



FACULTY OF BUSINESS AND MANAGEMENT
Bachelor of Business Administration (Hons) Finance

MGT 666

INDUSTRIAL TRAINING REPORT

5 August 2024 - 17 January 2025

HAPAG-LLOYD
BUSINESS SERVICES (MALAYSIA) SDN BHD

Prepared By:

FATIMA IZNOR BINTI YAHYA
2022875942
BA242 6A

Prepared For:

DR. IDRIS BIN OSMAN

SURAT KEBENARAN

Tarikh : 14 Januari 2025

Kepada :

Penyelaras Latihan Praktikal
Fakulti Pengurusan Perniagaan
UiTM Kampus Bandaraya Melaka
110 Off Jalan Hang Tuah
75300 Melaka

No Tel : 06-285 7119 / 7190 / 7196

Email : praktikalfppmelaka@uitm.edu.my

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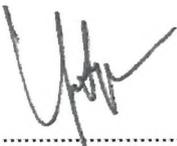
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No. Matriks	2022875942	Nama Program	KEWANGAN (BA242)
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No. Tel. :
No. Faks :

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**HAPAG-LLOYD BUSINESS SERVICES
(MALAYSIA) SDN. BHD.**

[Company No. 201901043228 (1352558-W)]
Level 20, 21 & 22, Tower Block, The Bousteador
No.10, Jalan PJU 7/B, Mutiara Damansara
47800 Petaling Jaya, Selangor

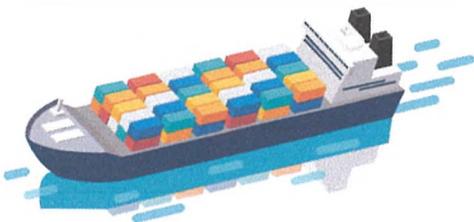


Executive Summary

My enriching 6-month industrial training at Hapag-Lloyd Malaysia, a global leader in shipping and logistics, provided valuable insights into the finance operations of a multinational corporation. Hapag-Lloyd, is known for its innovative solutions and sustainability efforts, operates in over 120 countries, making it a significant player in the logistics industry.

During my internship, I was assigned to the General Ledger team in the Finance Department, where I gained hands-on experience in financial reporting, invoice processing, and SAP system operations. These tasks sharpened my technical expertise and enhanced essential soft skills like communication, teamwork, and problem-solving.

The training highlighted strengths such as Hapag-Lloyd's advanced technological tools and commitment to sustainability while exposing challenges like coordination bottlenecks. Opportunities for strategic partnerships and global expansion were evident, alongside threats like cybersecurity risks and geopolitical uncertainties.



Participating in an Intern Sharing Session, a Westport Malaysia visit, and collaborative team projects further enriched my learning, fostering a deeper appreciation for the shipping industry's complexity.

The experience reinforced the significance of precision, adaptability, and responsibility in a professional setting. My contributions included improving invoice workflows and assisting in financial reconciliations, showcasing my ability to manage real-world financial operations effectively.

As a takeaway, the report discusses the importance of addressing coordination challenges, leveraging technological innovations, and adopting sustainable practices to maintain a competitive edge. These recommendations align with Hapag-Lloyd's vision of delivering exceptional quality and sustainability in logistics.

Overall, my internship at Hapag-Lloyd was transformative, equipping me with the technical acumen, professional confidence, and personal growth needed for a successful career in finance. This journey has set a strong foundation for my aspirations to excel as a finance professional, with a vision of contributing meaningfully to global business dynamics.

Table Of Contents

i.	Executive Summary
ii.	Table of Contents
iii.	List of Figures
v.	Acknowledgement
01	Student's Profile Updated Resume
02	Company's Profile About the company
09	Training's Reflection Duration, details and gains
19	SWOT Analysis Company's competitive position
20	Discussions & Recommendations Related to the SWOT Analysis
29	Conclusion Summarize of the report
vi.	References Citation used in the report
viii.	Appendices Photos during internship

List of Figures

Figure 1:

Location of Hapag-LLOYD
Malaysia

Figure 2:

Hapag-Lloyd AG's
Organizational Chart

Figure 3:

Illustration of Hapag-Lloyd's
Containers

Figure 4:

Illustration of Hapag-Lloyd's
Vessels

Figure 5:

Illustration of Navigator 2.0

Figure 6:

Illustration of Quick Quote

Figure 7:

Illustration of Schedule

Figure 8:

Hapag-Lloyd's Workstation,
Laptop and Monitor

Figure 9:

Business Administration Team

Figure 10:

Invoices Processing

Figure 11:

Data Entry for Travel Expenses

Figure 12:

SAP Software Account

Figure 13:

Hapag-Lloyd Learning Campus

Figure 14:

Allowance Payslip

List of Figures

Figure 15:

Deepavali Celebration

Figure 16:

Intern Sharing Session
Briefing

Figure 17:

Intern Sharing Session
Presentation

Figure 18:

Business Administration
Dinner

Figure 19:

Breast Cancer Awareness
Campaign

Figure 20:

Westport Malaysia Visit

Figure 21:

Westport Malaysia Tour

Figure 22:

Data Entry for Monthly Financial
Statement

Figure 23:

Finance Interns from General
Ledger, Account Payable and
Account Receivable Team

Figure 24:

Recognition from My
Colleague

Figure 25:

Recognition from Senior HR

Figure 26:

Recognition from My Manager

Figure 27:

Exchange Gifts

Figure 28:

Business Administration
Team Year-End Lunch

5 August 2024 - 17 January 2025

ACKNOWLEDGEMENT

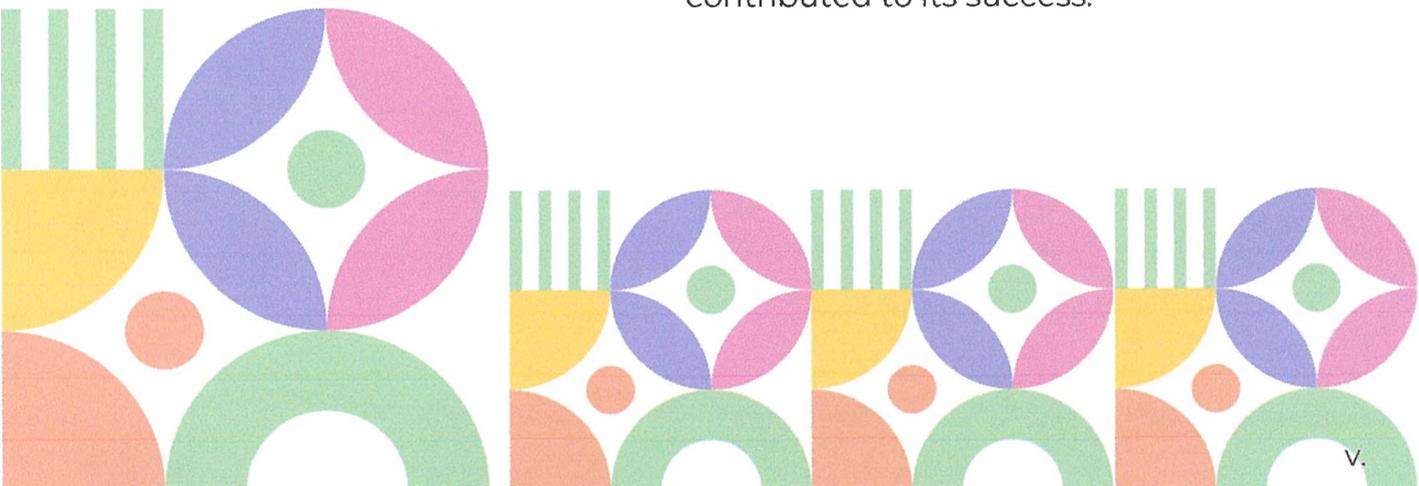
First and foremost, I want to express my gratitude to Allah S.W.T. for His blessings, which enabled me to successfully complete my Industrial Training Report for MGT666.

