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UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS AND MANAGEMENT

**BACHELOR OF BUSINESS ADMINISTRATION (HONS) HUMAN RESOURCE
MANAGEMENT (BA243)**

**INDUSTRIAL TRAINING REPORT
(HRM 666)**

INDUSTRIAL TRAINING REPORT AT

AMACC

AMACC GROUP

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SURAT KEBENARAN

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Yang Benar



.....
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Jawatan : MANAGER, HUMAN CAPITAL MANAGEMENT
No. Tel. :
No. Faks :

Cop jabatan/organisasi:

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43650 BANDAR BARU BANGI
SELANGOR DARUL EHSAN
TEL: 03-89208081

1.0 EXECUTIVE SUMMARY

My internship at AMACC SDN BHD as a Human Resource Trainee has been a transformative and enriching experience. Throughout the course of my industrial training, I had the opportunity to immerse myself in various HR functions, gaining practical knowledge and developing essential skills that will benefit my professional growth.

During this period, I was actively involved in key Human Resource responsibilities, such as recruitment, employee engagement, and administrative support. I contributed to streamlining recruitment processes, coordinating interviews, and ensuring a seamless onboarding experience for new hires. Additionally, I played a role in enhancing employee engagement initiatives, such as supporting training programs to foster a positive and collaborative work environment.

One of the most significant aspects of my internship was learning to navigate HR operations in an organization like AMACC SDN BHD, which is undergoing a transformation. I gained valuable insights into how Human Resource contributes to organizational growth and employee development, especially as the company wanted to stay competitive in accounting and related services.

Through hands-on tasks and close collaboration with my colleagues, I developed a variety of skills such as strong organizational skills, communication, and problem-solving skills. I also gained an appreciation for the importance of aligning HR practices with the company's goals to drive efficiency and foster a thriving workforce.

This internship not only strengthened my knowledge of human resource management but also gave me the confidence to contribute meaningfully to an organization. It has prepared me to take on future challenges in the HR field with a forward-thinking and proactive mindset.

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3.0 ACKNOWLEDGEMENT

I would like to express my deepest appreciation to all those who provided me the possibility to complete this report. A special gratitude I give to our final year project advisor, Madam Norshiba binti Norhisham, whose contribution in stimulating suggestions and encouragement, helped me to coordinate my project especially in writing this report.

Furthermore, I would also like to acknowledge with much appreciation the crucial role of the staff of AMACC Group, who gave the permission to use all required equipment and the necessary materials to complete my industrial training report. Last but not least, many thanks go to my unit manager Madam. Nurul Izzah Binti Anas who have invested his full effort in guiding and help me in throughout the internship. I have to appreciate to the all the staff that are very supportive to me even though im still an intern, they treat me like their normal colleague.

Last but not least my beloved family, who gave me full support and always open to help me and give me the best solution when I am stuck in doing my tasks. Without them it will be hard for me to be who I am today. Thank you for these motivations I will keep on going and strive to be the very best. To conclude ,I would like to give my standing ovation and thankful to those who had helped me complete my tasks. Thank you so much for every that they have done.

4.0 MY PROFILE



MUHAMMAD HARIZ ISKANDAR BIN MOHD FAZLI

Final Year
Student

Bachelor of Business Administration
(Hons.) Human Resources Management



Objective

A dedicated and detail-oriented student to acquire hands-on experience through an internship in the human resource field. Aiming to apply academic knowledge, gain practical insight, and develop professionally within a dynamic work environment to achieve both personal and organizational objectives. Seeking for intemship available from 12 August to 24 January.

EDUCATION

- Oct. 2022 - Present Universiti Teknologi Mara Cawangan Melaka Kampus Bandaraya Melaka, Malaysia
Bachelor of Business Administration (Hons.) Human Resource Management
Current CGPA: 3.22 | MUET : Band 3.5
- Aug. 2019 - Feb. 2022 Universiti Teknologi Mara Cawangan Pahang Kampus Raub, Malaysia
Diploma in Business Studies
CGPA: 3.46

WORK EXPERIENCES

- Aug. 2021 – Sep. 2021 **Kitchen Helper**
- Assist the chef in preparing dishes in the kitchen
 - Handle and control kitchen inventory

ACHIEVEMENTS

- 2022 **Dean List(AD) Semester 2**
Bachelor of Business Administration (Hons.) Human Resource Management GPA: | 3.54
- 2020 - 2021 **Dean List(AD) Semester 4 & 5**
Diploma in Business Studies GPA: | 3.63 | 3.72

