FACULTY OF BUSINESS MANAGEMENT AND ADMISTRATION

BACHELOR OF BUSINESS ADMINISTRATION (HONS.) HUMAN RESOURCES

(BA243)

INDUSTRIAL TRAINING REPORT (HRM666)

SWOT ANALYSIS OF SOFISTIKATED SDN BHD

SOFISTIKATED SDN BHD

NO 9A, JALAN TROPIKA UTAMA, TAMAN BUKIT TROPIKA,

83700 YONG PENG, JOHOR

12 AUGUST 2024 – 24 JANUARY 2025

PREPARED BY:

SITI AISYAH BINTI JAMAIN

(2022659618)

SURAT KEBENARAN

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NASRULLAH BIN SALIM
CORP. DIPLOMACY & FINANCIAL CONTROLER
SOFISTIKATED SDN BHD (1457682-W)
NO 3A, JALAN TROPIKA UTAMA 3,
TAMAN BUKIT TROPIKA,
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No. Tel. :
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SOFISTIKATED SDN. BHD. (1457682-W) 202201011985

EXECUTIVE SUMMARY

From 12 August 2024, to 24 January 2025, the internship at Sofistikated Sdn Bhd presented a comprehensive and well-rounded educational opportunity. Guided by En. Amir Firdaus, the Special Officer to the Director, and also the Director itself En. Nasrullah the internship allowed for considerable engagement in both the Human Resources and Office departments, offering a thorough grasp of corporate operations.

In the HR department, exposure to the full employee lifetime was beneficial. From helping with recruiting and onboarding to handling employee relations problems, the practical knowledge underlined the need of good communication, inclusiveness, and proactive conflict management in building a good workplace. Contributing to the construction of the business handbook was a crucial initiative that offered insight into the complicated legal and ethical concerns in HR, which is vital in aligning corporate policies with best practices.

The experience was equally enlightening in the Office Department. Here, activities such as preparing for audits by methodically arranging financial documents and securing correct clearances from the director afforded exposure to the administrative and operational side of corporate management. Accompanying the director to meetings, site visits, and client engagements offered personal insight into the value of creating and sustaining relationships with clients and stakeholders, as well as the strategic decision-making involved in business development.

This report seeks to present a complete account of the internship experience, focusing on the numerous duties done, problems experienced, and the important lessons acquired. It also contains a SWOT analysis of Sofistikated Sdn Bhd, focusing on the company's strengths, weaknesses, opportunities, and threats. The firm has witnessed substantial development, notably in areas such as corporate consulting, creating strategic alliances, and implementing creative, technology-driven solutions. The research closes with suggestions to further expand Sofistikated Sdn Bhd's operations, strengthen its competitive standing in the market, and realize its ambitious objectives in the next years.

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ACKNOWLEGMENT

Alhamdulillah, and all praise to Allah SWT. I am deeply grateful to have successfully completed my industrial training in good health and with the ability to perform at my best. I thank Allah for granting me the strength and guidance to complete both my training and this report. I also want to express heartfelt thanks to my parents for their unwavering support, encouragement, and prayers throughout this journey.

I would like to extend my sincere gratitude to my supervisor, **En. Amir Firdaus bin A Aziz,** for his invaluable guidance, constructive feedback, and encouragement throughout my internship. His expertise and support have been instrumental in helping me navigate my responsibilities and grow professionally.

I also wish to express my gratitude to my industrial training advisor, **Puan Wan Aisyah Amni binti Wan Mohamad Saferdin,** for her dedication, thoughtful feedback, and consistent support throughout this process. Her insights and encouragement were crucial in helping me complete this report to the best of my ability. Additionally, I am incredibly thankful to my friends for their encouragement, advice, and shared knowledge during these months. Their support made this experience even more meaningful, and I truly value the bonds we have built. This internship has been a remarkable chapter in my journey, one that I will always cherish.

STUDENT'S PROFILE

SITI AISYAH BINTI JAMAIN

Address:
Phone:
Email:
Website:

SUMMARY

Dedicated and detail-oriented graduate from Universiti Teknologi MARA, Kampus Bandaraya Melaka, with a Bachelor of Business Administration (Human Resources). Equipped with excellent communication and teamwork skills, as well as practical experience gained during an internship in the HR field. Actively seeking a long-term position to contribute to organizational success while advancing my career in Human Resources.

EDUCATION

Bachelor of Business Administration (Hons.) Human Resource — **October 2022 - January 2025**
Universiti Teknologi Mara (UiTM), Kampus Bandaraya Melaka
- CGPA: 3.44 Dean's list award for semester 2 and semester 5

Diploma in Business Management — **January 2020 - July 2022**
Universiti Teknologi Mara (UiTM), Kampus Segamat
- Member of Diploma Business Studies (DBS) Club and appointed Bendahari in the year 2020/2021
- CGPA 3.26. Dean List's award semester 5

WORK EXPERIENCE

Internship HR, Sofistikated SDN BHD — **August 2024 - January 2025**
- Assisted in managing end-to-end recruitment processes, including job postings, resume screening, and interview coordination.
- Keyed in and organized data for audit purposes, ensuring accuracy and compliance with organizational standards.
- Handled domestic inquiry cases, preparing documentation and assisting in the investigation process to ensure fair and compliant resolutions.

Operator, PANASONIC SDN BHD — **August 2022 - October 2022**
- Rapid Learner (1 Month) with Versatile Production Support Skills. Responsible for Final Quality Control Inspection.

Operator, PNE Electric SDN BHD — **August 2019 - December 2019**
- Experienced Production Line Operator with a strong understanding of production processes. Adept at operating various machinery, ensuring quality control, and troubleshooting minor issues.

ADDITIONAL INFORMATION

- **Technical Skills:** Microsoft Word (Intermediate), Canva (Advanced), Microsoft Excel (Intermediate)
- **Languages:** Malay (Native), English (Moderate), Mandarin (Basic)
- **Awards/Activities:**

1. **Moderator, TROTO Webinar (2024) UiTM Kampus Bandaraya Melaka**

Successfully moderated a professional webinar focused on onboarding best practices, receiving positive participant feedback and VIP for outstanding performance.