I would like to sincerely thank everyone who supported and guided me during my industrial training at Hapag-Lloyd Malaysia. I am especially grateful to the company for providing me with the opportunity to intern and gain valuable exposure to the financial department of a global organization.

A special thanks to my supervisor and the finance team for their guidance, feedback, and willingness to share their knowledge, which greatly enhanced my learning experience.

I also appreciate my industrial training advisor for his guidance and for equipping me with the skills and knowledge needed for this internship.

Lastly, I would like to express my heartfelt thanks to my family and friends for their constant support throughout this journey. This experience has been enriching, and I am grateful to everyone who contributed to its success.





PART 2:

STUDENT'S PROFILE

**FATIMA IZNOR YAHYA****CAREER OBJECTIVE**

Dedicated and detail-oriented student from Universiti Teknologi MARA in Bachelor of Business Administration (Hons.) Finance with 3.40 current CGPA. To acquire hands-on experience through an internship in finance position. Aiming to apply academic knowledge, gain practical insights and develop professionally within a dynamic work environment to achieve both personal and organizational objectives. Seeking an opportunity for internship placement available from 12 August 2024 until 24 January 2025.

EDUCATION

Universiti Teknologi MARA, Kampus Bandaraya Melaka, Melaka Bachelor of Business Administration (Hons.) Finance	2022 - PRESENT
<ul style="list-style-type: none">CGPA: 3.40/4.00MUET (2022): BAND 3.50	
Universiti Teknologi MARA, Kampus Alor Gajah, Melaka Diploma in Banking Studies	2020 - 2022
<ul style="list-style-type: none">CGPA: 3.53/4.00	

ACHIEVEMENT / INVOLVEMENT

• Participant of International Teaching Aid Competition (iTAC 2024)	2024
• Dean List Award, Semester 4 (GPA: 3.59/4.00)	2024
• Winner for Video Presentation Challenge of Technical Analysis	2024
• Committee Member of Seminar Professional Image in Hospitality Industry Program	2023
• International Competitive Programming and Multimedia Competition (i-CPROM 2023)	2023
• Dean List Award, Semester 4 (GPA: 3.90/4.00)	2022
• Dean List Award, Semester 5 (GPA: 3.95/4.00)	2022
• Participant of Webinar Bengkel Asas Microsoft Excel	2021
• Participant of Webinar Coffee Talk with Alumni - CIMB Bank Berhad	2021
• Participant of Webinar CEO Talk - RHB Islamic Bank Berhad	2021

SKILLS

Software: Microsoft Words, Microsoft Excel, Microsoft PowerPoint, Google Docs, Google Sheet, Canva

Soft Skills: Cooperative, Hard Working, Detail Oriented, Problem-Solving

Language: Malay (Narrative), English (Intermediate)

PROJECT

Determinants of Unemployment Rate

This Final Year Project combines economics, statistics, and data analysis to show my ability in carrying out a comprehensive study on the determinants of unemployment rates in the top 5 ASEAN nations during the last 25 years. It also indicates my expertise in using Eviews for statistical analysis, as well as my ability to test hypotheses about significant economic variables such as GDP, population, inflation, education, and FDI using real-world World Bank data.

REFERENCE

Mr Amirudin Bin Mohd Nor
Senior Lecturer
UiTM Kampus Bandaraya Melaka, Melaka



PART 3:

COMPANY'S PROFILE



COMPANY'S BACKGROUND

HAPAG-LLOYD

BUSINESS SERVICES (MALAYSIA) SDN BHD

Hapag-Lloyd AG, a German shipping company and the fifth largest globally, was founded in the 19th century through the merger of Hamburg-American Line (HAPAG) and Norddeutscher Lloyd. The company entered the Malaysian market in the 1970s, initially focusing on Europe, and later expanded its services to America and Asia.

In 1997, Hapag-Lloyd established Hapag-Lloyd Malaysia Sdn Bhd with its headquarters in Kuala Lumpur. The company now has offices and agents in 13 key ports across Malaysia and Brunei, including Port Klang, Penang, Pasir Gudang, Kuantan, Kuching, Miri, Kota Kinabalu, Bintulu, Sandakan, Tawau, Sibul, Labuan, and Muara, supporting the country's industrial and economic regions.

Today, Hapag-Lloyd is a leading global ocean carrier with over 40 years in Malaysia, offering shipping services to Europe, North America, Latin America, Africa, and Asia. The company operates a specialized reefer fleet and provides equipment for various cargo types, including project shipments. With a dedicated team and advanced e-commerce capabilities, Hapag-Lloyd delivers high-quality services to meet customer needs.

OPERATION HOUR:

Monday - Friday
8:30 AM - 5:30 PM

LOCATION:

Level 20, 21, 22, The Bousteador, 10,
Jalan PJU 7/6, Mutiara Damansara,
47800 Petaling Jaya, Selangor



Figure 1: Location of Hapag-Lloyd Malaysia
Source: Google Maps



VISION

Undisputed Number One for Quality

MISSION

We care. We move. We deliver.

STRATEGIES

- Pure Play Plus
- Top 5 Global Container Line
- Sustainability Driver
- Top Performing Carrier

