



**FACULTY OF BUSINESS AND MANAGEMENT**

**UiTM BANDARAYA MELAKA**

**BACHELOR OF HUMAN RESOURCE MANAGEMENT**

**INTERSHIP (HRM666)**

**SWOT ANALYSIS OF DWI SUCCESS SDN BHD**

**PREPARED BY:**

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**PREPARED FOR:**

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**SUBMISSION DATE:**

**24 JANUARY 2025**

## SURAT KEBENARAN

Tarikh : 24/1/2024

Kepada :

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Tajuk Laporan	SWOT ANALYSIS OF DWI SUCCESS SDN BHD	Nama Syarikat	Dwi Success Sdn Bhd

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Yang Benar

  
Nama Pegawai : Mahashida Abdul Ghani  
Jawatan : Eksekutif Sumber Manusia  
No. Tel. :  
No. Faks :

Cop jabatan/organisasi:

**Dwi Success Sdn Bhd**  
(1214809-W)  
No. A77, Jalan Taman Rimba,  
28400 Mentakab,  
Pahang Darul Makmur.

## **EXECUTIVE SUMMARY**

This report summarizes my 24-week internship experience at DWI SUCCESS SDN BHD, a prominent food manufacturing company in Mentakab, Pahang, from 12 August 2024 to 24 January 2025. The focus of this report is a SWOT analysis of the company, identifying key strengths, weaknesses, opportunities, and threats, along with actionable recommendations to enhance organizational performance and resilience in a competitive industry.

The analysis highlights DWI SUCCESS's strengths, including its diverse workforce and efficient HR management system, which promote creativity and streamline operations. However, weaknesses such as the company's limited digital presence and lack of comprehensive employee retention strategies present challenges in maintaining a competitive edge and workforce stability. To address these gaps, recommendations include implementing a robust digital marketing strategy, enhancing the company website with interactive features, and introducing structured recognition programs to boost employee morale and engagement.

DWI SUCCESS is well-positioned to capitalize on opportunities such as the growing halal food market and global export potential. However, it faces threats from intense competition in the dry food sector and the economic uncertainties that may impact consumer spending. By addressing these challenges with strategic improvements and innovation, the company can strengthen its market position and build long-term resilience. This internship provided valuable insights into the importance of strategic planning and adaptation, offering a solid foundation for my future contributions in organizational development.

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## ACKNOWLEDGEMENT

First and foremost, I would like to express my deepest gratitude to Allah for granting me the strength, patience, and guidance throughout my 24-week internship journey at Dwi Makmur. This experience has been a blessing, providing me with countless opportunities to learn and grow.

I would like to extend my heartfelt thanks to my supervisor, Norhaslinda binti Abdul Ghani, whose guidance and support were invaluable in helping me navigate my tasks and responsibilities. Her encouragement and constructive feedback have significantly contributed to my learning and professional development.

A special thank you goes to my advisor, Prof. Madya Dr Abdul Rahim bin Ridzuan, who offered thoughtful advice and consistent guidance throughout this internship. His insights and expertise have been instrumental in shaping the direction of my work and report.

I am also incredibly grateful to the staff at Dwi Makmur for their collaboration and willingness to share their knowledge. Working alongside them allowed me to exchange ideas, gain practical tips, and understand the real-life applications of HR practices.

Lastly, I wish to thank my friends for their constant motivation and my family for their unwavering support and encouragement. Their belief in me has been my source of strength and inspiration throughout this journey.

To everyone who has contributed to this experience, thank you from the bottom of my heart.

## 1. STUDENT PROFILE

### 1.1. Updated Resume

# Wan Nursabrina binti Wan Mohd Sabri

## Human Resources



I am a motivated individual seeking employment opportunities. I am eager to learn, grow, and contribute to the success of the team and organization.

### Experience

- **Internship (Dwi Success Sdn Bhd)** 2024-current
  - Assisted in managing interview candidates, including scheduling and coordinating interviews.
  - Supported the administration of the performance management system.
  - Helped organize and maintain employee documents.
  - Assisted in handling application forms, offer letters, and other related documents.
  - Demonstrated proficiency in office software (e.g., Microsoft Office Suite) to create reports, manage data, and streamline processes.
  - Collaborated with team members in completing task such as preparing hampers and goods for donate.
- **Staff (Rohaz Service Station)** 2022
  - Efficiently operated cash register systems, processing payments accurately and handling transactions swiftly.
  - Maintained a clean and inviting store environment, ensuring shelves were well-stocked and organized.
  - Monitored inventory levels and placed timely re-orders to maintain stock availability.
  - Communicated effectively to understand customer concerns and offered clear, helpful guidance.

### Education

- **SMK Cenderawasih** 2018
  - Took 8 subjects for SPM
  - Results: 1A 3A- 2B+ 2C+
- **UiTM Raub** 2019-2022
  - Diploma of Business Studies
  - CGPA: 3.05
- **UiTM Bandaraya Melaka** 2022-Current
  - Bachelor of Human Resources Management

## Co-curricular and Extracurricular Activities

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### ● CORPORATE SOCIAL RESPONSIBILITY (CSR)

- Participate as bureau activity. In charge on making games, giving instructions, and leading the team.

### ● TRAINING PROGRAM (TRANSFER KNOWLEDGE)

- Participate as bureau activity. In charge on making games (brainstorm), giving instructions, and transfer knowledge to the participant.

### ● THE ROLE OF TALENT ONBOARDING (TROTO) (WEBINAR)

- Participate as bureau activity. In charge on making games (Quizziz), prepare food for the members, participate in giving ideas in team.

### ● SUKAN DWI MAKMUR

- Participate as bureau. Mainly in charge on food preparation. Participate on team discussion and participant data.

## Skills

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- Perseverance
- Honest
- Adaptability
- Teamwork
- Canva
- Capcut
- Microsoft Word, Excel, Powerpoint.
- Google document, sheets, form, drive, meet.