REFERENCES

NASRULLAH BIN SALIM — Manager Sofistikated SDN BHD
Corporate Diplomatic and Financial Controller

COMPANY'S PROFILE

Company's Background/ Background of Establishment

Established in 2022, Sofistikated Sdn Bhd, located in No. 9A, Jalan Tropika Utama 3, Taman Bukit Tropika, 83700 Yong Peng, Johor, is a forward-looking and vibrant company. Operating from 8:00 AM to 5:00 PM or from 9:00 AM to 6:00 PM (Sunday to Thursday), the company will line up with Johor's revised workweek of Saturday and Sunday as weekend holidays beginning in 2025. Driven by its **"Transforming Challenges into Opportunities,"** Sofistikated Sdn Bhd, despite its young age, has rapidly become a major participant in many different sectors. Its strategic orientation and business activities are motivated by this concept, which also inspires creative ideas regularly surpassing customer expectations. Celebrated for its adaptability and flexibility, the firm is dedicated to quality, innovation, and expansion, thereby establishing itself as a pioneer in providing original ideas that satisfy changing needs of its customers.

In just a few years, Sofistikated Sdn Bhd has expanded its service offerings significantly, diversifying into several industries to meet both corporate and consumer demands. The company's expertise spans multiple sectors, including corporate services, food and beverage management, construction and real estate development, and vehicle rental. In corporate services, Sofistikated Sdn Bhd supports various industries, including pharmaceuticals and education, providing tailored solutions that address unique business challenges. In the food and beverage sector, the company manages prestigious franchises such as Subway and OldTown White Coffee, successfully overseeing operations to maintain brand consistency and high standards. In the construction industry, Sofistikated Sdn Bhd is committed to developing innovative tourism and leisure destinations, such as the Smart Cabin project in Tengkek, Negeri Sembilan, which reflects its dedication to shaping the future of modern accommodations. Additionally, the company offers vehicle rental services, including motorhome rentals, catering to the growing demand for flexible and unique travel experiences.

Sofistikated Sdn Bhd places a strong emphasis on innovation and quality, ensuring that its services remain at the forefront of industry trends. The company recognizes that staying ahead requires continuous adaptation to technological advancements, and it is actively investing in modern technologies to enhance its service offerings. By embracing these advancements, Sofistikated Sdn Bhd

strives to create long-term, meaningful impacts that resonate not only with its clients but also with the broader community.

In addition to its business operations, Sofistikated Sdn Bhd is dedicated to supporting local communities through its Corporate Social Responsibility (CSR) initiatives. These efforts are central to the company's mission of giving back to society and fostering positive change. As part of its CSR strategy, Sofistikated Sdn Bhd has undertaken several impactful initiatives. The company has donated air conditioners to middle schools in the region to improve the learning environment and provide students with a more comfortable setting for their studies. Furthermore, Sofistikated Sdn Bhd has contributed to community events, including sponsoring golf tournaments by providing branded t-shirts and golf equipment, thus supporting sports and recreation in the local area. The company has also taken steps to improve the welfare of young children by donating fans to kindergartens, ensuring a more comfortable and conducive environment for early learning. These CSR activities reflect Sofistikated Sdn Bhd's commitment to social responsibility and its desire to make a meaningful difference in the lives of the people in the communities it serves.

Through these initiatives, Sofistikated Sdn Bhd continues to demonstrate its dedication to creating a positive impact on both its business environment and the wider community. By embracing innovation, supporting social welfare, and adapting to the changing demands of the market, Sofistikated Sdn Bhd is setting new standards of excellence across the industries it operates in. The company aims to solidify its position as a leading force in the business world while continuing to contribute positively to the development and well-being of the communities it serves. With its commitment to growth, sustainability, and social responsibility, Sofistikated Sdn Bhd is well on its way to becoming a highly respected and influential player in the corporate landscape.

BUSINESS OUTLINE

1. Corporate Joint Venture (JV)

Corporate joint ventures (JVs) are strategic partnerships formed by two or more firms to pursue a certain project, commercial opportunity, or effort. The primary goal of a JV is to combine the firms' strengths, resources, and experience to achieve goals that would be difficult to attain alone. Companies may pool assets, expertise, and funds via these partnerships, allowing them to take on enormous projects, enter new markets, and develop more efficiently. While functioning separately, joint ventures work on the agreed-upon project, managing risk, optimizing resources, and maximizing earnings.

2. Corporate Investor

A corporate investor invests funds and resources in other businesses, assets, and enterprises that support the company's growth and innovation goals. The objective is to produce both strategic value and financial benefits. Corporate investors create new chances for themselves and their core company by investing in potential firms, rising technology, and developing markets. These investments promote innovation, diversify portfolios, and boost market positioning, all of which contribute to long-term development and stability.

3. Primary Activities

Primary activities are the fundamental operations and functions that characterize a firm and contribute to its success. These operations are at the heart of the company and fuel growth. Whether in food and beverage, rental car services, or construction, these key activities are what set a firm apart in its field. Excelling in these areas adds value, establishes new standards of excellence, and assures alignment with business objectives, allowing the organization to retain a competitive advantage.