ORGANIZATIONAL STRUCTURE

HAPAG-LLOYD AG MANAGEMENT

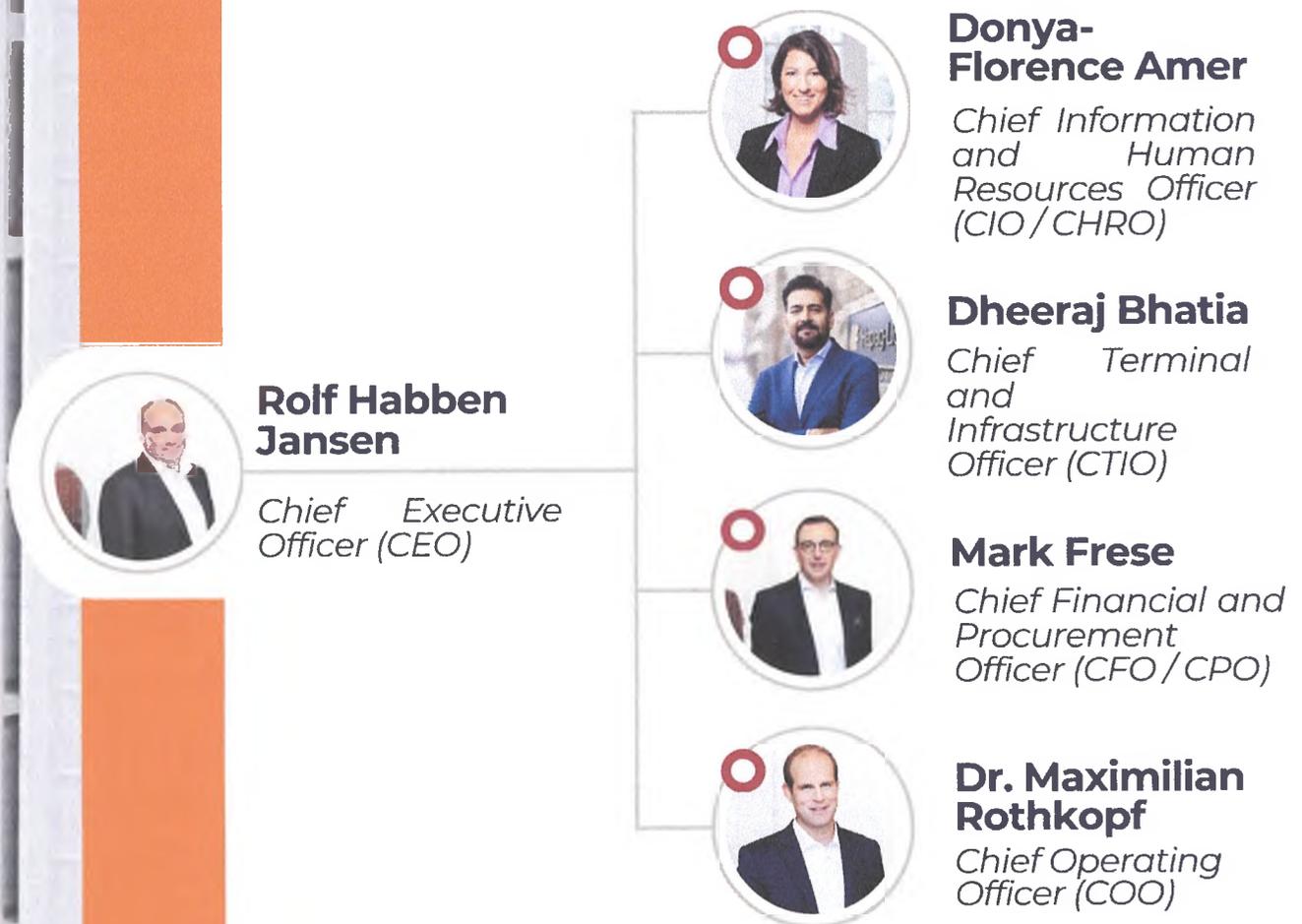
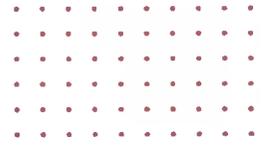
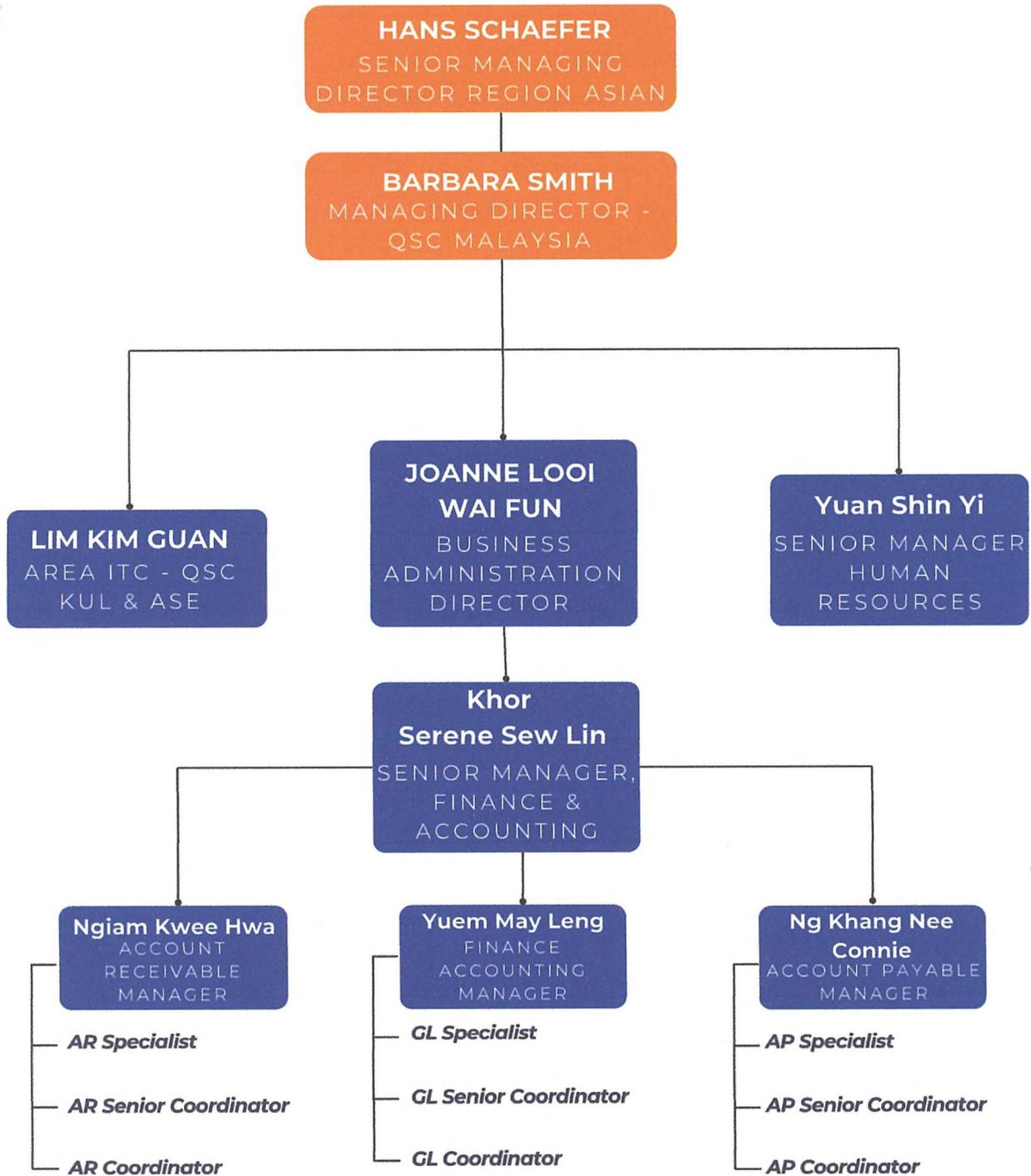


Figure 2: Hapag-Lloyd AG's Organizational Chart

ORGANIZATIONAL STRUCTURE

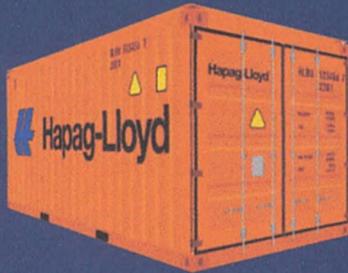
QSC KUALA LUMPUR - BA DEPARTMENT



PRODUCTS or SERVICES

Dry Cargo Container

Our containers suit **all general cargo**, with secure lashing points for safety. **High Cube** containers **handle bulky loads**, while **Hardtop** containers are perfect for **tall or heavy items**.



Standard



Hard Top

Special Cargo Container

We offer special containers designed for **heavy, oversized, or project cargo**, equipped with strong lashing points on rails and corner posts for **secure transport**.



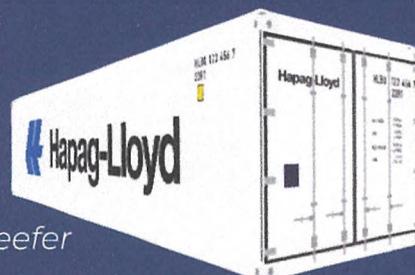
Flatrack/Platform



Open Top

Reefer Cargo Container

Our containers ensure precise **temperature control**, ranging from -35°C to $+30^{\circ}\text{C}$, even in ambient conditions up to 50°C . They're built with a lightweight design, allowing for a higher payload capacity.



Reefer

Figure 3: Illustration of Hapag-Lloyd's Containers

PRODUCTS or SERVICES

Vessels

Hapag-Lloyd vessels are specially designed to handle a wide range of cargo, including oversized items, temperature-sensitive goods, and hazardous materials, all transported safely and in line with IMO regulations.

Vessels with more than 19,000 TEU



Vessels with 15,000 to 18,000 TEU



Vessels with 13,000 to 15,000 TEU



Vessels with 10,000 to 13,000 TEU



Vessels with 8,000 to 10,000 TEU



Vessels with 6,000 to 8,000 TEU



Vessels with 4,000 to 6,000 TEU



Vessels with 2,300 to 4,000 TEU



Vessels with less than 2,300 TEU



Figure 4: Illustration of Hapag-Lloyd's Vessels

PRODUCTS or SERVICES

Online Business Suite

The Hapag-Lloyd Online Business Suite is your all-in-one platform for managing shipments effortlessly online. With its user-friendly design, it simplifies the entire shipping process. Start using our web and mobile solutions today to make shipping easier and more convenient for your business!