## Languages

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- Malaysia (Fluent)
- English (Intermediate)

## References

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● Laili Mazlina binti Mohd Zahari  
Jnr HR Executive

● Norhaslinda binti Abdul Ghani  
HR Executive

## 2. COMPANY'S PROFILE

### 2.1. Name, Location and Background



<b>NAME</b>	<b>Dwi Success Sdn Bhd</b>
<b>INDUSTRY TYPE</b>	Food manufacture
<b>LOCATION</b>	<div data-bbox="608 1061 1201 1411"></div> <p>No. A79 &amp; A80, Jalan Taman Rimba, Taman Rimba, 28400 Mentakab, Pahang Darul Makmur.</p>
<b>EMAIL</b>	Dwimakmur3030gmail.com
<b>WEBSITE</b>	<a href="https://www.dwimakmur.com.my/">https://www.dwimakmur.com.my/</a>



## BACKGROUND:



*IMAGE 1: Dwi Makmur Team*

Dwi Success Sdn. Bhd. is a subsidiary of Perusahaan Makanan Dwi Makmur Sdn. Bhd., **specializing in the production of salted fish, dried foods, and the packaging of the products for retail.** The company plays a vital role in the broader operations of Dwi Makmur, contributing to its reputation as a leading grocery and dried-food manufacturer in Malaysia. Dwi Makmur has earned significant recognition in the industry, winning numerous business awards and accolades from the chamber of commerce. With impressive achievements, including annual sales of RM18,262,699 as of 2021, the company continues to thrive as a trusted name in the market.

In addition to Dwi Success, the Dwi Makmur group includes other subsidiaries specializing in bakery products, spices and seasonings, as well as Keropok. The group also provides OEM (Original Equipment Manufacturer) services, catering to a wide range of customer needs and further solidifying its presence in the industry.

Both Dwi Makmur, Dwi Success, and its other subsidiary companies operate in close proximity, fostering a collaborative work environment where employees from different divisions can easily interact and share ideas. This close-knit setup enables seamless teamwork and strengthens the bond between employees, further driving the company's success.

## 2.2. Vision, Mission, Goal



IMAGE 2: Mission, Vision and Goal banner

ITEMS	DETAILS
<b>Vision:</b>	Dwi Makmur vision is to become a rm100 million value company and among the top 10 favourite brands in Malaysia by 2029.
<b>Mission:</b>	Dwi Makmur has 2 mission which are:  Mission 1 is fostering love and pride, spreading happiness, and giving a positive impact on the community.  Mission 2 is innovating, improving quality, customer satisfaction, and market expansion with integrity and social responsibility.
<b>Goal:</b>	Dwi Makmur is committed to establishing a halal brand that aims to fulfil the demand of the different markets.

From learning about Dwi Makmur's vision, mission, and goal, I realized how focused the company is on growth, innovation, and making a positive impact on the community. Their vision of becoming a RM100 million value company and a top 10 favorite brand shows their ambition and commitment to success. The missions taught me the importance of spreading happiness, maintaining integrity, and prioritizing customer satisfaction. Their goal of building a trusted halal brand highlights the company's dedication to meeting diverse market needs with care and responsibility. These values inspired me to see how a company can balance success with making a difference.

## 2.3. Organizational Structure

### 2.3.1. Company Structure

Here is the company structure where you can see at Image 3. I was assigned under DWI SUCCESS company.

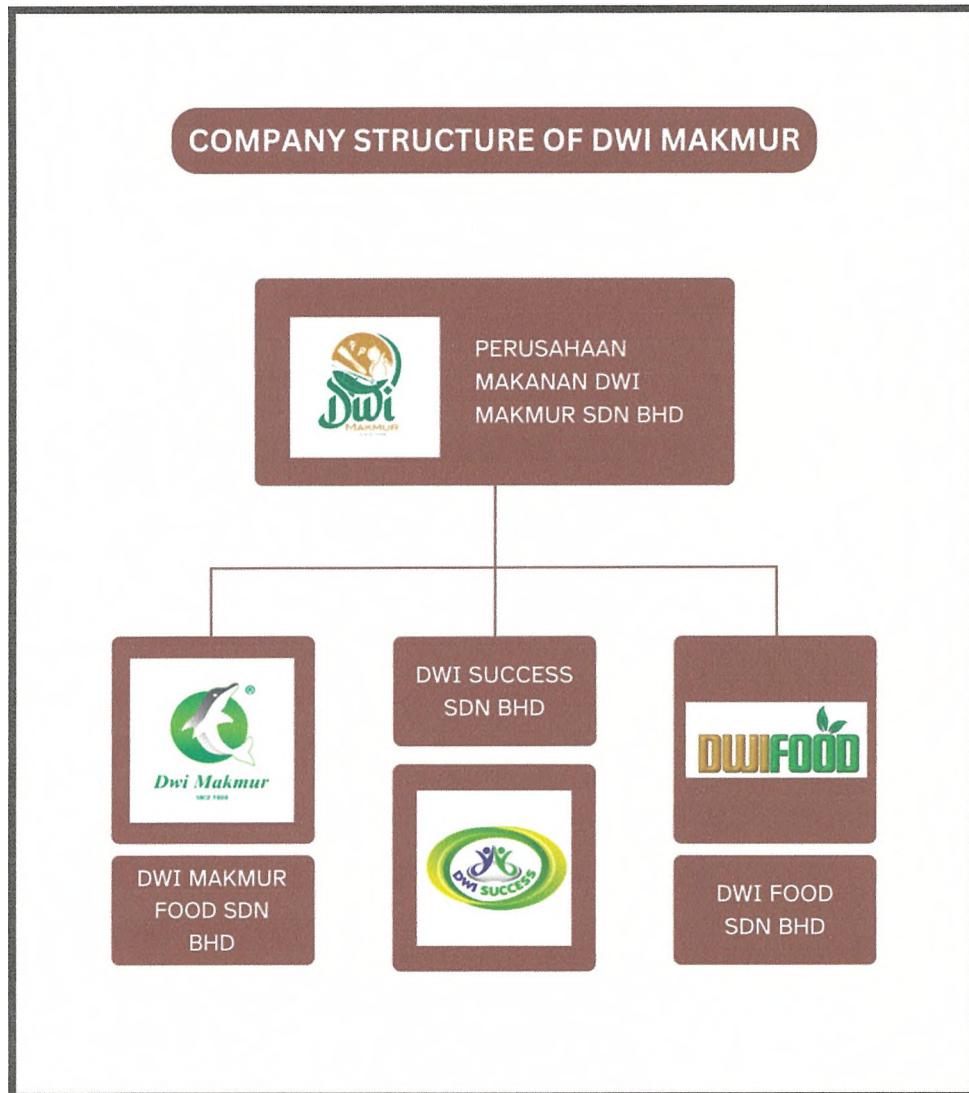
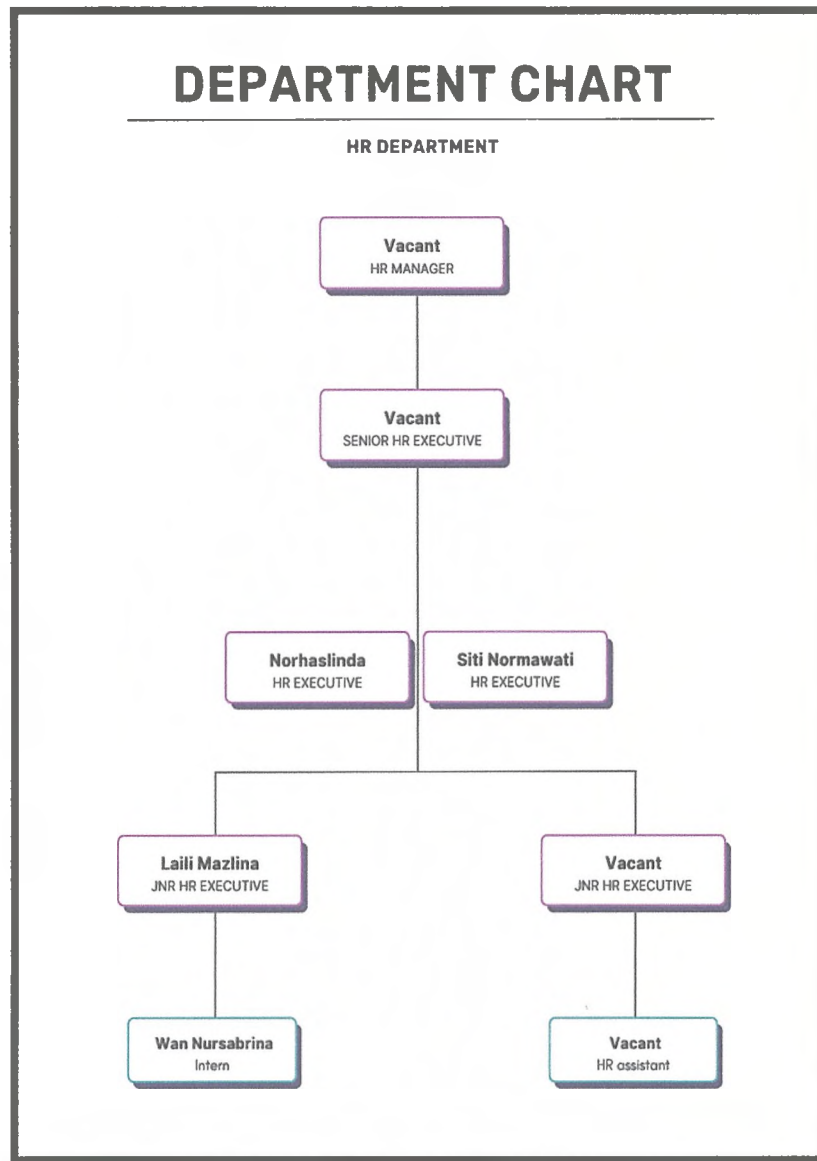


