



اُونِيُوَرْسِيْتِي تِكْنُوْلُوْجِي مَآرَا
UNIVERSITI
TEKNOLOGI
MARA

INDUSTRIAL TRAINING REPORT AT SUGARBOMB WORLDWIDE SDN.BHD



**SUGAR
BOMB**

NAME:
ASYIERA NAJIHA
BINTI ZAILANI

STUDENT ID:
2022738955

PROGRAM:
OFFICE SYSTEM
MANAGEMENT

ADVISOR:
DR FADHLUR RAHIM
BIN AZMI

SURAT KEBENARAN

Tarikh : 23/1/2025

Kepada :

Penyelaras Latihan Praktikal

Fakulti Pengurusan Perniagaan
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Tuan/Puan

Maklumbalas (/)

☐

Setuju

☐

Tidak Bersetuju

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Nama Pelajar	Asyiera Najiha Binti Zailani		
No. Matriks	2022738955	Nama Program	OFFICE SYSTEMS MANAGEMENT
Tajuk Laporan	INDUSTRIAL TRAINING REPORT AT SUGARBOMB WORLDWIDE SDN.BHD	Nama Syarikat	SUGARBOMB WORLDWIDE 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 : Nurul Nabilah Binti Patahom

Jawatan : Eksekutif (Sumber Manusia)

No. Tel.

No. Faks

Cop jabatan/organisasi:





EXECUTIVE SUMMARY

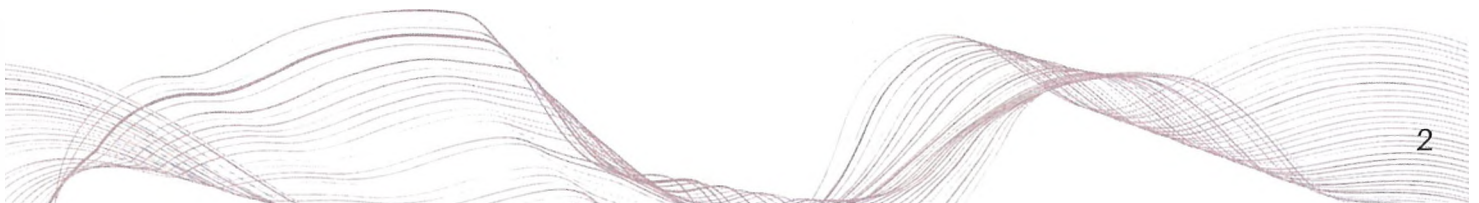
Welcome to an insightful overview of my industrial training at SugarBomb Worldwide Sdn Bhd, where you'll discover how innovative strategies and transformative experiences have shaped my professional growth. Sugarbomb Worldwide specializes in the fragrance industry, providing innovative solutions that cater to the creation, marketing and distribution of premium scents. I completed a six-month internship in Human Resource Administration department, from 12 August 2024 to 24 January 2025. The main objective of the internship is to gain practical exposure to office systems and human resource administrative function and apply the theoretical knowledge from my academic studies into real practices.

During my 6-month internship, I gained hands-on experience and deepened my understanding of various HR functions. I was actively involved in tasks related to recruitment, performance management, and employee relations. I assisted in the recruitment process by screening resumes and conducting initial interviews. Additionally, I supported the onboarding process by preparing training materials, guiding new hires, and ensuring they had a positive start with the company.

Through my observations, i have identified SWOT within the company's office systems and human resources functions, for examples, strengths might include ergonomic workspace and excellent employee engagement and satisfaction. While weaknesses could be manual work process and limited space for storage.

Highlights of the internship included the opportunity to participate in event as a promoter or cashier. I also gained valuable experience in managing marketing, assisting in packaging products at the factory to ensure smooth marketing operations. Overall, my internship in HR allowed me to develop a strong foundation in HR practices, improve my communication and organizational skills, and better understand the crucial role HR plays in supporting both employees and the organization's overall success.

To be conclude, this holistic view of the company's internal processes provides valuable insights for driving improvements and enhancing overall productivity.





SUGARBOMB GROUP

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ACKNOWLEDGEMENT



I would like to express my deepest gratitude to SugarBomb Worldwide Sdn Bhd for giving me the opportunity to complete my internship as part of my degree in Human Resource, specializing in Human Resource Administration from 12 August 2024 to 24 January 2025. I want to express my most gratitude towards my supervisors, Ms Nurul Nabilah Binti Patahom and other HR teams for giving me the chance to gain experience and knowledge throughout my internship. Their tolerance and guidance in helping me handle the tasks given when I am facing some problems were appreciated.

During this six month internship, I gained valuable practical experience in the field of Human Resource, where I was able to apply my academic knowledge in a practical work environment. I am extremely grateful for the support, mentorship, and guidance that I received from Human Resource Administration team and other departments at SugarBomb Worldwide Sdn Bhd. Their professionalism and willingness to share their knowledge enabled me to develop essential skills and insights into Human Resource practices in a leading company in the perfume industry.

