S PROFILE


SYAFIQAH BINTI MOHD SHAZWAN SAM		
PROFESSIONAL SUMMARY		
Highly motivated Business Administration student equipped with a passion and solid foundation in international business with a strong interpersonal ability. Eager in learning something new to apply skills and knowledge in a practical setting, challenging myself to strive for a positive result in professional environment.		
EDUCATION		
Bachelor of Business Administration (Hons.) International Business		2022 – 2025
Universiti Teknologi Mara (UiTM), Campus Bandaraya Melaka Current CGPA: 3.84		
Diploma in Office Management and Technology		2019 – 2022
Universiti Teknologi Mara (UiTM), Campus Dungun CGPA: 3.89		
WORK EXPERIENCE		
Workforce Coordinator Intern Schlumberger		August 2024 – January 2025
<ul style="list-style-type: none">Planning for offshore crew mobilization by managing travel itineraries while coordinating transfer with rig operators and overseeing logistics, including procurement of onboarding essentials.Ensuring crew compliance with validated specified documents while keeping track and maintaining accurate up-to-date records.		
Boutique Retail Assistant (Part-Time) Alhumaira, KL East Mall		July – October 2023
<ul style="list-style-type: none">Assisted customers, managed and organized inventory, supported cashier operations and contributed to the overall efficiency of boutique through various additional task.		
PROJECTS		
International Academic Outbound Project Head of Technical Bureau		November, 2024
<ul style="list-style-type: none">Coordinate a successful academic and industrial visit to Hatyai, Thailand, fostering partnership through collaborative meetings with meticulous planning and post-event evaluations.Secured sponsorship and increase 25% of fundraising amounting RM3,300 to facilitate the project.Organizing an international corporate social responsibility (CSR) initiative through donations campaign, hands-on participation including engaging games with the orphanage.Photographs key moments as an inclusion in project documentation for magazine publication.		
Petronas Inbound Academic Visit Vice Project Leader		December, 2023
<ul style="list-style-type: none">Led a knowledge-sharing visit to Petronas Trading Corporation Sdn Bhd (PETCO), aimed to gain in-depth insights relevant to the academic coursework in International Trading Framework (IBM554).Paperwork planning to ensure seamless coordination while aligning consensus with visited company.Demonstrated strong leadership by assigning tasks and providing guidance to each bureau, ensuring project milestone were met.		

Figure 1: Updated Resume Page 1

Financial International Teaching Aid Competition | Group Project Leader**May, 2023**

- Designed and innovate a board game to facilitate student's comprehension of mathematical concepts and financial literacy in enjoyable and engaging manner for all ages, ultimately awarded bronze medal.
- Acknowledged by Perpustakaan Tun Abdul Razak (PTAR) UiTM for the innovative enhancement, results in featured as a teaching aid resources for students in the library.

INVOLVEMENTS**International Business Unity Club | Head of Protocol Bureau****2023 – 2024**

- Responsible for overseeing logistics, student welfare and managing overall protocol to enhance the club's operational efficiency and members experience.
- Managed and ensured seamless program coordination within the club, optimizing event flow and ensuring high standards of execution.

International Business Fiesta | Multimedia Bureau**January, 2023**

- Organized and participated in country exhibitions and performance as part of assignment project for Intercultural Management (IBM536) course to expose students with diverse cultures firsthand.
- Responsibilities include designing posters and brochures, selected lanyard design, documented events through photography and perform cultural dance, which awarded in 3rd place overall.

Bandaraya Entrepreneurship and Sports Fiesta (BEAST)**December, 2022**

- Participated in sales of food and beverages and successfully fundraise 5% to our club.
- Actively participated in a highly competitive netball and ping pong tournament, securing 3rd place.

ACHIEVEMENTS

- Dean's List Award Recipient, 2022 – 2024
- Academic Excellence Award Recipient, 2023
- UiTM Vice Chancellor Award, 2022

SKILLS

- Proficient in Microsoft Office (Word, Excel, PowerPoint)
- Basic proficiency in Adobe Creative Suite (Photoshop, Illustrator)
- Proficient in creative editing (Canva, CapCut Video Editor)
- Effective project management and teamworking
- Flexible and adaptable to new setting

LANGUAGES

Malay	Native	English	Highly Proficient	Mandarin	Beginner
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REFERENCES**DR. AZHANA BINTI OTHMAN | Senior Lecturer****MOHD FAHNI IZHAM | Intern Supervisor**

Figure 2: Updated Resume Page 2

2.0 COMPANY'S PROFILE

2.1 COMPANY BACKGROUND

SLB, formerly known as Schlumberger, is a global technology company recognized for its leading role in providing services to the energy sector. The company was founded in 1926 by the French brothers, Conrad and Marcel Schlumberger and operates over 120 countries with its headquarters located in Houston, Texas. Schlumberger originally focused on subsurface evaluations through electrical measurements. Over the decades, it evolved into the world's largest oilfield services provider, offering a broad range of innovative technologies for the exploration, drilling, production, and processing of oil and gas resources while prioritizing operational efficiency, safety and sustainability (Tkachenko, 2022).

Throughout era, as the whole world continue to shift in response to technological advancement, SLB cease the opportunity and maintained its unwavering dedication to research and development (R&D) by constructing new research centre and utilising fresh talent to provide more specified solutions for new challenges. Officially in October 2022, Schlumberger has changed its name to SLB creating a bold vision for a decarbonized energy future for a balanced planet. The driving progress into sustainable energy through carbon capture which remains a key player in the energy transition despite market challenges.

2.1.1 Logo and The Story Behind

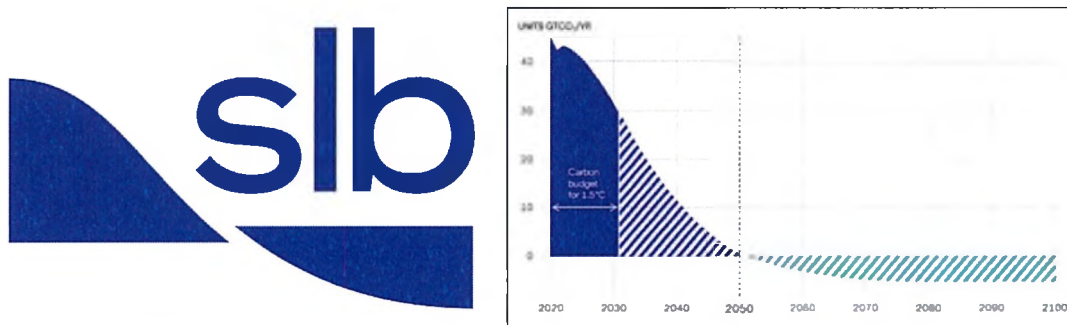


Figure 3: SLB Logo and Carbon Curve Graph

The logo highlight SLB's prospective, inspired from the carbon budget curve and emphasizing SLB road map to net zero. It makes SLB to effectively convey the brand concept and purpose of "For a balanced planet" as explained by the CEO, Olivier Le Peuch himself. According to Colina (2022), the logo stands in determination to create balance in energy mix which it can be use with pride as it embodies company's strength and spirit. SLB brand is predominantly white with a touch of bright blue famously known as the "Big Blue" in the oil and gas industry.

2.1.2 Basin

Schlumberger (SLB) is a global provider of services and technologies in the areas of exploration that works in multiple oil and gas basins across diverse geographic areas. Within the oil and gas industry, a "basin" is a geographical and geological region that has sedimentary deposits that may or may not contain hydrocarbons.

Gradually, the company grew bigger through acquisition and continues to grow in Asia including at the South-East side countries such as Brunei, Thailand, Vietnam, Myanmar, Philippines, Indonesia, Singapore and Malaysia has been selected as the main basin core structure in East Asia. SLB prioritize diversity in the company as there are more than 70 nationalities with different exceptional background, stabilize with outstanding technologies.