- **Navigator 2.0**

Navigator 2.0 makes managing your shipments simple and efficient. You can view all shipment details, access important documents, and stay on top of pending tasks. Easily copy, update, or cancel bookings, and add extra services with just a few clicks. With convenient search and tracking, you can quickly find and monitor your shipments using booking, container, BL, or invoice numbers.



Figure 5: Illustration of Navigator 2.0



Figure 6: Illustration of Quick Quote

- **Quick Quote**

Quick Quotes lets you get a container shipping quote in just 30 seconds. Simply select your route, container type, and commodity for a fast and accurate rate. With fixed prices and flexible options, it streamlines your shipping process and keeps surprises to a minimum.

- **Schedule**

Our improved Schedule tool provides real-time updates to help you plan your shipping operations seamlessly and prepare documents on time. It offers estimated arrival times, cut-off dates, and terminal details for smooth cargo handling. With fast access to accurate data and customizable search options, you can explore multiple routes and plan more effectively.



Figure 7: Illustration of Schedule



PART 4:

TRAINING'S REFLECTION

DURATION: SPECIFIC DATE, WORKING DAY AND TIME.

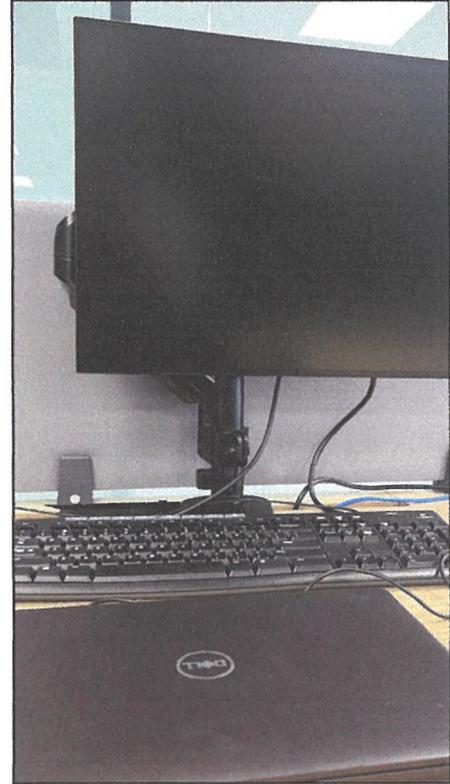


Figure 8: Hapag-Lloyd's Workstation, Laptop and Monitor

I successfully completed my 24-week internship as part of the Industrial Training course (MGT666) from **5th August 2024 to 17th January 2025**, with Hapag-Lloyd Business Services Malaysia. The company is located in The Bousteador Tower, Mutiara Damansara, which is conveniently close to my home in Sungai Buloh. Moreover, as a leading player in the MNC industry, Hapag-Lloyd provided an excellent professional environment that greatly enriched my learning experience.

Monday - Friday

8:30 AM - 5:30 PM

Lunch Time

1-hour flexible

12:00 PM - 2:00 PM

In terms of work schedule, the company operated from **Monday to Friday**, excluding public holidays, with regular working hours from **8:30 AM to 5:30 PM**. Additionally, employees were offered a flexible 1-hour lunch break between 12:00 PM and 2:00 PM, which added convenience to the workday. Notably, the working conditions strictly adhered to the Employment Act 1955, ensuring a maximum of 8 hours per day and 45 hours per week, thus promoting a balanced and compliant work environment.

DETAILS: DEPARTMENT, ROLES, RESPONSIBILITIES, ASSIGNMENTS, TASKS

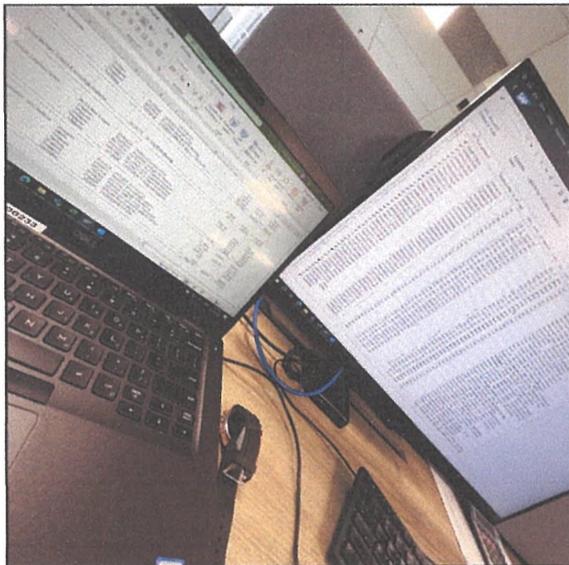


Figure 11: Data Entry for Travel Expenses

As an intern in the Finance Department, I was informed early on that I would **not have access** to certain areas of the system containing **personal data** of suppliers and customers, which I fully understood.

Responsibilities, Assignments and Tasks

Once I adapted, my colleagues guided me through more complex processes, such as manually **posting payment orders** in SAP and **clearing outgoing payments** to ensure transactions were completed accurately in the system.

However, I was grateful to be entrusted with responsibilities such as **reviewing company expenses**. Initially, my supervisor assigned me a straightforward task—performing **data entry** for **monthly financial reports**—to help me familiarize myself with the system.