IMAGE 3: Dwi Makmur Company structure

### 2.3.2. Department chart

IMAGE 4: HR Department chart



During my internship at Dwi Success, I was assigned to the HR department, which currently has three staff members. Each team member holds responsibilities that ensure smooth operations within the department. The department is led by the HR Executive, Norhaslinda who also serves as my supervisor. She oversees disciplinary actions, HR systems, and Key Performance Indicators (KPIs). The other HR Executive is responsible for managing FOMEMA, Standard Operating Procedures (SOPs), and compensation and benefits. The Junior HR Executive handles recruitment, employee documentation, and other administrative tasks.



### 2.3.3. Dwi Success Sdn. Bhd. Organizational Chart

Here is the company of Dwi Success organizational chart.

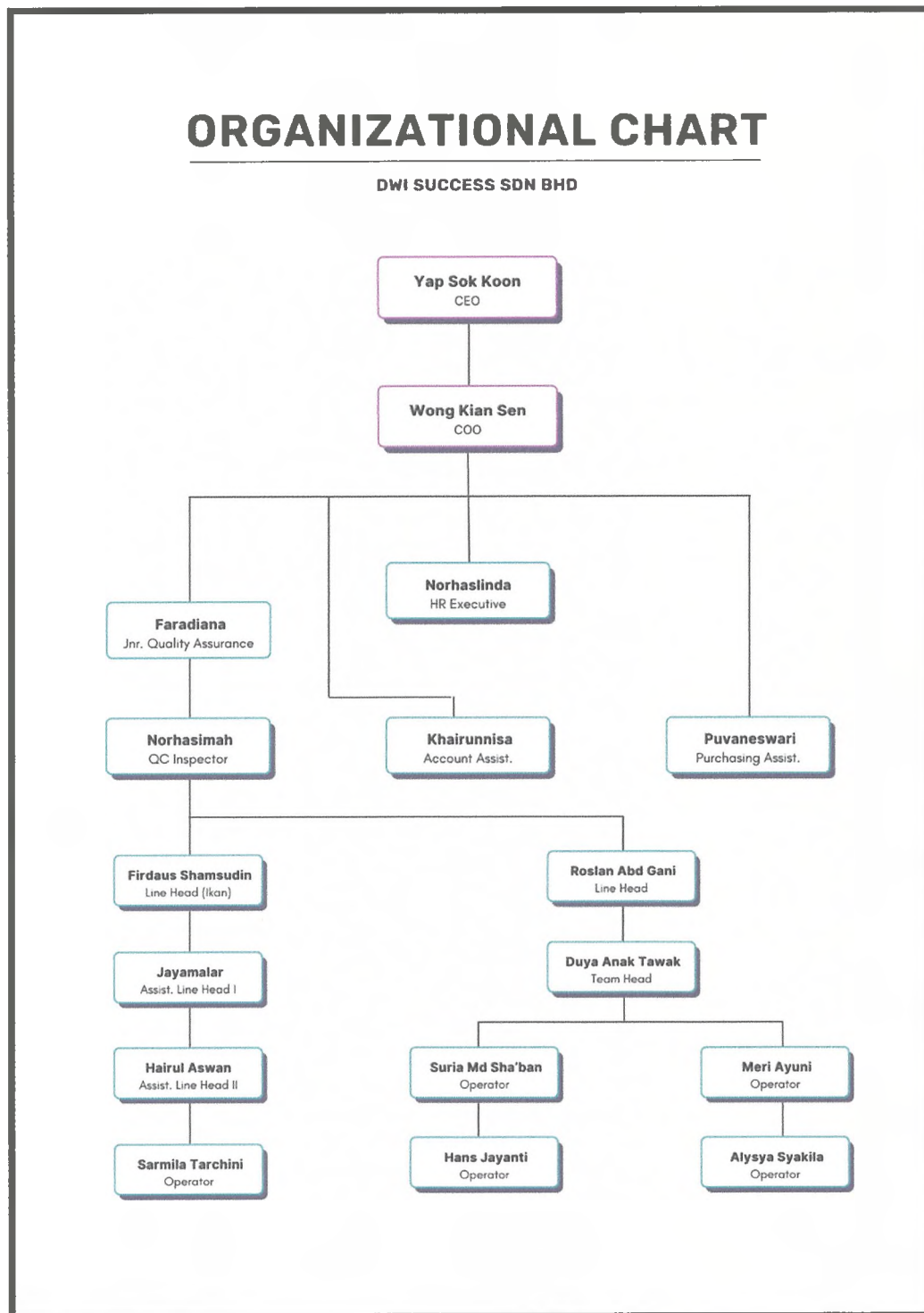


IMAGE 5: Dwi Success Organizational chart

## 2.4. Products

Here are some of the products that Dwi Success Sdn. Bhd. provides:

SALTED FISH		
		
Ikan Masin Anak Gelama	Ikan Masin Anak Tamban	Ikan Masin Bulu Ayam
		
Ikan Masin Bunga Air	Ikan Masin Duri	Ikan Masin Gelama Belah
		
Ikan Masin Gelama Jeruk	Ikan Masin Gelama Tawar	Ikan Masin Kembong

Continuation

		
<p>Ikan Masin Gelama Jeruk</p>	<p>Ikan Masin Gelama Tawar</p>	<p>Ikan Masin Kembong</p>
		
<p>Ikan Masin Kuning</p>	<p>Ikan Masin Malong</p>	<p>Ikan Masin Seliat</p>
		
<p>Ikan Masin Sitting</p>	<p>Ikan Masin Isi Talang</p>	<p>Ikan Masin Tamban</p>
		
<p>Udang Kepal</p>	<p>Ikan Masin Isu Yu</p>	<p>Ikan Bilis</p>

Continuation

		
<p>Ikan Bilis Halus</p>	<p>Ikan Masin Pari Nipis</p>	<p>Ikan Masin Sepat</p>
		
<p>Ikan Masin Tenggiri</p>	<p>Tulang Talang</p>	<p>Ikan Bilis Belah</p>
		
<p>Sotong Keping</p>	<p>Ikan Masin Tenggiri Jeruk (botol)</p>	<p>Ikan Masin Tenggiri (botol)</p>



DRY FOODS		
		
Crushed Carrot	Salted Carrot	Sweet Radish
		
Fucuk Keping Suhun	Fucuk Batang Suhun	Fucuk Batang
		
Fucuk Keping		

DWI SUCCESS's products are quite well-known in Mentakab area. You can find the products at BS Freshmart, TF Mart or any nearby mini market in Mentakab.

### 3. TRAINING REFLECTION

#### 3.1. DURATION

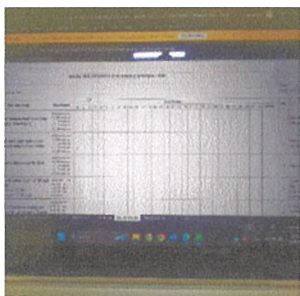
WORK TIME		
Year	Work Day	Work Hour
2024	Monday till Saturday	9:00 am till 6:00 pm
2025	Monday till Saturday	8:30 am till 5:30 pm
<i>*Saturday is alternate</i>		

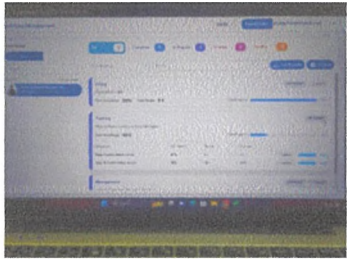
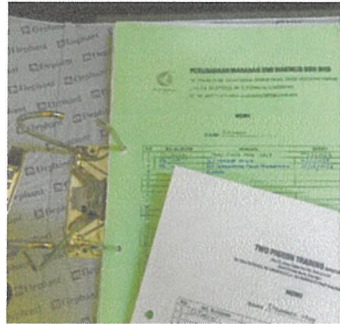

Throughout my 24-weeks internship journey, the work hour changes 30 minutes early in the year of 2025 which is 8:30 am till 5:30 pm.

#### 3.2. DETAILS

##### My Roles and Responsibilities

As an intern in the HR department, my tasks were mainly assigned based on my supervisor's instructions. Below are the key responsibilities I undertook during my time in the department:

NO	MATTER	DETAILS
1	<b>Assisting with KPI creation</b> 	I played an integral role in assisting my supervisor with the development and management of Key Performance Indicators (KPIs) through the company's performance excel. This involved gathering and inputting data accurately while ensuring the KPIs were aligned with the company's strategic goals and operational standards. I also help in tracking and monitoring of KPI progress when needed to ensure organizational objectives were met effectively.

