



اَوْنُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MAR A

POS Shop



# INDUSTRIAL TRAINING REPORT 2024



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# EXECUTIVE SUMMARY



I am honoured to be working as an Operation Strategic and People intern at Pos Shop Sendirian Berhad, a new company under Pos Malaysia Sendirian Berhad, to cross something off the last item on my bachelor's degree. Pos Malaysia is launching a convenience shop next to Pos Laju Sendirian Berhad, which is an entirely new line of business.

My primary contribution to the firm is expanding its network and working with several other businesses to reach a larger number of potential customers through their accessibility, such as the Celcom smartphone application and the Boost online payment e-wallet apps. Apart from that, I've been offering my supervisor suggestions on how to get our customers' confidence and attract the attention of other people. Aside from roles and tasks, my internship's goal is to assess the company's strengths, weaknesses, opportunities, and threats in a variety of areas, including the legal, social, technological, environmental, and economic.

The objective of the writing is to study about the SWOT at Pos Shop Sdn. Bhd. During my internship for this semester. For SWOT analysis, the Pos Shop strength is that have strong supply chain and also they are using pricing strategies to lower the cost and also to attract customer. As for their weakness, they have high operation cost and lack of marketing activities through social media. For opportunities, Pos Shop easy to do corporation and also have a lot of community engagement. Last but not least is, the threat. Pos Shop having difficulties in handling to follow with their competitors and also in handling inflation. As also I have also give my recommendation in handling their weakness and also threat.

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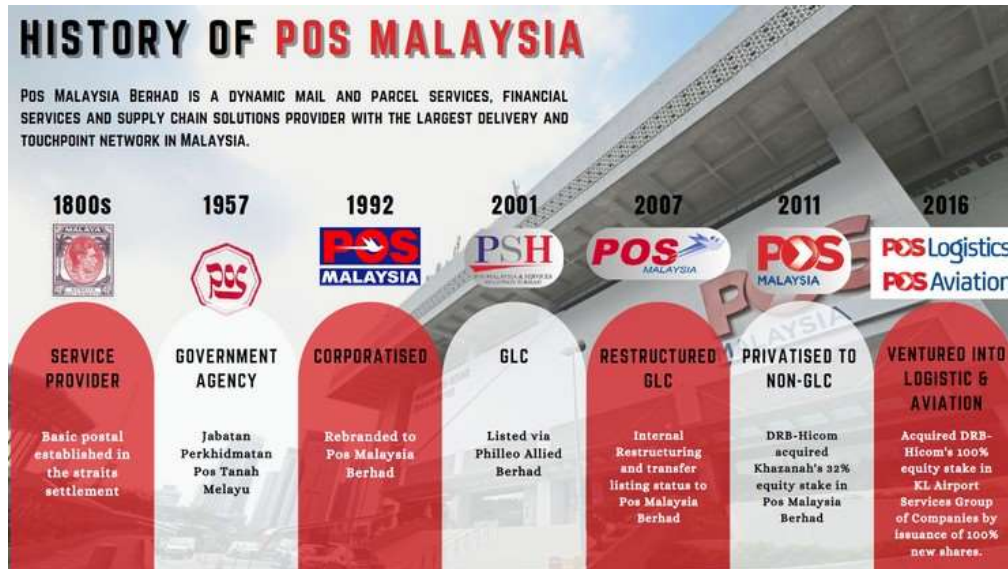
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# Company Background