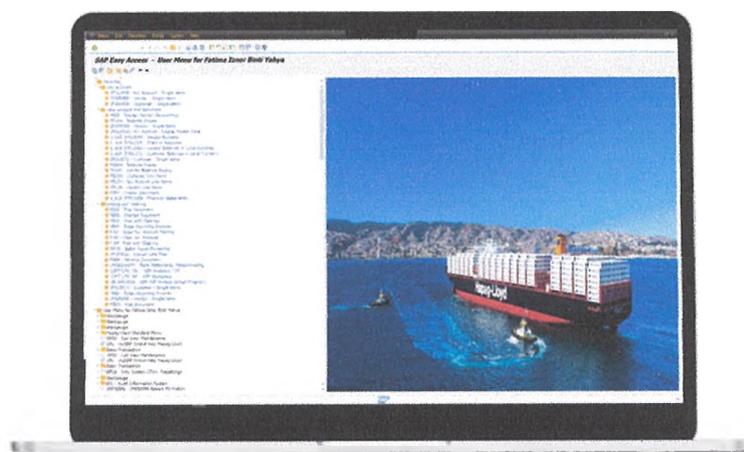


Figure 12: SAP Software Account

DETAILS: DEPARTMENT, ROLES, RESPONSIBILITIES, ASSIGNMENTS, TASKS

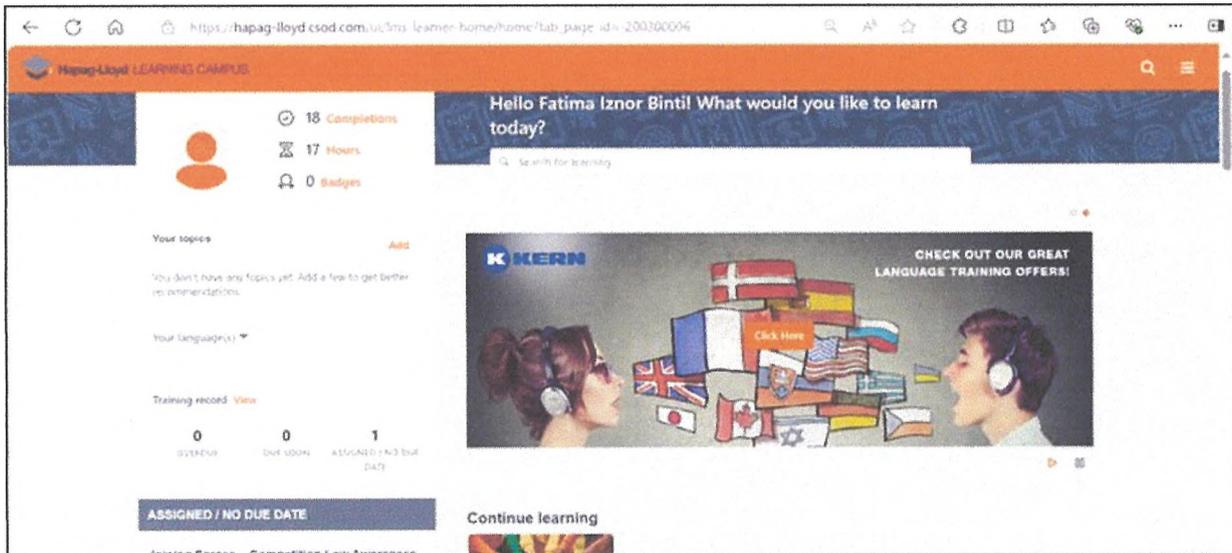


Figure 13: Hapag-Lloyd Learning Campus

Responsibilities, Assignments and Tasks

Over time, I learned how to **process invoices** for approval and **post** them in the system, tasks that became part of my daily responsibilities. Additionally, I assisted with **bank reconciliation** at the end of each month, including accessing bank statements as needed.

Occasionally, my supervisor would ask me to help with administrative tasks, such as **scanning documents** and **sending emails**. These experiences not only enhanced my technical skills but also deepened my understanding of the workflows within a finance department.

I was also assigned a new task, which involved communicating with the Customer Service team at our Vietnam branch to **provide exchange rate information** for their reporting needs. Additionally, the company emphasized continuous learning and development through **online training modules** available on its employee hub.

These sessions allowed me to enhance my skills and better understand the company's operations, fostering both professional growth and a deeper connection to my role.

GAINS: INTRINSIC & EXTRINSIC BENEFITS

Identity No		
Designation		Intern, Finance
SOC50 No		
Employer		
EPF Employer		0.00
SOC50 Employer		0.00
EIS Employer		0.00
Net Pay		1,000.00
Employer	PCB/Tax	CP38
0.00	0.00	0.00

Figure 14: Allowance Payslip



Figure 15: Deepavali Celebration

Allowance or Compensation

Working as an intern at Hapag-Lloyd came with several thoughtful benefits that greatly enhanced my overall experience. To begin with, I **received a monthly allowance** of RM1,000 at the start of each month, which provided financial support throughout my internship. Additionally, the company offered a **free shuttle van service**, ensuring convenient transportation between the MRT station and the office.

Moreover, I was entitled to **annual leave** and **medical leave**, which demonstrated the company's commitment to the well-being of its employees, including interns. A **daily food subsidy** of RM10 was also provided, making meals more affordable. During festive celebrations such as Deepavali and Christmas, the company went above and beyond by offering free lunch and distributing charming goodies to all employees.

These benefits, combined with the inclusive and supportive work culture, made my internship at Hapag-Lloyd a truly enriching and memorable experience.

GAINS: INTRINSIC & EXTRINSIC BENEFITS

Experiences

On the first day of my internship, I was introduced to the concept of the "**Intern Sharing Session**", an initiative designed to **enhance interns' communication** and **presentation skills**.

On **9th October 2024**, I attended the **briefing for the session**, where we were guided on forming presentation groups, selecting topics, and preparing our materials. This opportunity allowed me to **collaborate with interns** from various universities, courses, and departments, fostering a diverse and enriching exchange of ideas.

Throughout the preparation period, **regular communication** with my team members was essential to monitor progress and ensure alignment on our presentation.

On **6th November 2024**, we participated in a **rehearsal** for the session, which provided valuable feedback and helped us refine our delivery, ensuring we were well-prepared for the main event.



Figure 16: Intern Sharing Session Briefing



Figure 17: Intern Sharing Session Presentation

Finally, on **11th November 2024**, the much-anticipated "**Intern Sharing Session**" took place. Presenting our proposal in front of the top management was both an exhilarating and invaluable experience. It provided me with **practical exposure to delivering ideas** effectively and confidently to a high-level audience, a skill that will undoubtedly benefit me in my future career.

GAINS: INTRINSIC & EXTRINSIC BENEFITS

Experiences

Personally, one of the most memorable and enjoyable experiences during my internship was attending a **department dinner** at the prestigious Shangri-La Hotel in Kuala Lumpur. It felt like a delightful escape from the usual office routine, offering a relaxed and social atmosphere. Not only did I get to indulge in delicious food, but I also had the opportunity to connect and **engage with colleagues** from other teams, which strengthened our professional relationships.



Figure 18: Business Administration Dinner



Figure 19: Breast Cancer Awareness Campaign

In addition to the dinner, another highlight was participating in the **Breast Cancer Awareness event** on 20th November 2024. On that day, **employees wore pink** to show support for the cause, creating a sense of unity and purpose within the workplace. These moments were not only enjoyable but also meaningful, as they reinforced the importance of camaraderie, teamwork, and raising awareness for important causes.

GAINS: INTRINSIC & EXTRINSIC BENEFITS

Experiences

One of the most unforgettable moments during my time at Hapag-Lloyd was the opportunity to participate **in a visit to Westport Malaysia**, an experience extended to new joiners, including interns. Before the tour, we attended a briefing on the **history of Westport** and its strategic aims, which provided me with valuable insights into its operations and significance in global trade.

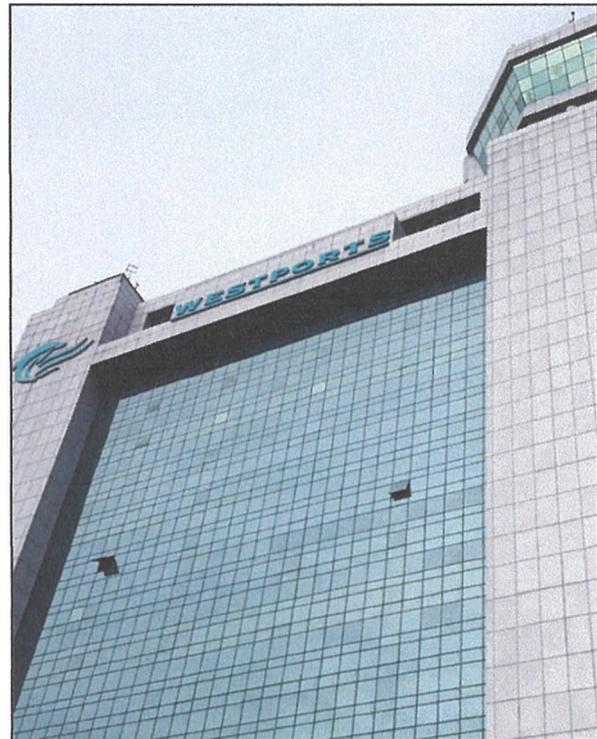


Figure 20: Westport Malaysia Visit



Figure 21: Westport Malaysia Tour

The visit itself was awe-inspiring. It was my first time seeing an overwhelming number of **containers** and standing before a **massive vessel** up close. The scale and complexity of the port left a lasting impression, offering a unique perspective on the intricate workings of the logistics and shipping industry.

This experience not only deepened my appreciation for the industry but also enriched my knowledge, making it a truly memorable and educational experience.