COMPANY'S LOGO

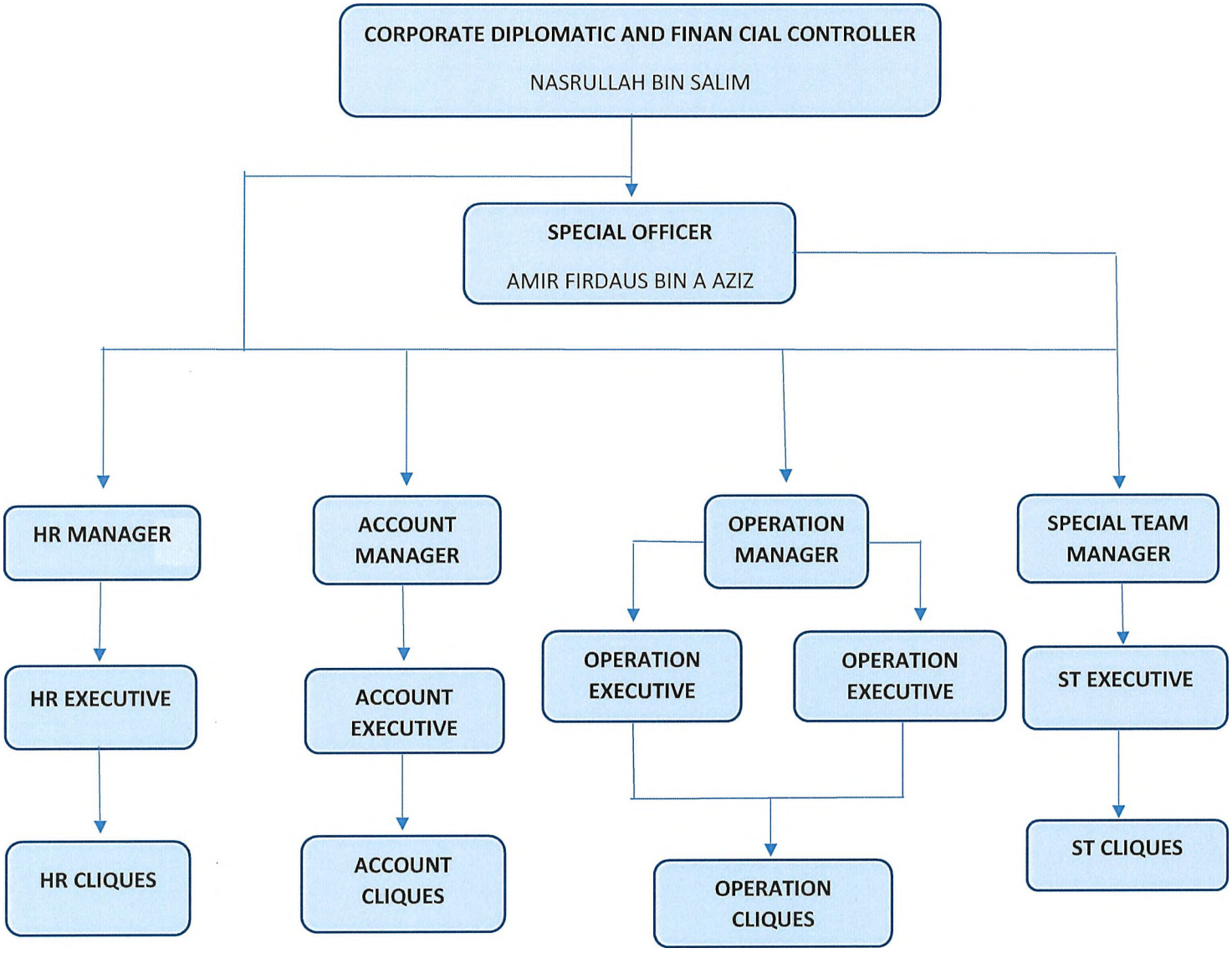
COMPANY'S VISION

Our vision is to be the premier innovator in our corporate circle, setting new standards of excellence and sophistication. We aim to consistently deliver cutting-edge solutions and services that not only meet but exceed the evolving needs and expectations of our clients and partners worldwide. Through a relentless commitment to quality, creativity, and sustainability, we strive to leave a lasting legacy of elegance and impact in everything we do.

COMPANY'S MISSION

Our mission is to consistently elevate the standards of our corporate through the relentless pursuit of excellence and innovation. We are dedicated to providing our clients with unparalleled quality and sophistication in every service, and interaction. We aim to create enduring value for our stakeholders by fostering a culture of integrity, creativity, and sustainability. Together, we aspire to shape a future defined by sophistication and distinction.

ORGANIZATIONAL STRUCTURE



PRODUCTS AND SERVICE OFFERED

1. VEHICLE RENTAL

- **Motorhome Rental**

  Sofistikated Sdn Bhd provides comfortable and convenient motorhome rentals for vacation and recreation. These motorhomes provide kitchenettes, sleeping rooms, and entertainment systems for short-term and long-term travellers. Families, friends, and single travellers looking for an authentic vacation experience without hotels can use this service. By encouraging "travel at your own pace," the motorhome rental business lets clients make memories while visiting new places.

- **Rooftop Rental**

  For adventurers, Sofistikated Sdn Bhd offers rooftop camping vans for rent. These cars have folding rooftop tents that are simple to put up, robust, and weatherproof. Rooftop rentals are ideal for outdoor enthusiasts who want a hassle-free camping experience without heavy gear. The business also provides well-maintained automobiles with all-terrain tires and GPS systems for a safe and comfortable ride. This offer targets tourists seeking unique and unforgettable natural experiences.

2. FOOD AND BEVERAGES (FRANCHISE)

- **Subway, AEON Johor Bahru**

  Sofistikated Sdn Bhd manages a Subway franchise in AEON Johor Bahru, providing a diverse selection of fresh, customized sandwiches and nutritious meal alternatives. The Subway business serves health-conscious consumers and busy professionals seeking fast, healthy lunches. This establishment prioritizes freshness and quality, delivering an efficient and gratifying eating experience that caters to those seeking healthier options in a fast-paced setting.

- **OldTown White Coffee, Yong Peng**

  Sofistikated Sdn Bhd operates an OldTown White Coffee franchise in Yong Peng, providing a comfortable and welcoming environment for patrons to savour traditional Malaysian dishes and drinks. This establishment is renowned for its signature white coffee and provides a diverse selection of local cuisine and drinks, creating a pleasant environment for patrons to unwind and enjoy a cultural dining experience. The inviting ambiance renders it an optimal

selection for relaxed coffee breaks and informal dining, showcasing Malaysia's culinary history.

3. CONSTRUCTION (ACCOMMODATION DEVELOPMENT)

- **Tourism Accommodations**

  Sofistikated Sdn Bhd is revolutionizing tourism with creative and sustainable lodgings for contemporary guests. The business is creating Smart Cabins in Negeri Sembilan to provide visitors a unique, high-tech experience. App-controlled lighting, smart locks, and energy-efficient technologies make these cabins convenient and pleasant. Eco-conscious guests love smart cabins because they provide a contemporary, eco-friendly refuge. To fulfil the rising need for creative, sustainable travel experiences, Sofistikated Sdn Bhd combines comfort, technology, and sustainability to create new standards in tourist lodging.

TRAINING'S REFLECTION

From **August 12, 2024, to January 24, 2025,** my internship at **Sofistikated Sdn Bhd** was a really enlightening one that let me develop both personally and professionally. Located in Taman Bukit Tropika, Yong Peng, I worked under the Human Resources Department with working hours from 8:00 AM to 5:00 PM or 9:00 AM to 6:00 PM, Sunday through Thursday. This opportunity offered me actual experience to HR operations and provided a platform to utilize the academic information I had obtained throughout my studies.

