



# INDUSTRIAL TRAINING REPORT

**PERBADANAN KEMAJUAN EKONOMI  
NEGERI PERLIS (PKENPs)**



UNIVERSITI  
TEKNOLOGI  
MARA

Fakulti  
Pengurusan  
dan Perniagaan

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**BACHELOR OF BUSINESS ADMINISTRATION**

**(Hons) FINANCE (BA242)**



# EXECUTIVE SUMMARY

Through my 6 month industrial training at Perbadanan Kemajuan Ekonomi Negeri Perlis (PKENPs), I had created a great and eye-opening experience as I involved myself in an economic development agency which in sales, rent and marketing department. I had learned a lot of things about real estate development and the ways to deal with customer . It also give me opportunity to develop skills in the application of theory to practical work situations. In this report, I will include the information about the company and the experiences that I received since day 1 of practical training which is company's profile and training reflection. This report also include swot analysis of the company where I assesses their internal and external factors, as well as current and future potential.

# TABLE OF CONTENTS

<b>02</b>	<b>EXECUTIVE SUMMARY</b>	<b>14</b>	<b>RESEARCH INTRODUCTION</b>
<b>03</b>	<b>TABLE OF CONTENTS</b>	<b>15</b>	<b>LITERATURE REVIEW</b>
<b>04</b>	<b>ACKNOWLEDGEMENT</b>	<b>16</b>	<b>RESEARCH METHODOLOGY</b>
<b>05</b>	<b>STUDENT PROFILE</b>	<b>17</b>	<b>FINDINGS</b>
<b>06-10</b>	<b>COMPANY'S PROFILE</b>	<b>18</b>	<b>DISCUSSIONS</b>
<b>11</b>	<b>TRAINING REFLECTION</b>	<b>19</b>	<b>CONTRIBUTIONS AND IMPLICATIONS</b>
<b>12</b>	<b>SWOT ANALYSIS</b>	<b>20</b>	<b>LIMITATIONS &amp; RECOMMENDATIONS</b>
<b>13</b>	<b>CONCLUSION</b>	<b>21</b>	<b>REFERENCES</b>

# COMPANY'S PROFILE

## COMPANY'S NAME

Perbadanan Kemajuan Ekonomi  
Negeri Perlis (PKENPs)

## LOCATION

193, Jalan Raja Syed Alwi, Taman  
Perlis, 01000 Kangar, Perlis.



## OPERATION HOURS

Monday to Friday

8 am to 5 pm

During MCO : 9am to 1pm

Closed on public holiday

# COMPANY'S VISION, MISSION & OBJECTIVE



## MISSION

To promote high quality property development, industrial development and investment that can generate economic development as well as provide business opportunities and entrepreneurship training to Bumiputera traders or entrepreneurs in Perlis.



## VISION

To be the best economic development agency in Perlis, especially through:

