



UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka
Kampus Bandaraya Melaka

INDUSTRIAL TRAINING REPORT

12 AUGUST 2024 - 24 JANUARY 2025

BACHELOR OF BUSINESS
ADMINISTRATION (HONS.) FINANCE

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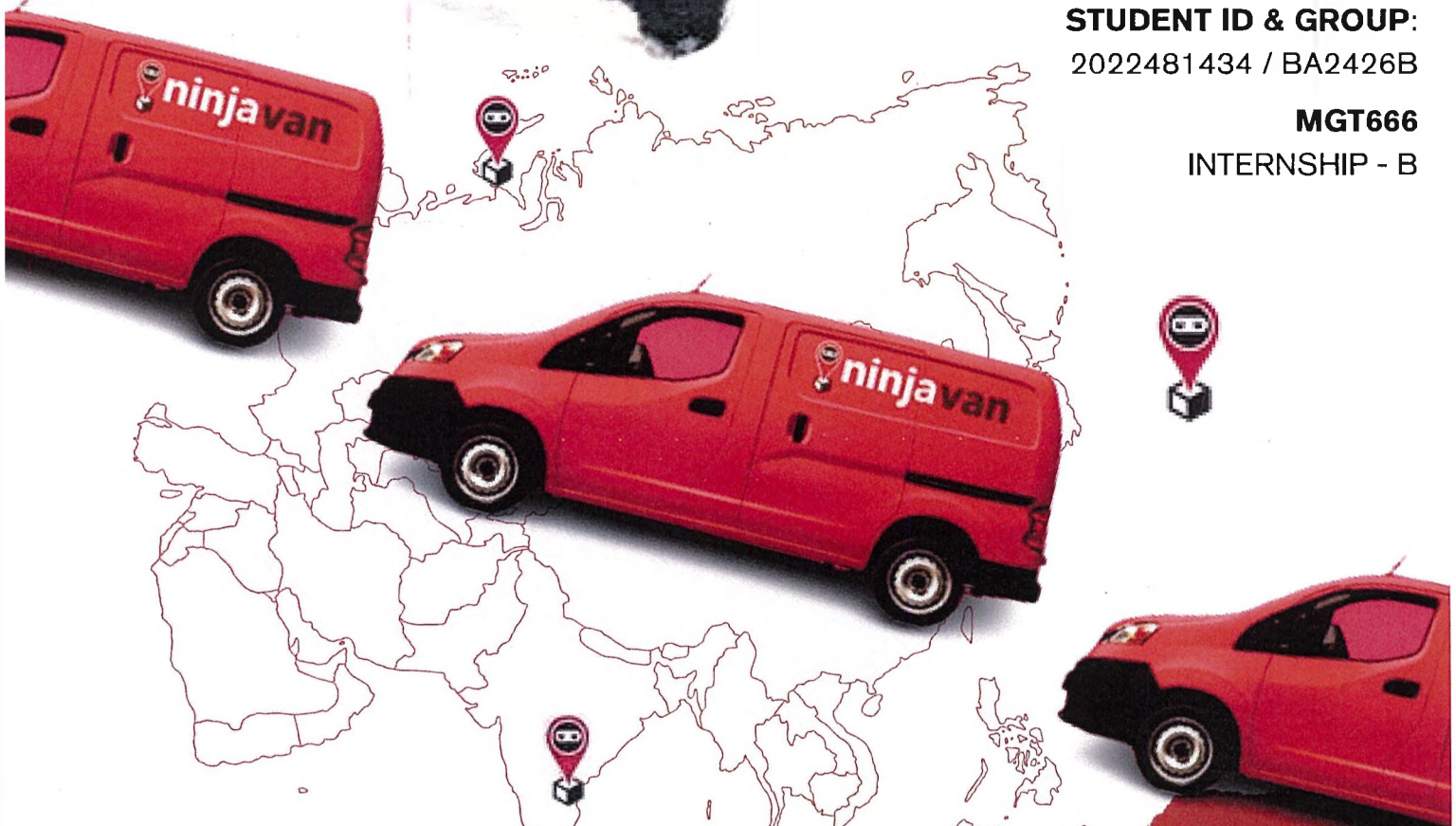
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INTERSHIP - B



Ninjavan



Ninja Logistics Sdn Bhd



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Yang Benar


Nama Pegawai : TOH CHENG YIK
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No. Tel. :
No. Faks :

Cop jabatan/organisasi:



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Executive Summary



This report provides an overview of my internship at Ninja Van Malaysia, which took place from August 12, 2024, to January 24, 2025, as part of my Bachelor of Business Administration (Hons.) in Finance. During this time, I was assigned in the Finance Department under the COD Collection team, where I gained valuable experience in financial management and corporate operations. Ninja Van is a tech-driven logistics company founded in Singapore, aiming to connect Southeast Asia and offer seamless delivery services. My main responsibility was to ensure accurate COD payment collection from each station. This role helped me improve my technical skills, attention to detail, and understanding of corporate finance processes.

My internship provided me with a better understanding of corporate finance and its operations. I was exposed to various financial tasks and took part in Ninja Van's programs to improve my skills and knowledge. These experiences helped me see the company's impact on economic growth. Overall, this internship was a valuable experience that connected my academic learning with real-world applications. It enhanced my professional skills and personal growth, equipping me to contribute effectively to the finance and business sectors in the future.