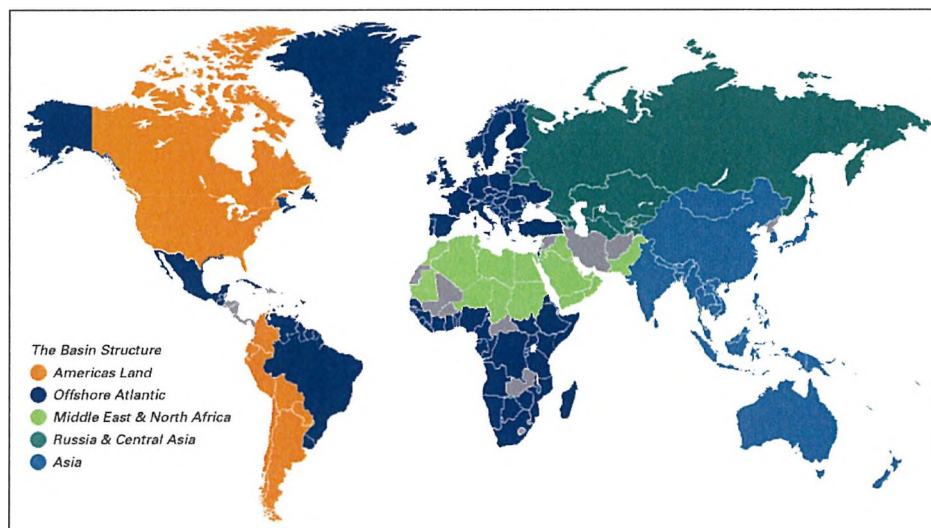


Figure 4: SLB Basin

2.1.3 Company Structure and Location

As an MNC in oil and gas industry, SLB has been operating in East Asia for more than 85 years and they first started in Malaysia around 1935 exploring the resources in Miri, Sarawak. As of now, SLB has two main offices in Malaysia which located in Bandar Utama that serves as Global Business Unit Hub, supporting all business activities management and the other one in Conlay that mainly organize and monitored the operations directly. There are also several bases in Malaysia including SLB Kemaman and Labuan for operation plant base and act as a drop point for crew to be on standby. Plus, a dedicated lab research for energy solution in ACRE Klang.

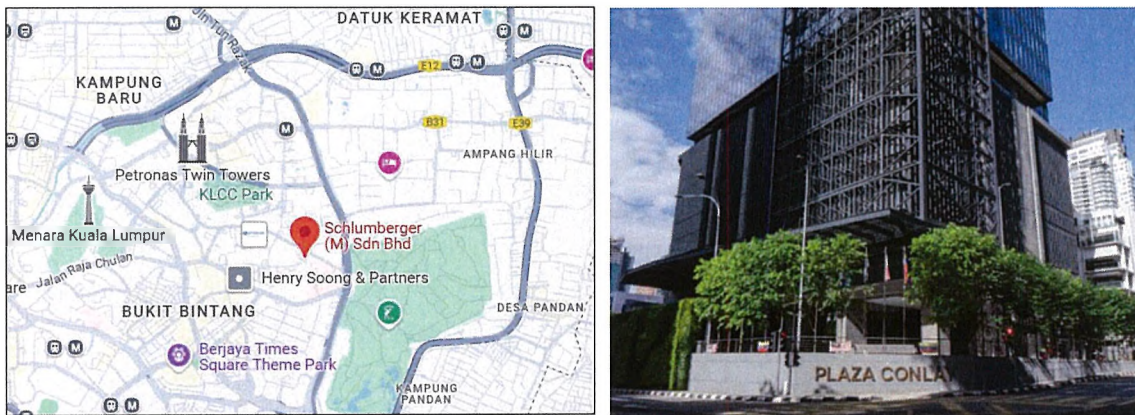


Figure 5: SLB Conlay Office Location

SLB is located in the centre of Kuala Lumpur and accessible with public transport where MRT Conlay are connected straight to the company's building. The office building in Menara Bank Pembangunan, Plaza Conlay is also walkable to Pavillion Bukit Bintang and Tun Razak Exchange (TRX) malls. Plaza Conlay is a shared building thus Well Construction department is located on the 12th floor meanwhile the main SLB receptionist is at 37th floor. The working days might differ according to each department since hybrid working are being practiced here.

2.3 VISION, MISSION, OBJECTIVE AND GOALS

VISION	A world with more energy and fewer emissions by enabling access to secure, accessible and sustainable energy for a balanced planet.
MISSION	<ol style="list-style-type: none"> 1. To deliver superior performance and create lasting value for customers, shareholders and employees. 2. To be the leading provider of technology and services in the global service industry. 3. To empower people, technology and performance for diversity, to solve energy's challenges and build a sustainable future.
OBJECTIVE	SLB's focus is on sustainable energy solutions, reducing environmental impact and improving efficiency while maintaining safety.
GOALS	To create amazing technology that unlocks access to energy for the benefit of all underscoring for a decarbonized future.



Figure 6: SLB Behaviour Practice

2.4 ORGANIZATIONAL STRUCTURE

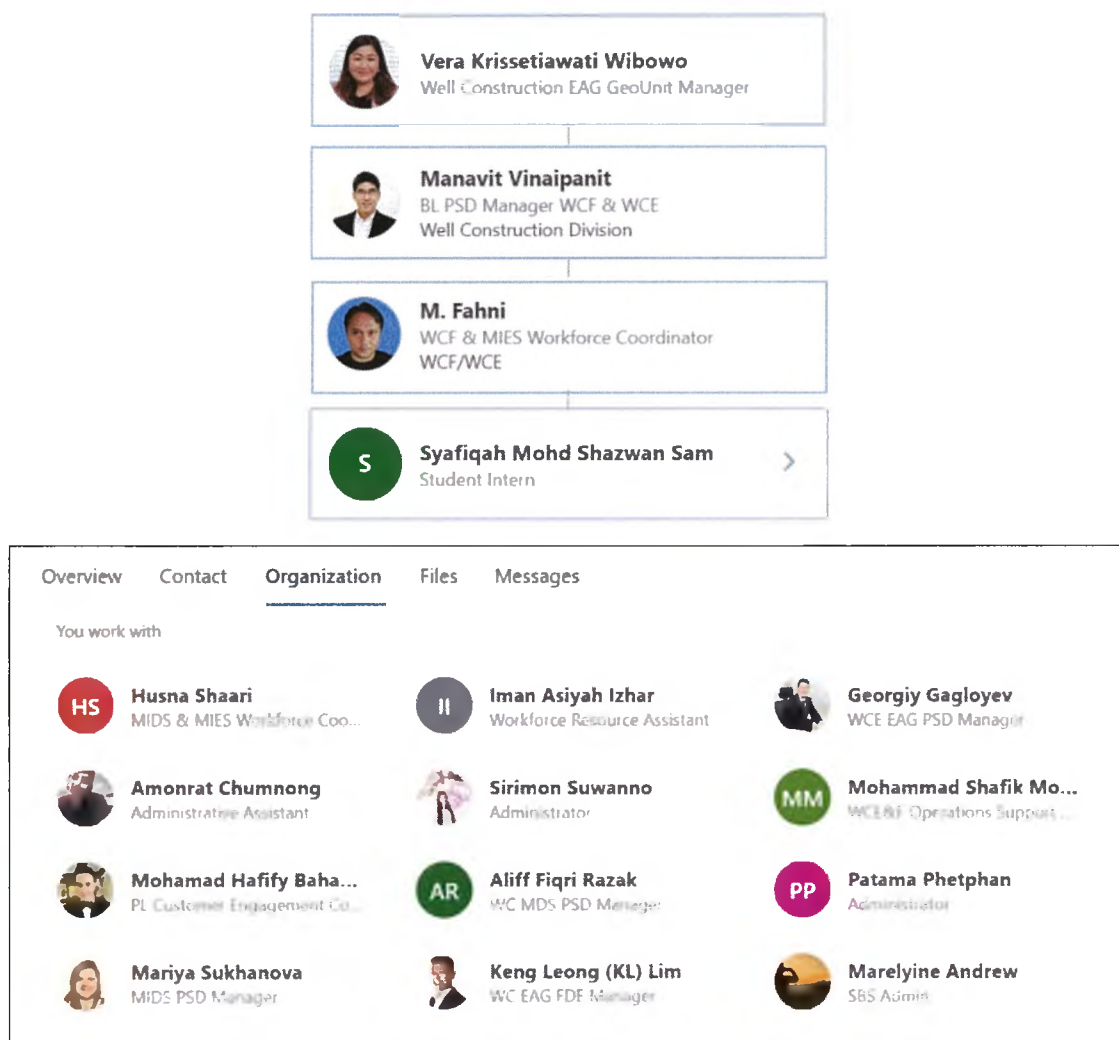


Figure 7: Well Construction's Division Organization Chart

For this internship, I am positioned under Mr. Fahni's supervision but most task were delegated through Husna Shaari. To be precise, they divided the task according to the business line hence Mr. Fahni handling WIT for Myanmar base and Husna take care of MIDS for Thailand base. For Malaysia base, both of them will handle separate scope to ensure better efficiency. Tough most of my daily tasks were given by Husna, Mr. Fahni would still frequently checking up upon me and willing to help to let me familiarize with the engineering terms. Below is the corporate chart under Mr. Fahni's supervision.