## Pos Malaysia

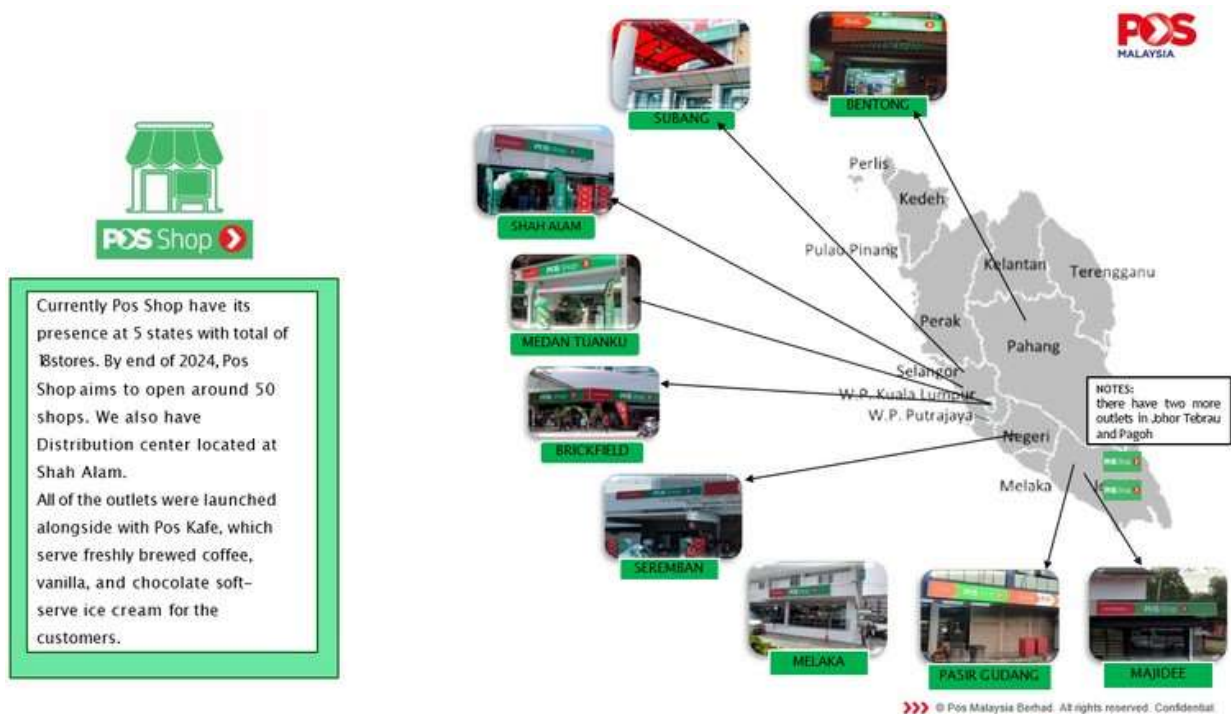


In the 1800s, Pos Malaysia was founded as a strait town. At that time, their sole service was mail delivery, both domestically in Malaya and internationally. After that, in 1957—the year of Merdeka—they joined a government agency and changed their name to Jabatan Perkhidmatan Pos Tanah Melayu. After becoming a corporatized firm, they changed its name to Pos Malaysia Berhad in 1992. In 2007, Pos Malaysia Berhad underwent internal restructuring and received a transfer of listing status. In 2011, DRB-Hicom purchased Khazanah's 32% ownership holding in Pos Malaysia Berhad, taking over as the company's owner at that point. Pos Malaysia Berhad opened many new businesses in Malaysia in 2016, including Pos Aviation, which is based in KLIA and solely operates there. It is among the most prosperous businesses in Pos Malaysia. We at Pos Shop were founded on March 1st, 2023, and our first location is in Tuanku, Medan.

As previously mentioned, Pos Malaysia had a large number of new business ventures in 2016 following DRB-Hicom's acquisition of Pos Malaysia Sendirian Berhad. The longest-running businesses they've had are Pos Malaysia and Pos Malaysia Mini Business, which offer a variety of services including post office. The company ReadyExpress comes next; it provides reliable e-delivery options for managing orders through a single, centralised system. Next up is Pos Shop, which offers customers a retail selection of drinks, snacks, and personal care products. Pos Logistics is another option; it provides end-to-end logistical services to the business-to-business market. Pos Aviation follows, providing customised ground handling services. Pos Digicert is the first Certification Authority in Malaysia offering legally binding digital certificates and their insurance, as well as additional security solutions. Data Pos is the Pos Malaysia mailing solution unit. It offers mail hybrid services, bulk printing, ePresentment, envelope insertion, bulk data processing, and mailing. And now for Pos ArRahnu. This one-stop shop offers services for Islamic microfinance, retail sales of gold and jewellery, physical gold purchasing and selling, and gold storage.

# Company Background Pos Shop

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## 1) Service Offered

We provide a wide selection of practical goods at Pos Shop that people need and want. We sold meals, beverages, and personal hygiene items. The majority of Pos Shop Ready To Eat (RTE) goods are supplied by Pos Malaysia food service, while all stock-keeping units (SKU) are sourced from outside vendors. We offer a coffee shop on site, as well as a variety of RTE pastries. At Pos Shop, we also have our own best-selling items, such Tom Yam Pau and our best-selling Nasi lemak, which frequently sell out in the early morning. We have a coffee table available for patrons to use, so they may eat there as well. In addition to accepting cash payments, Pos Shop offers its clients the option to make payments using e-wallets and online banking.

## 2) Pos Shop Asset

As for my internship, I have served my duty at Pos Malaysia and Pos Shop Head Quarter. Our main office is in Kuala Lumpur, at Level 6, Pos Malaysia Dayabumi Complex, Jalan Sultan Hishammudin, City Centre, 50480 Kuala Lumpur. That is where all operations will take place. As of right present, Pos Shop has about 11 locations throughout Malaysia, including Sabah and Sarawak. We will have six additional retail locations opening before the end of May. By the end of this year, we want to have opened 50 additional new locations around Malaysia.

In order to reach a larger target market and draw in clients, we also collaborate with the companies Celcom and Boost. In order to advertise our Pos Shop, we also employ our Pos Laju service to hand out fliers across the neighbourhood. Additionally, we may leverage all of Pos Malaysia's resources to inform clients about our shop, including PosLaju, Pos Aviation, and Pos Malaysia Marketing services, which frequently use social media to spread the word.