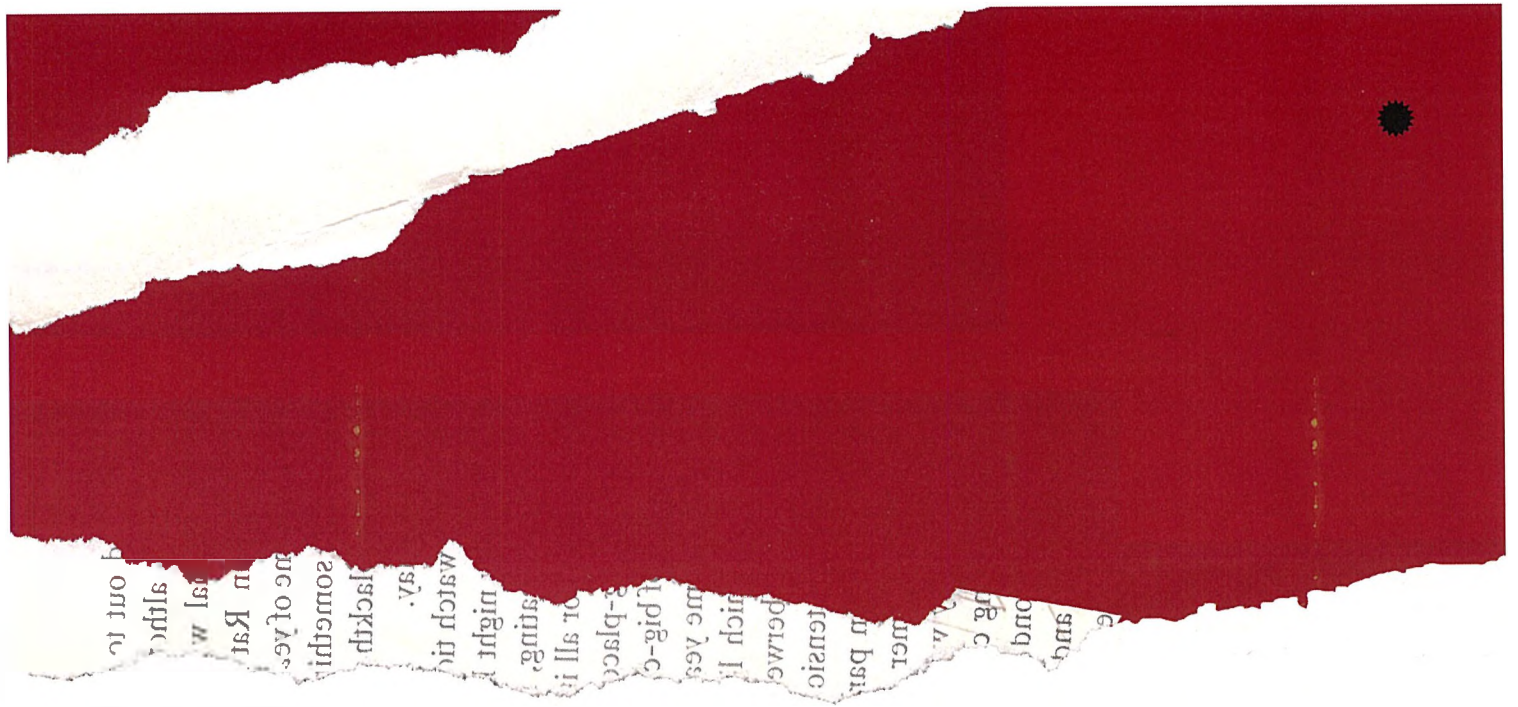
Acknowledgement

First and foremost, I would like to express my deepest gratitude to Allah S.W.T for granting me the opportunity to complete this final report smoothly and on time. I am truly appreciative of the support and guidance I received throughout my internship at Ninja Van Malaysia (Ninja Logistics Sdn Bhd).

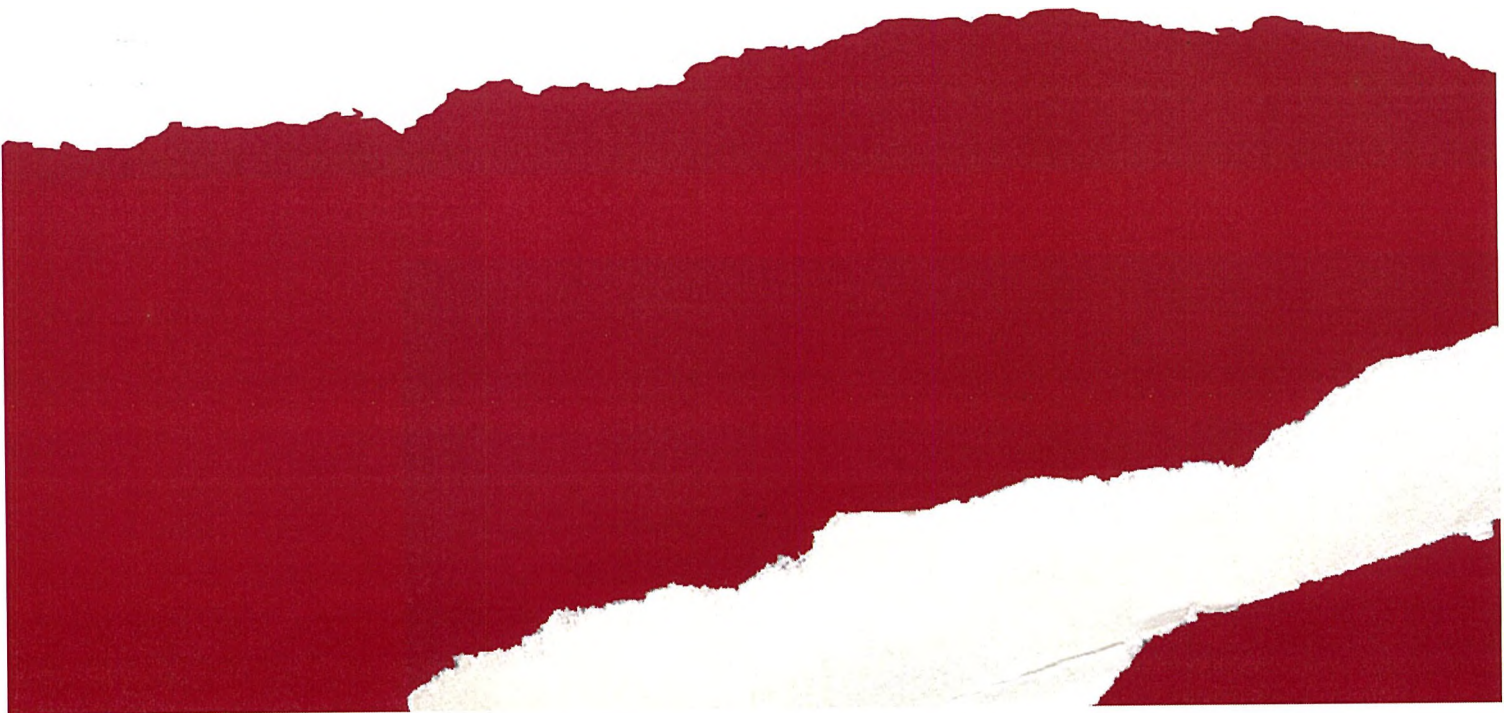
I would also like to extend my appreciation to my supervisor, Sir Toh Cheng Yik, the Finance Operation Manager, as well as the Finance COD Collection Team. Their exceptional guidance, approachable nature, and willingness to share their knowledge have been invaluable to my learning experience in the Finance department. Their support has been one of the most rewarding aspects of my professional journey. I am also deeply grateful to the entire Finance COD Collection team for fostering a supportive and collaborative environment that encouraged my growth. Their warm and welcoming nature inspired me to actively participate. Any challenges that I'm facing during my internship journey, they are openly to give their support and lead me to understand better. Additionally, I would like to extend my sincere appreciation to Dr. Wan Musyirah Binti Wan Ismail, my internship advisor, as well as my institution, for organizing and facilitating this invaluable internship opportunity.

Lastly, I am deeply grateful to my family for their unwavering support and encouragement throughout this journey. I also appreciate my friends for constantly motivating me. Their belief in me has been a great source of inspiration. Thank you to everyone who contributed to my internship experience and personal growth.