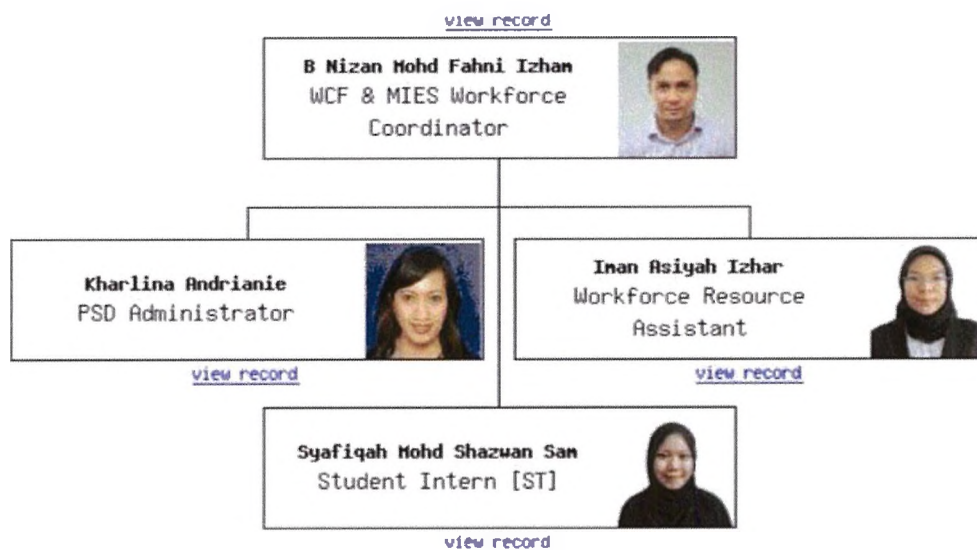


Figure 8: WCF/E Workforce Team

2.5 PRODUCTS AND SERVICES

2.5.1 Company's Business Activities

1. Drilling Services

Offer services and equipment to drill oil and gas wells which includes drilling fluid systems and well construction services. Provides equipment such as drilling bits, techniques and technologies for efficient drilling such as drilling automation systems and monitoring the oil and gas performance.

2. Reservoir Performance

Provides services on the knowledge of subsurface reservoirs formation through methods such as seismic imaging, well testing and data interpretation which would help the client to plan on the next step. This includes monitoring system by data analytics and sensors to provide information on the dynamics, pressure and fluid movement.

3. Production Services

Optimizes the oil and gas production through activities such as artificial lift, well intervention and well production management to maintain, repair or enhance the productivity of oil and gas wells. SLB also design a range of surface production equipment to facilitate and handling the separation of fluids for oil extraction.

4. Digital Integration

Using technologies to improve operations efficiency, reservoir management, data analysis and using the knowledge to innovate and develop technologies or new methods to map and imaging data process. The company serves customers globally, working across the entire lifecycle of oil and gas projects, from exploration and production to refining and distribution.

2.5.2 Well Construction Business Activities

However, all the products and services produced in SLB are based on the division itself. With that being said, in Well Construction, the services mainly come from the manpower of engineer while the products are used to facilitate on each task. This would consist of:

- **Well Construction Drilling (WCD)**

Drill Bits Engineer is responsible for assisting the bit in crushing or cutting the rock through the wellbore. This include wireline logging tools that are use to measure downhole data using DynaMIC and GyroSphere during wellbore exploration and evaluation to provide information on subsurface such as properties of rocks, fluid composition and reservoir characteristics.

- **Well Construction Measurement (WCM)**

DD/MWD Engineer evaluate the physical properties and wellbore trajectory in 3-Dimensional space which measure formation parameters for data storage and transmission system to provide higher resolution logs after tools are taken out. They also provide well testing equipment that measures flow rates, pressure and temperature to evaluate the productivity of oil and gas wells and their performance by using automated lithology and CTD Geosteering.

- **Well Construction Equipment (WCE)**

In order to preserve mud qualities, *Solid Control Engineers* are responsible to oversee the mud conditioning through machines that separate and remove solid particles such as rocks, feldspar and small fragments to help maintain the mud optimal properties during drilling operation. Equipment for environmental solutions are also created to expand sustainability for fewer chemical waste and smaller footprint which consist of slop treatment and dewatering machines.

- **Well Construction Fluids (WCF)**

Drilling Fluids or Mud Engineer are responsible for testing the mud at rig with prescribe treatment to maintain mud properties and chemistry within recommendation limits. They provide services and equipment to control well pressure, lubricate the drill bit and remove cuttings from wellbore during drilling operations. Meanwhile *Cementing Engineer* offers cementing services including additives and software to design and monitor cement process by utilizing AutoCEM.

3.0 TRAINING'S REFLECTION

3.1. OVERVIEW

During my six-month internship at SLB under the **Well Construction Department**, I was assigned to the Workforce Team specifically as a **Workforce Coordinator Intern** commencing **from 12 August 2024 until 24 January 2025**. This section outlines my responsibilities, key learning experiences, and contributions during my internship. My primary role is to communicate between managers and crews to ensure personnel's itinerary is well-planned for their mobilization, following client's compliance and standard regulations with equipped documents and training required.

My internship schedule followed standard working hours from 8:00 AM to 5:00 PM, with the flexibility of working from home on every Monday and Friday. This hybrid arrangement allowed for a balanced work experience, enhancing productivity and adaptability. Internship benefits provided by SLB includes:

- A monthly allowance of RM1,200.
- Medical claims of up to RM50.
- Internet subscription reimbursement up to RM80.
- Monthly annual leave.
- Medical leave (MC) approved by panel clinics or hospitals.

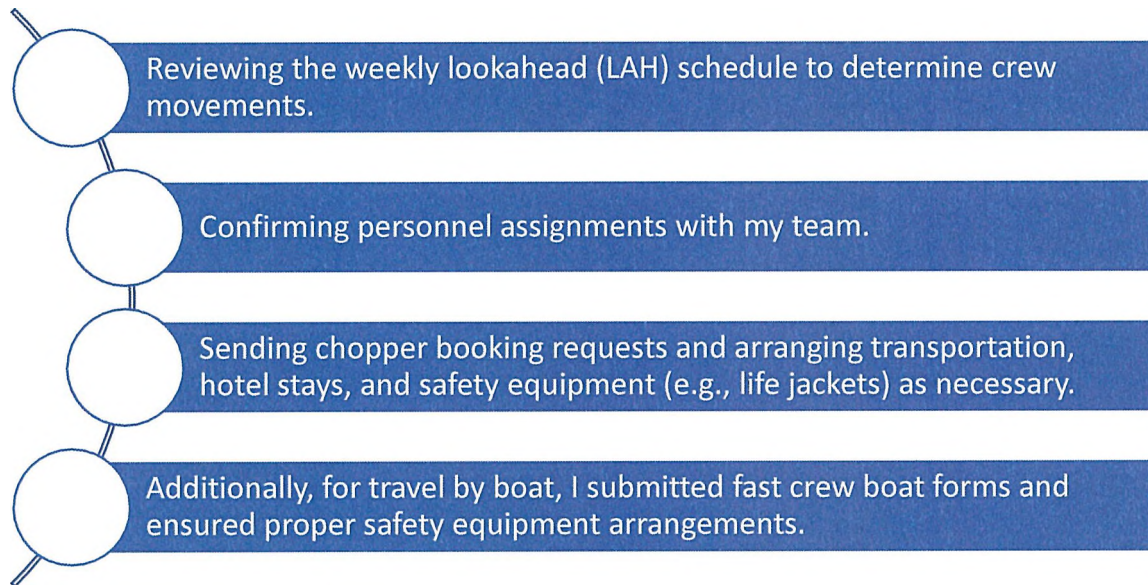
3.2 ROLES AND RESPONSIBILITIES

3.2.1 Scheduling and Itinerary Management

One of my primary responsibilities was arranging engineers' schedules by meticulously planning their itineraries. This process involved booking hotels, flights, and managing journey logistics for smooth mobilization to offshore locations. Staffing also plays a vital role to ensure adequate rotation coverage to balance workload demands between crews. My scope of work encompassed handling two categories of engineers from WCF and WCE:

- WCF – MIDS (Drilling Fluids) engineers, primarily based in Thailand.
- WCE – MIES (Solid Control) engineers, primarily based in Malaysia.

For MIES engineers mobilized within Malaysia, I collaborated with rig operators to secure the chopper slots meanwhile for MIDS engineers, I will directly communicate with Thailand base admin. Nevertheless, both flows usually required:



LAH generally serve like a timetable which include forecasting progress of project at the rig. LAH provides information such as:

- Operational details
- Timely progress
- Number and type of crews needed on the rig
- Date and time onboard for crew up, crew change or crew down
- Types of transportation used to transfer crew from land to offshore platform (chopper, vessel, fast crew boat, etc)

Activity	Start Date	End Date	Start Time	End Time	Location	Remarks
Crew Up	2023-10-01	2023-10-01	06:00	08:00	Offshore Platform	Initial crew mobilization
Crew Change	2023-10-02	2023-10-02	06:00	08:00	Offshore Platform	Shift change
Crew Down	2023-10-03	2023-10-03	06:00	08:00	Offshore Platform	Final crew demobilization

Figure 9: LAH from NTP (Shell)



Figure 10: Crew Rotation Schedule

3.2.2 Document and Compliance Management

A crucial aspect of my role was ensuring that all offshore crew members possessed the necessary documentation, including:

- Offshore Safety Passport (OSP)
- Certificate of Competency (CCC)
- Work Permits and Passports
- Certificate of Work (CoW)
- Relevant training certificates such as BOSIET, H2S, CAEBS, etc

I tracked and managed certificate expirations, arranged training bookings, and updated certification records in a Microsoft Teams shared folder for references. This information was also maintained in an Excel tracker for efficient monitoring and notifying its validity.

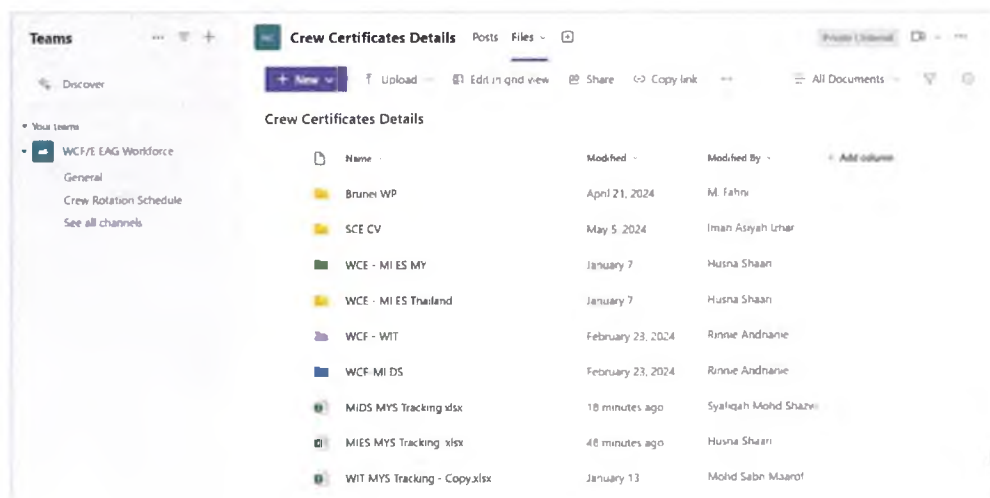


Figure 11: Crew's Documentation

3.2.3 Booking Systems and Tools

I utilized these two mainly use systems to streamline the booking processes which are:

- **E-Travel** for flight bookings, coordinated with a travel agent.
- **iBase** for booking hotels, transportation, and medical request.
- **SAP** for procurement procedure of rig tools or Personal Protective Equipment (PPE) for engineers, including coveralls, hard hats, and boots.

The typical booking workflow involved:

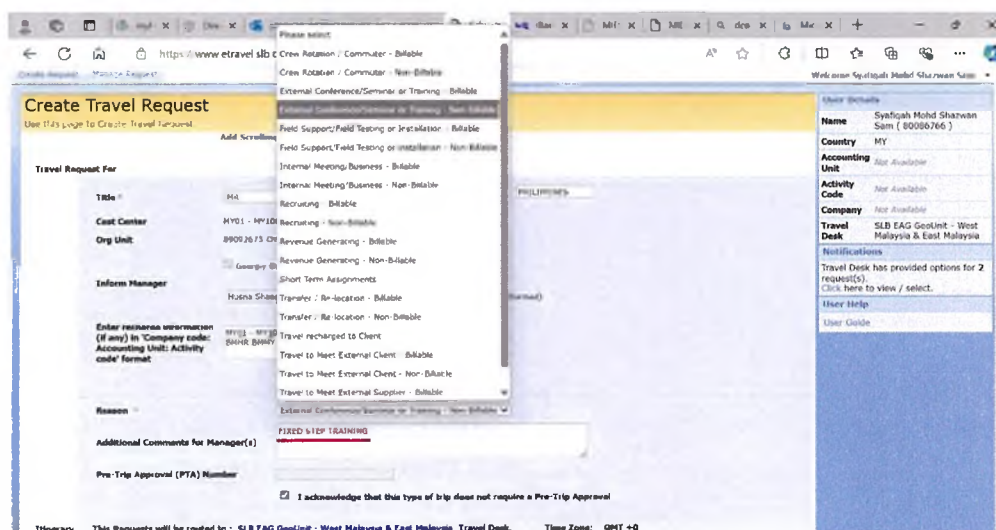
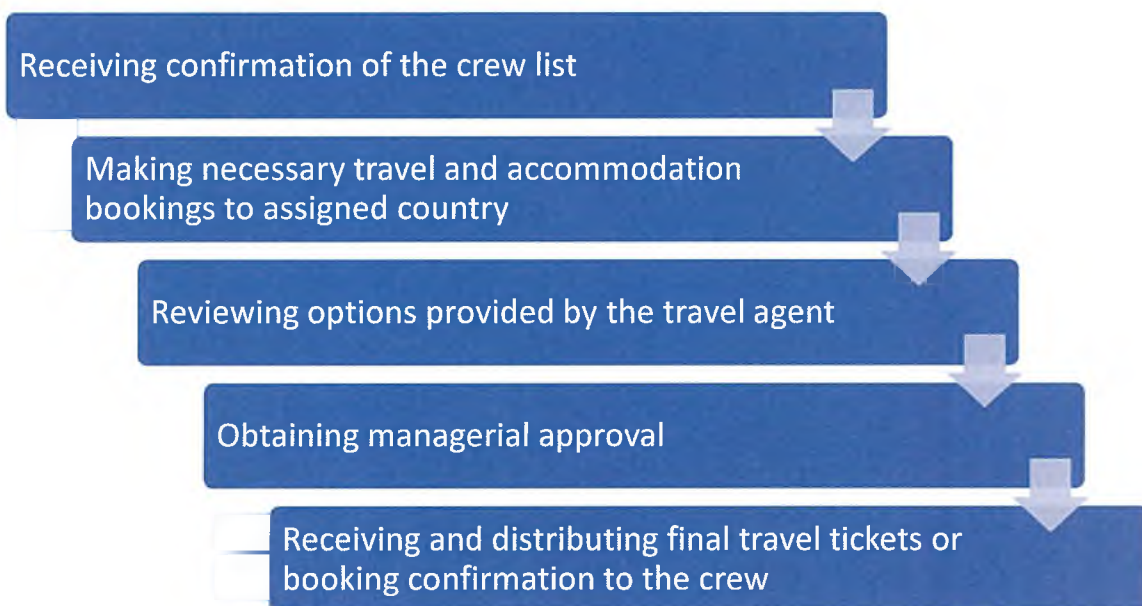