On a similar note, I would also like to give my appreciation towards my academic advisor, Dr. Fadhlur Rahim Bin Azmi, for instructing and advising me on completing my SWOT analysis. Not to forget, a token of appreciation for my family and colleague during my internship program.

Once again, I would like to express my deepest gratitude to SugarBomb Worldwide Sdn.Bhd for their trust and support during my internship. This experience has been invaluable in my academic and professional journey.

STUDENT'S PROFILE



ASYIERA NAJIHA BINTI ZAILANI



ABOUT ME

I am a 3rd year student of Bachelor in Office System Management UiTM Bandaraya Melaka looking for an internship placement to completing my degree program. I am currently live in Meru, Klang. My goal is to gain practical experience and enhance my skills in this company, by actively contributing to the tasks assigned, collaborating with team members, and seeking opportunities for professional development. My aim is to apply my theoretical knowledge, learn new techniques and tools, and gain a deeper understanding of industry practices,

EXPERIENCE

- **2023**

Clinic Assistant

KLINIK SETIA RIA

- work as a clinical assistant who is assigned the task of registering patients and helping doctors manage patients as well as managing medication matters.
- Lerner new skills about medical work environment

- **2022**

Part time sales
advisor

DIA EVIRA BOUTIQUE

- Work as a boutique assistant and handle customers
- Communicate with customers in-person interactions
- Achieved daily sales target
- Learned new knowledge about business selling skills

- **2023**

Operator

PAHANG PHARMACY SDN BHD

- working as an operator in the hologram department by pasting KKM stickers and arranging medical items according to regulations

EDUCATION

- **2022- PRESENT**
DEGREE

UITM BANDARAYA MELAKA

- Bachelor of Office System Management (HONS)
- CGPA: 3.39
- Dean List Award for semester 1
- Member of PALAPES Club

- **2018-2020**
STPM

SMK SUNGAI KAPAR INDAH

- Obtain 2.25 CGPA for STPM
- Obtain Band 3 for MUET
- Participated in National Level General Knowledge Quiz

UNIVERSITY'S ACTIVITY PARTICIPATION AND VOLUNTEERISM

- **TURTLE TOTS PROGRAM (LEADER ASSISTANT) AT PUSAT KONSERVASI DAN PENERANGAN PENYU MELAKA**
Monitor program progress and an adjustment if it is necessary
 - **ASSISTANT LEADER FOR "SELF CONFIDENCE" TALK**
Hold a useful program to complete the assignment during semester 3 for subject event management
 - **PARTICIPATE IN "MENTAL HEALTH" TALK WITH YB AKMAL SALEH**
participate in a talk organized by uitm to get to know mental health problems more deeply
 - **PARTICIPATE IN MELAKA INTERNATIONAL INTELLECTUAL EXPOSITION 2024 (MIIEX'24)**
Won a gold medal for idea innovation of "empower shop" for disabled people
 - **VOLUNTEER IN GAMELAN TRADITIONAL MUSICAL INSTRUMENTS FOR DEAN'S AWARD EVENT**
playing gamelan music for the dean's award ceremony
 - **VOLUNTEER FOR A UITM CSR PROGRAM**
participating in CSR programs regarding the environment with cooperative activities, gardening and planting trees organized by UITM Melaka
 - **PARTICIPATE IN FUN RUN EVENT AT UITM ALOR GAJAH**
participate in organizing fun run event under Melaka State Ministry Of Youth And Sports
 - **PARTICIPATE IN CYBER SECURITY SEMINAR**
participate in cyber security seminar under management of information security subject
-

LANGUAGE PROFICIENCY

- **MALAY** | NATIVE OR BILINGUAL PROFICIENCY
 - **ENGLISH** | PROFESSIONAL WORKING PROFICIENCY
-

SKILLS AND INTERESTS

- **SKILLS : MICROSOFT OFFICE (WORD, EXCEL, POWER POINT), TEAM LEADERSHIP, SOCIAL SKILLS, TEAM BUILDING, PROBLEM SOLVING AND ADAPTABILITY**
 - **INTERESTS : PHOTOGRAPHY AND VIDEOGRAPHY**
-

REFERENCES

Nur Hazwani Binti Mohamad Roseli

Program Coordinator (Practical training 2)/ Senior lecturer
UiTM Bandaraya Melaka Campus

COMPANY'S PROFILE



SugarBomb Worldwide Sdn Bhd

9& 11, Lorong Astana 1A/KU2, Bandar Bukit Raja,
41050 Klang, Selangor Darul Ehsan

Operation hour: 9 am- 6 pm (Monday - Friday)
9am - 1pm (Saturday)
Closed (Sunday)

Vision

To be a brand that produces internationally recognized
products in fragrance industry that Malaysian are
proud of

Mission

- **Brand**
To be recognized internationally as Malaysian best fragrance brand
- **Product**
To indulge consumers with high quality fragrance
- **People**
To have empowering culture and promote teamwork
- **Community**
To give back to society and provide impactful imprints
- **Economy**
To strengthen Malaysia's economy by offering lucrative business and job opportunities for Malaysian towards sustainability and circular economy