2	<p><b>Responsibility for the Worksy System</b></p> 	<p>As part of my internship, I was responsible for managing the company's HR system, Worksy. My tasks included creating user-friendly manuals to help employees navigate the system for tasks such as performance appraisals, attendance tracking, and payroll management. I also provided system-related support to ensure smooth operations and resolved any technical challenges that arose.</p>
3	<p><b>Managing Documentation and Record</b></p> 	<p>I ensured that all HR-related documents and records were consistently updated and well-organized. This included filing letters, notices, and documents related to workers in a systematic manner to ensure accessibility and accuracy. By maintaining a detailed and orderly filing system, I contributed to the efficiency and reliability of the department's documentation processes.</p>
4	<p><b>Payroll Management</b></p> 	<p>I assisted in payroll-related activities, which required data entry and adherence to company policies. This involved entering transaction data into the system, cross-checking employee attendance according to the SOP, and recording details of advances, overtime (OT), and commissions. My attention to detail ensured that payroll operations were carried out accurately and efficiently.</p>

5	<p><b>Administrative Tasks</b></p> 	<p>I took on various administrative responsibilities, including purchasing goods and preparing hampers for the company's donation initiatives. Additionally, I maintained detailed records of items taken by workers, ensuring proper documentation for inventory management. I also supported donation activities by packaging items neatly and coordinating their delivery to recipients.</p>
6	<p><b>Coordinating Interviews</b></p> 	<p>I was actively involved in the recruitment process by assisting with interview coordination. My role included creating visually appealing posters to advertise job vacancies, finalizing designs, and posting them on appropriate platforms to attract suitable candidates. I also screened resumes, scheduled interviews, prepared interview spaces, and joined the sessions as an observer. Afterward, I provided my insights and opinions on candidates to the HR team to assist in the decision-making process.</p>
7	<p><b>Spot Check and Monitoring</b></p>	<p>I also been task to help in conducted spot checks at hostels and monitor factory worker. For hostels, I verified that the place complied with the minimum standards outlined in the <i>Panduan Penginapan Pekerja</i>, checking for broken items and ensuring the environment was clean and safe. I also monitored worker obedience to SOPs during spot checks to maintain a high standard of workplace discipline and safety.</p>

### 3.3. GAINS

My internship experience at Dwi Makmur has provided me with both intrinsic and extrinsic benefits, enhancing my personal and professional growth.