PERSONAL SKILLS

- | | | |
|-------------|--------------------------------|----------------------|
| Team Player | Analytical and Detail Oriented | Leadership Skills |
| Adaptable | Strong Work Ethic | Good Time Management |

PROFESSIONAL SKILLS

Microsoft Word	Advanced	Google Docs	Intermediate
Microsoft Excel	Intermediate	Google Drive	Advanced
Microsoft Powerpoint	Advanced	Google Meet	Advanced
Canva	Advanced	Adobe Photoshop	Intermediate

LANGUAGES

Malay	Native Speaker	English	Proficient	Arabic	Elementary Proficiency
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LEADERSHIP / PROJECTS

- April – May 2024** **Assistant Program Leader of Infographic Presentation Day**
- Developed the program tentative and activities
 - Generated ideas to satisfied each parties involved.
 - Managed the flow of the program and handling the participants in well-mannered.
- May – July 2023** **Assistant Program Leader of Oh My Cikgu!**
- Managed the operation of the program from conception to completion.
 - Provide training and engage with IPG Perempuan Melayu Melaka Students
 - Developed and maintained relationships with bureau, lecturers and external authorities.
- October - December 2022** **Bureau of Activity of Corporate Social Responsibility Program (Program Khidmat Masyarakat Minda Cergas)**
- Managed to fulfill the requirement of the minimum number of participants.
 - Managed to create many interesting postings in our social media.
 - Designed suitable activities for the participants.

REFERENCES

Cik Rozana Binti Othman
Pensyarah Kanan
Fakulti Pengurusan dan Perniagaan
Universiti Teknologi MARA Kampus
Bandaraya Melaka

Dr. Koe Wei Loon
Professor Madya
Fakulti Pengurusan dan Perniagaan
Universiti Teknologi MARA Kampus
Bandaraya Melaka

5.0 COMPANY PROFILE

5.1 COMPANY'S NAME, LOGO, LOCATION AND BACKGROUND

5.1.1 COMPANY'S LOGO



Figure 1 : Corporate Logo for AMACC Group

5.1.2 Company Location

- AMACC Group located at NO 59, 1, JALAN 7/7A, SEKSYEN 7 BANDAR BARU BANGI, 43650 BANDAR BARU BANGI, SELANGOR.