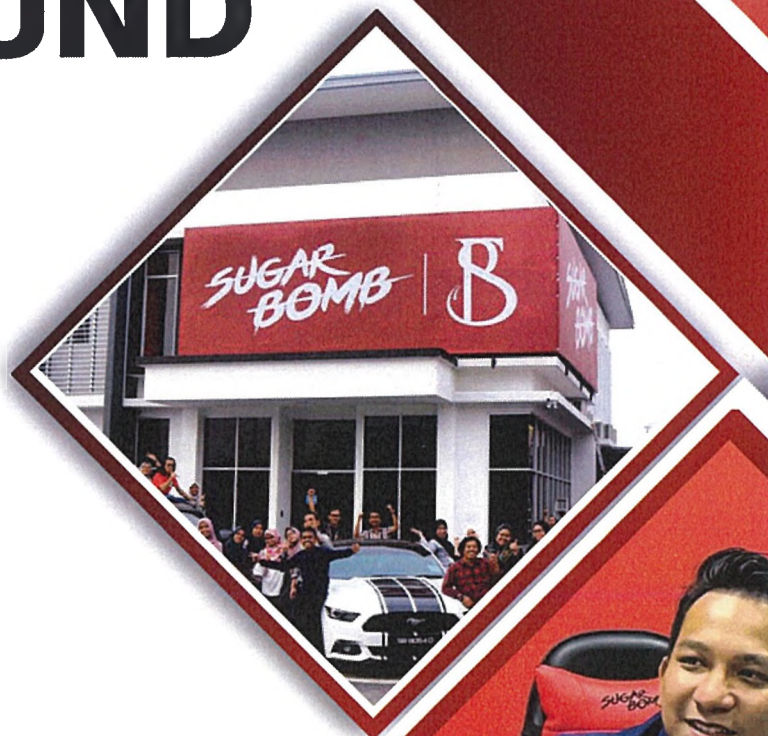
COMPANY'S BACKGROUND

Founded in the United Kingdom in 2015, garBomb has quickly become a pioneering brand in Malaysia's fragrance industry. They utilize exclusive fragrance manufacturing techniques that ensure their scents not only last all day but also provide an unparalleled, immersive experience. SugarBomb Worldwide utilizes a hierarchical organizational structure, where roles and responsibilities are clearly defined in a multi-level systems.

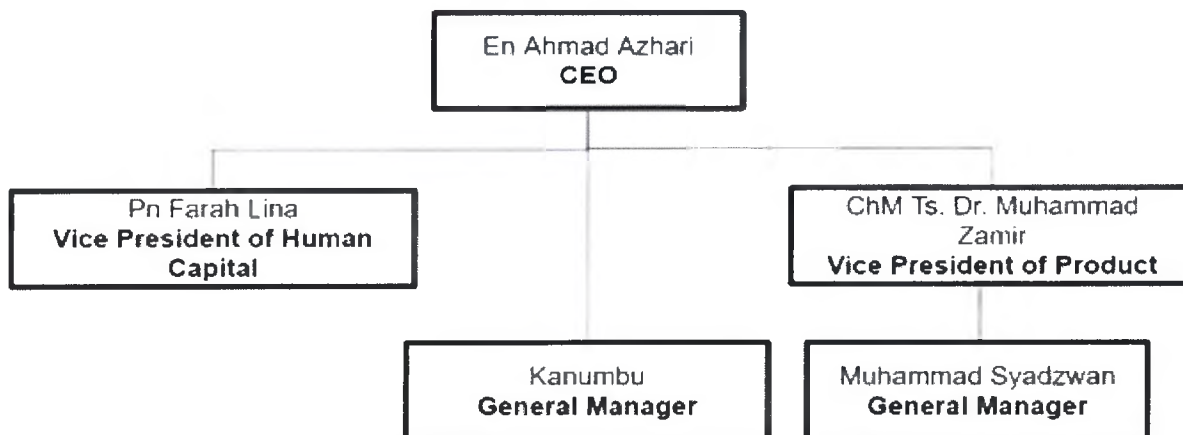
SugarBomb, they are committed to crafting fragrances that elevate the senses and evoke emotions. By combining high quality ingredients with elements of nature, they enhance the consumer's experience, by bringing happiness and sensory pleasure. This dedication is driven by their continuous R&D exploration and strategic partnerships with global industry leaders.

Originally launched as a perfume brand, garBomb has successfully expanded its portfolio into the home fragrance market where that is one of the objectives of their company. Their product range now includes air fresheners, aromatic diffusers, and an array of other home fragrance solutions, all designed to create a harmonious atmosphere in any space.

The combination of two terms that stand for the company's dedication to excellence is the source of the name "SugarBomb". Whereas "Bomb" denotes the product's intended powerful influence on the fragrance market, "Sugar" represents the product's appealing and sweet component. The blend fulfills the company's goals to provide "sweet fragrances that will blow the perfume industry," giving customers a special and satisfying experience.



organizational structure



SugarBomb Worldwide Sdn Bhd was established in 2015. Founder, Mr Azhari saw an opportunity to make a positive impact on the perfume industry in Malaysia and set out to establish a company based on the principles of conducting business with integrity. After 9 years, the business has grown and SugarBomb has earned a solid reputation for operating with the integrity in many areas of the perfume industry that they now work in.