Figure 12: E-Travel Site

Admin Task							
My Requests				Search			
ID ↓	Name ↓	Task Type ↓	Submit Date ↓	Status ↓	Product line ↓	Priority Level ↓	
387420	Syafiqah Mohd Sha...	Accommodations i...	30/12/2024 07:12	New Request	Well Construc...	Medium	View Details
387419	Syafiqah Mohd Sha...	Journey Managem...	30/12/2024 07:12	New Request	Well Construc...	Medium	View Details
387417	Syafiqah Mohd Sha...	Medical Checkup R...	30/12/2024 07:12	New Request	Well Construc...	High	View Details
387416	Syafiqah Mohd Sha...	Journey Managem...	30/12/2024 07:12	New Request	Well Construc...	Medium	View Details
387414	Syafiqah Mohd Sha...	Accommodations i...	30/12/2024 06:12	New Request	Well Construc...	High	View Details
387413	Syafiqah Mohd Sha...	Journey Managem...	30/12/2024 06:12	New Request	Well Construc...	Medium	View Details
386851	Syafiqah Mohd Sha...	Accommodations i...	26/12/2024 13:12	Request Closed	Well Construc...	Medium	View Details

Figure 13: iBase Interface

3.2.5 Onboarding New Engineers

For new hires, I managed comprehensive onboarding processes to ensure the compliance with industry regulations and company policies. This included:

- Coordinating visa or work permit applications and approvals.
- Petronas Approved Medical Examiner (AME) medical report.
- Preparing and re-imaging laptops in schedule with the IT department.
- Lightweight Directory Access Protocol (LDAP) account set up.
- Providing required safety and operational training.
- Issuing necessary documentation and equipment.

3.2.6 Timesheet Management

I occasionally prepared timesheets to ensure accurate payroll processing, including salary calculations, bonuses, and claims. The engineers would notify workforce via email by sending their monthly timesheet for us to update in SLB employee data load chart which will also compressing their productivity and numbers of rotation offshore. Once crew acknowledge and upon checking their details, approval will then be sent to their respective managers to be approved and forwarded to the Finance and HR Department afterwards.

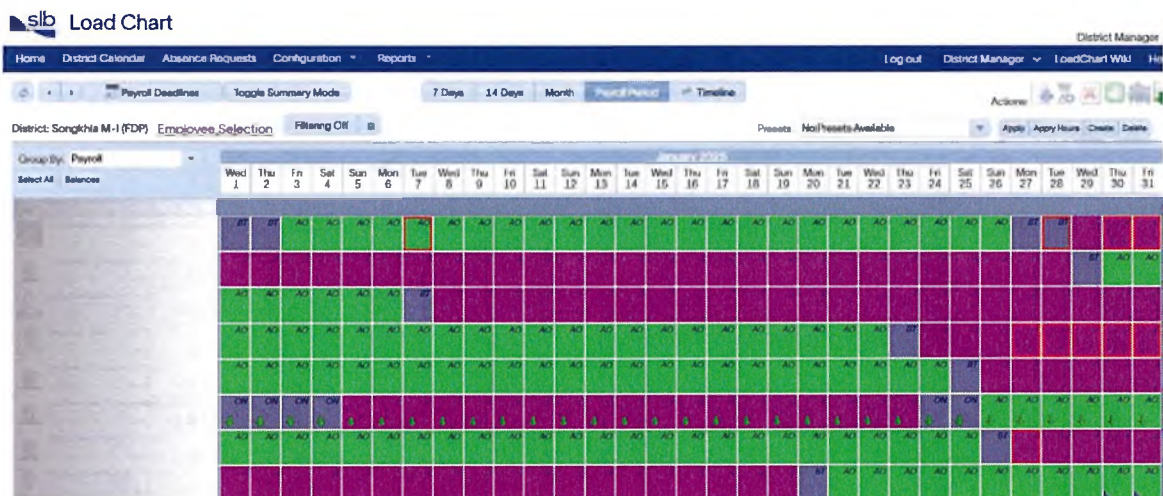


Figure 14: Load Chart Interface

3.2.7 Completing QUEST Certification

Every employee in SLB is required to complete QUEST that fill with various different certificates. To help employee prepare for the test, study resources are provided for each segment in multiple language. This is to ensure that employees are not blindly taking the test without any prior knowledge on the topic. A certain passing mark is needed in order for an employee to complete the certificate to instill deep understanding without taking it lightly. Also, QUEST requires NEST and SIPP, refers to New Employee Safety Training and Schlumberger Injury Prevention Program conducted by HSE (Health, Service and Environmental) Department to educate and expose new hires on safety hazard.

Quest

Menu | Location | Reports

Certification Record

Summary Core Q&HSE Local Q&HSE Personal Q&HSE Function Product Line Service & Equipment Specific Safety

Customer & Industry System Assigned Individual Assigned Legacy & Non-Assigned

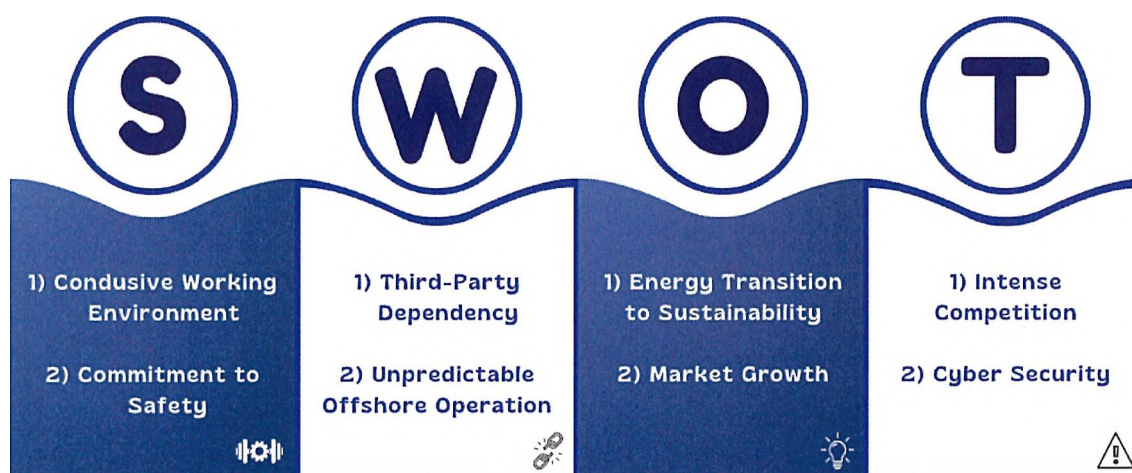
Certification Name	Valid	Certification Date	Expiration Date	Assignment Criteria	Validated By	Online Test
Minimum Training (MTC)						
First Aid Level 1	Yes	Aug 26, 2024	permanent	Employee Group	System	Take Test
Hazard Recognition Level 1	Yes	Sep 23, 2024	permanent	Employee Group	System	Take Test
HSE Induction	Yes	Sep 23, 2024	permanent	Employee Group	System	Take Test
Vehicle Awareness	Yes	Sep 23, 2024	permanent	Employee Group	System	Take Test
Generic Training (GTC)						
Electrical Safety Level 1	Yes	Aug 23, 2024	permanent	Location	System	Take Test
Emergency Response Drill (Evacuation)	Yes	Nov 20, 2024	Nov 20, 2025	Business Segment	System	Take Test
Fire Safety Level 1	Yes	Aug 23, 2024	permanent	Business Segment	System	Take Test
Health and Hygiene Level 1	Yes	Aug 23, 2024	permanent	Location	System	Take Test
SIPP Level 1	Yes	Sep 20, 2024	permanent	Job	System	CB1*
Substance Abuse Level 1	Yes	Aug 26, 2024	permanent	Business Segment	System	Take Test
Workplace Safety Assessment	Yes	Aug 26, 2024	Aug 26, 2027	Job	System	Take Test

Minimum Training (MTC) = 100.0%

Figure 15: QUEST Site

4.0 SWOT ANALYSIS

Swot analysis is a tool is scheme through internal and external factors to utilize the opportunities and strength, minimizing risk and recognizing potential threat. This matrix allows company to have a clear understanding of their capabilities to challenge the industry. This would also help SLB to develop strategic plans for long-term initiatives.



