



PETRA

BA243

HRM666

SWOT ANALYSIS PRESENTATION

Petra Energy Berhad

24 February 2025 – 8 August 2025

**Muhamad Haikal bin Azhar
2022455172**

SURAT KEBENARAN

Tarikh : 22 July 2025.....

Kepada :

Penyelaras Latihan Praktikal
Fakulti Pengurusan Perniagaan
UiTM Kampus Bandaraya Melaka
110 Off Jalan Hang Tuah
75300 Melaka

No Tel : 06-285 7119 / 7190 / 7196

Email : praktikalfppmelaka@uitm.edu.my

Maklumbalas (/)



Setuju



Tidak Bersetuju

Tuan/Puan

KEBENARAN UNTUK MEMUAT NAIK HASIL LAPORAN PELAJAR LATIHAN INDUSTRI SEBAGAI "PUBLIC ACCESS" DI REPOSITORY UITM

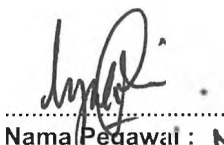
1. Merujuk perkara di atas, pihak organisasi bersetuju / tidak bersetuju pihak universiti memuat naik hasil laporan pelajar latihan industri sebagai "public access" di repositori UiTM.

Nama Pelajar	MUHAMMAD HANWAL BIN AZHAR		
No. Matriks	2024451172	Nama Program	BA243
Tajuk Laporan	Internship Report	Nama Syarikat	Petrol Energy Berhad

2. Tindakan ini adalah di bawah tanggungjawab dan kesedaran penuh oleh pihak organisasi.

3. Sekiranya terdapat sebarang masalah atau kebocoran maklumat sulit pihak organisasi tidak boleh mengenakan sebarang tindakan undang-undang kepada pihak universiti.

Yang Benar



Nama Pegawai : NOOR SYAKKILA ZULRIPU

Jawatan : SR. MANAGER

No. Tel. : 017-236 2017

No. Faks : 03-7726 5576

Cop jabatan/organisasi:

NOOR SYAKKILA ZU
SENIOR MANAGER
GROUP HUMAN CAPITAL

EXECUTIVE SUMMARY

The 24-week internship at Petra Energy Berhad was enriching and life-changing, and it served to fill the gap between academic and corporate reality. I would like to take this opportunity to extend my sincerest gratitude to the Human Resource Department, whose ongoing support, guidance, and willingness to share knowledge made this internship valuable and informative.

Petra Energy Berhad, the leading integrated brownfield services provider for the oil and gas industry, is a vital staunch supporter of Malaysia's upstream energy sector. The group's commitment to operational excellence and strategic long-term vision is reflected across its core business operations. In this changing environment, the Human Resource Department is instrumental in enabling workforce effectiveness from recruitment and onboarding to employee relations, training and development, compensation and benefits, and performance management.

Throughout the internship, I was able to observe and participate in HR activities that have direct support to corporate and operational teams. I also conducted a SWOT analysis to evaluate Petra Energy Berhad as an organization. The analysis pushed to the fore its key strengths, including its reputation within the energy sector, partnerships, and leadership experience. However, it also identified areas of improvement, such as more robust talent development mechanisms and HR digitalization. The company is also vulnerable to industry issues and external threats including market volatility, evolving energy demands, and growing competition from local and international service companies.

This report offers extensive reflection on my internship experience, along with recommendations for maintaining Petra Energy Berhad's future growth and operational excellence. Overall, the internship has significantly deepened my understanding of Human Resources' strategic role in a high-performing organisation, while instilling in me the practitioner competencies and confidence to pursue a future career in the HR field.

ACKNOWLEDGEMENT

In the name of Allah, Most Merciful and Most Gracious. Alhamdulillah, thanks and praise to Allah for providing me with the strength, patience, and perseverance to complete my internship and this report within the given timeframe. I am really thankful for all the blessings and directions He has imparted to me throughout this whole experience.

I would like to take this opportunity to convey my deepest appreciation to my worthy academic adviser, Madam Nor Tasik Binti Misbahrudin, for her immense support, supervision, and inspiration during my internship period and for delivering this report. Her guidance, insightful observations, and limitless dedication have proved most helpful in allowing me to deliver this report with ease and confidence.

My heartfelt gratitude also goes to Puan Noor Syakkila binti Zulkifli and the entire Human Resource department of Petra Energy Berhad, for embracing me with warmth and providing the opportunity to learn and grow within the work environment. Their example, passing on of knowledge, and confidence in assigning tasks to me enabled me to practice actual workplace HR methods, specifically in the oil and gas industry. I am truly grateful to their patience, guidance, and the experience of working within such a dynamic and helpful team.

Last but not least, I would express my gratitude to all those family, friends, lecturers, and colleagues whose direct or indirect input, encouragement, and guidance made this accomplishment possible. Without them, I would not have reached where I am standing today.

TABLE OF CONTENT

1.0	STUDENT'S PROFILE	2
1.1	Updated Resume	2
2.0	COMPANY'S PROFILE.....	3
2.1	Company's Background.....	3
2.2	Vision, Mission and Core Values	4
2.3	Service Provided	5
2.4	Organizational Structure	6
3.0	TRAINING REFLECTION.....	7
4.0	SWOT ANALYSIS	8
5.0	DISCUSSION & RECOMMENDATION	9
5.1	STRENGTH	9
5.1.1	High Employee Retention.....	9
5.1.2	Highly Skilled Workforce	9
5.1.3	Integrated Service Provider.....	10
5.2	WEAKNESS.....	11
5.2.1	Heavy Dependence On The Upstream Oil And Gas Sector.....	11
5.2.2	Outdated HR Management Systems	12
5.3	OPPORTUNITIES	13
5.3.1	Digital Transformation And Innovation.....	13
5.3.2	Diversification Opportunities In Renewable Energy Space	14
5.4	THREATS	14
5.4.1	Intense Competition	14
5.4.2	Uncertainty In Project Pipelines	14
5.4.3	Volatile Oil Prices	15
6.0	CONCLUSION	16
7.0	REFERENCES.....	17
8.0	APPENDICES	18