GAINS: INTRINSIC & EXTRINSIC BENEFITS

Knowledges and Skills

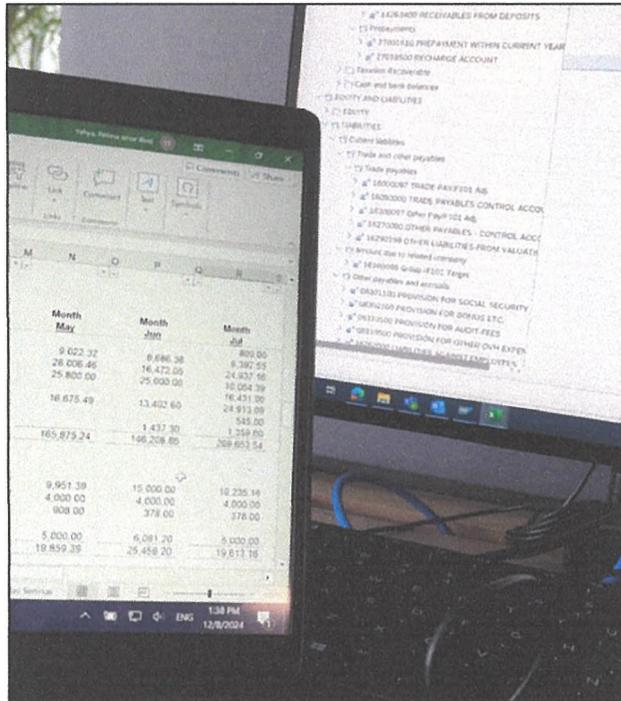


Figure 22: Data Entry for Monthly Financial Statement

During my internship at Hapag-Lloyd, I had the opportunity to gain a diverse range of knowledge and skills that significantly contributed to my **personal growth** and **professional development**. To begin with, I **enhanced my technical expertise** in finance by working on tasks such as **managing invoices**, **posting payment orders** in SAP, and **preparing financial reports**. These responsibilities allowed me to gain a **practical understanding** of how finance functions within a global logistics company.

In addition to technical skills, the internship greatly fostered my personal growth. I developed key **soft skills** such as **teamwork**, **communication**, and **problem-solving** by collaborating with colleagues across various teams and participating in discussions. **Time management** was another crucial skill I improved upon, as I had to handle multiple tasks efficiently while meeting strict deadlines. Furthermore, **writing formal emails** became a valuable skill I refined during my time at the company, as clear and **professional communication** was essential for effective collaboration in a corporate setting.



Figure 23: Finance Interns from General Ledger, Account Payable and Account Receivable Team

GAINS: INTRINSIC & EXTRINSIC BENEFITS

Knowledges and Skills

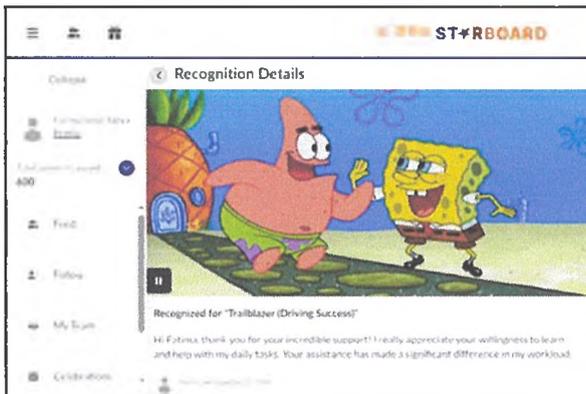


Figure 24: Recognition from My Colleague



Figure 25: Recognition from Senior HR

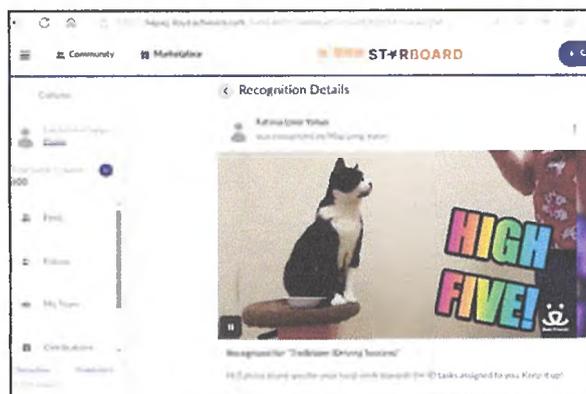


Figure 26: Recognition from My Manager

A significant aspect of this experience was the emphasis on **continuous learning**. Through constructive feedback and guidance, I identified areas for improvement and worked on them consistently. The **recognition** I received from colleagues, my manager, and HR not only boosted my confidence but also motivated me to excel in my role. Their support and mentorship created an environment that encouraged growth and adaptability.

Overall, the internship at Hapag-Lloyd was a transformative experience that equipped me with the technical knowledge, professional acumen, and personal skills necessary for long-term career advancement. It highlighted the importance of collaboration, effective communication, and continuous improvement. These experiences have laid a strong foundation for my future, preparing me to take on challenges and excel in my chosen career path.



PART 5:

SWOT ANALYSIS

 S**STRENGTHS**

- Technology Advancement
- Strategic Initiative

 W**WEAKNESSES**

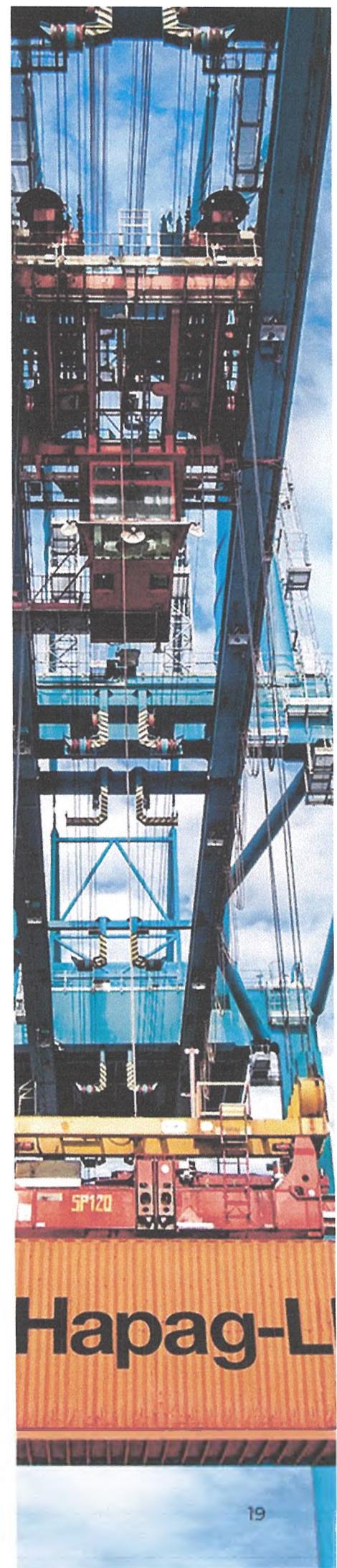
- Coordination Challenges
- Interdepartmental Bottlenecks

 O**OPPORTUNITIES**

- Strong Global Presence
- Strategic Partnership

 T**THREATS**

- Exposed to Cybersecurity Risk
- Geopolitical Uncertainty





PART 6:

**DISCUSSIONS
&
RECOMMENDATIONS**

STRENGTHS

Technology Advancement

Technological advancements involve **creating better tools** and systems to replace outdated ones, helping businesses work more efficiently and achieve better results. Hapag-Lloyd has made great progress in this area, especially with its **Smart Container fleet** and **digital tools**. For example, their Smart Containers are equipped with **sensors that track conditions** like temperature and humidity in real time. This helps keep cargo safe and gives customers peace of mind by keeping them informed every step of the way. Another useful feature is the **Live Position tool**, which shows customers exactly where their shipments are, making it easier to manage supply chains.

Hapag-Lloyd also simplifies the shipping process with tools like **ODEX (Online Document Exchange)**, which allows customers to **handle documents** and **payments online**. This saves time, reduces errors, and cuts down on paperwork. By adopting these advanced technologies, Hapag-Lloyd has made its services more **reliable, transparent, and customer-friendly**, giving the company an advantage in the competitive shipping industry.