I received an allowance of RM500 per month during the internship, along with personal life insurance coverage. Reflecting its great dedication to employee well-being, the corporation additionally paid claims for meals, transport, and medical equipment or fees incurred during out-of-town assignments. Even though I was just an intern at the company, they generously extended these benefits to me as well. Additionally, Sofistikated Sdn Bhd displayed their attention to detail and corporate pride by supplying each intern with two branded t-shirts, one formal uniform, corporate shoes, and a notebook carrying the business emblem. These thoughtful features not only encouraged a feeling of belonging but also underscored the company's desire to fostering a professional and supportive workplace for its workers and interns alike.

During the course of my internship, I was given the opportunity to get significant expertise in handling a wide range of activities, including conducting interviews, reviewing resumes, posting job openings, and entering data for audits. By doing these activities, I was able to improve my organizational and analytical skills while also learning how to integrate myself into the procedures of the firm. in addition to having actual expertise assisting and co-handling situations involving domestic investigations in order to ensure compliance with government procedures and avoid any legal concerns.

One of the most influential components of my position was creating a business handbook and analysing new laws relating to HR policy. This taught me to better grasp corporate accountability and the need of aligning actions with business processes and national rules. I also realized how vital corporate services are in sustaining a company's integrity and profitability. Not only that, I realized that business responsibility extends beyond compliance—it also entails aiding people in need. I had

the chance to participate a CSR event, a golf tournament hosted in Johor Bahru, where the director donated equipment and t-shirts for all competitors and guests, including the headmaster of a local school. This encounter improved my respect for the significance of CSR programs in creating goodwill and community support.

During my internship, I had the chance to interact with a variety of new people and speak with important stakeholders. Observing how professionals interact and communicate with one another opened my eyes and helped me enhance my people-oriented skills. I also had the privilege of following the director to client meetings and site visits, which helped me get a better understanding of the decision-making process at the highest levels of the organization as well as the operations of the business. Taking everything into consideration, taking part in this internship provided me with invaluable knowledge in the field of human resources. The requirement of balancing the wellbeing of employees with the aims of the company and compliance was brought to my attention by this. At the same time as I am tremendously grateful for this opportunity, I am also very thrilled to put the knowledge and abilities that I have gained to use as I continue my career in the field of human resources.

STRENGTH:

1. Strong Financial Resources: Significant financial capital, allowing investment opportunities through interest gains and diverse business ventures.

2. Extensive Business Network: Well-established connections with numerous entrepreneurs, facilitating strategic partnerships and collaborations.

WEAKNESS:

1. Limited Experience in Headquarters: Lack of seasoned professionals in the HQ office, impacting operational efficiency and strategic decision-making.

2. Inefficient Resource Allocation: Inefficiencies in aligning resources with company growth objectives, which may slow down scalability and responsiveness.

SWOT ANALYSIS OF SOFISTIKATED SDN BHD

OPPORTUNITIES:

1. Expansion Potential: Opportunities to diversify business ventures and expand into new markets due to financial resources and network.

2. Strategic Partnerships: Potential to leverage industry connections to form alliances, enhancing market position and competitive advantage.

THREATS:

1. Talent Shortage: Difficulty in recruiting experienced professionals for HQ could hinder operational effectiveness and innovation.

2. Market Competition: Competitive pressures from similar firms may affect profitability and market share, necessitating continuous improvement in offerings and strategy.

DISCUSSION & RECOMMENDATION

STRENGTHS

1. Strong Financial Resources: Significant financial capital, allowing investment opportunities through interest gains and diverse business ventures.

Discussion

With significant financial resources, the organization has a stable basis to explore diverse commercial possibilities without overextending itself financially. This financial certainty allows it to engage in initiatives with high return potential, increasing its market standing. Additionally, it offers a cushion against economic downturns and a firm base to delve into higher-risk, high-reward enterprises. However, if the company fails to properly manage its cash flow and financial planning, this advantage might soon turn into a difficulty, leading to significant financial instability and operational difficulties.

Recommendation

Sofistikated Sdn Bhd should employ a **strategic financial management strategy** to match its financial choices with long-term company goals while maintaining stability and development. Strategic financial management refers to planning, monitoring, and assessing financial resources to meet a company's objectives while keeping flexibility to respond to changing conditions (Kenton. W., 2024). This involves creating a structured investment portfolio by allocating resources to short-term projects for liquidity and quick returns, as well as long-term investments in high-growth sectors aligned with the company's expertise.

Furthermore, **establishing a contingency fund** gives the company financial flexibility to handle unexpected issues or capture fresh possibilities. It provides financial security and peace of mind by covering unforeseen expenditures like medical emergency and job loss. Contingency reserves, usually stored in liquid assets for rapid access, may cover unexpected expenditures, avert operational interruptions, and capitalize on unexpected opportunities, improving a company's resilience and financial health. (Kenton. W., 2024).

Additionally, to ensure ongoing financial stability, the company **needs to evaluate KPIs.** Measurements of sales growth, profit margins, cash flow, and ROI help management see issues early, adapt strategies, and accomplish long-term objectives. If cash flow diminishes, the company may cut spending or find new income. This ongoing KPI analysis lets management review performance and identify whether modifications are required to enhance outcomes, manage risks, and react to a changing market, assuring stability and growth (Twin. A., 2024). By implementing this approach, Sofistikated Sdn Bhd can enhance financial stability, maximize returns, and remain agile in a dynamic market.

2. Extensive Business Network: Well-established connections with numerous entrepreneurs, facilitating strategic partnerships and collaborations.

Discussion

A large network of business relationships is a significant advantage, providing insights, resources, and cooperation possibilities. These relationships may lead to new markets, co-branded efforts, and advantageous exchanges of industry expertise, offering Sofistikated Sdn Bhd a competitive advantage and lowering obstacles to commercial partnerships. However, this strength is not without its problems. If not properly managed, it may result in strained relationships owing to a lack of constant participation, lost opportunities from ignored connections, and reputational harm if partnership expectations are not reached. Over reliance on a network may also create weaknesses, particularly if important relationships dissolve or fail to achieve anticipated results. Managing and cultivating these relationships strategically is critical to ensuring that the network stays an advantage rather than a burden.