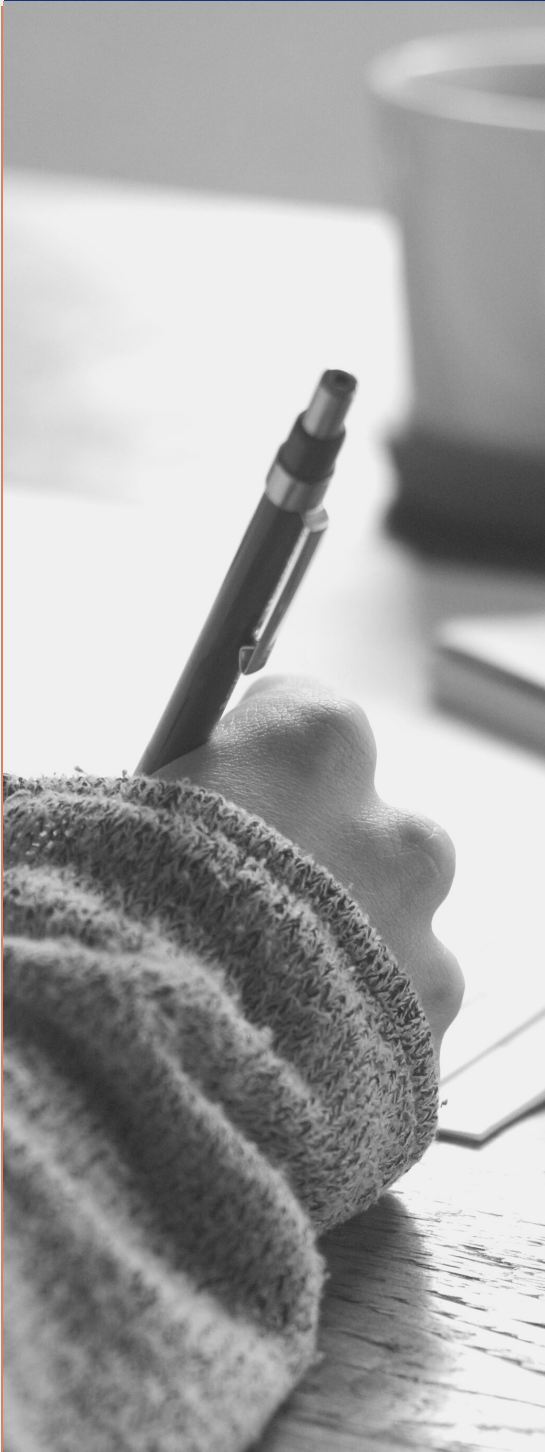
- Real estate development
- Industrial development
- Investment
- Entrepreneurship training



## OBJECTIVE

Commit to plan, implement, manage and set up the property development projects that have been identified so that its implementation can be done successfully, perfectly, meet specifications and quality with suitable and reasonable time period in order to meet customer needs.

# BACKGROUND OF ESTABLISHMENT



Perbadanan Kemajuan Ekonomi Negeri Perlis formerly known as the Perbadanan Kemajuan Negeri Perlis was established according to the Perlis State Enactment No. 6 in the year 1973 and enforced on September 1, 1973.

In 1973, the State Government through Enactment No. 3 of 1984 has made several amendments to the Principal Enactment (Enactment No. 6 of 1973) involving several Sections (Section 4, Section 7, Section 8, Section 9, etc.) to adapt to the current situation and developments.

From 1 May 1985, the Corporation was changed to a new name as it is known today as " Perbadanan Kemajuan Ekonomi Negeri Perlis " in line with its function for Development in the Economic Sector in the State of Perlis. This name change has been approved by the Perlis State Enactment No. 7 of 1985.

Despite operating in a relatively limited scope, the Corporation is still viable to compete with other housing and building developers in and outside the country by successfully build buildings and residential houses and shophouses around Perlis. The growing demand for the development of the state through the construction of buildings, shop houses and residential houses makes the corporation continue to maintain key principles in leading the development and economy of the state.

# ORGANIZATIONAL STRUCTURE

Norsiake bin Kassim  
(General Manager)

Aida Akma binti Ahmad  
Fuat  
(Secretary)

Mohd Pauzi bin Mat Noor  
(Admin Deputy)

Hasmadi bin Ibrahim  
(Corporate, Planning &  
Investment Manager)

Zamri bin Omar  
(Secretary)

Mohd Nazar bin Ismail  
(Finance Manager)

Annis Syazlin Amir binti  
Amir  
(Sales, Marketing &  
Rental Manager)

Azizan bin Hassan  
(Human Resources  
Department)

Muhd NorSyafiq bin  
Muhd Nazri  
(Technical Department)

Che Shahriyani binti Che  
Sharudin  
(Audit Department)

# PRODUCT/SERVICES OFFERED.

Rental

Property

## PRODUCT/SERVICES OFFERED BY PKENPs

Entrepreneurship

Subsidiary

Economic  
Industry



# TRAINING'S REFLECTION

## **BENEFITS RECEIVED**

### **ALLOWANCE**

- RM500/6 month ( Payment reduced due to Pandemic Covid-19)