#### **Extrinsic Benefits:**

##### **1. Allowance and Financial Support:**

During my internship, I received a monthly allowance of RM300. This money was very helpful as it covered some of my personal expenses, like transport, meals, and daily needs. It made it easier for me to manage my spending and focus on learning and doing my job well. The company also gave an annual allowance of RM700 for medical expenses. This was really useful because I could use it to pay for healthcare at their panel clinics. It showed that the company cared about the health and well-being of its employees, including interns like me. Having this support made me feel more secure during my internship.

##### **2. Participation in Company Activities:**

As part of the company culture, I was able to join several fun and meaningful activities, such as the Hari Sukan Dwi Makmur and the Deepavali celebration program. These events were a great way to take a break from work and enjoy time with my colleagues. During Hari Sukan Dwi Makmur, we participated in exciting sports and games that encouraged teamwork and friendly competition. It was a fun day where everyone came together to bond and show their team spirit. The Deepavali celebration program was just as enjoyable, as it gave me the chance to learn more about the traditions and culture of my colleagues while celebrating the festive season. These events made me feel more connected to the people I worked with and allowed me to experience the positive and lively work environment at Dwi Makmur. It also showed me how the company values building strong relationships and creating a sense of community among employees.

### **3. Ang Pow for Deepavali:**

During the Deepavali celebration, I was pleasantly surprised to receive an angpow of RM50 from the company. This thoughtful gesture made the celebration even more special and showed how much the company values its employees, including interns like me. It wasn't just about the money—it was the meaning behind it that stood out. This small but kind act made me feel appreciated and included in the festive spirit. It also reflected the company's effort to create a warm, positive, and inclusive work environment where everyone feels like part of the team, regardless of their background or position.

### **Intrinsic Benefits:**

#### **1. Exposure to Real HR Environment:**

One of the best things about this internship was getting real-life experience in an actual HR environment within a medium-sized company. This gave me the chance to see how HR practices are applied in the workplace and how they directly affect both employees and the company as a whole. I learned how policies and procedures, such as attendance management, payroll, and recruitment processes, are not just theories but real systems that help the company run smoothly. Being part of this environment helped me understand how decisions are made, how challenges are solved, and how important HR is in creating a healthy and productive workplace. It gave me a much clearer picture of what it's like to work in HR and how the department plays a big role in the success of the company.

#### **2. Learning New Skills and Knowledge:**

During my internship, I was constantly learning new things and adapting to different situations. One of the biggest highlights was getting hands-on experience with the Worksy HR system, which is used to manage a lot of important HR tasks. Through this system, I worked with employee details, tracked attendance, handled payroll data, and learned how to manage performance records and recruitment processes. I also got to see how the system

simplifies big tasks like creating reports. For example, instead of doing everything manually, Worksy automates these jobs, making the HR team's work faster and more accurate. This exposure taught me not only how to use the software but also how technology can make work more efficient. I now have a deeper understanding of how HR technology supports the department and improves its effectiveness.

### **3. Problem-Solving and Adaptability:**

The fast-paced environment of the HR department was one of the most challenging yet rewarding parts of my internship. Things were constantly changing, whether it was updates about the company or new tasks that had to be handled quickly. This pushed me to think on my feet and find solutions to problems efficiently. For example, there were times when I had to figure out how to handle tasks outside of my usual scope, which meant stepping out of my comfort zone. These situations helped me develop better problem-solving skills and made me more adaptable. I also realized how important it is to stay organized and prioritize tasks in such a dynamic environment. Solving problems quickly didn't just benefit the team but also showed me how I could make a positive impact in my role.

### **4. Teamwork and Skill Enhancement:**

During my internship, I had the chance to work closely with a supportive HR team and also participate in activities like Sukan Dwi Makmur, which involved employees from different departments. Collaborating with people from various backgrounds gave me valuable insights into how others handle tasks and solve problems in their unique ways. Through these interactions, I learned to appreciate diverse approaches and understand how to adapt to different working styles while maintaining compatibility with my teammates. Actively taking part in team discussions during Sukan Dwi Makmur also taught me the importance of communication and cooperation in achieving shared goals.

In the HR department, I observed how teamwork plays a big role in ensuring everything runs smoothly. By working on tasks with my colleagues, I enhanced my communication and problem-solving skills, while also learning how to handle HR-related responsibilities more efficiently. Both in the office and during community-based activities, I saw how strong teamwork and active participation contribute to success, making these experiences incredibly valuable for my personal and professional growth.

Overall, my internship experience was a great blend of learning practical skills and improving myself as a person. It gave me a strong foundation in HR and equipped me with valuable knowledge, tools, and experiences that I can use in my future career. I feel more confident now about taking on challenges in the workplace and contributing meaningfully to any team I am part of in future career.