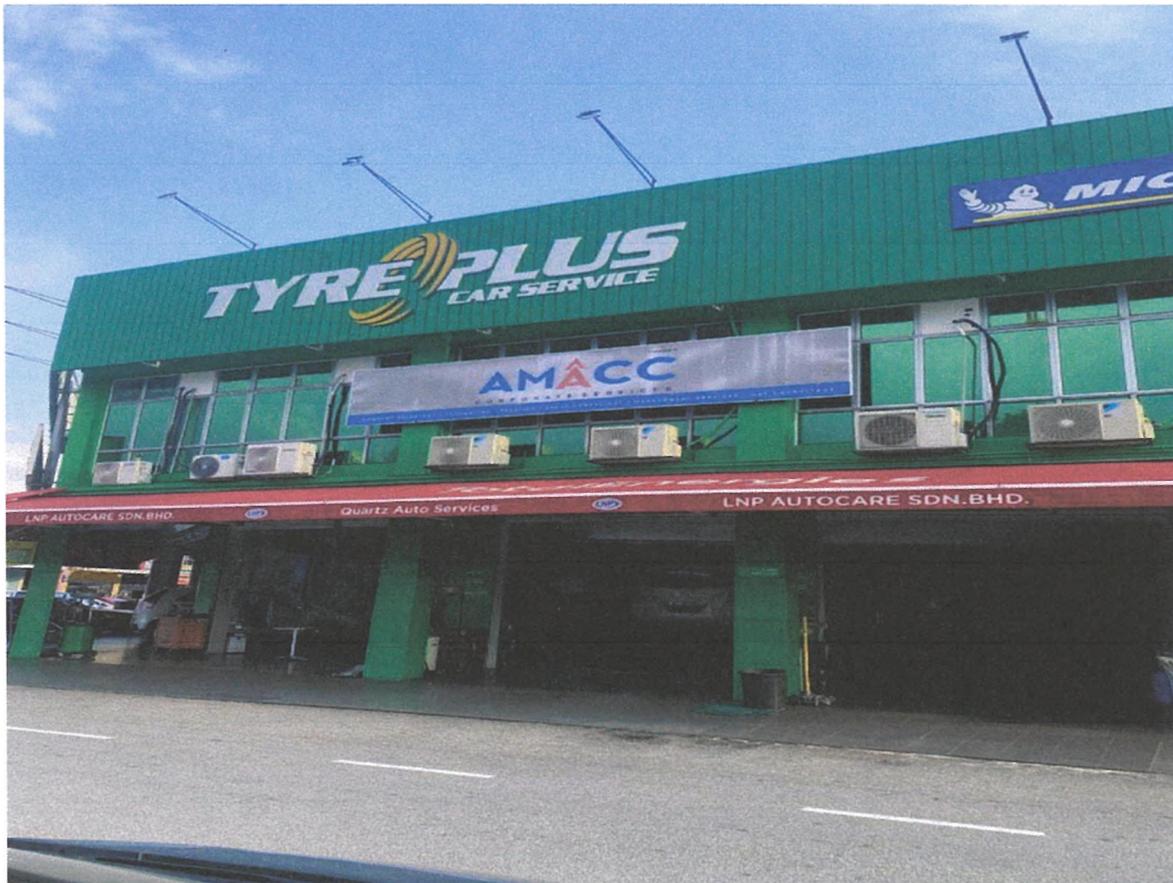


Figure 2 : AMACC Group Main Office

5.1.3 Company Map



Figure 3 : AMACC Group location (Source from Google Map)

5.1.4 Company Background

AMACC group is an independent firm and comprise team of professional with extensive knowledge and experience and Business Process Outsourcing (BPO) services, in a variety of industries and clients that range from small to medium sized. Among the services that the company provide is Company Secretarial, Accounting & Bookkeeping, Taxation, Zakat and Business Advisory. The Firm was first established in 2009, the firm office located in Bandar Baru Bangi. Throughout the years, they have served more than 100 clients including Sdn Bhd Company, Sole Proprietors, Partnerships and Liability Limited Partnership.

5.2 Company Vision, Mission, Objectives, Goals

5.2.1 AMACC Group Vision

AMACC group has a clear and attainable vision. The vision is to be the preferred & trusted financial solution provider.

5.2.2 AMACC Group Mission

AMACC group mission is to providing value by developing a team of excellence.

5.2.3 AMACC Group Objective

To provide financial solutions to clients by offering high-quality services that are customized to their needs. AMACC's goal is to help clients achieve their business goals by providing professional advice and services.

5.2.5 AMACC Company Goals

To provide our clients with highly personalized professional service of the highest standards at all times, working with them to achieve growth and expansion and the philosophy of AMACC is built on offering a very high-quality standard of professionalism, client-driven culture and commercial expertise.

5.3 ORGANIZATIONAL STRUCTURE OF AMACC SDN BHD

Every organization needs an organizational structure to ensure smooth business operations. AMACC Group adopts a functional organizational structure. A functional structure is an organizational framework that divides the organization into different functions based on specific knowledge, skills, and roles. It is built on a hierarchical system, with various sectors operating under the leadership of designated leaders. AMACC uses this functional structure to achieve its objectives. This structure offers several advantages, such as high productivity levels, reduced production costs, clearly defined job scopes, and opportunities for skills and developments.

