

# **INDUSTRIAL TRAINING REPORT AT KPJ SRI MANJUNG SPECIALIST HOSPITAL (HRM666)**

**11 MARCH 2024 – 19 AUGUST 2024**

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



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# EXECUTIVE SUMMARY



This report is about the industrial training that was conducted at KPJ Sri Manjung Specialist Hospital from 11th March 2024 until 19th August 2024. During my practical training at the organization, I was working in the Human Resource Department as Human Resource Assistant under the supervision and guidance from my supervisor Miss Naizatul Safinas Binti Mohd Saman. There are some of responsibility that has been assigned for me which are, screening resumes, recruitment process, checking attendance, filling staff information, arranging interview and set up training room.

The SWOT analysis conducted during the training highlighted the hospital's strengths in specialized medical services, strategic location, and skilled workforce. Weaknesses identified included high operating costs, limited capacity, and workload overload. Opportunities such as corporate social responsibility (CSR) initiatives, partnerships, and expanding medical tourism were recognized, alongside threats like industry competition, economic downturns, and regulatory changes. A SWOT matrix was utilized to further analyze these factors, creating strategies to leverage strengths and opportunities while addressing weaknesses and threats. The hospital's strengths in advanced technology and skilled personnel were aligned with opportunities in medical tourism and CSR, suggesting strategic initiatives to enhance service delivery and community engagement. The PESTEL analysis provided insights into the external environment impacting the hospital.

Overall, the industrial training experience at KPJ Sri Manjung Specialist Hospital was instrumental in developing critical HR skills and understanding the strategic and operational dynamics of a specialist hospital. The practical exposure and analytical exercises prepared the trainee for future professional roles in the healthcare industry

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# COMPANY'S PROFILE



**Location:** Lot 14777 & 14778, Jalan Lumut, 32000 Sitiawan, Perak



**Website:** <https://www.kpjhealth.com.my/srimanjung/>



**Telephone Number:** +605-691 8153



**Operating Hours:** 24 Hours

## ABOUT KPJ SRI MANJUNG SPECIALIST HOSPITAL



KPJ Sri Manjung Specialist Hospital was established in May 2012 and is regarded in the Manjung district as one of the first hospitals in Malaysia to offer healthcare services to the general public. The hospital initially had 23 beds in its first year of operation, but the addition of a new building in the year of 2021 has expanded the number of beds, bringing the total number of beds to 47.

Furthermore, when Johor Corporation (JCORPS), formerly known as Johor State Economic Development Corporation (JSEDC), acquired KPJ Sri Manjung Specialist Hospital in 2013, the hospital's status changed to multi-disciplinary tertiary care, providing a wide range of services in a single location. Ready to provide greater customer service is KPJ Healthcare Berhad's 24th Network Hospital. As of September 2022, KPJ Healthcare Berhad owns 29 hospitals in Malaysia, up from 2021 when the hospital opened Damansara Specialist Hospital 2 in Kuala Lumpur (KPJ Sri Manjung Specialist Hospital, 2024).



# COMPANY'S VISION, MISSION AND OBJECTIVE



## COMPANY'S VISION



**"Preferred Healthcare Providers"** which means they are dedicated to being the preferred provider of care, with innovative use of technology, experienced doctors and well-trained staff who collaborate to offer the best diagnosis and treatment plans.

## COMPANY'S MISSION



**"Delivering Quality Healthcare Services"** which means their mission is to improve the health of the people and the communities they serve.

## COMPANY'S OBJECTIVE



"They are guided by the Group's Core Values of Ensuring Safety, Delivery Services with Courtesy, Performing Duties with Integrity, Exercising Professionalism at all time, and Striving for Continuous Improvement".