Recommendation

Sofistikated Sdn Bhd should formalize its network by **creating regular events or partnerships** with industry leaders, building a consistent platform for knowledge sharing and collaboration. Events are seen as company investments that may substantially influence growth prospects and revenue production (Arus. R. A. T.,2021). Organizing **private golf networking events** is a good strategy, especially given the director's golf expertise. These might be quarterly or yearly golf tournaments in which significant industry players, customers, and prospective partners are asked to participate. Such gatherings provide a friendly but professional environment, encouraging meaningful interactions and the formation of solid business partnerships.

Other than that, by providing **improved support programs** like **priority service and committed assistance**, Sofistikated Sdn Bhd would value its long-term partners. For instance, the company might appoint long-term partners a dedicated account manager for quicker replies and more customized service. This account manager may handle urgent requests, develop solutions, and give professional advice to assist partners flourish. Committed assistance may also involve frequent check-ins to better understand their requirements, continuing support, and swift problem-solving. These extras help partners feel appreciated and guarantee long-term relationships. This degree of tailored attention not only promotes loyalty but also improves the cooperation by more effectively attending to particular requirements. Though non-financial, these value-added services enable Sofistikated Sdn Bhd to stand out in a crowded industry and support ongoing cooperation and long-term involvement from its associates. Monetary incentives or sales-based points might motivate partners to prioritize specific items or solutions. However, non-financial incentives that provide value are equally significant (Sramek, 2024).

WEAKNESSES

1. Limited Experience in Headquarters: Lack of seasoned professionals in the HQ office, impacting operational efficiency and strategic decision-making.

Discussion

The absence of experienced staff in critical HQ roles may lead to challenges in executing sophisticated strategies, which could limit Sofistikated Sdn Bhd's ability to respond to market changes and growth opportunities. Experienced professionals provide critical insights, strategic foresight, and efficient decision-making that can guide a company's expansion and fortify its core operations. Despite the potential cost savings that a minimal staff may offer by reducing salary expenses, the company may be burdened if there is a lack of experienced staff or fundamental business knowledge. The company's long-term sustainability and its capacity to capitalize on emergent opportunities may be impacted by the absence of key expertise.

Recommendation

Sofistikated Sdn Bhd should prioritize recruitment for HQ roles by **targeting individuals with proven track records in relevant industries.** A candidate's track record might serve as a beginning point for conversation throughout the interview process. It may assist identify areas of strength and weakness, as well as emphasize the candidate's potential for growth and development (Cumming & Cumming, 2024). For example, during the interview, one possible question, "Can you share an example of a project or task where you achieved exceptional results?" The applicant may demonstrate their past accomplishment in this question. Asking for an example encourages the applicant to demonstrate quantifiable achievements, such as meeting a project deadline, improving efficiency, or making profit. This shows their track record of handling duties and meeting goals. Offering competitive packages and highlighting career development opportunities could attract high-caliber professionals.

Additionally, **establishing mentorship programs** within the company can upskill current employees, building a foundation of in-house expertise to improve long-term operational strength. A study by the American Society for Training and Development found that mentoring programs increase promotion rates by five times. This demonstrates the strong relationship between mentoring and job growth (Reeves, 2024). Since the firm lacks senior personnel with the competence to mentor

individuals internally, it may build **an external mentoring program** by working with industry experts, consultants, or professional organizations. These external mentors may give specialized expertise, leadership assistance, and new insights that are not accessible inside the organization. By linking workers with experienced individuals from outside the firm, the company may guarantee that its staff gets useful mentoring suited to particular requirements, such as technical skills, industry best practices, or career growth. This method will assist nurture growth, increase skill development, and build a culture of continual learning, despite the lack of senior mentors inside the organization itself. An external mentor gives a new viewpoint compared to an internal one, coming from a different organization and even industry. In addition, external mentors may bring a fresh strategy and alternatives to the previously explored methods (Moran, 2023).

2. Inefficient Resource Allocation: Inefficiencies in aligning resources with company growth objectives, which may slow down scalability and responsiveness.

Discussion

Inefficient resource allocation can result in wasted efforts, slower project timelines, and limited scalability. When resources aren't strategically allocated, it becomes harder to align operations with the company's objectives, potentially missing growth opportunities or delaying project launches. During my internship, I observed a serious shortcoming in my superior's project prioritizing and resource management. Instead of concentrating on critical goals, the superior attempted to handle all projects concurrently, resulting in mismatched priorities and an imbalanced budget allocation. Resources were stretched thin, with tiny purchases made for many projects, none of which were finished on schedule. This method wastes resources, especially underutilized equipment, and causes financial losses owing to inefficiencies. If this problem is not handled, the firm may suffer financial losses, lag behind rivals, and struggle to develop or innovate, jeopardizing its long-term viability.

Recommendation

To optimise resource allocation, Sofistikated Sdn Bhd should develop a thorough **resource management strategy** that includes well-defined project priorities, a detailed resource allocation plan, and the usage of efficient tools or software. The corporation should evaluate its present resource requirements, align them with important business goals, and allocate resources depending on project

priority and urgency. Making a project plan is important to keep everything in order and make sure the project stays on track. A good project plan will help it get started by putting all the important parts together in one place. These might include goals, funds, deadlines, and contact plans (Martins, 2024).

Furthermore, using a **resource management system** may help to simplify monitoring, reduce waste, and enhance decision-making. Regular monitoring and evaluations should be performed to verify that resources are being utilized efficiently and that modifications can be made as needed to maintain efficiency and satisfy project objectives. For instance, tools like **Monday.com** and **Microsoft Project** can make it easier for businesses to handle their resources. These tools help firms to measure staff effort, project timeframes, and resource allocation. Regular monitoring via these systems ensures that resources are utilized effectively and modifications may be made as required to remain on track and accomplish project goals. A resource management system enhances the efficiency of employees by ensuring that they are informed about the status of projects in real time, eliminating the necessity for frequent email correspondence, and maintaining team alignment throughout the entire project lifecycle (Kantata, 2023).

OPPORTUNITIES

1. Expansion Potential: Opportunities to diversify business ventures and expand into new markets due to financial resources and network.

Discussion

Sofistikated Sdn Bhd has a lot of business ties and strong finances, which gives them a lot of freedom to diversify and grow their market. The company can be less dependent on a single source of income by joining new markets or industries. Even though the company does a lot of different things, like Food and Beverages Industry (Fnb), RV rentals, and Resorts, it needs to keep looking for ways to improve and grow in order to stay current with the market. This will make the business more stable when the economy changes. Diversification also helps a business reach new types of customers and build brand recognition, which makes it stronger and more competitive. But if the company doesn't take advantage of this chance, it could lose its competitive edge, become too dependent on current markets, and risk staying the same. This could make the company more sensitive to downturns in the industry, shifting customer tastes, and economic uncertainty, which could hurt its long-term growth and ability to stay relevant in the market.