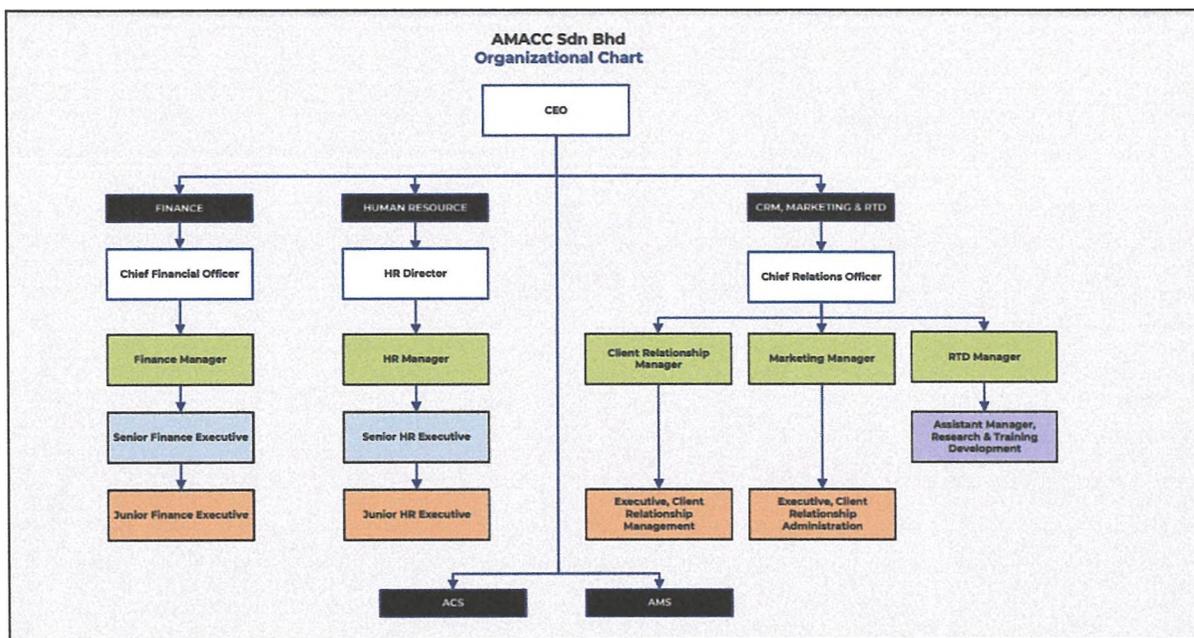


Figure 4 : AMACC Sdn Bhd Organizational Chart

The Chief Financial Officer (CFO), who is in charge of financial planning and management, leads the finance department. The Senior Finance Executive, who manages more intricate financial duties, comes after the Finance Manager, who reports to the CFO. The Junior Finance Executive assists the team in carrying out financial procedures at the entry level.

Effective workforce management is ensured by the HR Director, who leads the Human Resource Department. With assistance from the Senior HR Executive, who manages employee relations and HR operations, the HR Manager is in charge of HR functions. The junior HR executive helps with administrative, training, and hiring duties.

Client relationship, marketing, and research and training development (RTD) are the three main areas that the Chief Relations Officer oversees in the CRM, Marketing, and RTD Department. An executive in client relationship management assists the client relationship manager in supervising customer interaction. With the help of a client relationship administration executive who concentrates on administrative duties, the marketing manager manages branding and promotional initiatives. The Assistant Manager, Research & Training Development, assists in planning learning initiatives and innovation strategies, while the RTD Manager oversees research and training development.

During the internship, I was placed in the Human Resource Department as a trainee. In this department, there are only consist of two people which is the Human Resource Manager, Nurul Izzah binti Anas and me. The Human Resource Manager, Nurul Izzah binti Anas, and I make up the small but dedicated team that runs this department. In her role as HR Manager, Nurul Izzah is in charge of managing and supervising all aspects of human resource operations, such as hiring, employee relations, payroll, performance evaluation, and labour law compliance.

I gained invaluable practical experience working closely with her, which helped me comprehend how HR procedures are carried out in actual organizational settings. I was given a range of tasks because of the small team size, which enabled me to directly support the department's operations.

5.4 SERVICES OFFERED BY AMACC GROUP

5.4.1 Company Secretarial Services

There are many services that my company provided. One of the it is Company Secretarial Services which also known as as a corporate secretarial services officer, advises board members and ensures that businesses run in accordance with Malaysian laws and regulations. By law, every business that is registered as a Private Limited (Sdn. Bhd.) must choose a company secretary.

5.4.2 Accounting and Bookkeeping

Second, Accounting & Bookkeeping. This is the core of AMACC expertise as the company offer service of accounting with proper and proven quality accounting record and bookkeeping as a whole to ensure business can compete competitively.

5.4.3 Tax Advisory

Third services are Tax Advisory. AMACC will provides their customers a wide range of taxation services for both personal and corporate tax client. By engaging tax advisory services, businesses and individuals in Malaysia can navigate the complexities of the tax system with confidence, minimize risks, and maximize financial benefits.

5.4.4 Business Advisory & Consultancy

Fourth services are Business Advisory & Consultancy. Through AMACC business advising services, AMACC aims to assist customers in developing, growing, and achieving their business objectives. By examining the client's financial statements, AMACC provides qualified counsel to individuals and corporations on business-related issues, ensuring that their accounting practices align with the company's goals.