Student's Profile





NURSYAFIQAH AQILAH BINTI ZULKIFLI

Objective

My objective for applying this position to contribute my skill, gaining more experience in this related field and enhance my skill for successful career. I am eager to learn, contribute the team's success and grow both personally and professionally. This opportunity will give me an exposure to handling real situation in finance, apply my knowledge and practical skills in finance industry.

Educations

Bachelor of Business Administration (Hons.) Finance - UiTM (2022 - ongoing)

- Understanding financial management principles.
- Effective communication and presentation skills for financial reporting.
- Familiarity with financial reporting standards.
- Currently in my 6th semesters (internship).

Diploma in Banking Studies – UiTM (2020 - 2022)

- Gaining basic knowledge of banking principle.
- An exposure to financial services and regulatory frameworks.

Curricular activities

- Involved as a Multimedia for the collaborative teaching program between the Faculty of Business and Management and CGS International, focusing on 'ratio analysis' in June 2024.
- Participated in "A day in the life of financial analyst" in 2023.
- Participated in "Professional image in hospitality industry program" as Multimedia in 2023.
- Involvement with the Multimedia for the collaborative teaching program between UiTM KBM and CIMB, focusing on 'Candlestick and the 5 Most Used Technical Indicators' in 2023.
- Represented as the Finance Student Association (FINEST) athlete representative for the Student Athlete Program (SAP) in 2023.
- Class representative for semester 3 in Bachelor of Business Administration (Hons) Finance in 2023.
- Participated in International Webinar: "The Role of Students in Driving the Economy through Entrepreneurship" in collaboration with the Student Representative Council of UiTM Negeri Sembilan Branch and Hasyim Asy'ari University (UNHASA) on 30th June 2021.
- Engaged in the 3rd series of the "Socioeconomics of Indonesia and Malaysia in the Era of Pandemic" program, held on 29th October 2021.

Working experience

Lazada warehouse, Subang Industrial Park | Warehouse Assistant **8 Aug – 10 Aug 2022**

- Accurately pick products from storage areas on order lists and pack them securely for shipment.
- Inspect goods for defects or damages and report any issues to the warehouse supervisor.
- Work with teams and supervisors to complete the task and achieve daily operations goals.

Spind Development | Admin Clerk **June 2019 – Jan 2020**

- Assist in preparing report as required.
- Sort and distribute incoming mail and prepare outgoing mail for dispatch.
- Handle photocopying and scanning task accurately.

Lovely Lace Home, Usj 21 | Sale Assistant **Aug 2015 – Mei 2019**

- Greet customers and provide knowledgeable assistance throughout their shopping.
- Understand the product including the features, benefits and pricing.
- Actively promote, offer, suggest and demonstrate the product to achieve monthly sales.
- Checking daily sales transactions and ensuring all entries are accurate and complete.

Layla Sizzling, Puchong Prima | Serving staff **Jan – July 2015**

- Assist customers in selecting their menu items.
- Deliver order and ensuring accuracy standards are met.
- Ensure smooth service by having teamwork with another colleague.

Awards and Achievements

- Received silver award for International Teaching and Competition ITAC 2024. **2024**
- Universiti Teknologi MARA (UiTM) Dean's List Award:
 - Semester 2, 4 and 5 (Bachelor of Business Administration (Hons) Finance) **2024**
- Achieved a 3.5 band score in the Malaysian University English Test (MUET) **2021**
- Universiti Teknologi MARA (UiTM) Dean List Award:
 - Semester 2, 4 and 5 (Diploma in Banking Studies) **2021**

Skills & abilities

- Ability to communication and effectively with customers and teams.
- Ability to work in a fast-paced environment and handle multiple tasks.
- Organizational skills to maintain a well-organized and visually appealing store environment.
- Proficiency in computer applications such as Microsoft Office and Excel in basic formula.

References

Nurhaslinda Binti Hashim UiTM Kampus Bandaraya Melaka Senior Lecturer	Tay Ai Keng Spind Malaysia Sdn Bhd Human Resource	Nur Amalina Binti Zulkifli Spind Malaysia Sdn Bhd General Clerk
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Company's Profile



Background



NAME

Ninja Logistics Sdn Bhd, 201401042483 (1118651-U), also known as Ninja Van Malaysia.

LOCATION

Located at Level 14, Wisma Consplant 1, Jalan SS16/5, 47500 Subang Jaya, Selangor.

FOUNDER

Ninja Van was founded in 2014 by Lai Chang Wen, who serves as the Chief Executive Officer (CEO), along with co-founders Shaun Chong (Chief Technology Officer) and Tan Boxian (Chief Operating Officer).

CEO OF NINJA VAN MALAYSIA

In Malaysia, Lin Zheng was appointed as the CEO of Ninja Van Malaysia in January 2024, succeeding Adzim Halim, who transitioned to the role of Group Chief International Officer.

Ninja Logistics Sdn Bhd also known as Ninja Van has established in 2014 in Singapore and is a leading logistics company in Southeast Asia. Ninja Van is known for its innovative technology and commitment to empowering small and medium enterprises (SMEs) with reliable logistics solutions. It expands the business to Malaysia, Indonesia, Thailand, Vietnam and Philippines. Offering seamless and efficient logistics solutions for businesses of all sizes and this is one that specializes in last-mile delivery services (Ninja Van, 2024).



In 2015, Ninja Van expanded their wings to Malaysia and other Southeast Asian Countries and became a regional player in logistics. It has rapidly expanded its delivery network across Malaysia, establishing a strong presence in both urban and rural areas which allows the wider potential customer base. Forming a partnership with various e-commerce platforms and local businesses which help to enhance its service offerings and increase market share in logistic industries (Ninja Van, 2024). For instance, partnership with Shopee, Lazada, Zalora and others.

Over the years, Ninja Van has gained popularity due to its commitment to customer service and innovative logistics solution, making it a key player in the e-commerce logistics landscape in Southeast Asia.

Future aspirations

MISSION

To connect Southeast Asia to the world through reliable and convenient delivery services.

VISSION

Ninja Van acts as a driving force for positive change by creating meaningful impact across Southeast Asia and continuously improving customer experiences through innovative and customer-focused logistics solutions.

GOAL

To connect all of Southeast Asia (SEA) and provide hassle-free delivery for anyone in the region.

Achievements



BRANDLAUREATE AWARD 2024 - TECHNOLOGY INTEGRATION

2024 - This award recognizes the Ninja Van's ability to adapt and respond strategically to industry changes. It highlights Ninja Van's focus on **sustainable growth and innovation**. The achievement reflects its **commitment to staying competitive** in industry.



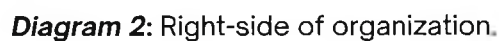
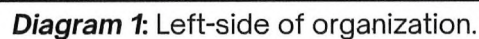
BEST COURIER DELIVERY OF THE YEAR 2023

2023 - Ninja Van Malaysia won the PC.COM Best Courier Delivery Award for its **fast and hassle-free delivery services**. Ninja Van provide nationwide coverage, supports businesses of all sizes and making it one of Malaysia's **fastest-growing tech logistics providers**.



