

INTERNSHIP TRAINING REPORT

COMPANY'S SWOT ANALYSIS (HRM666) PERTUBUHAN PELADANG KAWASAN BOTA/LAMBOR

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NAME	: NUR SHUHADA BINTI MOHAMMAD
STUDENT ID	: 2022755891
PREPARED FOR	: DR MUHAMMAD AIMAN BIN ARIFIN DR SHAFIQ SHAHRUDDIN
SUPERVISOR'S NAME	: NOOR ASHIKIN BINTI ISMAIL

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EXECUTIVE SUMMARY

The objective of this internship is to expose the final semester student to the actual work environment where the students not only apply the knowledge that they have studied at university but also gain practical experience, develop professional skills, and understand industry expectations. During the internship, I was allowed to learn with experienced staff under three (3) different departments, namely the administration/human resource department, corporate affairs department, and account department. This rotation provided me with a comprehensive overview of the organization's operations and allowed me to document the experience that I got during this three (3) department.

In this report, I will cover the company's profile, including its background, vision, mission, organizational structure, and the services or products of PPK Bota/Lambor. Additionally, I will reflect on my training and detail the roles. This report also used SWOT analysis and PESTEL to comprehensively understand both internal and external factors that can influence the organization. Meanwhile, the PESTEL analysis examined the external macro-environmental factors affecting PPK Bota/Lambor. This included Political, Economic, Social, Technological, Environmental, and Legal factors.

The experience and knowledge I gained during my internship at Pertubuhan Peladang Kawasan Bota/Lambor were valuable. The six (6) months of journey at PPK Bota/Lambor taught me a lot about developing my soft skills, enhancing my ability to receive and deliver information, and improving my confidence in gaining knowledge with experienced people in that company. These memorable moments inspired me to document them in this industrial training report.



2. THE COMPANY PROFILE

a. PPK Bota/Lambor's Background

PPK Bota/Lambor is located in the Perak Tengah district. Pertubuhan Peladang was established using Act 109 and supervised by the Lembaga Pertubuhan Peladang (LPP) using Act 110, where PPK is owned by committee members or non-government, while LPP is owned by the government and under the Farmers Association and the Ministry of Agriculture and Food Security. PPK Bota/Lambor was established to improve economic and social standards, increase knowledge and skills, increase yield and income, improve the way of life of members, and create a progressive, independent, prosperous, and integrated farming community.

This organization was registered on 5 July 1974, and its operational area encompasses the Bota and Lambor sub-districts, covering an area of 13,976 hectares. Recently, PPK Bota/Lambor has 3,258 members across 30 units within the Bota and Lambor area. Furthermore, to monitor the company's management and easily approach farmers in the covered area, around eleven (11) boards of directors were chosen through the Annual General Meeting. However, they only have non-executive honorary powers, and their decisions are also monitored by the meeting management.

PPK Bota/Lambor is an organization oriented towards agriculture-based business. Various businesses are worked on, such as two (2) palm oil weighing centres, the Ramp Titi Gantung and Ramp Pulau Pisang, for collecting and distributing agricultural produce such as oil palm and paddy. In addition, PPK Bota/Lambor also owns cattle farms located in Beruas, palm oil plantations, and nurseries for agriculture, as well as Peladang Agro Shops, which offer a variety of agricultural equipment at affordable prices.



COMPANY PROFILE

b. Vision, Mission and Objective of PPK

VISION

The vision of the Pertubuhan Peladang, in general, is to become a strong and viable farmers' organization by participating in national food production activities and providing services for farmer members.

MISSION

The mission of the Pertubuhan Peladang is to provide efficient, fast, and effective services to its members.

OBJECTIVE

The main objectives of the Pertubuhan Peladang are as follows:

- To enhance the economic and social status of members of farmers' organizations.
- To expand the knowledge and skills of members in farmers' organizations.
- To boost income and elevate the living standards of members in farmers' organizations.
- To create a progressive, prosperous, independent and cohesive farming community.