6.0 TRAINING REFLECTION

My internship experience at AMACC Sdn Bhd as a Human Resource Trainee in the Human Resource Department has been an invaluable and transformative journey. My internship started from 12th August 2024 until 24th January 2025. The working time for my company is flexible as long as we completed 8 hours of working time. Usually, I will arrived at the office at 8.30 am and will clock out at 5.30 pm everyday as which completed 9 hours of working time. This opportunity allowed me to bridge the gap between theoretical knowledge and practical application, enabling me to grow both personally and professionally.

During my time in the Human Resource Department, I was entrusted with a variety of responsibilities that exposed me to the core functions of HR management. These included assisting in the recruitment and selection process, coordinating interviews, managing employee records, and supporting onboarding and training programs. Each task deepened my understanding of the HR lifecycle and its critical role in fostering organizational success.

A significant highlight of my internship was gaining exposure to strategic HR practices within a dynamic organization like AMACC Sdn Bhd, which serves as the central management hub for AMACC Group. I witnessed firsthand how HR policies align with broader organizational goals and how they contribute to the company's ongoing transformation and growth.

Throughout my internship, I encountered challenges that required me to think critically and problem-solve efficiently. For instance, managing multiple tasks simultaneously and adhering to deadlines enhanced my time management and organizational skills. Additionally, working closely with experienced professionals allowed me to learn the importance of attention to detail, confidentiality, and ethical decision-making in HR operations.

This internship has provided me with a strong foundation in human resource management and has prepared me to navigate the demands of a professional Human Resource role. The lessons I've learned and the skills I've developed during my training at AMACC Sdn Bhd will undoubtedly guide me as I pursue my career in the field of human resources. I am truly grateful for the opportunity to contribute to and learn from such a supportive and forward-thinking organization.

7.0 SWOT ANALYSIS OF AMACC ACCOUNTING DEPARTMENT RESTRUCTURE

7.1 Value Proposition Analysis (SWOT Matrix Analysis)



STRENGTH

- Successful Skill-Building initiative
- Strong Organizational Culture



WEAKNESESS

- Resource Constrains
- Resistance to Change
- Process Interruptions



OPPORTUNITIES

- Staff/Employee Development
- New Business Stream



THREATS

- Market Competitiveness
- Regulatory and compliance challenge

7.2 Strength

Strength are the internal elements that offer a company a competitive edge in a SWOT analysis. These are the main resources, skills, or advantages of the business that support its success. Strengths enable the company to expand, accomplish its objectives, and set itself apart from rivals.

7.2.1 Successful Skill-Building Initiative

AMACC has introduced a Boot-camp to enhance employee skills, equipping staff with essential knowledge and tools. A key strength of AMACC is its Bootcamp program, which improves staff members' abilities and keeps them flexible and competitive in a changing market. This program offers organized training that gives staff members the fundamental skills, useful resources, and modern methods they need to carry out their jobs well. Employee capacities are strengthened and their confidence in managing duties is increased by the Bootcamp's emphasis on crucial areas including accounting, advisory services, and digital tools.

7.2.2 Strong Organizational Culture

A strong organizational culture is a key strength for AMACC, especially during restructuring, as it fosters continuous improvement, innovation, and collaboration. By restructuring, AMACC can reinterpret roles, procedures, and tactics to guarantee that staff members collaborate toward a common goal. Employees are inspired to improve their abilities, rise to new challenges, and support the expansion of the business as a result of this shift, which promotes an attitude of constant learning.

When people are encouraged to think creatively and come up with fresh ideas, innovation flourishes. Through reorganization, AMACC gives staff members the chance to investigate new technology, solve problems, and enhance company procedures. In addition to maintaining the company's competitiveness, this gives workers the confidence to control their jobs, which boosts productivity and job happiness.

Collaboration is another key aspect of a strong organizational culture. Departmental boundaries can be broken down by restructuring, which promotes cooperation and communication. Workers from many departments can collaborate more successfully, exchange expertise, and support strategic objectives. By ensuring that everyone is

working toward the same goals, this alignment improves the cohesion and effectiveness of the business.

7.3 Weaknesses

Weaknesses in a SWOT analysis are internal elements that could impair an organization's effectiveness, competitiveness, or performance. These are areas that require improvement or present obstacles to reaching corporate objectives. Finding weaknesses enables businesses to manage possible risks and create expansion plans.