CXP BEST CUSTOMER EXPERIENCE AWARDS 2020

2020 - Ninja Van Malaysia won the CXP Best Customer Experience Award for its **dedication to meeting customer needs**. Customer **satisfaction increased by 30%** highlighting the company's focus on delivering excellent service and customer experiences.



Services

SHIPPING SERVICES



Last mile delivery

Deliver products to customers across Malaysia. It refers to the process of transporting goods from a distribution Station to the customer's doorstep. Its primary objective is to ensure packages are delivered quickly, accurately, and cost-effectively.



International shipping

To offer businesses cost-effective solutions, streamlined customs clearance, and access to a comprehensive global delivery network, ensuring efficient cross-border logistics.



Freight forwarding

The process of moving imports and exports through the supply chain by handle large shipments and bulk cargo.



Prepaid packaging

Flat-rate shipping for social media sellers Ninja Van offers prepaid packaging with a fixed shipping cost, regardless of the parcel's weight or destination within a specified range. This simplifies the shipping process, making it easier for social media sellers to calculate and manage their delivery expenses.



Cash-on-delivery

A type of transaction where the customer pays for a good at the time of delivery rather than using credit. The terms and accepted forms of payment can be cash or online transfer according to purchase agreement.



Poly mailers

This service provides prepaid, lightweight, and durable plastic mailing envelopes designed for securely packing and delivering products. This service is particularly suitable for items like clothing, small accessories, or non-fragile goods, offering a cost-effective and convenient packaging option for sellers.

Sources: (Ninja Van, 2024)

Services

FULFILMENT AND WAREHOUSING SERVICES



Secure storage

Ninja Van offers safe and reliable facilities for storing products, ensuring they are protected until they are ready for shipment.



Order fulfilment

This service automates the process of creating orders and generating air waybills, streamlining operations and saving time for businesses. For example, instead of sellers manually inputting each customer's details and printing shipping labels, the store integrates its e-commerce platform with Ninja Van's system. When a customer places an order, Ninja Van's system automatically generates the order details and produces an air waybill.



Inventory restock

Ninja Van helps businesses manage their inventory efficiently by optimizing stock levels through daily restocking, ensuring products are always available for timely delivery.

OTHER SERVICES



Cold chain

Temperature-controlled solutions for perishables. Provides temperature-controlled delivery solutions for items that need to stay fresh, like fruits, vegetables, or medicines. For instance, a delivery of fresh seafoods or vegetables will keep it in the chiller.



Retail partnership

Become a pickup and drop-off partner which allows stores to serve as locations where customers can drop off or pick up parcels (PUDO). For example, convenience store partners with Ninja Van, letting customers pick up their online orders there at their convenience store.



E-commerce integration

Links Ninja Van's logistics system (Ninja Dash) with online marketplaces to simplify order processing and shipping. For instance, a seller on Shopee connects their account to Ninja Dash, so orders are automatically sent to Ninja Van for delivery.



- **Real-time data sharing**

Provides live updates on orders, delivery progress, and tracking information.

Sources: (Ninja Van, 2024)



Training's Profile





TRAINING'S PROFILE



Diagram 3: First-day at Ninjava's Office.

DURATION

Starting my internship on **12 August 2024 to 24 January 2025**, I will be undergoing a 24-week internship with the Finance Department as a **Finance COD Collection Intern**. The internship follows a five-day workweek, from **Monday to Friday**, with working hours from **9:00 AM to 6:00 PM**. My role involves supporting the department's financial operations, focusing on **Cash on Delivery (COD) collection processes**.

BENEFITS

The internship offers several benefits, including a **monthly allowance of RM 1,000** and **2 days of annual leave**. The work mode is **hybrid**, allowing a combination of Work from Home (WFH) and Work from Office (WFO), providing flexibility and a balanced work environment.

FIRST EXPOSURE




On the first day of my internship, I attended an introductory meeting with the Human Resource (HR) team. This meeting provided a detailed explanation of what I would receive during my internship, including information about company benefits, overtime (OT) claims, and other relevant matters. After the HR meeting, I was introduced to the finance team. During this session, Mr Akhmal welcomed us, gave us a tour of the company. Continuing with the briefing of team, Mrs Athirah Razak provided a briefing on the tasks and responsibilities of the role. I was then assigned to the COD Collection team to begin my internship duties.

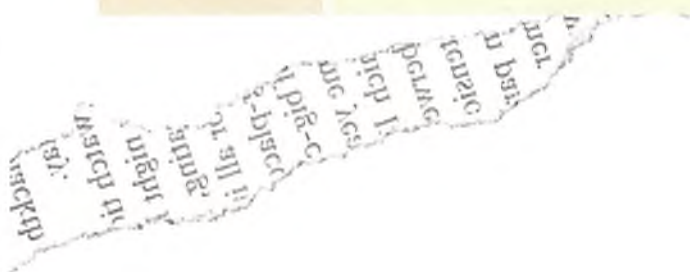


TRAINING'S PROFILE

ROLE RESPONSIBILITIES

As a Finance Intern at Ninja Van Malaysia, I was responsible for verifying and reconciling financial data using tools like RECON and Microsoft Excel, ensuring cash flow accuracy, and addressing differences. Collaboration with the team's COD Collection allows me to contribute to accurate financial reporting, participate in team meetings to resolve payment issues, and gain practical experience in financial workflows while enhancing my problem-solving and professional skills. Based on the below table, here is the sum up of my monthly routine for every task given.

ROUTINE	DESCRIPTION
DAILY 	<ul style="list-style-type: none">• Verified Cash on Delivery (COD) payments to ensure accuracy and completeness.• Prepared financial reports and updated journal entries to maintain accurate transaction records.• Addressed any short or extra in payments by cross-referencing data and resolving mismatches such as short, extra or any case related with the payment.• Prepared summary report for fleet to refer for any pending payment.• Ensure to update summary email by date.
WEEKLY 	<ul style="list-style-type: none">• Generated financial reports to track and align COD collection data.• Managed the COD collection process by coordinating with relevant departments.• Identified and addressed issues such as pending or unsettled payments.
MONTHLY 	<ul style="list-style-type: none">• Assisted in preparing detailed financial reports for month-end reporting.• Conducted bank reconciliations to ensure all transactions were accurately recorded.• Collaborated with the finance team to finalize reports for closing purposes.• Identify any short with the reasons to be posted in the Loss Log. Loss Log is a platform to gather all information regarding short for every Station. From the Loss Log, we can monitor the unsettled payment.





TRAINING'S PROFILE

TASK 1: VERIFYING PAYMENT AND TRACK VARIANCE

Diagram 4: A platform to record COD payment from Station.

Firstly, I was introduced to the job scope and given an overview of the workflow I would be handling. After the introduction, I was taught basic tasks as a beginner. My first assignment was verifying payments from Driver Bank-In (DBI) and Stations by cross-checking the receipts provided as supporting documents. To track and verify these payments, we used a platform called RECON and Maybank Virtual Account (VA).