#### 4. SWOT ANALYSIS

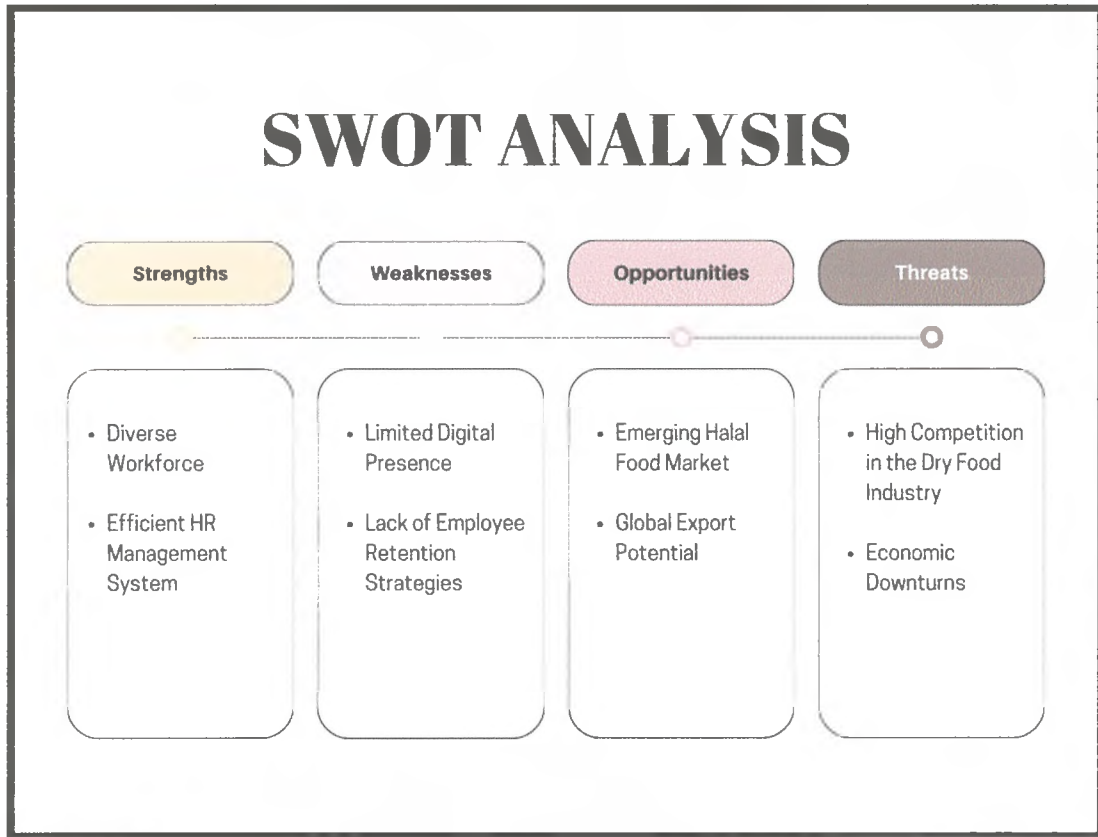


IMAGE 6: SWOT Analysis

This SWOT analysis identifies key internal strengths and weaknesses as well as external opportunities and threats faced by DWI SUCCESS SDN BHD. For this analysis, each section contains two observations that highlight critical aspects of the company's current situation. The **Strengths** section explores the benefits of the company's diverse workforce and efficient HR management system, while the **Weaknesses** address its limited digital presence and lack of employee retention strategies. In the **Opportunities**, the focus is on the emerging halal food market and the potential for global export, while the **Threats** highlight the intense competition in the dry food industry and the risks posed by economic downturns. This structured approach ensures a comprehensive understanding of the company's position and offers actionable strategies for improvement.

## 5. DISCUSSION AND RECOMMENDATION

### **STRENGTHS:**

- **Diverse Workforce**

Dwi Succes Sdn Bhd benefits greatly from its diverse workforce, which is made up of employees various racial, cultural, ethnic backgrounds such as Malay, Indian, Chinese, and others. This diversity promotes creativity and innovation by providing a variety of perspectives and ideas. It also enables the company to better understand and serve to the diverse Malaysian market as well as international markets with similar demographics. A multicultural workforce can improve problem-solving by offering unique insights and experiences that might not arise in a homogeneous team (Hofstede Insights, 2021). Moreover, a diverse workforce can improve the company's reputation as an inclusive employer, which is becoming an important factor for younger generations entering the workforce. However, diversity must be effectively managed to avoid potential communication barriers or cultural misunderstandings.

To fully leverage its diversity, DWI SUCCESS should implement diversity and inclusion programs that emphasize cultural sensitivity and teamwork. Regular workshops and cross-cultural training can help employees understand each other's backgrounds and foster stronger collaboration (Learning Everest Team, 2025). Additionally, I believe by recognizing and celebrating cultural festivals within the workplace can enhance employee engagement and promote a sense of belonging.

- **Efficient HR Management System**

The company's use of an HR management system which is Worksy. It allows HR Department to manage employee-related functions efficiently, such as recruitment, payroll, attendance tracking, and performance appraisals. This system minimizes manual errors, reduces administrative workloads, and ensures

compliance with labor laws and government regulations. By streamlining HR processes, the system enables management to focus more on strategic initiatives rather than operational tasks. Furthermore, an efficient HR system provides better access to employee data, which is critical for decision-making related to workforce planning, training needs, and productivity improvements. However, the system must be regularly updated to meet changing technological advancements and workforce expectations.

Dwi Success Sdn Bhd should consider upgrading its HR system to include AI-driven analytics that can predict employee trends, such as potential resignations or skill gaps. This can help the company proactively address workforce challenges (MIT Sloan, 2024). They can give this feedback to the Worksy team as they always open in new ideas. Additionally, implementing self-service portals where employees can access their own performance reviews, apply for leave, and manage their profiles can improve employee satisfaction and engagement.

## **WEAKNESSES:**

- **Limited Digital Presence**

In today's digital era, the company's limited online presence is a significant weakness that restricts its ability to attract and engage modern consumers. Without an active digital strategy, DWI SUCCESS may struggle to compete with brands that dominate online platforms, particularly in e-commerce and social media such as ADABI and AJINAMOTO. A lack of digital visibility not only reduces potential sales but also limits the company's ability to gather data on consumer preferences, buying behaviours, and feedback. Younger, tech-savvy consumers increasingly rely on online reviews, search engines like Goggle platform, and social media recommendations to make purchasing decisions, which highlights the importance of a strong online presence.

DWI SUCCESS should focus on building a well-rounded digital marketing strategy to expand its online presence and connect with a broader audience. The first step is enhancing its existing website to make it more user-friendly and engaging. This could include creating a dedicated section for recipes that use DWI SUCCESS products, offering creative ideas for customers to try it at home. Offering recipes that utilize DWI SUCCESS products can inspire customers and encourage product usage (Park & Park, 2024). Additionally, the website can feature a live section where customers can join virtual cooking demonstrations or interact directly with the brand through Q&A sessions.

