



UNIVERSITY TECHNOLOGY MARA (UITM) CAMPUS BANDARAYA MELAKA
FACULTY IN BUSINESS AND MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION (HONS.) HUMAN RESOURCE
MANAGEMENT

HRM 666: HUMAN RESOURCE INTERNSHIP

INDUSTRIAL TRAINING REPORT:
“SWOT ANALYSIS OF USIM HEALTHCARE SDN BHD”



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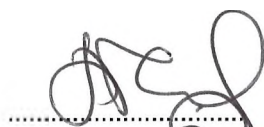
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OPEKASI



EXECUTIVE SUMMARY

I am undergoing my internship here at USIM Healthcare Sdn Bhd within 6 months to fulfill the requirement for subject HRM666, industrial training. My internship journey starts from 3th March 2025 until 15th August 2025. The purpose of this internship course is to provide students with hands-on training so they can complete duties set by the employer and gain real-world experience. Students are able to enhance their practical knowledge, communication skills, and approach towards task completion.

The internship report will focus on the company's strengths, weaknesses, opportunities, and threats (SWOT) analysis by observing the issues areas in the department. To complete this assignment, I am assigned to be under HR training and development, Cik Ain and also helping other department as well. My supervisor is Puan Nurul Syuhada binti Abd Hadi, the Head of Human Resources Administration and Operations. The experience I acquire from finishing the internship training programmed at USIM Healthcare Sdn Bhd will help me adapt to and get ready for the actual working environment.

In this assignment, I will be introducing USIM Healthcare Sdn Bhd by stating the general information such as the background, vision, mission, and organizational structure. This will also include training reflection on my journey as Human Resource Trainee in the Human Resource Department at USIM Healthcare Sdn Bhd. The second part of this assignment will be about a company review in which I have done several analysis on its SWOT analysis that include strengths, weaknesses, opportunities, and threats. In this part, the explanation more toward SWOT analysis and the recommendation on how to maintain the strength, reduce weakness, grab the opportunities, and avoid threat that happen to the company. At the end of the reports will be presented proof of picture attending as Human Resource trainee, involvement and task completed.

1.0 ACKNOWLEDGEMENT

Alhamdulillah, first of all I would like to thank Allah for giving me ways to complete this report that have been assigned to each internship student and giving me good health and ability to finish my journey as an internship student at USIM Healthcare Sdn Bhd. I would like to express my gratitude and appreciation to the management of USIM Healthcare for giving me the opportunity to undergo internship training in their organization.

I have been deeply appreciated of my supervisor, Puan Nurul Syuhada binti Abd Hadi from the Human Resource Department for her guidance, generosity to share her tremendous knowledge, unlimited motivation and encouragement from starting of the internship until the end of the internship program. My next gratitude would be to USIM Healthcare staff, especially staff of the Human Resource department for their kindness and support during my internship.

I would like to thank UiTM's lecturer advisor, Puan Saida Farhanah Sarkam for supporting her advise throughout the journey completing the internship report. For the valuable instruction and guidance regarding internship matters. She helps me a lot whenever I have a problem and question about the documentation of an internship report. Lastly I am grateful for the people around me gave their own support and their encouragement. Whenever I am feeling stressed, they will reach out to me and giving assistance in helping me completing my internship report and industrial training. Thank you very much.

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