On the RECON platform, there are two sections:

- The Fleet side: where information such as the date, route ID, amount, and tracking number (TN) for any discrepancies is recorded.
- The Finance side: where payments are tracked and verified.

To verify payments, I checked both Maybank VA and RECON. During this process, discrepancies such as shortages or overages may arise. For discrepancies, I identified common causes such as:

- Drivers failing to bank in payments.
- Payments made on the same day, which typically appear in Maybank VA the following day.
- Submission of fake receipts.
- Drivers or Stations using IBG transfers, which take 2–3 days to process.
- Receipts marked as "accepted," which might be floating or later rejected.
- Payment variances, such as revert or force-open cases.

When payments were related to the above issues, I communicated with the Fleet Assistant (FA) or Station Head (SH) to resolve them. This communication helped reduce discrepancies and prevent financial losses. To smooth the verification process, I was trained to use the VLOOKUP formula in Excel. Since Stations provided receipts as supporting documents, I extracted the relevant information from the files using VLOOKUP. This formula significantly reduced the time needed to verify payments and improved efficiency.



TRAINING'S PROFILE

TASK 2: UPDATING MONTHLY FINANCIAL REPORT

Diagram 5: Updating monthly financial report.

Once I gained a practical understanding of verifying payments using Maybank VA and RECON, I was taught how to update the monthly financial report. This involved using the VLOOKUP function to align the financial report with the RECON report. The purpose of this process was to track any shortages or excess payments from each Station.

Variances could arise from several causes, including:

- Revert cases.
- Force open or force refund.
- Short payments by drivers or Stations.
- Duplicate route IDs or Tracking Numbers (TN).
- Extra payments and short.

For cases involving revert or force refund, it was necessary to provide the affected Tracking Numbers (TNs). For other cases, a clear and reasonable explanation was required for remark.

To investigate variances, we used a platform called Operator, which allowed us to check driver payments using route IDs. If the payment details in Operator did not match the updates in RECON, I contacted the Fleet Assistant (FA) to determine the reason for the shortage or check if the payment was already made and update the RECON again. After resolving the issues, I updated the financial report and submitted it to my manager for review. Once approved, the report was combined into the Master Report. The team set a deadline for submitting any unresolved shortages, which were summarized in the COD Loss Log and summary report for final updates.





TRAINING'S PROFILE

TASK 3: DAILY FOR UPDATE SUMMARY REPORT AND COD EMAIL

Region	Hub Name	Last Review Updated	COD Generated on	COD Pending	COD Pending
ZONE E					
ZONE F					

Diagram 6: Summary report and COD email.

When I'm able to understand and practically manage to verify payment from Maybank VA and RECON. Also able to update financial reports with the help of collaboration with the team and Station assistant, They teach me how to do an update summary report and COD email. This summary is intended to include all shortages and will be sent to fleet, all managers will monitor this summary thru email. There will be 2 types to update the summary which is the collection during the weekend or public holiday and for one day.

Collection during holiday and weekend required 2 or 3 days to update in summary report. For instance, the summary update after the new year, which is a public holiday, is one day (1st Jan 2025). We finance teams must update for 31 Dec 2024 and 1st Jan 2025, which is 2 days. We need to combine total COD collection for 2 days to update in the summary report. In order to make sure the amount is tally and updated right, the Person In charge (PIC) will send a report to check the actual amount needed to be transferred and collected by the finance team. If any shortage or extra might be due to:

- revert cases, force refund etc.
- Duplicate route ID and Amount on RECON
- Payments are not received due to internet problems or bank limits issues.
- Shortage due not bank in

Continuing with the COD Emails update, I have to check whether every Station that was assigned to me sends their daily email, updating regarding the amount paid by every Station. I have to update the date in case the Station is not sending the email for the past 2 days. Once I have updated the summary details and COD emails, I have to inform the group that I have done my part, so they can snip and send the email to all fleet and manager to monitor the shortage they need to settle.



TRAINING'S PROFILE

EXPERIENCES

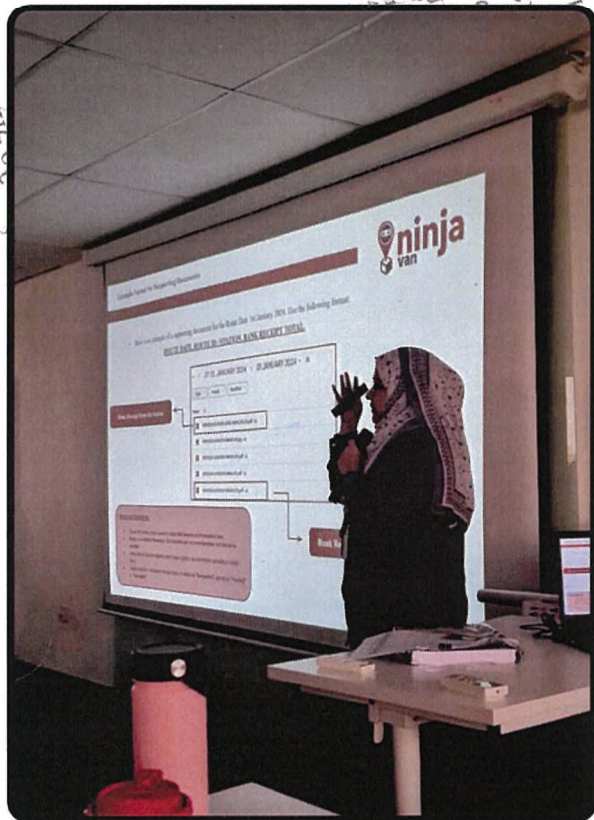


Diagram 7: Presentative for presentation with fleet for COD Reconciliation.

On January 9, 2025, I was given the opportunity to present on COD Collection Reconciliation as part of the operating manual for the fleet, representing the finance team. This presentation aimed to provide the fleet with an understanding of how the finance team tracks payments made by each station. My role was to deliver the Standard Operating Procedures (SOP) that the fleet should follow to ensure the finance team can successfully complete our part in the COD collection process. The presentation included key information such as:

- Important details to record for COD transaction.
- Uploading & organizing supporting documents.
- Supporting document format example.
- Online payment method format.
- Payment details in Maybank Ninja Virtual Account.

From the presentation, it able me to understand both side; finance and fleet teams related to our SOP. Also, it build my confident and communication skill in order to deliver information.

OTHER EXPERIENCES

- Able to explore various platform to understand the workflow such as RECON, Operator to check inbound and Microsoft Excel.
- Built confidence in handling finance-related tasks in a professional environment. For instant, able to discuss with teammate to understand any shortage or excess from Station.
- Join meeting with team COD Collection to discuss regarding the progress of station of unsettle payment.
- Join meeting with team COD Collection to discuss Excel formula that can help to smooth the progress.
- Join training session with fleet regarding COD collection Reconciliation - Operating Manual (For Fleet). From this training, Im able to understand the flows and discussion with fleet.