Recommendation

Diversification is rapidly becoming a vital strategy for businesses to stay robust in difficult times, as seen by global brands such as AirAsia. AirAsia used to only be about flying, but now it has successfully changed into Capital A Bhd, a business holding group that offers services in transportation, living, and finance. CEO Tan Sri Tony Fernandes pushed this change to adjust to market changes and increase income sources beyond the company's main business. AirAsia reinforced its finances and prepared for new trends by entering new businesses (Hen. S. E.,2022). Diversification helped firms survive the COVID-19 epidemic, which disrupted operations. To maintain financial stability and growth, several corporations explored new enterprises due to declining basic operations income. **Tourism and travel services** are a good diversification strategy for Sofistikated Sdn Bhd. Sofistikated might attract visitors by grouping its hotels, motorhome rentals, and F&B services into trip packages. For example, the A package might include motorhome rentals, pre-arranged lodgings, and food packages for a smooth and pleasurable trip.

Futhermore, companies in the tourist industry, like SG Travel, that used to focus on trips going out have had to switch their focus to trips coming in to stay in business and grow. For example, European Union Holidays made an "inbound" branch to cater to local tourists by giving city trips and vacation packages (TTGAsia, 2020). They used digital campaigns, short advertising films, and social media marketing to get the attention of domestic tourists and promote local sites. Sofistikated can promote its **eco-tourism trips and cultural getaways on social media using short videos, picture stories, and reviews.** This strategy represents **related diversification** as it expands the company's existing tourism and hospitality services, such as lodging, F&B, and RV rentals, while attracting new customers interested in eco-friendly and cultural experiences. For example, attracting tourists from both inside and outside of the country, the business could also use focused online ads, partnerships with influential people, and engaging campaigns. Sofistikated could also use video trips or material from behind the scenes to get people excited about its products and services, which would help it reach even more people online. Sofistikated Sdn Bhd diversifies into tourism and travel services to strengthen its finances, enter into emerging markets, boost brand exposure, and position itself for long-term success.

2. Strategic Partnerships: Potential to leverage industry connections to form alliances, enhancing market position and competitive advantage.

Discussion

Sofistikated's broad networking and industry relationships place it in a strong position to develop strategic alliances. These collaborations may give access to complementary resources, save costs, and promote innovation. By exploiting partnerships, the organization may broaden its market reach, react to industry shifts, and drive long-term success. Failure to seize this opportunity risks slipping behind rivals, resulting in cost savings, market growth, and innovations that might boost its brand and competitiveness.

Recommendation

A strategic partnership is a cooperation between two or more companies pooling funds, technologies, and/or resources to accomplish shared success (Brooks, 2024). One example of how partnerships might combine complementary qualities is the strategic cooperation between Apple Pay and Mastercard. Mastercard gains from Apple Pay's cutting-edge technology and large user base, while Apple Pay uses Mastercard's well-established payment network to provide customers with safe

and easy transactions. When combined, they increase market influence and improve client convenience (Mastercard, 2021). In the same way, Sofistikated Sdn Bhd should proactively **seek partnerships with companies that share similar values and complementary capabilities.** Developing partnership proposals that outline clear benefits and shared goals can make these alliances more attractive and sustainable. Collaborations with Malaysian companies, such as online travel platforms (Agoda, Booking.com, and Expedia), may help Sofistikated increase exposure and reservations by integrating services such as RV rentals and resort booking. These collaborations would broaden Sofistikated's market reach, provide value-added travel packages, and boost the company's standing in the industry.

Additionally, **investing in relationship management** to maintain and grow these partnerships will ensure continued mutual benefit and could lead to deeper collaborations in the future. For example, companies like AirAsia and Grab have successfully implemented loyalty programs and personalized promotions to retain customers and enhance engagement. Sofistikated can follow a similar approach by creating a loyalty program for its F&B, motorhome rental, and accommodation businesses, offering rewards such as discounts, free upgrades, or exclusive access to services. Regular communication through newsletters, personalized offers, and feedback collection can strengthen connections with customers and partners. Additionally, hosting appreciation events or training employees to deliver exceptional service can further build trust and ensure long-term success. Sofistikated may get access to specialized knowledge, save expenses, and improve its market position by forging these relationships. Partnerships like this may help the organization innovate, adapt to market changes, and achieve long-term success while remaining loyal to its fundamental principles and strategic objectives.

THREATS

1. Talent Shortage: Difficulty in recruiting experienced professionals for HQ could hinder operational effectiveness and innovation.

Discussion

The talent scarcity in Yong Peng has a substantial influence on Sofistikated Sdn Bhd's operating efficiency and growth potential. It's hard to fill key HQ positions because there aren't many experienced professionals in the area. This makes it harder for the company to stay productive and finish projects quickly. The problem is made worse by the fact that the current workforce doesn't have much experience. This makes decisions take longer to make and could cause delays in meeting market demands. This lack of ability also slows down creation because it makes it harder to come up with new products and strategies to compete. Also, not having enough staff and not giving them enough direction can put a lot of stress on current workers, which can lead to burnout and low confidence, which can raise turnover rates and make things even less stable. If the business doesn't do something about this talent gap, it could face long-term operational problems, slowed growth, lessened competitiveness, and even losing market share to rivals that are more flexible and have better staffing.

Recommendation

Sofistikated Sdn Bhd is experiencing a substantial talent shortage, which is not specific to the industry but is pervasive throughout Malaysia. In 2023, Digital News Asia did a study that showed 60% of Malaysian companies might have trouble keeping employees (Digital NewsAsia, 2023). This shows how broad the problem is. The skill gap is a problem that many businesses face, but Sofistikated needs to do something about it. The problem can't be completely fixed, but smart action can lessen its effects and help protect the company's future.

