



UNIVERSITI  
TEKNOLOGI  
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dan Perniagaan

# SWOT ANALYSIS PEJABAT SETIAUSAHA KERAJAAN NEGERI PERLIS

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Prepared by

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## **EXECUTVE SUMMARY**

SWOT analysis for the Perlis State Secretary Office provides a comprehensive overview of the organization's strategic positioning. During my industrial training, I performed a SWOT analysis of the Perlis State Secretary Office, which provides an in-depth understanding of the organization's current state and prospective future directions. The effective governance and decision-making processes that are fostered by strong administrative frameworks and good leadership are among the strengths noted. But there are also significant flaws, such outdated systems and technology that restrict responsiveness and operating effectiveness. The office's inability to upgrade has a major impact on its capacity to adjust to the constantly changing needs of government.

There are many opportunities, especially when it comes to using digital transformation to improve public participation and service delivery. Adopting cutting-edge technology could enhance data management, expedite processes, and promote improved public relations. Strategic alliances and joint ventures with other governmental and non-governmental organisations may also improve the office's resources and skills.

Nonetheless, the report also identifies a few risks, such as the public's dissatisfaction which may undermine trust in the office's capacity to run state affairs. This opinion emphasises how urgently better community participation and public relations campaigns are needed to regain and maintain public confidence. Thus, even while the Perlis State Secretary Office has potential and strengths of its own, it will remain ineffective and irrelevant in serving the people of Perlis unless its technological flaws are addressed and public unhappiness is reduced. For the office to successfully manage the difficulties and seize the possibilities found in this SWOT analysis, proactive efforts in these areas will be crucial.

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## **COMPANY'S PROFILE**

### **2.0 COMPANY'S NAME, LOGO, BACKGROUND, LOCATION**

#### **2.1 Company's Name**



**Diagram 2.0 Logo Perlis State Secretary's Office**

#### **PERLIS STATE SECRETARY'S OFFICE**

**Company's Name :** Perlis State Secretary's Office

**Company's Type :** Public Sector

**Established :** 1938

**Registration Address :** Kompleks Pentadbiran Kerajaan Negeri, Persiaran  
Wawasan, 01000 Kangar, Perlis.

**Industry :** Public Service

**Phone Number :** 04-973 8800

**Website :** <https://www.perlis.gov.my/>

### **2.1.1 BACKGROUND**

The Perlis State Secretary's Office serves as the central administrative hub, managing all government and state-related administrative responsibilities. This organisation is headed by the state government secretary, and the current Perlis State Secretary is Yb Datuk Muhd Khair Razman Bin Mohamed Annuar. This office's purpose is very similar to that of the Prime Minister's Department, as both organisations participate in the development of federal and state government policy. The State Secretary's Office concentrates on state-specific issues, whereas the Prime Minister's Department focuses on federal responsibility.

The Perlis State Secretary's Office designs and coordinates state government policies, which is one of its key services. The State Secretary's Office is crucial to the formulation, carrying out, and oversight of state and federal policies concerning the Federal Constitution's 9th schedule, which assigns shared responsibility for several issues and divides the authority to enact laws for the federal and state governments. The Administrative Structure of the Perlis State Government Secretary's Office is organised into two sections: Management and Development. The Management Division of the Secretary's Office of the Perlis State Government is responsible for administrative and secretarial tasks through the Office of the Menteri Besar, the State Legislative Assembly Office, the Management Services Division, the Human Resources Division, the Information Technology Management Division, the Corporate Unit, and Protocol. State Sports Unit and Council. The Development Division is responsible for planning and implementation through the State Economic Planning Unit, Housing Division, Local Government Division, and District Administration Division.

The Perlis State Government Secretary's Office, being the most significant government machinery, also serves as a coordinator for State and Federal agencies, ensuring that the entire State Government machinery runs smoothly.