TRAINING'S PROFILE

KNOWLEDGES

- Excel formula widely used in daily routine where it helps me familiar with Excel.
- Developed a comprehensive understanding of financial operations, including payment processing, COD collections, and reconciliation practices.
- Understanding how to use Excel for data analysis and reporting.
- Gained insights into cash flow management and journal entry updates in a corporate setting.
- Able to understand techniques for identifying and resolving shortages or excesses in payment records.
- The ability to contribute in team meetings, share ideas, and learn collaboratively.



Diagram 8: Join meeting for discussion

SKILLS

- Enhanced technical skills in Microsoft Excel, including the use of VLOOKUP, formulas, and other data analysis tools.
- Practical understanding of COD collection workflows and ensuring payments align with financial records.
- Critical thinking skills developed through analyzing operational and financial challenges.
- Understanding others' perspectives to craft solutions that address both technical and human needs, especially in conflict.
- Handling multiple responsibilities, such as verifying payments, resolving mismatches, and attending meetings.



SWOT ANALYSIS TABLE



SWOT ANALYSIS

STRENGTH	WEAKNESSES
a. Brand recognition b. Partnership with local and e-commerce	c. Inventory management d. Limited location coverage
OPPORTUNITIES	THREAT
e. Expand Cold Chain Logistics f. Global expansion	g. Internet Interruptions h. The Unpredictable Weather

Diagram 9: SWOT Analysis table.

The following SWOT analysis provides an **overview of the company's current position**, highlighting its key strengths, areas for improvement, potential opportunities, and external threats. This analysis is essential for understanding the company's strategic standing and identifying actionable insights to enhance its operations and competitiveness in the market. The information collect to support my point for SWOT analysis by using a **secondary data** which is refer to data that has already been collected, processed, and made available by other sources, such as government agencies, news, or companies.



STRENGTH

A. BRAND RECOGNITION

Brand recognition is important for a business because it helps to attract potential customers, build loyalty and be able to compete in the fluctuation in industry. Ninja Van recognised for their best customer satisfaction in 2020. This can be proven by the Award received by Ninja Van in 2020 which was awarded the CXP Best Customer Experience Awards 2020. From this award, it highlights that during that year, the customer satisfaction has increased 30%. This shows the dedication of Ninja Van to fulfil customer needs and commitment to delivering delight to customers at a time when experience could be the single most important differentiator for companies (Ninja Van, 2024).



Diagram 10: Putra Aria Brand Awards 2023

Followed by another achievement, Ninja Van has strengthened their brand position by winning the prestigious Silver Award in the e-commerce brand category at the esteemed Putra Aria Brand Awards 2023. This award highlights Ninja Van's strong performance and builds customer's trust in its services within the e-commerce sector. Ninja Van proudly witnessed their brand displayed on billboards across various locations, including Petaling Jaya, Bangsar, Damansara, and Kuala Lumpur. This can strengthen its reputation and help attract new customers and business partners (Ninja Van, 2024).



STRENGTH

B. PARTNERSHIP WITH LOCAL AND E-COMMERCE

Ninja Van strengthens their business by collaborating with locals and e-commerce. By collaboration with local businesses and brands help to build a strong market presence, growing the market and reaching new potential customers. Also, collaborating with other businesses can improve a company's effectiveness and increase efficiency. Ninja Van has collaboration with various businesses. For instance, Ninja Van has partnerships with local businesses such as EasyParcel and Parcel365.



Diagram 11: Collaboration with EasyParcel.

Collaboration with EasyParcel

EasyParcel originated from Malaysia and was established in 2014. EasyParcel have spread their wings through Southeast Asian countries where it is available in Singapore, Thailand and Indonesia. Easyparcel is an online platform for customers to book delivery services and compare courier services. It provides their service for individual, businesses and e-commerce platforms. Also, this web-based logistics platform offers a convenience and competitive price for parcel deliveries. This platform allows Ninja Van to be one of customers' choice due to their brand recognition, focus on customer satisfaction and the safety of product delivery. (EasyParcel, 2024)



STRENGTH

B. PARTNERSHIP WITH LOCAL AND E-COMMERCE



Diagram 12: Collaboration with Parcel365.

Collaboration with Parcel365

Parcel365 was established in 2018 and originates from Malaysia which specialises in automated parcel locker solutions for consumers and businesses. Ninja Van has collaborated with Parcel365 in October 2024 in order to launch AliX565 which is the platform developed in partnership with AliExpress. From these collaborations, its aim is to enhance cross-border and last-mile delivery services where it enables Malaysia Micro, Small and Medium Enterprise (MSMEs) to acquire products directly from trusted Chinese products. This partnership gives advantage to Ninja Van's logistics expertise to facilitate efficient delivery solutions by supporting Parcel365's mission to provide accessible and reliable parcel services across Malaysia (Farah,2024).

Collaboration with E-Commerce: Lazada and Shopee

Strategic partnerships established with top marketplaces such as Lazada, ZALORA, and TikTok Shop have supported Ninja Van Malaysia to further expand its services to e-commerce businesses, especially the local Small and Medium Enterprises (SMEs). Through this collaboration with e-commerce, it helps to strengthen Ninja Van position in the market and to better adapt to market fluctuations through sharing resources and building on each other's expertise. This adaption through different situations allows Ninja Van to remain competitive and respond quickly to growing customer and market demands (Ninja Van, 2024).



WEAKNESSES

C. INVENTORY MANAGEMENT



Diagram 12: Illustration photos.

Inventory management became one of the weaknesses of Ninja Van to allocate the parcel when they were facing a high volume of parcel during a certain situation. Inefficient inventory management at sorting facilities or warehouses can lead to stockout risks, delays in parcel handling, or misplaced items. As parcel volumes grow, the ability to manage inventory accurately becomes more challenging without sufficient automation and disrupting the processes becomes more significant.

Currently, the size of inventory by Ninja Van has a 260,000 square ft sorting facility located in Shah Alam, Selangor which serves as its primary hub for managing parcel sorting and inventory. This facility is designed to handle parcels with the support of advanced automation technologies. However, due to economic growth especially for e-commerce businesses in Malaysia, maintaining efficiency might be difficult. Ninja Van might need to tackle this situation to meet the demand (Logistic Asia, 2024). While Ninja Van has invested in expanding its facilities and infrastructure to enhance operational efficiency, the rapid growth of e-commerce businesses and increased customer expectations has caused pressure on its logistics processes.

Insufficient space to allocate the customer's parcel will lead to certain risks such as missing parcels, delay for delivery and potential to lose customers due to change to other delivery options. The improvement might need to be continued in terms of maintaining a good service consistency especially to keep relevant in Malaysia's logistics industry.