To build a pipeline of competent personnel, Sofistikated Sdn Bhd should **expand its recruiting channels** by working with industry-specific recruiters, cooperating with colleges, and offering internship programs. For example, the organization might work with top recruiting firms such as Hays or Michael Page to discover and attract experts suitable for HQ positions. Sofistikated might also form collaborations with local colleges, such as Universiti Teknologi Malaysia (UTM), to develop graduate programs, host career fairs, or provide scholarships connected to job prospects with the firm. For

example, Maybank partners with Universiti Utara Malaysia (UUM) to recruit new graduates, recognizing the value of having smart personnel who are knowledgeable in finance and capable of creating innovative ideas (Maybank,2020). There is a lot of competition for top talent in the finance business, which can make it hard to find people with the right skills and attitude. Maybank makes it easy for the best recent college graduates to join their team by working with UUM. This approach not only helps Maybank find future leaders early on, but it also makes sure that the company always has skilled workers ready to help it grow and come up with new ideas in the finance industry.

Furthermore, to increase staff retention, Sofistikated might provide **competitive incentives** such as performance-based bonuses, healthcare packages, or employee wellness initiatives, as top firms like as PwC and Nestlé do. Nestlé workers are typically satisfied with their perks, according to Indeed ratings and what is well known. Good compensation, comprehensive health insurance, robust retirement plans, and excellent wellness programs are among the primary reasons for their contentment. Employees also like the company's emphasis on their development, including training and prospects for progress (Malaysia. Indeed, 2024). Sofistikated Sdn Bhd should establish a talent pipeline to meet the talent deficit. The organization may acquire top people by partnering with industry-specific recruiters, local institutions, and internship programs. With financial incentives, professional development possibilities, and a pleasant work culture, Sofistikated can recruit and retain top talent, ensuring its long-term growth and success.

2. Market Competition: Competitive pressures from similar firms may affect profitability and market share, necessitating continuous improvement in offerings and strategy.

Discussion

As new F&B establishments like McDonald's, Zus Coffee, and Chagee join the market, Sofistikated Sdn Bhd is facing increasing competition in when opening Old Town in Yong Peng. Another business was resorts at Tengkek also face intense competition since the area is well-liked for camping and beautiful forest vistas, and also the market for renting motorhomes is getting crowded. The business runs the danger of losing market share and client loyalty if these concerns are not handled, which might result in a drop in revenue, damage to the company's reputation, and operational stress. Neglect over time may lead to employee discontent, market irrelevance, and ultimately company closure.

Recommendation

Sofistikated Sdn Bhd should **conduct regular competitor analyses** to stay informed of industry shifts and customer preferences. Competitive analysis is identifying both direct and indirect rivals via research to uncover their strengths and shortcomings in comparison to your own (Asana, 2024). This insight will allow the company to update its products or services in line with customer needs, maintaining its appeal. For example, OldTown White Coffee in Yong Peng, this market is competitive since it is flanked by F&B establishments including Zus Coffee, Chagee, Secret Recipe, and Marry brown. Sofistikated can establish a **loyalty program** whereby faithful clients receive a complimentary cup of coffee, since OldTown White Coffee has a set menu. Customers that return regularly and are identified as regular consumers, for example, may be treated to a complementary cup of their favourite coffee as a token of appreciation. This individualized approach not only fosters great client connections, but also encourages return visits, distinguishing Sofistikated in Yong Peng's competitive café market without changing the existing menu. Unlike Marry brown, which specializes in quick food with a family-friendly appeal, and Secret Recipe, which is recognized for its premium cakes and wide menu, OldTown may set itself apart by rewarding repeat customers with a free cup of coffee after a specific number of visits.

In addition, **a customer feedback system can provide real-time insights** into satisfaction and help prioritize improvements, strengthening Sofistikated Sdn Bhd's market position and resilience against competitors. Customer feedback systems are very important for improving the experiences of people in many fields, such as camps, camper and RV rentals, and food and beverage (F&B). Businesses can improve customer happiness by getting real-time feedback on things like service quality, product offers, and facilities through poll, social media, and review sites. Food and drink businesses use customer feedback to improve their products and the way they serve their customers. Motorhome and RV rental businesses use customer feedback to keep the quality of their vehicles high and make the planning process easier. Motels utilize guest feedback to personalize experiences, enhance services, and ensure a fantastic stay. Overall, these tools help organizations remain competitive, adapt to evolving client preferences, and create customer trust across all sectors. For example, in F&B industries, Sofistikated Sdn Bhd may promote Google reviews of their service, cuisine, and experience. With customer ratings on staff friendliness and meal quality, Sofistikated can immediately discover areas for development and strengths. Social networking lets businesses boost good client reviews. Sharing outstanding Google Reviews on the firm's social media sites recognizes delighted consumers and shares their great comments (Aaron, 2024).

CONCLUSION

Ultimately, Sofistikated Sdn Bhd, has shown extraordinary growth and flexibility in a short period of time, providing a wide range of services across numerous sectors such as corporate services, food and beverage management, real estate development, and vehicle rentals. The company's attitude has propelled its innovation, enabling it to remain competitive while emphasizing quality, flexibility, and customer happiness. Throughout my internship, I received practical experience in Human Resources and Office operations, helping to create the business handbook and participating in decision-making processes that matched employee well-being with corporate objectives.

The SWOT analysis finds that, although the organization has great financial resources and a large commercial network, it confronts obstacles such as inadequate expertise with headquarters operations and poor resource allocation. However, prospects for development and strategic collaborations may pave the path for growth, while market rivalry and skill shortages remain possible risks. Overall, Sofistikated Sdn Bhd is well-positioned for long-term success because to its focus to innovation, corporate social responsibility, and sustainability. Sofistikated Sdn Bhd can increase its market position and expand its effect on both the corporate world and local communities by resolving its deficiencies and capitalizing on new possibilities.