SugarBomb uses a functional structure for their organizational structure. A functional structure is dividing the firm into departments consisting of marketing, sales, and operations uses a bureaucratic organizational structure (Kenton, 2024). In the SugarBomb company, they divide managers based on departments such as SB parfum, The perfume factory and Sugarbomb Signature. The oraganizational structure of SugarBomb is designed to support both creativity and efficiency while ensuring smooth coordination across departments. Typically, SugarBomb's structure would consists of several key components like leadership team (CEO, COO & Other top executives), functional departments (creatrive & marketing teams, sales & marketing teams, finance and opeartions) also employee teams.

The organizational structure at SugarBomb company is headed by Mr Ahmad Azhari as the company CEO. Followed by Mrs Farah Lina as the Vice president of Human Capital. She is also a founder of SugarBomb subsidiary which is The perfume Factory. Besides, Mr Muhammad Zamir is a vice President of product in this company. There is 2 General Managers under the sugarbomb company namely Mr Kanumbu as HQ manager and Mr Muhammad Syadzwan as production manager.

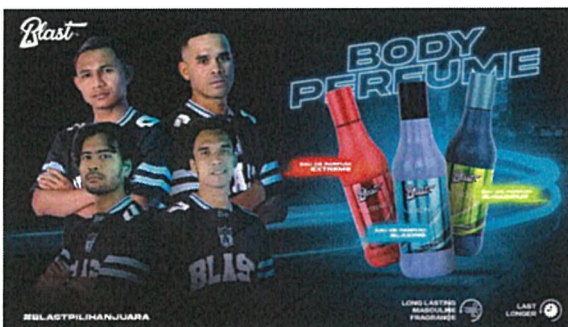
PRODUCTS OFFERED



Product 1:
SB Parfum EDP



Product 2:
Dr. Bomb fabric freshener



Product 3:
Blast body perfume



Product 4:
Sugar Bomb Signature



Product 5:
The Perfume Factory Designer Perfume



Product 6:
Secret Scent Fruity Serries

COMPANY'S LOGO



Logo 1: SugarBomb
Worldwide Sdn Bhd
(head)



Logo 2: SB Parfum
(subsidiary)



Logo 3: The Perfume
Factory (subsidiary)



Logo 4: Blast
(subsidiary)



Logo 5: Secret Scent
(subsidiary)



Logo 6: Dr. Bomb
(subsidiary)

TRAINING'S REFLECTION

During my 6 months internship that starting on 12th August 2024 until 24th January 2025, i was placed in human resources and administration department as Intern admin cum HR. I work every Monday to Friday. The working hours at this company are flexible which is from 8:30 a.m. to 5:30 p.m. or from 9:00 a.m. to 6:00 p.m.

During the internship, i was entrusted with a variety of tasks and assignments that offered comprehensive exposure to both HR and administrative functions. Ranging from routine administrative tasks to more dynamic responsibilities, such as organizing events and leading team briefings.



Primary Task Assigned

Daily office administration task;

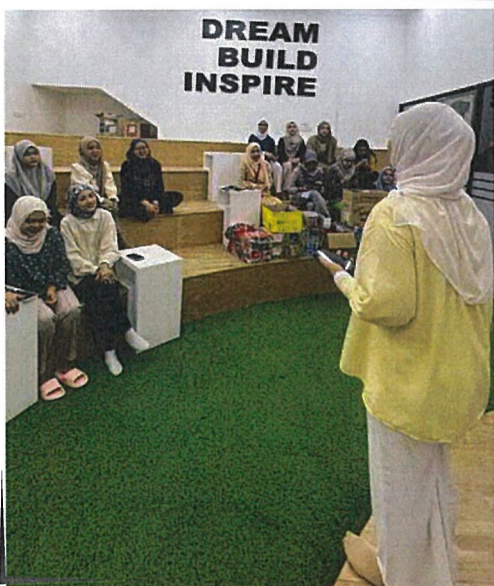
- checking leave application on Kakitangan app
- updated employee details
- preparing document like payment request, event summary and meal allowance
- screened resumes for open positions
- advertisement posting on social media for job vacancies
- involved in interview and staff review session
- handling phone call interview session



Secondary Task Assigned

Weekly & monthly task assigned;

- Leading weekly morning briefings
- Calculating payroll, sales event claims and part-time commissions rates
- Participated as promoter and cashier in events
- Project involvement every celebration and occasion
- Involved in induction and department monthly meeting
- Sorting and arrange document filing



INTRINSIC & EXTRINSIC BENEFITS RECEIVED



- Receive monthly allowances of RM500
- Receive event and outstation allowance while working abroad
- Receive a meal allowance as long as you are involved in any event
- Get a medical claim
- get monthly annual leave and other leave benefits
- Get replacement leave
- Get a lunch box every month
- Entertainment sponsored for staff such as night movies, playing sports, vacations and annual dinners
- Knowledge and technical skills such as learn payroll systems, learn new software, and learn real working world of the industry
- Knowledge and skills related to personal development such as learn being multi-task, working in a group, punctuality, communication, grooming, and confidence

The internship has been a rewarding and enriching experience. It was a very educational training and i learned many aspects of being a human resources personnel. It provided me with hands-on exposure to the intricacies of human resources, as well as an opportunity to work on real world projects. I was given the opportunity to present work issues at the monthly department meeting in front of the founder and hear comments from himself. I was also given a rather challenging task when I had to brainstorm to think of decorations for the national day. Not only that, I also have to think of ideas and create an itinerary for the company trip that takes place at the same time as the annual dinner. As an intern in the hr department, I am involved in the process before handling an event, during, and after everything is finished. It gives me valuable experience when I need to do a lot of things in a short period of time without any problems.