WEAKNESSES

D. LIMITED LOCATION COVERAGE

Ninja Van has expanded their services in Malaysia where it has more than 200 Hubs around Malaysia. Limited location coverage can contribute to a weakness for Ninja Van, especially geographic play as they play crucial roles in customer satisfaction and market share.

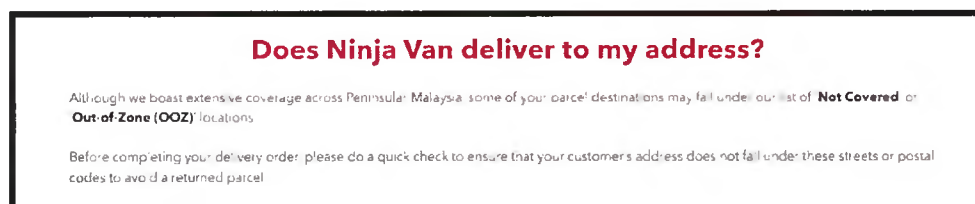


Diagram 13: Information from Ninjavan's website regarding location coverage.

Ninja Van might not be able to provide their services due to not being covered for certain places where there is no access to the network. For instance, customers might have problems delivering items for certain places due to the destination not being covered or Out-of-Zone (OOZ). Status "not covered" will appear for customers that need to use a service that uses postal codes under Peti Surat or PO Boxes. This will be returned to the sender to avoid possible parcel fraud or theft. There certain areas are not covered by Ninja Van which is they do not have Ninja stationed and this will appear status "Out-of-zoned. Ninja Van will transfer customer's parcels to their logistics partners to complete the delivery (Ninja Van, 2024). From this weakness, it may lead to inefficiencies such as need for longer transit times or outsourcing deliveries.

Deliveries. Limited coverage of location leads to missed opportunities to grow the business to different areas. For example, there are a few services not provided to other regions due to restrictions. Ninja Packs are restricted to domestic deliveries within Peninsular Malaysia, excluding East Malaysia. This limits Ninja Van's ability to serve customers and businesses needing nationwide logistics solutions. Moreover, the exclusion of certain restricted locations and postal codes have limited Ninja Van's service range. This gives an impact to the customers in these zones that require reliable last-mile delivery provided by Ninja Van (Ninja Van, 2024).



OPPORTUNITIES

E. EXPAND COLD CHAIN LOGISTICS



Diagram 14: Ninjacold.

Ninja Van has promoted this service since 2024 and named it Ninjacold. Ninja Van's cold chain service provides reliable and efficient temperature-controlled logistics solutions for perishable goods across Southeast Asia. With a focus on maintaining the integrity of sensitive products such as food, pharmaceuticals, and other temperature-sensitive items, Ninja Van ensures that these products are delivered safely and received on time. Ninja Van's cold chain service meets the growing demand for fast and reliable delivery in the e-commerce and healthcare sectors, offering businesses a trusted solution for temperature-sensitive shipments.

It has partnered with Cold Storage, a well-known supermarket chain, to offer a reliable solution for the delivery of perishable food items. This partnership ensures that fresh products, including groceries, are transported under the right temperature conditions. Lazada: As one of the leading e-commerce platforms in Southeast Asia, Ninja Van has collaborated with Lazada to enhance cold chain delivery for sellers offering fresh food and other perishable goods. This collaboration is crucial for meeting the growing demand for quick commerce, especially in food delivery.

These partnerships highlight Ninja Van's commitment to providing specialized cold chain logistics services, ensuring the safe, timely, and efficient delivery of perishable goods across various industries.



OPPORTUNITIES

F. GLOBAL EXPANSION

The definition of global expansion is the growth of a business outside its base country into multiple overseas locations. Ninja Van has expanded their business to Southeast Asian countries and continues to be able to provide their services connect to all Southeast Asian countries. Ninja Van can grab the opportunities to spread their wings to other countries such as Middle East countries. By expanding business to other countries not only allow Ninja Van for a brand exposure but it can lead to expansion to new potential customers and gain valuable reputation for the company.

One of the reasons why the Middle East is one of the opportunities can be grabbed by Ninja Van is due to the growth of e-commerce with high consumer spending power and increasing investments in logistics and infrastructure. According to The Robin Report (Deborah Patton, 2024) stated that, the region's cross-border retail market is set to expand by 25% annually over the next five years, indicating a strong appetite for international brands and retail solutions. Moreover, the rapid growth of online shopping in the Middle East has created a significant need for improved last-mile delivery solutions which allow Ninja Van to play their role by providing specialised last-mile delivery to potential customers (Deborah, 2024).



THREATS

G. INTERNET INTERRUPTION

In the modern era, technology and networks are essential for a daily use for businesses to ensure the operation went smoothly. However, internet interruption can be avoided due to certain situations such as the areas not providing a good network or the location is far from the city making it hard to access the internet. This can be a threat for Ninja Van in order to have a smooth process for providing the best services for their customers. For logistics companies like Ninja Van, Transporting people and goods over long distances requires constant supervision because of occupational health and safety regulations and other legislative requirements. Additionally, Ninja Van relies on continuous internet connectivity for fleet management, route planning, and real-time tracking. An internet outage can become a threat for these operations, causing delays and inefficiencies (Scott Lantis, 2023).

H. THE UNPREDICTABLE WEATHER

Deliveries have to be made by transporting. unpredictable weather can disrupt the process of delivery services such as delay. Extreme weather conditions, such as hurricanes, floods, and heatwaves, can significantly disrupt various parts of the supply chain. According to Freight Waves (2024), 2024 has already proved challenging for global supply chains, with extreme weather events wreaking havoc on transportation, production and agriculture (Bart, 2024). For Ninja Van Malaysia, facing unpredictable weather such as flood or heavy rainfall can disrupt transportation networks, leading to delays and increased shipping costs. Due to unpredictable weather can worry the safety of drivers. Extreme temperatures or heavy storms can make it unsafe for drivers and couriers to navigate and complete deliveries on time. Moreover, due to this threat, the safety of the item to be delivered might be in risk. This threat can lead to delay in the process of delivery, disrupt the operation and may lead to financial loss.



Discussion & Recommendation





RECOMMENDATIONS



1 EXPAND IN COLD CHAIN LOGISTICS WITH TRUSTED BRAND

SO Strategy (Strength + Opportunities):

A. Brand recognition

E. Expand Cold chain logistics

F. Global Expansion

Ninja Van has expanded its reach through its collaboration with UPS, opening the door to numerous benefits for both the present and the future. UPS offers a comprehensive suite of cold chain management services, including specialized packaging, transportation, advanced monitoring, and secure storage. This expertise ensures the safe and efficient delivery of temperature-sensitive shipments (upshealthcare, 2024).