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APPENDIX

Figure 1 Introduce myself and listen detailed briefing about internship duties

Employee Leave Tracker

Year	2023

Year Summary					
Employee Names	AL	MC	EL	UPL	Total
Ahmad	14	7	2	3	[illegible]
Soleh	1	2	10	0	[illegible]
Rabbanie	1	9	0	1	10
Haiqal	1	0	0	1	1
Iskandar	1	21	0	5	27
Total	18	39	12	10	69

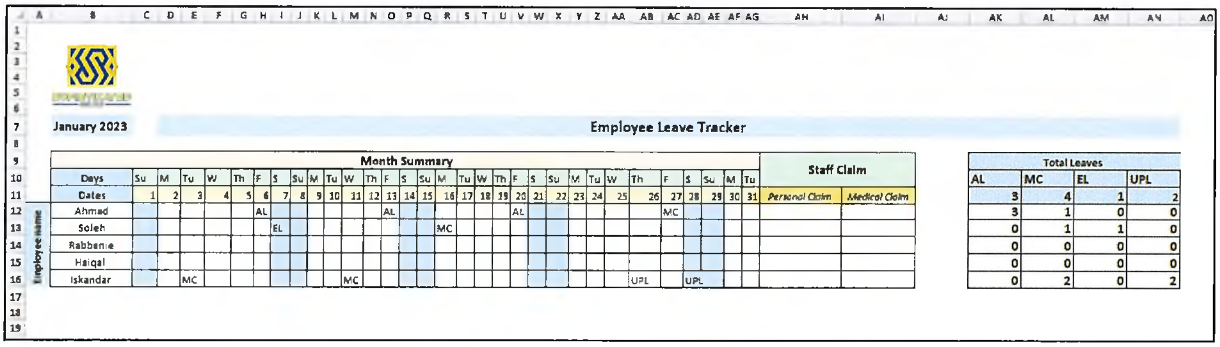
Leave Type	Symbol
Annual Leave (11 days)	AL
Medical Leave	MC
Emergency Leave	EL
Unpaid Leave	UPL

Staff Claim

Year	2023

Year Summary			
Employee Names	Personal Claim	Medical Claim	Total
Ahmad	0	100	100
Soleh	0	0	0
Rabbanie	30	330	360
Haiqal	150	0	150
Iskandar	0	0	0
Total	180	430	610

https://docs.google.com/spreadsheets/d/1RYoq455oRkjPzwXJSJ0lmQHLcaHOZPm7/edit?usp=sharing&ouid=116066810464519617850&rtpof=true&sd=true



January 2023

Employee Leave Tracker

Days	Su	M	Tu	W	Th	F	S	Su	M	Tu	W	Th	F	S	Su	M	Tu	W	Th	F	S	Su	M	Tu	W	Th	F	S	Su	M	Tu	Staff Claim	
Dates	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	*Personal Claim*	*Medical Claim*
Ahmad						AL							AL							AL							MC						
Soleh							EL									MC																	
Rabbanie																																	
Haiqal																																	
Iskandar			MC								MC															UPL		UPL					

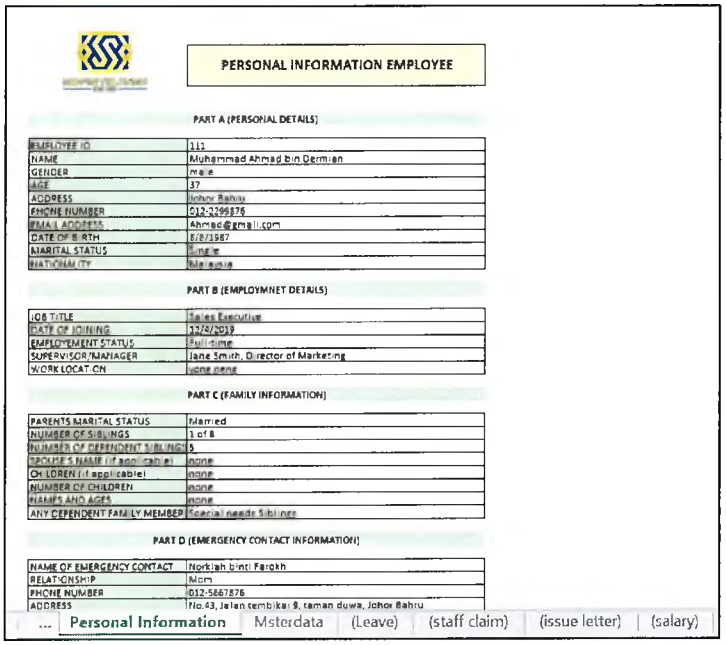
Total Leaves

AL	MC	EL	UPL
3	4	1	2
3	1	0	0
0	1	1	0
0	0	0	0
0	0	0	0
0	2	0	2

Figure 2 Master list in excel (auto entry) such as staff claim and employee leave tracker (AL, UPL, MC, EL)

Figure 3 Conduct Verbal Warning at Subway Taman Universiti Outlet

Figure 4 Attend Junior Golfing Sponsorship MSSJ 2024 sponsor by Sofistikated SDN BHD. Sofistikated director is depicted in the upper left corner of the image, posing with the school instructor.



PERSONAL INFORMATION EMPLOYEE

PART A (PERSONAL DETAILS)

EMPLOYEE ID	111
NAME	Muhammad Ahmad bin Darmian
GENDER	male
AGE	37
ADDRESS	Johor Bahru
PHONE NUMBER	012-2299876
EMAIL ADDRESS	Ahmad@gmail.com
DATE OF BIRTH	6/8/1987
MARITAL STATUS	Single
NATIONALITY	Malaysia

PART B (EMPLOYMNET DETAILS)

JOB TITLE	Sales Executive
DATE OF JOINING	12/9/2019
EMPLOYEMENT STATUS	Full-time
SUPERVISOR/MANAGER	Jane Smith, Director of Marketing
WORK LOCATION	none none

PART C (FAMILY INFORMATION)

PARENTS MARITAL STATUS	Married
NUMBER OF SIBLINGS	1 of 8
NUMBER OF DEPENDENT SIBLINGS	5
SPOUSE'S NAME (if applicable)	none
CHILDREN (if applicable)	none
NUMBER OF CHILDREN	none
NAMES AND AGES	none
ANY DEPENDENT FAMILY MEMBER	Special needs Siblings

PART D (EMERGENCY CONTACT INFORMATION)

NAME OF EMERGENCY CONTACT	Norkiah binti Farokh
RELATIONSHIP	Mom
PHONE NUMBER	012-5667876
ADDRESS	No.43, Jalan tembikai 9, taman duwa, Johor Bahru

... | Personal Information | Msterdata | (Leave) | (staff claim) | (issue letter) | (salary)

Figure 5 *Employee Personal Information (Auto-Entry) – Includes annual leave count, staff claims made within the year, reported issues, and salary increments over employment duration.*

(The information was demo)

Figure 6 *Design poster vacancies*

Figure 7 *Interview session*

Figure 8 *Meeting with clients*

Figure 9 site visit and meeting with Kopitiam Asia Pacific for the detail of design of OldTown in Yong Peng