Furthermore, while dealing with customers during event, my communication abilities improve on a daily basis. I gained knowledge on how to interact politely and at the same time attract customers to try the products sold. Besides, I have to conduct a weekly briefing where each department has to tell their weekly progress in the briefing. In this way, i was able to boost my confidence for my shortcomings. I was also assigned to make filings where I found it quite challenging because the organization system in this company is quite messy and disorganized. I manage to reorganize in a neater order and according to the standards I've learned before.

SWOT ANALYSIS

Strengths

1) Excellent employee engagement & satisfaction

- SugarBomb Worldwide provides a lot of benefits and engagement to each of its employees so that they are more motivated, such as providing lunchboxes and taking staff on vacation

2) Ergonomic workspace

- Using an ergonomic office furniture to make the working environment as comfortable and efficient, so workers can be productive without jeopardising their health

Weaknesses

1) Limited space for storage

- There are many office items that should be kept in the store, but since the store is quite small and the space is quite narrow in Hr's room it has made it difficult to move and make the space less tidy

2) Manual work process

- This company still uses a manual system for some processes such as payroll and attendance where it somewhat slows down the work process and is quite tedious

Opportunities

1) Digitalization and paperless office

- Provides modern workplace with less space needed. Very suitable for HR and admin used as they always handle a lot of documents. Also enables organizations to adopt hybrid work approach. It also improving productivity and reducing cost.

2) Improved recruitment process

- Recruitment process ensures the company attracts the best candidates and helps streamline operations, reduce hiring costs and increase employee retention rates. a more efficient recruitment process can significantly impact organizational success.

Threats

1) Data security breaches

- Data security breaches in HR department are a significant concern due to the sensitive personal, financial, and employment information that HR teams handle. It can lead to severe consequences for both employees and the organization as a whole.

2) Employee turnover

- Employee often leave when they perceive limited career progression and some of the benefits received are not comparable to other companies. Also the technology used is sometimes not well received to the employee.



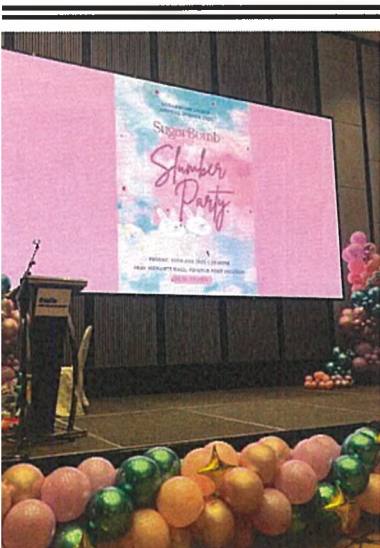
DISCUSSION & RECOMMENDATION

Strengths – employee engagement & satisfaction

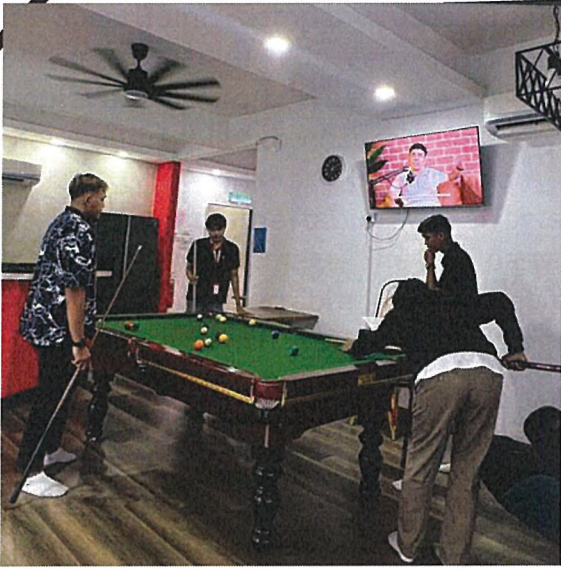
SugarBomb Worldwide provides a lot of benefits and engagement to each of its employees for their satisfaction. One of them is staff activity where it is carried out every month based on the idea that has been prepared by HR. Among the staff activities organized are badminton, pickleball, hiking, bowling, movie night, bowling and water theme park. SugarBomb also organized a trip where all staff were invited to join a staycation for 2 days and 1 night in Port Dickson. This trip is organized at the same time as the annual pajama themed dinner. SugarBomb also provides lunch boxes on Fridays for all staffs.