7.3.1 Resistance to Change

Any organization going through a transformational process frequently faces resistance to change. New roles, technology, or workflows brought about by restructuring may cause employees at AMACC to feel uncomfortable or anxious. This hesitancy may result from comfort with current procedures, a fear of the unfamiliar, or a lack of confidence in new systems. This kind of resistance can affect morale generally, slow down the transition, and lower production. Employees that find it difficult to adjust could cause delays or inefficiencies even with AMACC's efforts to modernize its processes. While some people might be hesitant to master new digital skills, others might be concerned about job security or heavier workloads. This hesitancy may hinder teamwork and keep the business from taking full advantage of fresh prospects.

7.3.2 Resource Constraints

Restructuring is a complex process that requires significant financial investment, time, and manpower. For AMACC, allocating resources to transformation efforts may temporarily strain other business operations. The company needs to invest in new technologies, employee training programs, process improvements, and possibly hiring specialized talent, all of which come at a cost. If not managed effectively, these demands could impact AMACC's financial stability and slow down the progress of other ongoing projects.

Restructuring also takes time and need for careful preparation, execution, and oversight. Training, process modifications, and system improvements may need additional time from management and staff, which could take focus away from their primary duties. Project schedule delays, decreased efficiency, and brief declines in production could result from this change in emphasis.

Furthermore, a lack of resources may result in transformation attempts that are not fully implemented or of lower quality. Certain projects may be postponed, reduced in scope, or not have the desired effect if AMACC does not have enough money or staff assistance. These limitations might make it more difficult for AMACC to accomplish its restructuring objectives and keep things running smoothly while making adjustments.

7.4 Opportunities

In a SWOT analysis, opportunities refer to external factors that a company can use to drive growth, expand its reach, and gain a competitive edge. These include favorable market conditions, industry trends, or technological advancements that the organization can take advantage of to enhance its performance and secure long-term success.

7.4.1 New Business Stream

As AMACC enhances its systems and workforce skills through restructuring, it opens new business opportunities that can drive growth and revenue. AMACC may provide advising and consulting services in addition to standard accounting with the use of modern technology and more experienced staff. As a result of this transition AMACC is now able to offer higher-value services including compliance advice, corporate strategy, and financial planning, transforming it from a service provider into a reliable advisor to its customers. Expanding services to advisory roles enables AMACC to differentiate itself from competitors, offering a more comprehensive and strategic approach to client needs. This change also enhances job satisfaction and professional advancement for employees. Accounting professionals acquire new abilities, expand their knowledge, and increase the company's worth when they move into advisory positions. This change also strengthens AMACC's standing as a creative and progressive company, drawing in fresh talent and fostering enduring client connections.

7.4.2 Competitive Edge

AMACC Sdn Bhd has the chance to maintain industry standards and implement innovations that differentiate it from rivals through its restructuring efforts. By consistently modernizing its systems, procedures, and competencies, AMACC establishes itself as a progressive organization prepared to adopt new technology and approaches. This strategy shows the company's dedication to keeping at the forefront of the industry and helps it stay relevant in a market that is changing quickly. Clients are increasingly looking for businesses that can provide them with cutting-edge solutions that are customized to meet their demands as

industry standards change. By offering innovative services, more operational effectiveness, and more sophisticated digital tools, AMACC can take advantage of this and attract customers that value creativity and experience. By establishing itself as a thought leader and a corporation that constantly adjusts to new trends, AMACC can draw in new business and forge closer, more enduring bonds with current customers who appreciate innovative solutions.

Additionally, AMACC stands out in a crowded market because to a competitive edge based on staying ahead of developments in the sector. Customers are more inclined to select a business that uses the newest technologies and industry data to serve their demands in a proactive manner.

7.5 Threats

Threats are outside variables or challenges that might have a negative impact on a business's performance, expansion, or capacity to meet its goals. These external risks or environmental changes, which frequently result from competition, economic shifts, regulatory changes, or technology disruptions, might pose challenges for the company.

7.5.1 Regulatory and Compliance Challenge

One of the key threats facing AMACC is the potential for changes in regulations, particularly within the finance and accounting sectors. Regulatory environments are constantly evolving, with new laws, guidelines, and standards emerging to address economic, social, or technological changes. These regulatory shifts can have a significant impact on how AMACC operates and may require the company to make swift adjustments to ensure compliance. For instance, stricter financial reporting standards, tax regulations, or data protection laws could impose additional requirements on AMACC's operations. This may lead to increased costs and resources for compliance efforts, as AMACC would need to change its systems, re-train employees, or invest in legal and compliance support.