5.0 DISCUSSION AND RECOMMENDATION

STRENGTH 1: CONDUSIVE WORKING ENVIRONMENT

Discussion:

SLB fosters a collaborative atmosphere, narrowing hierarchical boundaries even from top level managers to an intern while still maintaining mutual respect and professionalism between each other. The office open spaces added more room for engagement between employees. This working culture creates opportunities for interns or new joiners to explore more about the operation of the company including projects and are welcomed to give ideas if necessary. This approach promotes a culture of inclusivity where every employee feels valued across all levels of organization. Not just that, SLB also practices BlueFlex as part of working customs in prioritizing work-life-balance incorporating hybrid teleworking where employees are able to work from home twice a week. The flexibility of work arrangement reflects SLB's recognition of the importance towards employee well-being since SLB believes that it could improve employee experience and enhance business performance.

Recommendation:

SLB could invest in innovative internal platforms to further enhance communication and collaboration. By that, leveraging SLB's inclusive work culture by launching a global mentorship program that connects employees across different regions and roles would facilitate knowledge sharing and skill development. A study from Deloitte found that 70% of Fortune 500 businesses provide mentorship programs as a vital component of leadership development (Join The Collective, 2025). The implementation of this program would not only foster innovation but also strengthen employee loyalty and ensuring robust talent among all level of organization. Additionally, implementing internal initiatives such like corporate social responsibility (CSR) programs could also enhance employee engagement and connectivity in promoting a sense of unity and bridging gaps between diverse teams and reinforcing SLB's commitment to fostering a collaborative and supportive workplace environment. By encouraging more those community engagement such as team-building or volunteering program, employees could definitely connect on a deeper level and create teamwork skills on a global scale. According to Pfajfar et al. (2022), CSR programs would not only benefit the employee but company as a whole strengthening the foundation of a company towards its stakeholders.

STRENGTH 2: COMMITMENT TO SAFETY**Discussion:**

SLB prioritizes employee safety through strict reporting procedures and compulsory training to ensure that the employees are aware of potential hazard. Even as an intern myself, we have to undergo certain training and obligated to regularly submit O/I and RIRR report to the HSE team. SLB demonstrates a strong commitment to safety, not only for field employees working in high-risk offshore environments or those expose with hands-on project under laboratory and workshop but also for office-based staff. SLB also offers ergonomic office facilities to ensure a comfortable work environment reducing human resilience at workplace. The emphasis on ergonomics and facilities includes adjustable desks, gaming rooms, relaxation areas, focus room and a lot more highlight the company's dedication to employee well-being. Ergonomic workspace would better improve employee work performance and preventing fatigue or cramp causes by Carpal Tunnel Syndrome (Trillos-Chacón et al., 2021).



Figure 16: Ergonomic Working Space

Recommendation:

SLB should consider to provide immersive safety training programs using virtual reality (VR) technology, especially for offshore crew or in high-risk environment. VR simulations can replicate realistic hazardous scenarios in a controlled, risk-free setting, allowing employees to practice emergency responses and safety procedures. This innovation can help SLB to maintain a high safety standard while reducing training costs and improving preparedness. Research from Huang and Liaw (2018) found that people are able to absorb information better by using VR due to its interactive learning process. Plus, SLB could broaden their wellness program by incorporating mental health initiatives. Offering counseling services or stress management workshops could also ensure holistic health support for all employees (Lam et al., 2022). By focusing on both physical and mental health, SLB can take better approach to bring efficiency in the company.

WEAKNESS 1: THIRD-PARTY DEPENDENCY

Discussion:

SLB's operational flow are sometimes affected by its reliance on third-party agents that are liaises for essential services such as travel, accommodation, and medical arrangements. While this approach is designed to ensure compliance with company standards policy and maintain cost-effectiveness, it introduces a layer of complexity in workforce coordination. It also involves multi-step process and approvals in order to obtain finalized booking confirmation, hence delays from these providers such as late issuance of flight tickets or other booking arrangement will results in inefficiency, create miscommunications as a middle person and could disrupt the planning especially for such urgent requests. Moreover, for unexpected urgent request on random days, we have to standby to make sure crew mobilization flow goes smoothly but unfortunately sometimes agent are not available and out of reach after working hours causing chaos to the plan.

Recommendations:

The added complexity in coordinating these logistics requires proactive follow-up and careful contingency planning to mitigate the potential disruptions and hinder timely communication. To simplify the approval process, SLB can implement a pre-authorization system for routine or common requests as it could reduce intervention and administrative burdens (Kukreja & Sharma, 2021). For example, employees who are confirmed to undergo certain training on specified location could have pre-approved option, eliminating the need for multi-step approvals since the movement of said employees are already informed by managers, workforce and everyone involved. According to Whitesel (2024), this approach ensures faster confirmations, reduces the risk of delays from intermediaries, and allows SLB to maintain greater control over the coordination process and enhance overall operational efficiency.

WEAKNESS 2: UNPREDICTABLE OFFSHORE OPERATION

Discussion:

The dynamic and unpredictable nature of offshore operations at SLB presents significant challenges for workforce coordination. Frequent last-minute changes, such as delays in project timelines, incomplete tasks requiring extended work periods, or unexpected schedule adjustments, place considerable stress on workforce coordinators. These changes are often driven by operational demands, adverse weather conditions, or logistical complexities, creating a high level of uncertainty that complicates planning and execution. Additionally, although operation keeps on changing, sometimes the info received were too late as result from limited internet bandwidth during their stay offshore hence sometimes crew missed to communicate with us or experience lagging in response. Workforce coordinators are often required to adapt quickly to make decision in response to crew schedule adjustments but this constant state of uncertainty not only increases workloads but also leads to inefficiencies and employee fatigue.

The image shows two side-by-side screenshots. The left screenshot is an email from 'reservation.sabah@the-ascott.com' to 'Iman Asiyah Izhar' and others. The email body says: 'Dear Iman, Warmest Greetings from Citadines Waterfront Kota Kinabalu! We're Apology due we're fullybook start on 27Jan-2Feb, we're unable to change this date. Regards and Thank you Walter Jackson | Reservation Officer CITADINES WATERFRONT KOTA KINABALU'. The right screenshot is a document titled 'Asia & the Pacific: Plan itineraries accounting for disruption during Lunar New Year holiday period'. It has an 'OVERVIEW' section with details: Level: Notice; Location: China, Hong Kong (China SAR), Macao (China SAR), Indonesia, Malaysia, Philippines, Singapore, South Korea, Taiwan (China), Thailand, Vietnam; Category: Key date, Transport disruption; Last Updated: 16 Jan 2025 04:28 (GMT). The document also contains a paragraph about Lunar New Year celebrations and security measures.

Figure 17: Effects of Last-Minute Changes

Recommendation:

To address the challenges of inconsistency offshore operations, SLB could implement a proper system that enables real-time updates of crew assignments and planning accessible to workforce coordinator, rig's radio operator and the crew itself so that it is easier to keep track on their mobilization schedules and better planning could be implemented. By incorporating predictive analytics and advanced scheduling software, the company can better anticipate and adapt to last-minute changes, reducing disruptions and conflicts (GSM Association, 2021). Not just that, according to Intelsat Maritime (2023), improving communication infrastructure on offshore rigs, such as investing in satellite-based or 5G networks, would ensure reliable connectivity and faster response times for crew in remote locations. Additionally, providing employees with clear guidance for self-initiated bookings can also streamline the process and ensure timely adjustment since some of them didn't utilize the company laptop usage.