To maintain and grow its technological leadership, Hapag-Lloyd should keep **investing in continuous innovation**. Companies that prioritize innovation stay ahead by spotting new trends, understanding customer needs, and quickly adapting to changes. These companies do not just survive but thrive, even in challenging times (*Rosario, Varum, and Botelho, 2024*). For example, upgrading the Smart Container fleet with the latest technology, such as **AI-driven predictive analytics**, could help identify and address potential issues before they happen. This would improve cargo safety and make operations more efficient by reducing disruptions.

Additionally, enhancing the Live Position tool with features like more **accurate arrival time predictions** based on real-time data would further increase transparency and customer satisfaction. These improvements would strengthen Hapag-Lloyd's competitive position and show its commitment to leading in shipping technology. To stay competitive and avoid falling behind, embracing digitalization is essential in today's modern world (*Syafi'i, Shobichah, and Asyifah, 2024*).

STRENGTHS

Strategic Initiative

A strategic initiative is a well-thought-out plan created by a company to **achieve its long-term goals** and vision for growth. Hapag-Lloyd has shown its strong commitment to sustainability and innovation through a major partnership with Scan Global Logistics (SGL) on a multimillion-dollar **ocean biofuel project**. This project focuses on **cutting the carbon footprint** of shipping operations by switching to environmentally friendly fuels. By adopting biofuels, which are renewable and emit far less greenhouse gases, the partnership is not only working toward a greener shipping industry but also positioning Hapag-Lloyd and SGL as leaders in fighting climate change.

This initiative is fully in line with **Hapag-Lloyd's long-term sustainability goals** and reflects the company's proactive approach to tackling global environmental challenges while staying efficient. The collaboration with SGL highlights Hapag-Lloyd's focus on forming partnerships that advance its sustainability mission, foster innovation, and meet the growing demand for eco-friendly logistics within the shipping industry. Through this project, Hapag-Lloyd reinforces its position as a leader in sustainable practices and shows its commitment to reducing the environmental impact of global shipping.

Investing in green infrastructure is vital for companies like Hapag-Lloyd to stay ahead in sustainability while reducing their environmental impact. Supporting sustainable port infrastructure, such as setting up **green fuel bunkering stations**, can significantly contribute to making the shipping industry more eco-friendly. These stations allow ships to **refuel with biofuels and other green fuels, lowering carbon emissions and cutting down on reliance on fossil fuels**. Such initiatives not only benefit the environment but also improve the company's reputation and operational efficiency.

As *Felicio et al. (2021)* point out, **transport technologies** play a key role in enabling cleaner, more efficient production processes while meeting customer demands and boosting public perception. By adopting green shipping practices, Hapag-Lloyd can improve its environmental performance and productivity, solidifying its leadership in sustainable logistics and meeting the growing demand for greener solutions in the shipping industry.

WEAKNESSES

Coordination Challenges

Coordination problems arise when teams or individuals find it **hard to work together** effectively. This can happen because of **conflicting priorities, unclear communication**, or a **lack of defined roles and responsibilities**. For a global company like Hapag-Lloyd, these challenges are even more noticeable since it **operates in multiple regions**, each with its own unique needs and complexities. Managing workloads and aligning efforts between different teams can become difficult, especially when **communication is unclear** or there isn't a unified approach.

For instance, there was an incident where an urgent email meant for the team in Indonesia was mistakenly sent to the Malaysia team by the team in Spain. **Miscommunications** like this can **delay decision-making** and slow the company's response to important matters. These coordination issues can **reduce operational efficiency**, affect customer satisfaction, and hurt the company's ability to stay competitive in the fast-moving shipping industry.

To overcome coordination challenges, Hapag-Lloyd should focus on **defining clear roles and responsibilities** while encouraging open feedback. For example, clearly **labeling each team's role** in the company's email profiles can help employees quickly identify the right contacts for specific tasks, minimizing confusion and delays. As *Bahrain et al. (2023)* explain, businesses thrive on continuous communication with management, employees, and clients. Effective communication ensures that information flows smoothly, reducing misunderstandings, dissatisfaction, and mistrust.

In addition, creating opportunities for employees to **give feedback** can help address problems with **responsiveness**. Structured feedback channels allow employees to share their experiences, **raise concerns**, and **suggest solutions**. Open communication fosters transparency, trust, and better engagement across the organization. *Solomon (2024)* emphasizes that such channels encourage employees to share ideas and concerns freely, which is essential for building a collaborative environment. By implementing these strategies, Hapag-Lloyd can improve communication, streamline its operations, and respond more effectively across its global teams.

WEAKNESSES

Interdepartmental Bottlenecks

A bottleneck happens when **work gets delayed** because a team or individual can't finish tasks on time. This might be due to unexpected absences, technical problems, communication issues, or managers overestimating what their team can handle. At Hapag-Lloyd, **bottlenecks between departments** can occur when delays in one area affect others. These delays often stem from **poor communication, mismatched priorities, or inefficient processes between teams** like operations, finance, sales, and customer service. For example, if the operations team faces delays because of a communication gap with the sales team, customer service might not have the updates they need to inform customers about shipment statuses.

Likewise, payment processing or approval delays in the finance team can throw off shipment schedules, which also impacts customer service. Sales teams may struggle if they don't get timely updates about product availability or delivery schedules from other departments. These problems can **create confusion, annoy customers**, and even result in lost business. If these issues aren't addressed, they can lead to **missed deadlines, lower productivity, and damaged customer relationships**, ultimately making it harder for Hapag-Lloyd to run smoothly and keep customers happy.

To tackle these bottlenecks, Hapag-Lloyd should focus on **improving communication between departments**. Good communication is key to working efficiently and avoiding delays. In fact, job satisfaction often improves when employees work well together and communicate effectively, which helps them perform better in their roles (*Kapur, 2020*).

Setting up **clear communication channels** ensures everyone has access to accurate and up-to-date information. For instance, **regular cross-departmental meetings** can help teams share updates, address challenges, and align their priorities. This approach makes sure that all teams—whether in operations, sales, customer service, or finance—stay coordinated and can quickly handle any changes or problems.



Strong Global Presence

Having a **global presence** is crucial for companies that want to **grow** their **market share** and **stay competitive** in today's connected world. It brings many advantages, such as access to new markets, higher revenue, better brand visibility, cultural understanding, and the ability to use local talent and resources. As **one of the top five global shipping lines**, Hapag-Lloyd is in a strong position to expand its market influence and make the most of its wide global reach.

With **operations in over 100 countries** and **coverage of major trade routes**, Hapag-Lloyd has built a solid reputation as a dependable partner in international shipping. This extensive network allows the company to reach diverse markets, meet various customer needs, and handle regional economic changes effectively. Being a leading shipping line also **enhances its credibility** and attracts bigger clients, helping to **build long-term partnerships**. These strengths provide Hapag-Lloyd with the opportunity to boost its market leadership and sustain growth in the shipping industry.

To fully benefit from its global presence, Hapag-Lloyd should focus on **training its workforce** to **improve skills** and **maintain high service standards** worldwide. These programs could include cross-cultural communication, advanced logistics management, customer service skills, and the latest shipping technology. With these capabilities, employees can deliver services tailored to local needs while maintaining global consistency. As *Nzimakwe and Utete (2024)* point out, effective training and development are key to an organization's success. Developing employees ensures better performance and outcomes.

This approach also **builds trust and satisfaction** among clients, strengthening relationships and boosting loyalty. In service industries, employee training is closely tied to customer satisfaction, which directly impacts business success (*Sonia and George, 2024*). By investing in its workforce, Hapag-Lloyd can reinforce its reputation as a reliable and innovative shipping partner, staying competitive while leveraging its global network.