On social media, the company can share behind-the-scenes videos of its traditional production methods, as well as engaging content that tells the story behind its heritage and values. Sharing videos of traditional production methods and the brand's heritage can build authenticity and trust (Team, n.d.). Furthermore, allocating a space for recording high-quality videos, such as tutorials or interviews with chefs or famous influencer related to food, can significantly boost content quality and engagement. To stay consistent, DWI SUCCESS should develop a content calendar and schedule regular posts across platforms. Lastly, listing products on major e-commerce platforms like Shopee and Lazada will help the company expand its reach, making it easier for customers to discover and purchase their products. By taking these steps, DWI SUCCESS can create a stronger digital presence that connect with both new and loyal customers.

- **Lack of Employee Retention Strategies**

High employee turnover is a costly weakness for DWI SUCCESS, as it increases expenses related to recruitment, onboarding, and training while disrupting productivity. Without effective retention strategies, employees may feel undervalued or disengaged, leading to job dissatisfaction and poor performance. A lack of clear career growth opportunities can further drive employees to seek better prospects elsewhere. This just not only reduces

workforce stability but also risks losing experienced and skilled workers who are essential to maintaining product quality and operational efficiency.

DWI SUCCESS should develop a more structured and comprehensive annual recognition program. This could include awards like "Employee of the Year" or "Best Team Performance," as well as special events to celebrate milestones and achievements. These initiatives would not only show appreciation for employees' hard work but also foster a sense of belonging and motivation to contribute further. Research indicates that workplace recognition motivates employees, provides a sense of accomplishment, and makes them feel valued, leading to increased productivity and loyalty to the company (Gallup, 2024). Regular employee surveys and one-on-one feedback sessions should also be conducted to proactively address concerns and keep the lines of communication open.

For your information, DWI SUCCESS has already taken positive steps towards improving employee retention by offering training programs that focus on skills development and leadership. These training programs help employees feel valued and empowered to grow in their roles. Additionally, the company is in the process of finalizing performance goals for each department, such as setting clear Key Performance Indicators (KPIs), which will help guide employees towards achieving company objectives and give them a sense of direction.

### **OPPORTUNITIES:**

- **Emerging Halal Food Market**

The halal food market is one of the fastest-growing segments globally, driven by an increasing Muslim population and rising demand for halal-certified products even in non-Muslim-majority countries (IMARC, 2024). As Malaysia is a recognized leader in halal certification, DWI SUCCESS is well-positioned to capitalize on this trend. The company's dried foods and salted fish products

align with consumer demand for convenient, high-quality halal options. By obtaining halal certification, the company can also build trust and loyalty among its target audience. Additionally, the growing awareness of halal food as a marker of quality and ethical production broadens its appeal beyond Muslim consumers.

DWI SUCCESS should actively seek halal certification for all its products and prominently highlight this in its branding and marketing efforts. Participating in international halal expos and trade shows can help the company connect with distributors and buyers from regions such as the Middle East, Europe, and Southeast Asia (Hussaini, 2025). Collaborating with halal food influencers on social media platforms can also boost brand awareness and appeal to younger audiences.

- **Global Export Potential**

Malaysian dried foods, including salted fish, have been gaining popularity in international markets, particularly in Asia-Pacific, the Middle East, and Europe (Business Research Insight, 2024). The unique flavours and high quality of these products present significant export opportunities. By stepping into the global demand for Malaysian food products, DWI SUCCESS can diversify its revenue streams and reduce dependence on local markets. However, to succeed in the export market, the company must navigate complex regulations and ensure that its products meet the standards of target countries.

DWI SUCCESS should collaborate with global distributors and leverage trade agreements like the ASEAN Free Trade Area (AFTA) to reduce tariffs. To appeal to international consumers, the company should invest in packaging that highlights its unique heritage and traditional production methods (MATRADE, 2020). Additionally, conducting market research to identify popular consumer trends in target regions can help the company tailor its product offerings.

## **THREATS:**

- **High Competition in the Dry Food Industry**

The dried food sector is saturated with numerous competitors, both locally and internationally, offering similar products at competitive prices. Additionally, private-label brands by major retailers often undercut smaller companies by offering cheaper alternatives. Without strong differentiation, DWI SUCCESS risks losing market share to competitors with more aggressive pricing or marketing strategies. The availability of substitute products also puts pressure on the company to innovate and continuously improve.

DWI SUCCESS should differentiate its brand by emphasizing its heritage, traditional production methods, and commitment to quality. Research indicates that consumers often perceive brands with a rich heritage as more credible and trustworthy, leading to increased brand loyalty and a willingness to accept higher prices (García-Salirrosas et al., 2024). Launching a premium product line with sustainable packaging or health-focused options, such as low-sodium or organic variants, can attract niche markets. Creating a strong brand story that connects emotionally with consumers can also build loyalty and set the company apart from competitors.

- **Economic Downturns**

Economic instability, whether global or local, can negatively impact consumer purchasing power and reduce demand for specialty products like salted fish and dried foods. During periods of inflation or recession, customers tend to prioritize essential goods and cheaper alternatives, which can lead to a decline in sales and profitability for DWI SUCCESS. This behaviour is driven by the need to manage limited financial resources effectively (Tileva, 2022). Additionally, fluctuating raw material costs during economic downturns can further strain the company's operations and margins.

To mitigate this threat, DWI SUCCESS should focus on developing cost-effective product lines that cater to budget-conscious consumers. Diversifying its product portfolio to include staple goods can help sustain demand during tough economic times. The company can also invest in lean production practices which focuses on maximizing productivity while minimizing wasteful activities within manufacturing operation to reduce costs and maintain profitability (SafetyCulture, 2023). Building a cash reserve to weather economic downturns is another critical strategy for long-term resilience.



## 6. CONCLUSION

In conclusion, my time at DWI SUCCESS SDN BHD has been an eye-opening and meaningful experience. I had the opportunity to be involved in various responsibilities, including assisting with KPI creation, managing the Worksy HR system, and maintaining accurate documentation and payroll processes. These tasks helped me better understand how HR functions are crucial to ensuring a company runs smoothly and efficiently. I also gained practical experience in coordinating interviews, creating job posters, and screening resumes, which allowed me to learn how recruitment processes work. Additionally, I participated in spot checks at worker hostels and factory areas to ensure cleanliness, compliance with SOPs, and adherence to the minimum standards outlined in the *Panduan Penginapan Perkerja*. This gave me valuable insights into the importance of safety and proper living conditions for workers.

Through this internship, I learned not only about the strengths of DWI SUCCESS, such as its diverse workforce and efficient HR systems, but also about its challenges, like limited digital presence and employee retention issues. Seeing how the company addresses these challenges with determination has been both inspiring and educational. It taught me the importance of continuous improvement and creative problem-solving in overcoming obstacles.

