



SWOT ANALYSIS *PUTRA SPECIALIST HOSPITAL*

3 March 2025–15 August 2025

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EXECUTIVE SUMMARY



This internship report outlines the experiences, observations, and knowledge gained during my six-month industrial training at Putra Specialist Hospital Melaka from 3rd March to 15th August 2025. Throughout the training, I had the opportunity to rotate between the Purchasing Department and Accounting Department. The responsibilities provided valuable insights into the daily operations of a private hospital and strengthened both my technical and soft skills.

Beyond practical exposure, this report also includes a detailed SWOT analysis of Putra Specialist Hospital Melaka. The analysis highlights the hospital's strengths, such as its structured Standard Operating Procedures (SOPs), strong community trust, and strategic location in a tourist-friendly city. However, several internal challenges were also identified, including a limited number of medical specialists, inefficient lift systems, and slow billing and refund processes. External threats like medical inflation and increasing competition from hospitals.

To address these issues and support the hospital's long-term growth, this report proposes several strategic recommendations. These include the adoption of digital health infrastructure, development of multilingual and culturally sensitive services, the formation of cross-border partnerships, and service innovations in medical tourism. These recommendations aim to enhance operational efficiency, patient experience, and Putra's competitiveness within the private healthcare sector.

In summary, this internship has been a rewarding journey that allowed me to apply classroom knowledge in a real working environment while gaining meaningful exposure to the healthcare industry. It also enhanced my understanding of hospital operations, financial management, and strategic thinking. I am confident that the skills, insights, and experiences gained during this internship will serve as a strong foundation for my future professional development.

ACKNOWLEDGEMENT

First and foremost, I would like to express my deepest gratitude to Allah S.W.T for granting me the strength, patience, and good health throughout the completion of my internship and this report.

I would like to extend my heartfelt appreciation to my internship supervisor, Miss Helyna binti Husin, for her continuous guidance, support, and trust throughout my industrial training. Her willingness to share knowledge and provide constructive feedback has helped me gain valuable insights into the real working environment, especially in the accounting field.

Special thanks also go to all the amazing staff in the Accounts Department, especially Miss Damia, Miss Adibah, and Hafiz Emran, who were always willing to help, teach, and guide me patiently. Their friendliness and encouragement truly made my internship journey more comfortable and enjoyable. I would also like to thank the entire team in the Purchasing Department for their warm welcome, cooperation, and for giving me the opportunity to learn about the department's processes and responsibilities.

I am also truly grateful to my advisor lecturer, Sir Muhammad Zainuddin, for his dedication in monitoring and guiding me and other advisees throughout our internship journey. His constant follow-ups, reminders, and concern for our progress gave us the motivation to stay on track and take this internship seriously. His commitment to ensuring that each student is supported properly, both academically and emotionally, is something I truly appreciate.

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