Expanding into cold chain logistics presents a significant opportunity for Ninja Van, particularly within Malaysia and the broader ASEAN region. According to Mordor Intelligence's News, it stated that the cold chain logistics market in the ASEAN region is projected to grow from USD 8.34 billion in 2023 to USD 12.70 billion by 2028, reflecting a compound annual growth rate (CAGR) of 8.77% during this period (mordor intelligence, 2023)

These opportunities will help Ninja Van to be part of the key player to provide this service. Ken Research (2024) stated that the Malaysian cold chain market has experienced a positive CAGR of 6.9% driven by substantial government investments in the freight industry (Tyagi, 2022). The increasing demand for cold chain shows when the rise in consumption of fragile or temperature-sensitive products, such as food and pharmaceuticals, necessitates efficient cold chain logistics to maintain product quality and safety.

By offering premium cold chain logistics services, Ninja Van can attract new potential customers and shares, including multinational companies and SMEs requiring temperature-sensitive shipments. The rising demand for cold chain logistics in sectors such as healthcare and e-commerce presents significant revenue potential, especially in Malaysia and the broader ASEAN region.



RECOMMENDATIONS

2

STRENGTHENING LOGISTICS WITH BETTER INVENTORY AND OFFLINE SYSTEMS



WT Strategy (Weakness + Threat):

C. Inventory management

G. Internet interruptions

Seasonal employment is temporary work that happens only during certain times of the year. Companies need extra workers during busy seasons (Spain, 2024). Also, seasonal jobs are different from regular jobs. The holiday season is especially busy for delivery services and often requires these companies such as Ninja Van to hire temporary employees to help meet their demand. This will bring benefits to the company in terms of cost effectiveness and ability to manage the inventory. In order to hire a seasonal worker, the company must provide the basic information to help them to understand the flow of work to avoid any bad circumstance. It can be cost effective for a company because the pay is not the same as full-time employees and they're only needed for a specific period of time. By implementing this strategy, companies can eliminate unnecessary costs and invest in better technology that can help to smooth the flow in the future.

For example, according to Straits Times's News, FedEx has implemented this method during peak seasons. FedEx has employed thousands of seasonal workers to support its permanent workforce, ensuring timely deliveries without overburdening their permanent staff (straitstimes, 2020). By implementing this method, it helps to reduce risk of loss of parcel or pending due to peak season.

Internet interruption can be affected to the flow of process especially for companies in the logistic industry. It can significantly affect inventory management where it will lead to order processing delays. Also, inventory management systems require an active internet connection to function properly, including features like stock updates, reporting, and analysis. Developing offline systems for inventory and logistics management allow the business to continue their operation while having internet interruption. By combining automation and backup internet-independent processes to maintain operational efficiency in sorting, tracking, and delivery, even during disruptions. This will ensure Ninja Van continues to meet growing e-commerce demands and customer expectations while minimizing the risks associated with poor network connectivity (Abby, 2023).



RECOMMENDATIONS

3

COLLABORATION IN ADVANCE SYSTEMS

SWT Strategy (Strength + Weakness + Threat):

B. Partnership with local and e-commerce

D. Limited location coverage

H. The unpredictable weather



Having a wide collaboration with local and e-commerce platforms is a sign of growth of business. Due to expansion in business, providing entities facilitate better communication and coordination to avoid disruptions caused by internet outages or severe weather is important. Partnerships allow for shared risk management strategies. All parties work together to develop efficient plans for weather-related disruptions.

Ninja Van can partner with locals such as DAQ Sdn Bhd in order to enhance regional reach and last-mile delivery. DAQ Sdn Bhd might have access and a more established presence in specific regions or underserved areas where Ninja Van's network. This brings advantage to Ninja Van to reach areas that are not covered by them. DAQ's deep familiarity with local routes and infrastructure can ensure efficient last-mile delivery in these areas (Dag Group 2025). These partners can provide timely information and support, enabling more agile responses to unforeseen events.



Conclusion

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In conclusion, my training session at Ninja Van with finance's team has provide me an invaluable exposure to the practical aspect in corporate finance within the logistic industry. The exposure given has help me to understand better in handling financial operations. For instant, from payment processing to cash flow management and work in team in ensuring smooth financial workflows. Being entrusted with the same responsibilities with the team have boost my confident to tackle unfamiliar task with a guidance from my teams. This help me to enhance my ability to contribute a meaningfully to financial operations. This experience has significantly broadened my knowledge and prepared me for future challenges in the field.

Continues with the SWOT Analysis of company, it allows me to understand how a company like Ninja Van play their role in the logistic industry. Through a market ups and down, Ninja Van has the ability to respond confidently to challenges and continuously refine its business strategies which allows it to maintain a competitive. Ninja Van's ability to respond confidently to challenges and continuously refine its business strategies. Its focus on customer satisfaction and seamless delivery services strengthens its market presence. However, there are potential weaknesses such as reliance on fluctuating demand and operational challenges in certain regions. Opportunities for Ninja Van include expanding its service offerings and embracing developing the technologies to improve customer experience, while potential threats may come from increasing competition. Overall, Ninja Van's responsiveness in the face of market changes and its forward-thinking approach allow it to strengthen its position year after year.



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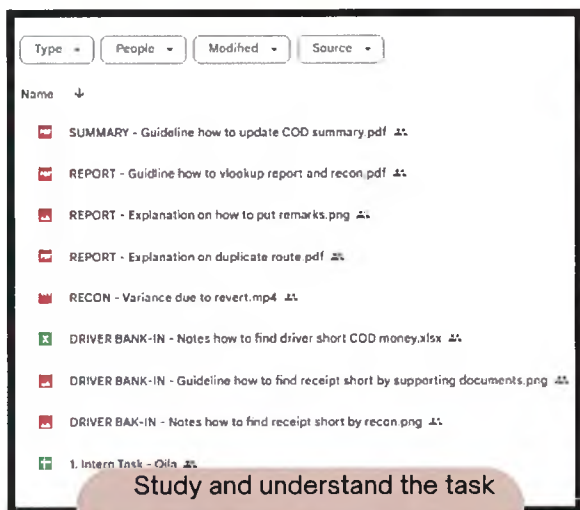
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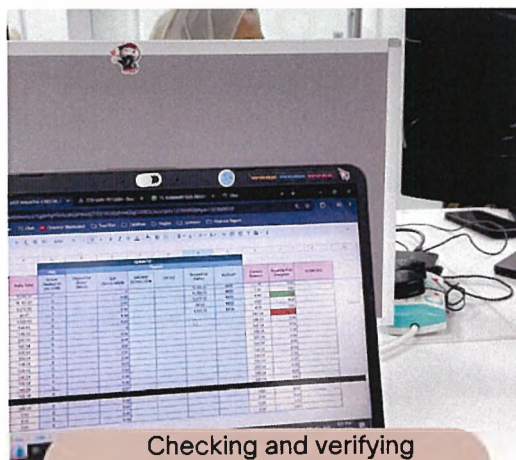
Join meeting with COD
Collection team



Representative for COD
Collection



Study and understand the task
given by referring the notes.



Checking and verifying
payment



CNY Celebration