I find that engagement is one of the strengths and appeals of SugarBomb. This is because many people see the engagement given by each company, if the company offers interesting engagement and satisfaction, then more people want to work with the company such as Khairul Aming and Hafiz Mahamad. So, Sugarbomb uses this engagement and employee satisfaction as an attraction in his company. As a result, employees will be more innovative and productive. While the company can gain more profit and increase their performance from the hard work and efforts of the employees.

According studies, Organizations need to focus on sustaining employee engagement by providing career development opportunities, good leadership, and effective communication. Offering opportunities for skill enhancement, career advancement, and mentoring programs show employees that their growth is valued. Additionally, recognizing and rewarding employee achievements, both big and small, boosts morale, motivation, and overall engagement, resulting in enhanced organizational performance. These factors can positively impact employee engagement and ultimately lead to better organizational performance (Mansor et al., 2023)



Strengths – Ergonomic workspace



SugarBomb company uses ergonomic workspace where it is very important for employee comfort. They use ergonomic chairs and tables to ensure the safety and health of workers. In addition, the arrangement of the table also affects the conducive environment. The company also provides a comfortable lounge equipped with massage chairs, air conditioning, television and good lighting. Ergonomic workplace design has a focus on reducing exposure to hazards in the musculoskeletal system, including symptoms and related disorders(Hafidh et al., 2022)

According to observation, I myself feel very happy every time I go to work. This means, the company managed to provide a very comfortable work space that feels like home. All the chairs used are gaming chairs that are filled with all the equipment including height adjustable, arm rest and lumbar support. Each table is also supplied with keyboard trays with a table height that is very compliant with the standard. An ergonomic workspace affects employees to work more efficiently. By reducing discomfort and fatigue, employees can focus on their tasks, which in turn increases output and quality of work



An ergonomic workstation environment also takes into account the acoustic aspects in ensuring the comfort and wellbeing of workers. It also enables employees to perform tasks in a focused manner without the noise interruption. Innovative offices need to focus on acoustic aspects and visual stimulation. For this, the office needs to be equipped with acoustic damping devices and equipment that can prevent noise such as providing a glass space between workspaces, acoustic ceilings, printer cabinets, and so on (Makhbul et al., 2022)



Weaknesses – Limited space for storage

The drawback found in SugarBomb HQ is the lack of space to put things. usually the items related to the office will be placed in the HR room where all the items are loaded into a store. However, the store provided is not large and can only hold a few items. What happens is, the dumping of too much stuff is placed near the desk and workspace in the HR biolik. The situation in the room was quite narrow and took up a lot of space. This causes employees in the HR department to feel uncomfortable.

What can be observed is that the stored items are not separated by type such as fabric, electronic tools, stationery, files, decorations and others. The item looks very cluttered when placed anywhere. This makes some work processes slow like the filing process. I was quite stressed when filing with a narrow space, I had to sit on the floor to find the file.



The purpose of a paperless office is to use information technologies and communication to improve the quality and accessibility of services by reducing costs and protecting the environment. A paperless office means a work area where the use of paper has been omitted or considerably reduced. The paperless office can truly lead the way with the right planning through digital document modeling management, workflows, and reorganization of space upon dematerialization. While there are details to work out, the savings of money, time, and space through improved workflows and a decrease in paper storage are inarguable (Stateler, 2021)



Weaknesses – Manual work processes

The manual work process for payroll and attendance systems involves several systematic steps that ensure employees are compensated accurately on time. This process can be considered as tedious and involves great detail to be comply with legal requirements and maintain employee satisfaction. SugarBomb still maintains a manual salary calculation system by using the pay rate for part-time employees. Meanwhile, for staff, HR needs to download the thumb print from the arrival system manually and needs to get it from a 3rd party system. Then, each supervisor needs to confirm the arrival manually. If the employee is absent without reason, the salary will be deducted manually for the day.

What I can conclude is that, when the end of the month arrives, the HR team at this company will be very busy and have to overtime due to manual work process problems. It will be worse when the end of the month falls on the weekend. The Hr Team will work hard and chase the time to complete the payroll by taking quite a long time. The effect is to face job dumping and will reduce employee productivity. Employees will experience stress due to the manual work process

Organizations that adopt OPOs or other agile workspaces do so on the assumption that technology is the key driver of work patterns. This is because technological platforms are a critical vehicle for workers to do their tasks in any part of the organizational space, within their team environment, on the road, on the plane, in cafes or from their homes. This flexibility and dynamism can be a critical asset in attracting and retaining valuable employees. With the involvement of sophisticated new technology use, organizations need to understand how employees in OPO settings can achieve job satisfaction and therefore show a reduced tendency for turnover (Ayoko & Ashkanasy, 2020).

WhatsApp Chat Conversation:

Group Chat: Executive
Alman Hr, Ain, HRSB, Amsyar, HRSB, Be...

Fatin Nabila +60 17-243 0025
Assalamualaikum.

Saya (219) Fatin Nabila dari Creative & marketing akan

1. AL :
2. MC : ☒
3. Lain-Lain:

pada 21/01/2025 (Selasa)

Sebarang urusan kerja saya boleh dihubungi melalui Whatsapp ataupun telefon.