OPPORTUNITIES



Strategic Partnership

Strategic partnerships happen when businesses with similar or complementary products and services **work together to achieve common goals**. These collaborations, often called joint ventures, offer great opportunities for growth and innovation. A key example is the upcoming **Gemini Cooperation** between **Hapag-Lloyd and Maersk**, planned for February 2025. This partnership aims to **create a more flexible and connected ocean freight network**, focusing on **reliable schedules** for East-West trade routes. It tackles common industry challenges like **efficiency, sustainability, and global connectivity**.

Through this partnership, Hapag-Lloyd and Maersk can **share routes and optimize their fleets, leading to cost savings**. This alignment helps Hapag-Lloyd **expand its market reach, improve service reliability, and enhance customer satisfaction**. Additionally, their joint focus on sustainability strengthens Hapag-Lloyd's reputation as an environmentally responsible shipping company, attracting eco-conscious clients and staying in line with global trends for greener logistics. By combining their strengths, the two companies are driving progress and collaboration in the shipping industry, ensuring long-term stability and growth.

To make the most of the Gemini Cooperation, Hapag-Lloyd should **keep sustainability at the heart of its plans**. Highlighting the partnership's **commitment to eco-friendly practices** can attract clients who value green shipping solutions. Companies that focus on sustainability show they are committed to long-term success (*Mizrak, 2024*).

This includes working with Maersk to **cut greenhouse gas emissions, improve fuel efficiency, and use renewable energy**, aligning with the shift toward greener logistics. These steps not only show environmental responsibility but also **reduce operational costs**. As *Mizrak (2024)* notes, sustainable initiatives improve efficiency, cutting fuel use, emissions, and waste, which saves money and boosts profits. These savings create resources for future growth and help businesses thrive.



THREATS

Exposed to Cybersecurity Risk

Cybersecurity risks involve the chance of **harm or damage** caused by **cyberattacks or data breaches** targeting a **company's digital systems** and **networks**. These risks include not only the likelihood of an attack but also the serious effects it can have, such as financial losses, harm to the company's reputation, and disruptions to its operations. In 2022, Hapag-Lloyd faced a **cybersecurity threat** when its IT security team **found a fake version of its website online**.

This fraudulent site was likely designed for a **spear phishing attack**, where cybercriminals send fake emails to trick users into visiting malicious sites. Once users enter their login details, the information is stolen. The fake website looked almost identical to the real one, making it hard for users to notice unless they closely checked the web address. Such incidents show how cyber threats can harm a company's reputation. If customers or partners lose trust in Hapag-Lloyd's ability to protect their data, it could **lead to lost business** and **reduced customer loyalty**, ultimately **weakening its position in the market**.

To tackle these risks, Hapag-Lloyd needs a strong, well-rounded strategy to minimize risks, protect customer trust, and ensure smooth operations. One approach is to focus on prevention by **training employees** regularly, **conducting phishing simulations**, and **running awareness campaigns**. *Negussie (2023)* points out that comprehensive cybersecurity training equips employees with the knowledge to identify and respond to cyber threats effectively. This not only lowers the chances of data breaches but also builds a culture of cybersecurity awareness, which is vital for a secure and resilient organization.



THREATS

Exposed to Cybersecurity Risk

Additionally, having a **solid incident response plan** and a dedicated team in place is essential. Such a plan helps limit the damage from a breach and reassures stakeholders during a crisis. Effective incident responses not only address immediate threats but also strengthen the company's overall security in the long term (*Olasehinde, 2024*).

Furthermore, **collaborating with third-party experts for audits** and penetration testing can help Hapag-Lloyd identify and fix security weaknesses quickly. Cybersecurity audits provide a detailed review of a company's security systems, highlighting risks, vulnerabilities, and potential threats. These audits evaluate critical areas such as data protection, system operations, network security, and even physical security (*Jadhav, 2023*).

Although some risks are unavoidable when running a digital platform, Hapag-Lloyd **needs to take full responsibility** for safeguarding user data. This includes showing accountability by keeping systems updated regularly and maintaining open communication with stakeholders. By adopting these measures, Hapag-Lloyd **can lower the chances of cyberattacks and minimize their impact**. This proactive approach will help strengthen customer trust and keep the company competitive in the global shipping industry.



THREATS

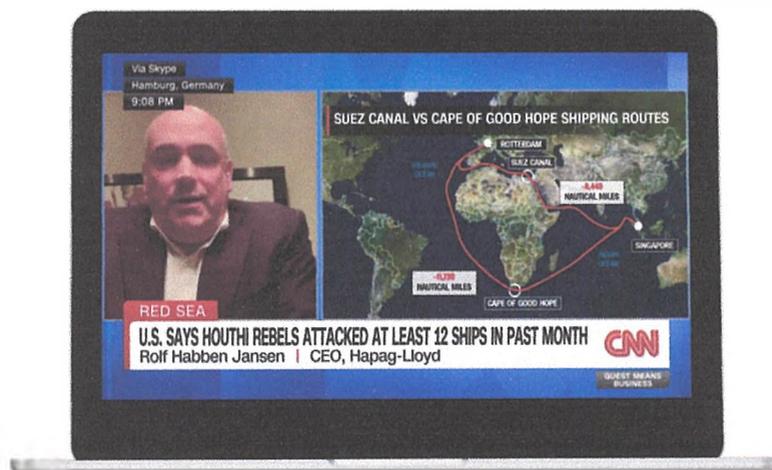
Geopolitical Uncertainty

Geopolitical risks, like elections, conflicts, and political divides, have a big effect on the global economy and industries, especially in 2024. Current conflicts, such as **the war in Ukraine** and the tensions between Israel and Hamas, are further complicated by Houthi **missile attacks on ships** in the Red Sea. These events have **disrupted shipping routes**, particularly in the Red Sea, causing companies like Hapag-Lloyd to adapt their operations.

Hapag-Lloyd has been directly impacted by these challenges. The company doesn't expect normal shipping operations through the Suez Canal to resume anytime soon, even if a ceasefire is reached. Reopening the canal will require at least four to six weeks to readjust schedules, leading to ongoing delays. These disruptions, especially in areas prone to vessel attacks, result in **longer shipping times, higher costs, and less reliability**, affecting the company's ability to meet customer needs and maintain efficiency, which can hurt its competitive standing in the market.

To manage these risks, Hapag-Lloyd should focus on **minimizing disruptions** and building resilience. Instead of avoiding these challenges, the company can **reduce its dependence on risky areas like the Red Sea** by **diversifying its shipping routes**. Many shipping companies have already shifted to routes via the Cape of Good Hope as a safer alternative (Peng, Wang, and An, 2024).

Although this **longer route increases transit times**, it **ensures safety and operational stability**, which helps **maintain customer trust**. By adapting to these changes, Hapag-Lloyd can safeguard its operations and remain competitive in the global shipping industry.



CONCLUSION

My industrial training at Hapag-Lloyd Malaysia was a truly eye-opening experience that gave me hands-on exposure to the financial operations of a global leader in shipping and logistics. Over the course of 24 weeks, I gained technical skills like handling invoices, preparing financial reports, and working with systems such as SAP. At the same time, I improved my soft skills, including teamwork, communication, and time management.

The internship highlighted the importance of accuracy, adaptability, and strong collaboration in a professional setting. Participating in initiatives like the Intern Sharing Session and visiting Westport Malaysia gave me valuable insights into the complexity and importance of the logistics industry. This experience has equipped me to handle the dynamic challenges of global business and boosted my confidence to build a career in finance.



Figure 27: Exchange Gifts



Figure 28: Business Administration Team Year-End Lunch

Looking ahead, I see myself becoming a finance expert in the next five years, making strategic contributions to an organization's growth while continuing to develop both professionally and personally. My ultimate goal is to align my work with global industry standards, driving innovation and excellence in the financial sector.

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Appendices