Non-compliance can also lead to penalties, damage to one's reputation, and a decline in customer trust, all of which could have an impact on the future growth of the business. If AMACC doesn't remain ahead of the curve, even minor regulatory changes could cause disruptions and make its reorganization and transformation activities more difficult or take longer.

7.5.2 Market Competitiveness

Market competitiveness presents a significant threat to AMACC, especially as competitors may also be undergoing their own transformation processes. Since companies are always innovating to stay relevant, improve service offerings, and meet customer demands in today's fast-paced business environment, market competitiveness poses a serious threat to AMACC, especially since competitors may also be going through their own transformation processes. If AMACC's competitors adopt similar changes or advancements whether in technology, skill development, or restructuring more quickly or effectively, they could undermine the advantages AMACC hopes to gain through its own transformation.

This leads to a competitive race in which success is determined by the first mover advantage and the capacity to execute change more quickly and effectively. AMACC may lose market share to rivals who are more adaptable or better equipped to satisfy changing client demands if it cannot keep up with the rate of these changes or if its transformation activities are not carried out successfully.

8.0 DISCUSSION & RECOMMENDATIONS

8.1 Strength

8.1.2 Expand "Bootcamp Program"

AMACC's current success with its bootcamp programs offers a strong foundation to expand employee development initiatives. The company can launch advanced courses that concentrate on cutting-edge fields like artificial intelligence (AI), accounting data analytics, leadership development, and customer relationship management. By providing AI and data analytics training, AMACC will be able to maintain its competitiveness in the tech-driven finance industry by assisting staff in utilizing cutting-edge technology for trend research and financial decision-making. Programs for leadership development can improve workers' decision-making, team-management, and strategy-execution abilities, all of which are crucial as AMACC shifts to an advisory-focused company. In a similar vein, training in customer relationship management will help staff members establish and preserve enduring, customized client connections, thereby strengthening AMACC's position as a reliable advisor.

8.1.3 Leverage Expertise for Growth

AMACC can harness the full potential of its highly skilled employees by assigning them leadership roles in internal transformation projects. By including these experienced team members in the organization's strategic efforts, AMACC can make sure that their thoughts directly support the company's transformation objectives. They have invaluable information and skills. By assuming leadership roles, these staff members can use their in-depth knowledge of management, accounting, and market trends to direct the restructuring process, providing creative answers and promoting advancements. Their background will be essential for overcoming obstacles, handling change, and carrying out initiatives that support AMACC's long-term goals.

AMACC should encourage these individuals to mentor junior staff members in addition to lead transformation initiatives. Through mentoring, seasoned workers impart their knowledge, perspectives, and best practices to less seasoned team members, fostering a culture of knowledge sharing. This helps foster a collaborative work atmosphere that emphasizes ongoing learning and growth in addition to quickening the learning curve for less experienced staff members. Through the facilitation of mentorship, AMACC guarantees the transmission of the organization's knowledge and competence, thereby averting the gradual loss of vital skills.

8.2 Weaknesses

8.2.1 Change Management Program

A well-planned approach will help reduce uncertainty, improve employee buy-in, and minimize disruptions during the transition. If AMACC wants to effectively address resistance to change, it should put in place a structured change management program that guarantees employees understand the goal, advantages, and schedule of the restructuring process.

Regular communication is a crucial part of this approach. To keep staff members informed about the restructuring process, anticipated changes, and how these changes would benefit the business and its employees, AMACC should hold regular updates via company-wide meetings, emails, or internal bulletins. Clear and honest communication helps reduce misconceptions and reassures employees about their involvement in the transformation.

Furthermore, employee feedback sessions and questionnaires can be quite helpful in pinpointing certain issues. By aggressively soliciting employee feedback, AMACC is able to comprehend their issues, concerns, and recommendations on the reorganization. By taking a proactive stance, management may address issues early, offer the assistance that is required, and modify the implementation plan as necessary.

8.2.2 Seek Financial Aid

AMACC should look at a number of funding options, including government grants, tax breaks, and strategic alliances, in order to get over resource limitations and lessen the financial pressure of restructuring. These grants can assist in defraying the costs of expanding a firm, upgrading technology, and developing a workforce. For example, AMACC can apply for government funding and grants as many grants and subsidies offer by the government to support companies in digital transformation. AMACC is able to apply for these programs in order to provide funding for training programs, including its skills development Bootcamp, and to cover expenses related to new technologies. Significant financial relief could be obtained by looking into funding opportunities from organizations that specialize in digitization, accountancy, or business expansion.