### **KNOWLEDGE AND TECHNICAL SKILLS RELATED TO WORK :**

- Learn on how to use the system to key in house purchase information.
- Entrepreneurship skills - ProTune Program

### **KNOWLEDGE AND TECHNICAL SKILLS RELATED TO PERSONAL DEVELOPMENT**

- Communication skills - Learn on how to serve the customers
- Self-Disciplined - Be able to complete task given on time
- Confidence - To be able to talk the client and customers

## **DURATION**

From 1 March to 13 August  
(6 Month)

## **SPECIFIC DEPARTMENT**

Sales,Marketing & Rental  
Department

## **RESPONSIBILITIES & TASK GIVEN**

- Update rental agreement between PKENPs and tenant.
- Handling phone call - Contacting potential customer of house purchase.
- Prepare offer and approval letter to tenants
- Renew agreement that have expired
- Event Handling - Managing the presence of care center for opening ceremony

# SWOT ANALYSIS



## STRENGTHS

- Well-functioning and efficient management and administration system.
- Development projects are carried out in locations that are focus on activity economy.
- Has strong financial resources to maintain and expand firm activities



## WEAKNESSES

- Lack of knowledge on the evolution and application of the latest technology in building concept.
- Weak in aspects of project planning and management
- Consequences occurs because tenants are unable to pay their rent monthly.



## OPPORTUNITIES

- Proactive government involvement in monitoring and implementation in the economic developmen industry.
- Implement joint venture other company from expertise aspect to be more competitive
- Increased public projects as government incentives for the house's provision



## THREATS

- Intense competition due to entry of stronger firms into the industry.
- Lack of suitable land for development
- Lack of suitable land for development

# CONCLUSION

As conclusion, industrial training is immensely beneficial to all students involved as it provide opportunities to enhance the knowledge and skills practically instead of theoritically. Through this period, I also manage to learn the profession's ethical standards as the basis for me to be able to access the job market in future.

Thus, this internship reports aim to explained the experiences or reflection of my 6 months training period. It also contains swot analysis that gives a brief summary of the company's position for them to gain a better understanding and genuine strategy towards the competitors.