Sekian, terima kasih 8:32 AM

Mai +60 18-918 1407
Assalamualaikum.

Saya (191) Siti Maisarah daripada Warehouse & Logistics akan

1. AL :
2. MC : ☒
3. Lain-Lain:

pada 21/1/2025 (Selasa)

Sebarang urusan kerja saya boleh dihubungi melalui Whatsapp

Spreadsheet Data:

No.	Employee Number	Employee Name	NKIC	Total Basic Earned (RM)
1	030	ABIMAD RABID ITIKUJALAN RIN ZAMANI	950909-14-6433	345.00
2	057	ABANG EDUL FAHAR MOHAMMAD BIL ABANG JANI	860919-13-5305	287.50
3	053	AIN YUSMAN BINTI MAHYAN	020909-10-0082	287.50
4	07369	PUTERI HANNA BINTI MELATI UTOMAN	030410-05-0086	307.50
5	10136	PAUL ALIA BINTI TUSDAH	010416-03-3388	367.50
6	10136	ADRIANA NABILA BINTI ZULIAN	030417-03-0586	367.50
7	10136	PUAN MUHAMMAD ARIFAH BINTI TAVAN ACHMID	961203-05-5386	27.00
8	104	ALMA BINTI BUDUJAH	981200-05-5343	42.00
9	110	MUHAMMAD ANWAR MUHAMMAD ANWAR MUHAMMAD ANWAR	030412-04-5343	47.00

Opportunity– Digitalization and paperless office

Shifting to a paperless business model offers a great chance to transform operations for a company. The company had a problem where they lacked space to store things in the HR room. The work space there is quite narrow and filled with items such as files, papers, boxes and others. The employee uncomfortable with the narrow space and stressed to make filings on the floor. The effect is that each job takes quite a long time to complete. But this company has an advantage where they have good communication skills.

Tools for digitalization and paperless organization such as laptops, high-capacity storage devices, tablets, smartphones, and high-speed wireless broadband are increasingly available to businesses. By going digital, firms reduce dependence on paper documents and provide greater opportunities for all employees to access information without incurring costs associated with printing or managing physical paper flows (Joseph et al., 2021).

As I have explained before, SugarBomb has excellent communication skills. With a digital system, teams can collaborate in real-time, share documents, and communicate more effectively even they are in different locations. This improves work dynamics and speeds up project completion. Overall, the transition to digitization and a paperless office is not only a step towards modernization, but also an important strategy to increase efficiency, reduce costs, and support sustainability in business operations.

Opportunity– Improved recruitment process

Recruitment is one of the essential function of human resource management. Recruitment is a challenge for both job candidates and the recruiters. Recruitment is also a continuous problem for every company and organization if they want to maintain and sustain a strong team in the midst of market competitions and job turnovers (Abdul et al., 2021).

What I can observe is that SugarBomb companies often recruit employees who do not have a background that matches the position offered. Although not all positions, it has a considerable impact on the business when the company has to spend a lot of money to send new employees for training. In addition, they do not have skills that are suitable for the position and that will slow down the work process in a company.

A good recruitment strategy is vital for the success of a company. The process itself speaks volumes about the company brand and its success. It impacts everything from hiring qualified candidates to retaining the right talent, which are keys to success. To make the business the best it can be, SugarBomb need to assemble a great team. Employees should be selected based on skills rather than personal information. Employee performance can be highly enhanced through skills-based selection (Vivek, 2022). The recruitment process is more than just hiring the right candidates to fill a vacancy, it is about finding a players that will positively impact the entire company.

Threat–Data security breaches

HR departments are prime targets for cyberattacks because they store vast amounts of sensitive employee information, including social security numbers, medical records and payroll data. Cybercriminals exploit vulnerabilities in HR systems to steal this valuable data through increasingly sophisticated methods (Williams, 2024).

Weak access controls where inadequate password management practices, such as weak passwords and shared login credentials, can provide unauthorized access to employee data. In addition, SugarBomb also has weak HR room control when the room is very open and the situation is quite scattered making it easy for data breaches to happen easily without anyone noticing. Data breaches can damage an SugarBomb organization's reputation, leading to a loss of trust from employees and customers.

To deal with the threat of data breaches in HR, companies can implement a range of strategies focusing on prevention, detection, and response. These strategies include employee training, robust security measures, and compliance practices. Organizations should adopt continuous security awareness programs that will suit the need of employees in organizations leading to the protection of organizational assets. Such programs should be designed to extend the traditional training models embodying the aspects of game solutions, scenarios, and frequent updates on security measures. Moreover, the organizations should encourage security awareness since people will be rewarded when they are security conscious (Aghaunor et al., 2024).

Threat– Employee Turnover

Employee turnover is a frequent problem at SugarBomb. This is because some employees are less satisfied with the benefits and benefits received from their own company. They argue about the issue of low salary increase and low basic salary. They often lose motivation and sometimes stress with the manual process by this company. What I can observe, there are a few employees who quit because the organizational culture does not match the personal values of an introverted person.