OPPORTUNITY 1: ENERGY TRANSITION TO SUSTAINABILITY

Discussion:

The energy transition in the industry refers to a shift towards a more environmentally friendly sources and practices. Although the energy transition process seems to be complex, SLB as the industry's prodigy are pushing towards sustainability and net zero emission to be a more responsible corporation. As nations continuous efforts to reduce carbon emissions and adopt cleaner energy sources, SLB's investment in innovative and sustainable technologies positions it to lead in this evolving market. SLB aims to reduce emission by 30% every five years in hope to achieve net zero by 2050. The decarbonization plan could mitigate the impact of climate change and contributing portraying SLB effort globally enhancing strong reputation while reducing reliance offset.

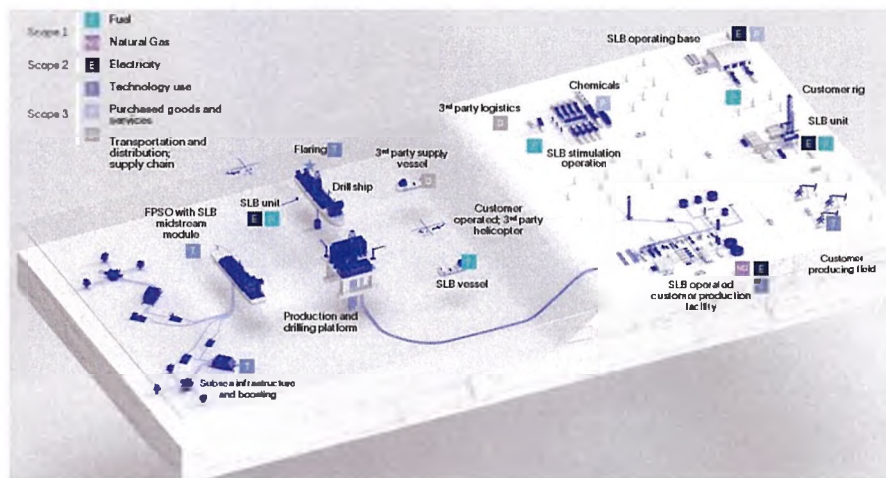


Figure 18: Scope 1,2&3 Emission Baseline

Recommendation:

SLB could focus into geothermal, low-carbon hydrogen and carbon solutions through research and innovation on a global scale in using the earth's natural thermodynamic properties and helping with irregularity of renewable sources. This approach would definitely help in minimizing emission and reduce energy consumption tailored to evolving market demands attracting environmentally conscious clients and investors. Not just that, SLB could also collaborate with governments, academic institutions, and private entities focused on renewable energy to accelerate innovation and gain access to critical knowledge, resources, and markets. It was proven that joint projects between academia and industry have led to a significant investment due to excellence resource pooling and fresh perspective resulting in successful outcomes (Rahman, 2023). By this way, SLB are able to grow without bigger risk of doing everything by their own.

OPPORTUNITY 2: MARKET GROWTH**Discussion:**

SLB has significant potential for market growth by expanding into new regions for steady business continuity and revenue generation. By exploring untapped markets or industries, SLB can enhance its profitability and financial stability, particularly in regions with growing energy demands reducing its dependence on just fossil fuels. By this way, it allows SLB to diversify its portfolio and mitigate its risk to appeal stronger among clients and project investors (Eun & Resnick, 2018). Also, this would also help SLB to stay stronger even when oil prices drop or demand for traditional energy slows down. These opportunities bring global advantages to SLB in order to achieve sustainable growth since different nation are characterized by different management ideologies which help them to build a competitive advantage not only focusing in oil and gas but expandable exposure. Market expansion also allows employee to transfer technological know-how coming from expertise of designated countries creating a powerful synergy among employees across the globe.

Recommendation:

SLB can adopt localization strategies since employing local talent in their own regions not only reduces labour costs but also ensures smoother compliance with local regulations and fosters stronger connections with clients through cultural alignment. This approach, combined with targeted market entry strategies, will enable SLB to secure a competitive edge and achieve sustainable growth in these high-potential markets. Also, employees accustomed to local market trends and practices can provide ideas that reduce the need for extensive research and development to adapt products or services (Hill, 2022). These

emerging markets present opportunities to expand SLB's footprint and leveraging the company's expertise and technological capabilities.

THREAT 1: INTENSE COMPETITION

Discussion:

The energy sector is intensely competitive, as companies strive for market share by offering cost-efficient and advancement which deemed crucial mainly for clients' consideration view on their projects. SLB faces significant challenges from competitors, such as Halliburton and Baker Hughes who provide comparable services with reasonable rates. Both competitors also have set quite a good reputation that has been build years ago since their establishment increasing client's trust. Due to that, this competition creates constant pressure on SLB to innovate, enhance efficiency, and maintain competitive pricing to secure critical projects. Losing projects to rivals not only impacts SLB's market position but also poses risks to its operational stability and long-term reputation.

Recommendation:

SLB should increase investments in R&D to develop innovative top-notch technologies and services that differentiate the company from competitors. By focusing on cutting-edge advancements in energy efficiency, digitalization, and renewable energy solutions, SLB can appeal to clients seeking modern and sustainable project approaches with flexible pricing strategies tailored to client needs while maintaining profitability. This is because, in markets where cost-efficiency is a primary factor, the ability to deliver high-quality services at competitive prices becomes crucial (Porter, 2023). The increasing competition requires SLB to balance innovation and affordability while ensuring that its services remain aligned with client expectations and industry demands.

THREAT 2: CYBER SECURITY

Discussion:

Cybercriminal may use phishing emails or messages to trick employees into revealing sensitive information or login credentials, which can lead to a data breach. With high email traffic and urgent requests, the risk of human error increases, as sometimes crew or clients email derived outside from organization, it can be tricky to notice such baits of disguised email which then trap employees to carelessly engaged with such as clicking fraudulent links or downloading malicious attachments, leading to unauthorized access to sensitive information or financial fraud (Wiley et al., 2020). The workforce department handles sensitive data including employee personal information. Cyberattacks or data

breaches could expose this confidential information, jeopardizing employee safety and damaging company's reputation for reliability and security.

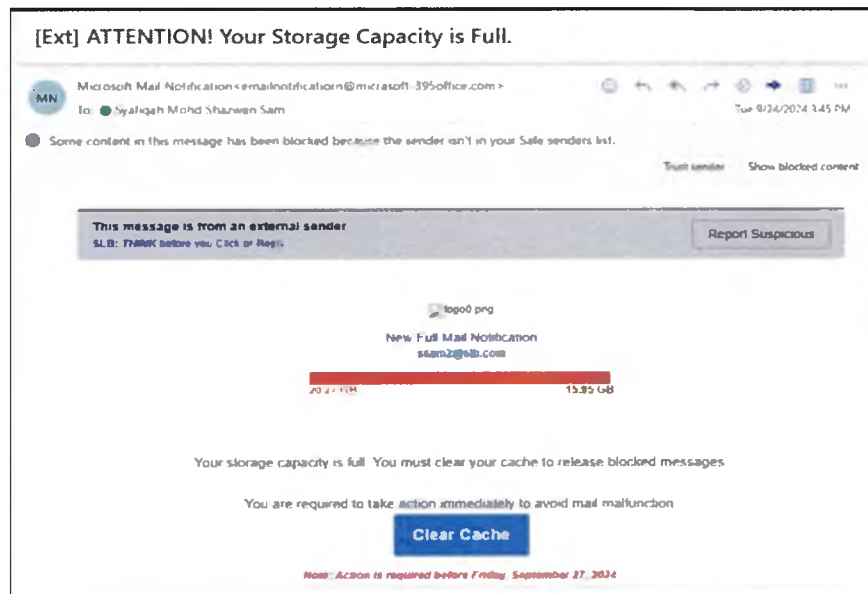


Figure 19: Example of Phishing Email

Recommendation:

Though SLB did conduct yearly phishing assessment to every employee, report shows that there are still huge percentage who failed to report the email and bluntly clicked on the linked hence conducting a regular and mandatory cybersecurity training for all employees, emphasizing the recognition of phishing attempts and safe email practices. This is because, SLB may overlooked that the phishing assessment are enough to alert employees on fraudulent email but due to high traffic of incoming email, some employees might unable to distinguished a legit one as results to little exposure of awareness. A study from Stanford University also highlighting that almost 88% of all data breaches are driven by human error, mainly vulnerable towards the youngster, aroused by their curiosity (Sjouwerman, 2020).