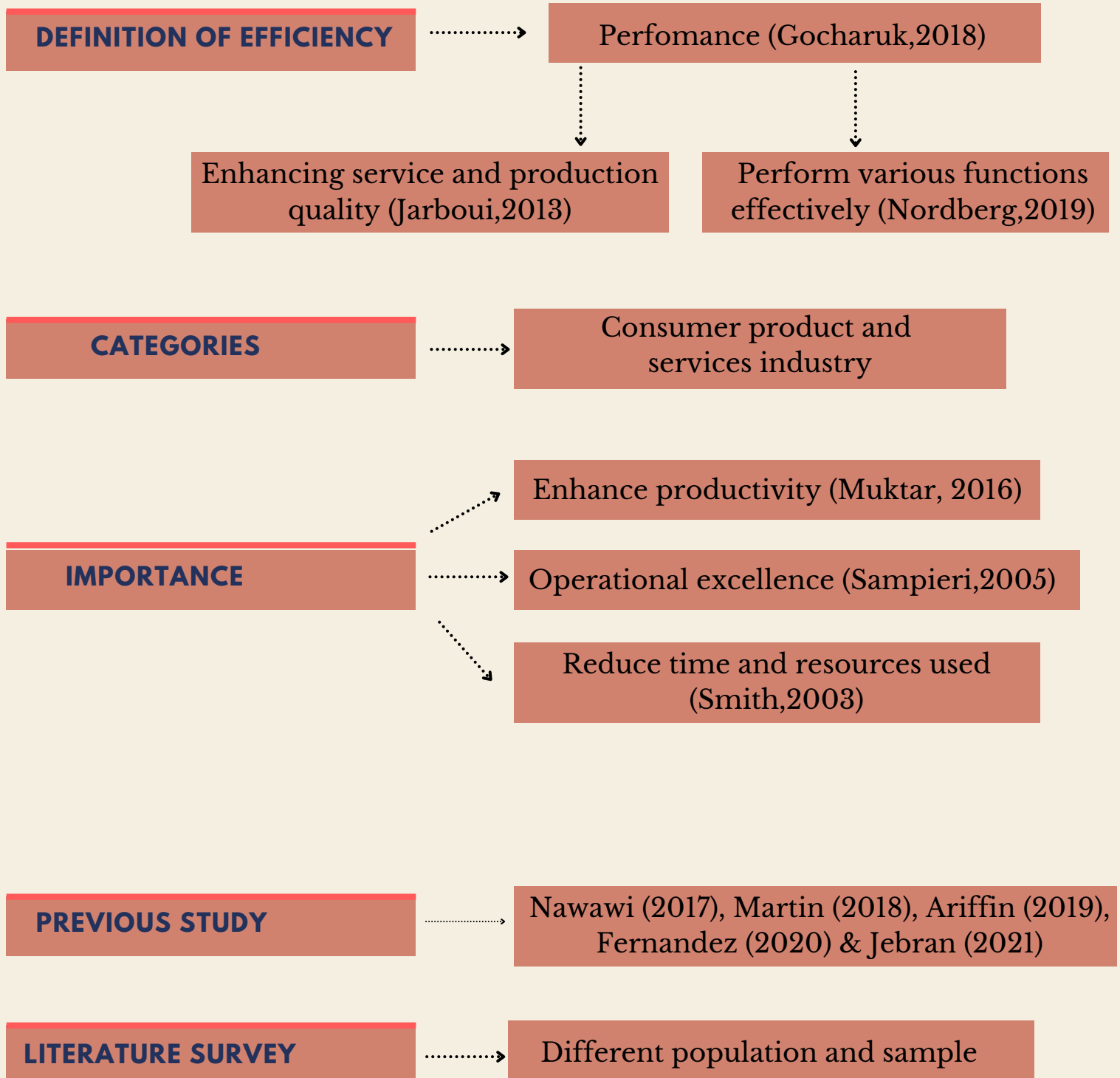
However, pandemic Covid-19 also gives challenges to me in completing my internship as I am unable to continue work everyday. But, I am grateful that I am given opportunity to work twice a week at the workplace as well as to be able to manage my work directly.

Lastly, I hope what i learn throughout this period can be applied in my future working's place as I able to expose myself to corporate's world as well as build self development.