From this problem, the company will experience a collapse in performance due to the loss of many skilled workers and replaced by new workers such as fresh grads who do not have much experience. Employee efficiency may increase with employee engagement and professional development training. For example, when a manager motivates employees by recognizing their efforts and organizing skills training, the employees may work selflessly and diligently for the good of the organization. Organizational leaders may use corporate social responsibility activities to achieve desired employee outcomes such as increased organizational commitment, improved human capital, and most importantly and reduced employee turnover (Mohammed, 2020).

CONCLUSION

In conclusion, the internship experience has been an invaluable opportunity for both personal and professional growth. I received a lot of knowledge from this internship in terms of office arrangements, cooperation, technical skills, networking and more. Through the application of the SWOT analysis framework, i was able to gain a comprehensive understanding of my strengths, weaknesses, opportunities and threats within the context of the organization and my role. What I can conclude, this company has very good strengths where they can overcome their weaknesses with their strengths. They can also improve performance by seizing the opportunities available by using advanced new technology. In addition, every weakness and threat needs to be overcome to develop the organization to a better level

The insights gained from this analysis have not only highlighted areas where i excelled but also identified specific skills and competencies that require further development. Recognizing external opportunities has inspired me to seek continuous learning and networking, while awareness of potential threats has equipped me with strategies to mitigate challenges in future endeavors.

I was given a variety of duties that challenged me. The impact now is I was able to get over my fear of speaking in front of the huge group. the most exciting experience is when you can work with the event team and explore many states to create an event. The appreciation and benefits given are very many and the most important thing is that I will never forget the memories during my internship here Overall, this internship has solidified my career aspirations and provided a solid foundation upon which i can build my future professional path. I am grateful for the mentorship and support received during this period and look forward to applying the lessons learned as i embark on my next steps in my career journey.



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APPENDICES



Figure 1: SugarBomb staffs on slumber party annual dinner



Figure 2: The winner of amazing race and Slumber party lucky draw



Figure 3: Joining setup and dismantle of every events

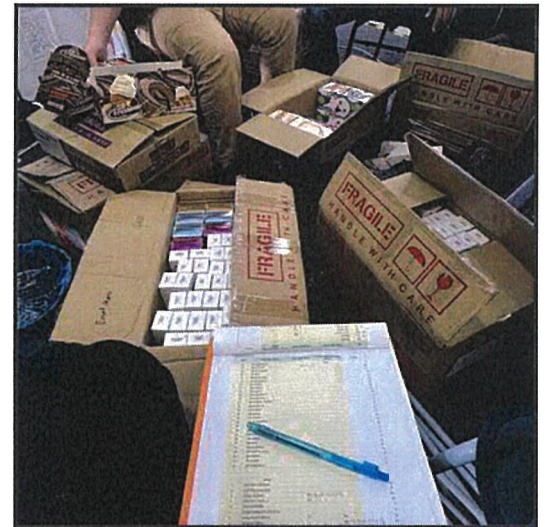


Figure 4: Stock count after finish event and dismantle



Figure 5: Rearrange stocks at store room after the events done



Figure 6: Everyone favourite spot of my office

APPENDICES



Figure 7: Warehouse support for parcels packing



Figure 8: Involved in new staff induction at the factory



Figure 9: Make an origami for National Independence Day decoration



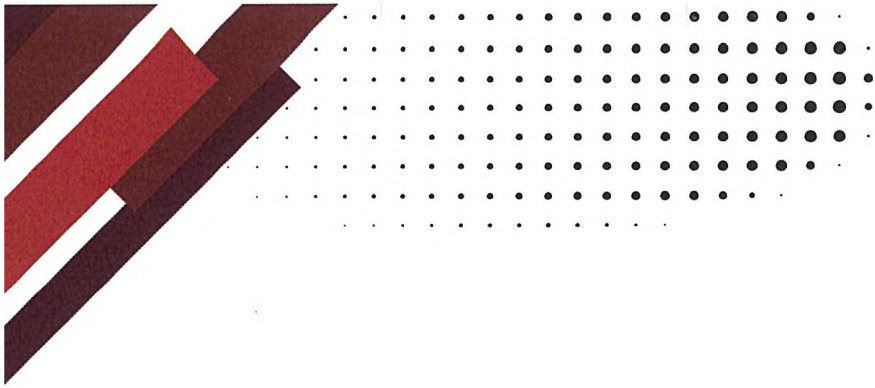
Figure 10: Gave some consolation to the Director General Mara (Ybhg. Dato' Sri Azhar Bin Abdul Manaf) in his visit to the sugarbomb booth for Selangor showcase event @ Medan Mara KL



Figure 11: Gave some consolation to the Deputy Director General of Entrepreneurship (Ybhg. Dato' Zulfikri Bin Osman) in his visit to the sugarbomb booth for Selangor showcase event @ Medan Mara KL



Figure 12: Gave some consolation to the Mara Council (Ybhg. Datuk Rosni Bin Sohar) in her visit to the sugarbomb booth for Selangor showcase event @ Medan Mara KL



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