Overall, this experience has given me practical skills in HR management, teamwork, and communication. It has also helped me understand the balance between managing people, processes, and company goals. I am grateful for the opportunity to grow both personally and professionally, and I feel better prepared to contribute to any organization in the future.

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## 8. APPENDICES



*Deepavali celebration*



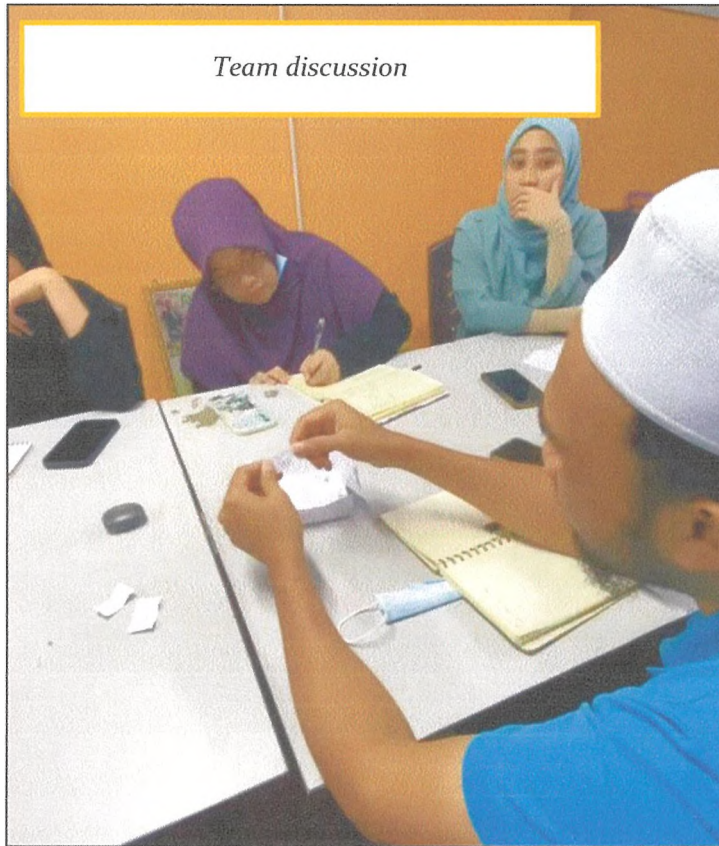
*Staff Care Present*



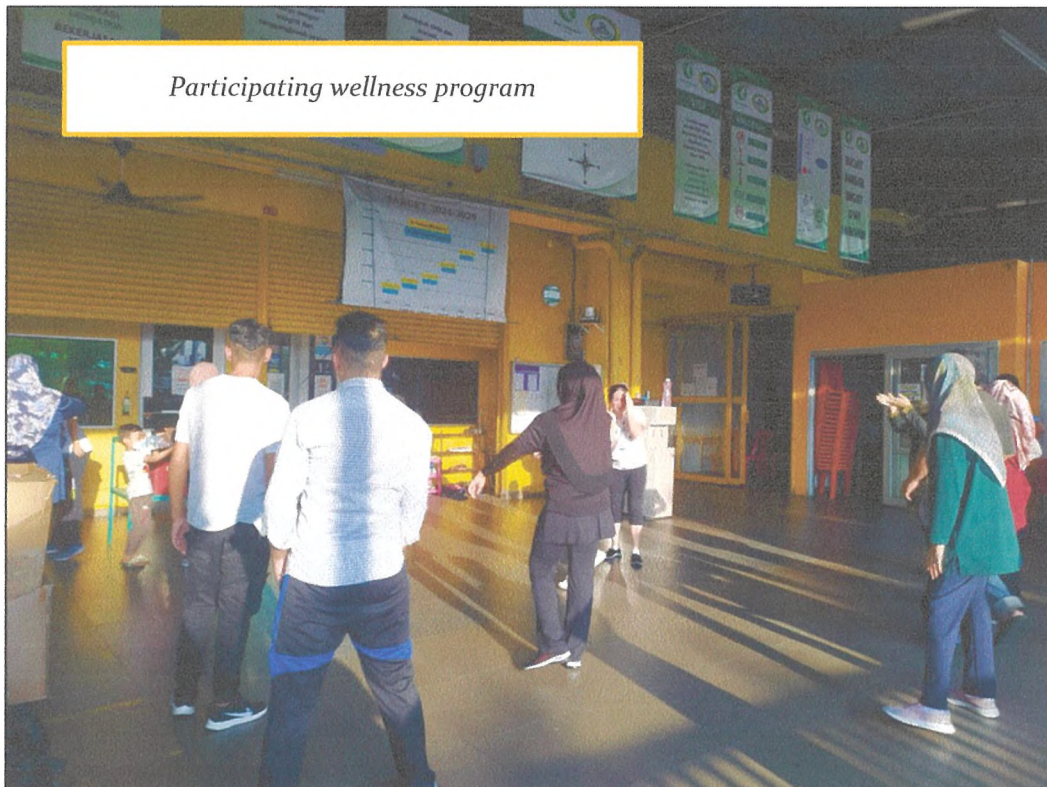
*Committees group picture*



*Team discussion*



*Participating wellness program*

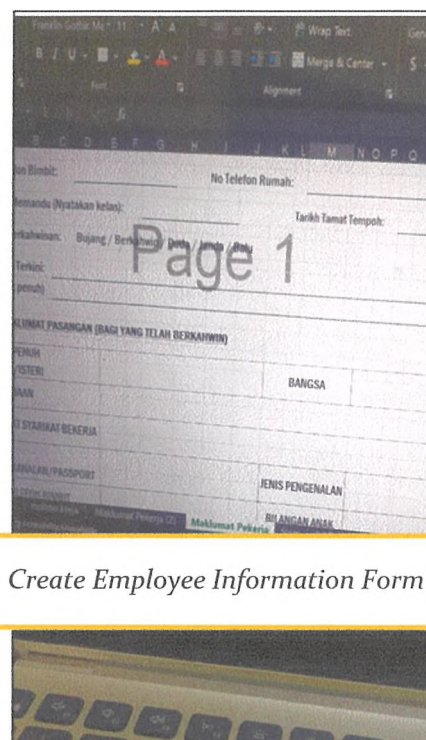




*Joining morning briefing*



*One of the manual pdfs I make that had put in system*



*Create Employee Information Form*