8.3 Opportunities

8.3.1 Expand Services

By introducing consulting services designed for SMEs, startups, and companies going through transition, AMACC may broaden its service offerings, diversify its revenue sources, and improve its position in the market. AMACC may offer strategic advice to help companies enhance operations, guarantee compliance, and make wise financial decisions by utilizing its knowledge of accounting and financial management. Targeted marketing is a crucial component of this expansion. To attract potential clients, AMACC should aggressively market its consulting services through industry partnerships, networking gatherings, and digital channels. AMACC can draw in companies that want professional assistance with budgeting, financial planning, and restructuring by establishing itself as a reliable financial consultant.

8.3.2 Showcasing technology Adoption

AMACC should create a strategy campaign that highlights the company's integration of AI, automation, and advanced accounting software to improve efficiency, accuracy, and client services in order to demonstrate its dedication to innovation and modernization. By highlighting its technology-driven strategy, AMACC may establish itself as a progressive and competitive company in the sector.

Content creation and digital marketing are essential elements of this approach. AMACC can illustrate how AI-powered solutions increase financial analysis, automate repetitive accounting operations, and improve decision-making processes through social media, blogs, films, and case studies. Infographics or brief video explainers, for instance, can show how AI improves accuracy and dependability by detecting financial irregularities or streamlining tax computations.

8.4 Threats

8.4.1 Continuous Market Analysis

AMACC should adopt a continuous market analysis strategy that include constantly monitoring competitor's pricing structures, service offerings, and business strategies in order to stay ahead in a sector that is changing quickly. AMACC may make data-driven decisions that improve its pricing strategies, services, and market position by keeping up with competitor movements and industry trends. Finding service gaps is one of the main advantages of market analysis. AMACC can identify areas where they can add value by analyzing what rivals are offering. This could be through improved customer service, technology-driven solutions, or specialized advising services. For instance, AMACC can invest in AI-driven financial research tools and market them as a differentiator if rivals do not have them.

8.4.2 Focus on Client Retention

In the financial and advice sector, keeping clients is essential to long-term performance and competitive advantage. While gaining new customers is vital, keeping current customers is frequently cost-effective and advantageous for the stability of the company. By introducing loyalty programs and special perks, AMACC may strengthen its bonds with its customers and keep them interested in and dedicated to the business's offerings. Giving loyal customers discounts on new services is one successful strategy. For instance, current clients might be given early access or discounted pricing if AMACC grows its advisory services to entice them to take advantage of these opportunities. In addition to improving the client relationship, this raises the possibility of upselling and cross-selling more services. Offering devoted customers complimentary consultations or financial examinations is an additional strategy. Frequent advising meetings can assist companies with financial optimization, expansion planning, and regulatory compliance. These extra perks enhance customer satisfaction and loyalty by establishing AMACC as a reliable partner.

9.0 CONCLUSION

AMACC Sdn Bhd has established itself as a prominent player in accounting firm in Selangor. The company's resilience and adaptability to survived and make changes and offering a wide range of services including Company Secretary, Accounting & Bookepping, Tax Advisory and Business Advisory & Consulting make AMACC is well positioned to cater to the diverse need of its client,

My internship as an HR Trainee at AMACC Sdn Bhd has been an enriching and valuable experience, providing me with hands-on exposure to key human resource functions. Throughout this journey, I was actively involved in talent acquisition, employee engagement, payroll processes, and training development, which deepened my understanding of HR operations in a corporate setting. These experiences allowed me to develop essential skills in communication, problem-solving, and project management, preparing me for future challenges in the HR field.

AMACC Sdn Bhd's commitment to continuous learning, employee development, organizational growth has made it a great environment for professional development. I am grateful for the mentorship and guidance from the experienced professionals I had the opportunity to work with. Their support and knowledge-sharing have significantly contributed to my learning, enabling me to gain confidence in handling HR responsibilities effectively.

Overall, my internship at AMACC Sdn Bhd has been a transformative experience that has strengthened my foundation in human resource management. I look forward to applying the knowledge and skills I have gained to contribute meaningfully to the HR profession. I sincerely thank the entire AMACC team for their support, encouragement, and invaluable guidance throughout my internship journey.

9.0 REFERENCE

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10.0 APPENDICES