7.0 CONCLUSION

This internship at SLB has provided me with a solid foundation in workforce coordination and logistics, exposing me to the real-world challenges of offshore operations. Managing crew rotations, navigating last-minute changes, and ensuring compliance with regulations honed my adaptability and critical thinking skills. More importantly, I gained firsthand experience in how global energy companies balance operational efficiency with safety and cost considerations. The exposure to the complexities of workforce coordination and the offshore industry has deepened my understanding of operational efficiency, safety protocols, and the importance of effective team collaboration. The insights gained from the SWOT analysis further highlighted SLB's position within the industry, emphasizing its strengths while recognizing areas for potential improvement. This internship has not only enhanced my academic knowledge but has been an invaluable opportunity for professional development.

However, during my observation here, I would like to suggest if SLB could expose us to more practical and real industry atmosphere like those working or interning at the base. For instance, having a site visit in one of our bases or warehouses in Malaysia could give beneficial experience for us to learn and understand the operation better so we are able to relate with during-process flow plan. Nevertheless, I am very grateful for this opportunity. The internship at SLB has been an enriching and transformative experience, marked by both challenges and rewarding moments. Despite the inevitable ups and downs, the unwavering support of an exceptional team made the journey both fulfilling and memorable. The company's flexibility and warm-welcomed atmosphere provides a comfortable environment, allowing me to adapt seamlessly and perform effectively though coming from a non-engineering background. This experience has not only deepened my understanding within the industry but has also given me a glimpse into the professional world—one where leadership, innovation, and collaboration drive success. It has inspired me to set high standards for myself, contribute meaningful ideas, and lead by example and make a meaningful impact, all while maintaining the crucial balance between professional growth and personal well-being.

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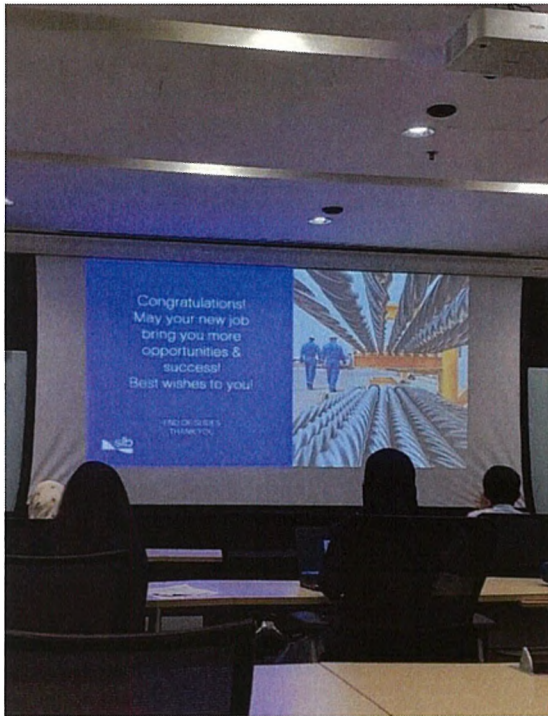
APPENDICES



Moving into new office with Iman and Husna



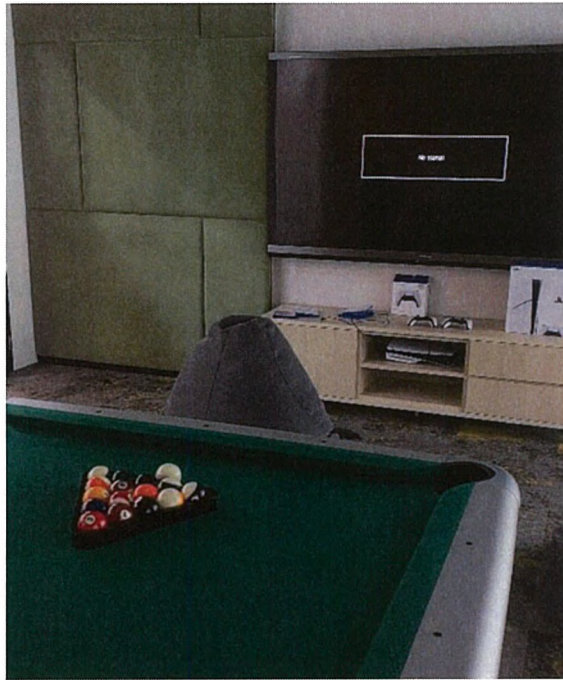
Festive season celebrations



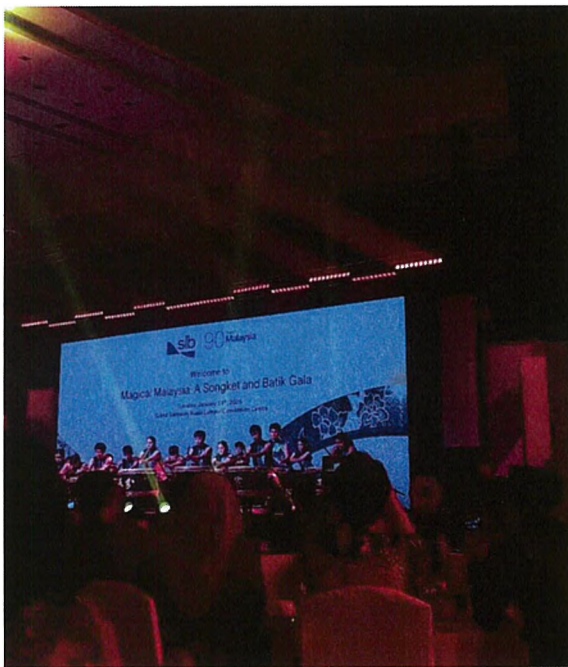
Onboarding and Exhibitions



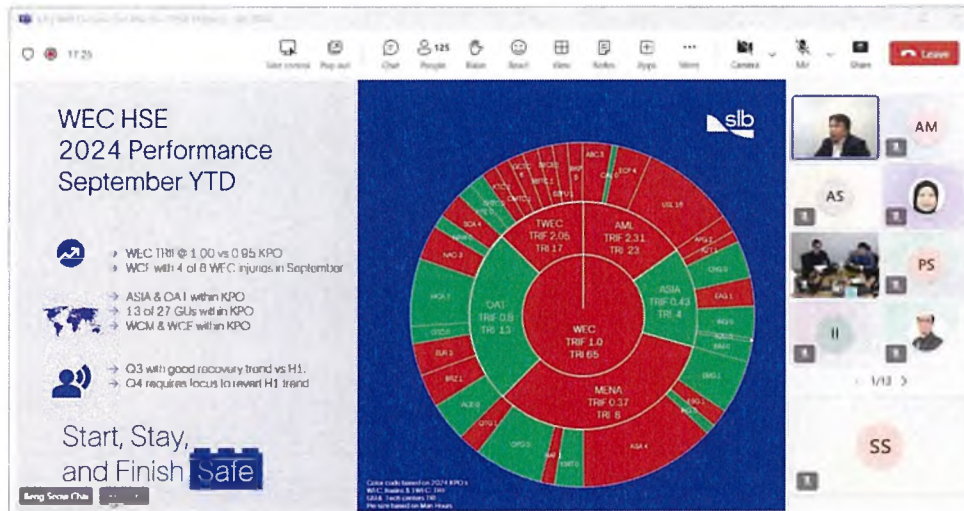
NEST and SIPP Training



Relaxation area and gaming room



SLB 90 years anniversary in Malaysia dinner



EAG WC Monthly QHSE Meeting



Workspace