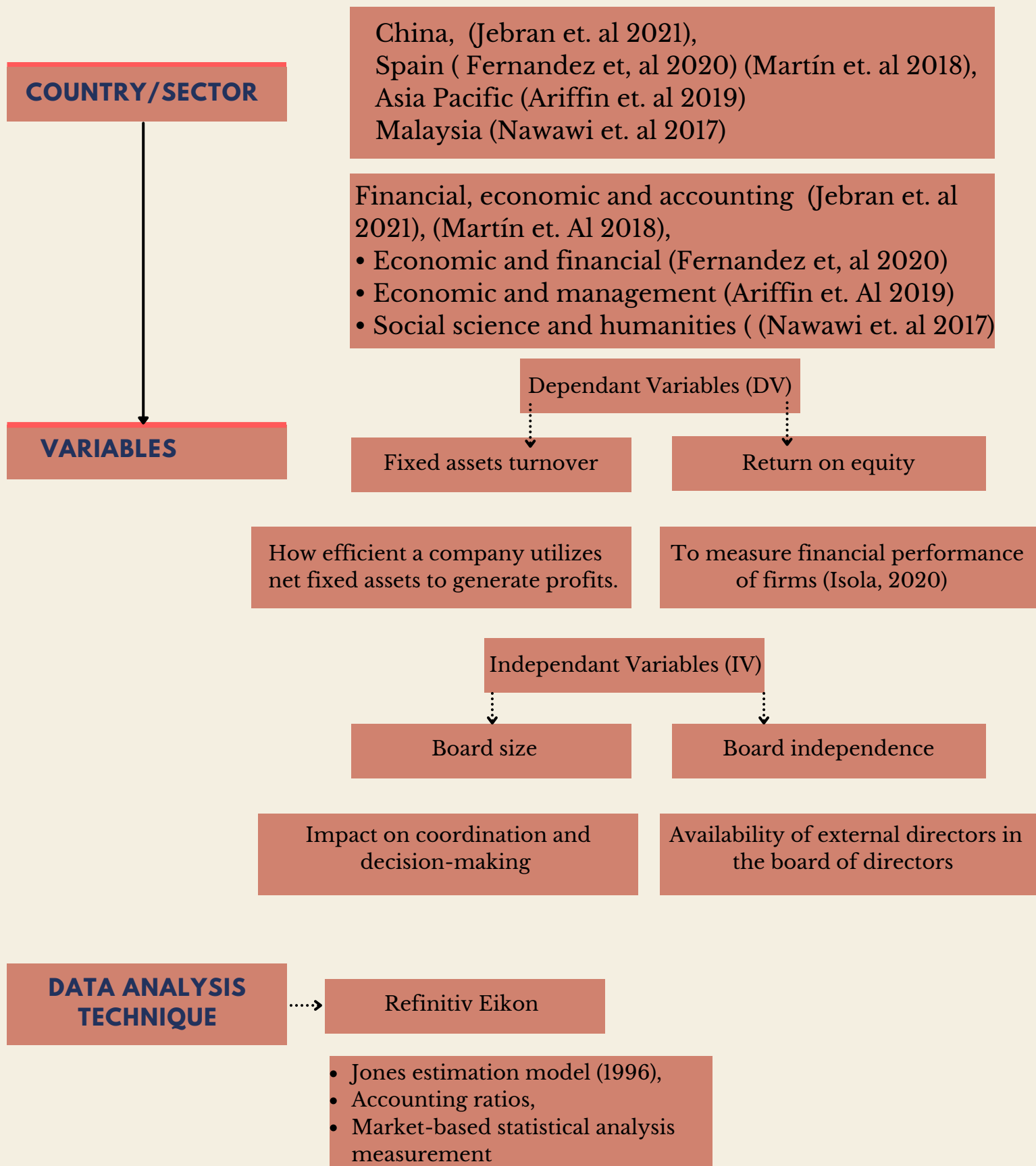
# APPENDICES



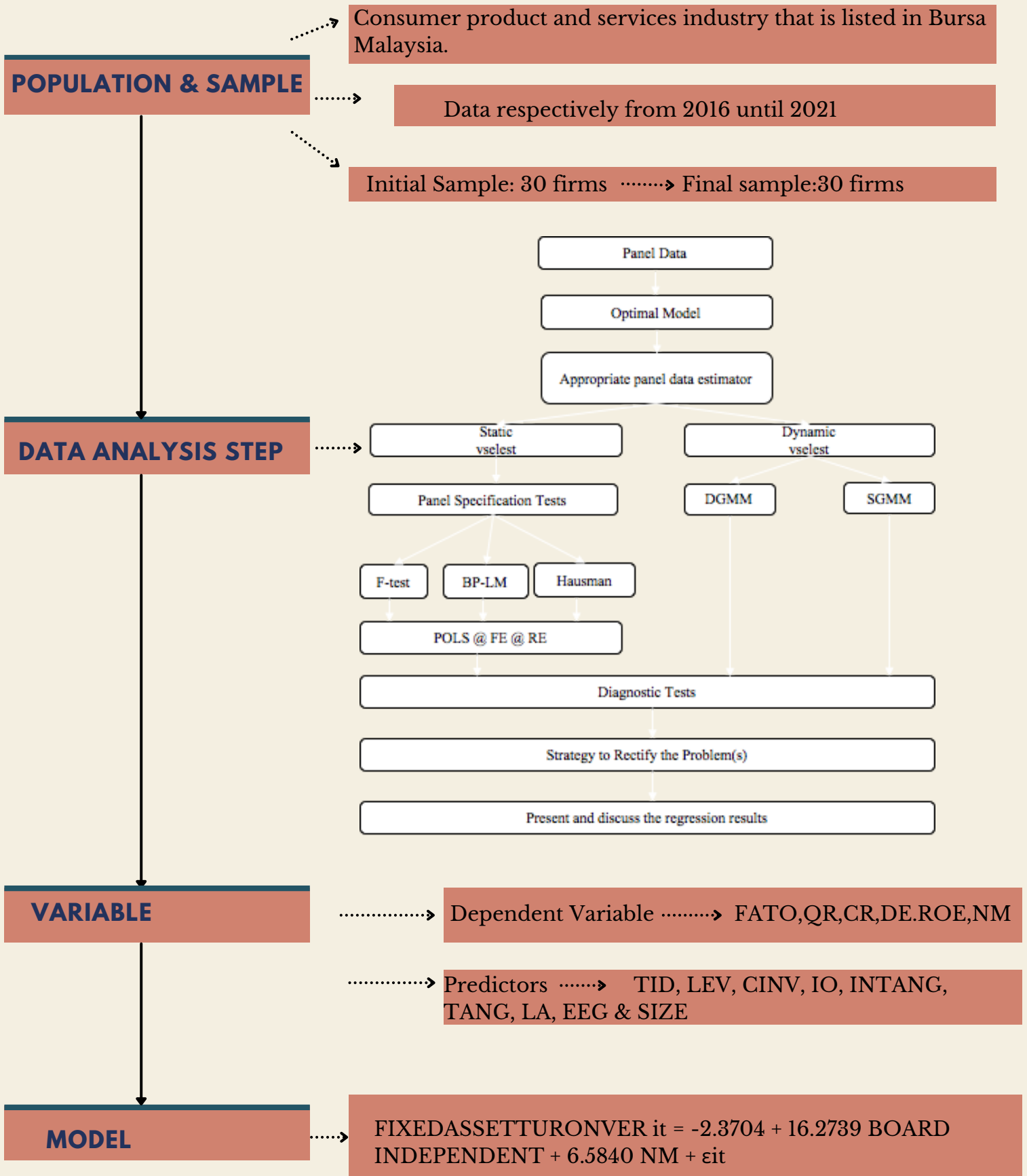
# INTRODUCTION



# LITERATURE REVIEW



# RESEARCH METHODOLOGY



# FINDINGS

## DESCRIPTIVE STATISTICS

Table 1: Descriptive Statistics

Variables	N	Mean	SD	Median	Min	Max
Fixed asset turnover	180	5.501778	12.21981		0.22	83.83
Board independence	180	0.4288333	0.1750611		0.08	0.83
Board size	180	8.866667	3.640861		5	20
Net margin	180	0.0719556	0.0817965		-0.14	0.45
Return on equity	180	0.1350556	0.2824955		-0.16	1.78
Quick ratio	180	1.709389	1.826746		-0.16	14.26
Current ratio	180	2.730444	2.67914		0.72	23.14
Debt equity	180	0.3785556	0.801192		-4.3	6.8

180 observations

Average efficiency :5.501778

Min: 0.22  
Max: 83.83

## VARIABLE SELECTION

Table 2: Variable Selection

Models	Variable Selection					#	Optimal model
	R2ADJ	C	AIC	AICC	BIC		
	0.0341947	3.014642	1404.02	1915.183	1414.031	3	Net Margin and Board independence
	1	3	3	3	1		

Selected variables: Net Margin & Board Independence

## PANEL SPECIFICATION TEST

Table 3: Panel Specification tests

Models	p-values of the tests			
	F-test	BP-LM	Hausman	Technique
Model 1	0.0000	0.0000	0.6506	Random Effect

F test (p value<0.05)  
BP-LM test (p value<0.05)  
Hausman test (p value>0.05)

RE most suitable model estimator

## DIAGNOSTIC TEST

Table 4: Diagnostic Tests for Static Models

Models	p-values of the tests			Strategy
	VIF	H	SC	
Model 1	1.27	0.0000	0.0000	Random effect GLS regression (within) cluster option.

Heteroscedasticity (p value <0.05)  
Serial correlation (p value <0.05)

Random effect GLS regression (within) cluster option

## REGRESSION RESULT

Determinants of efficiency

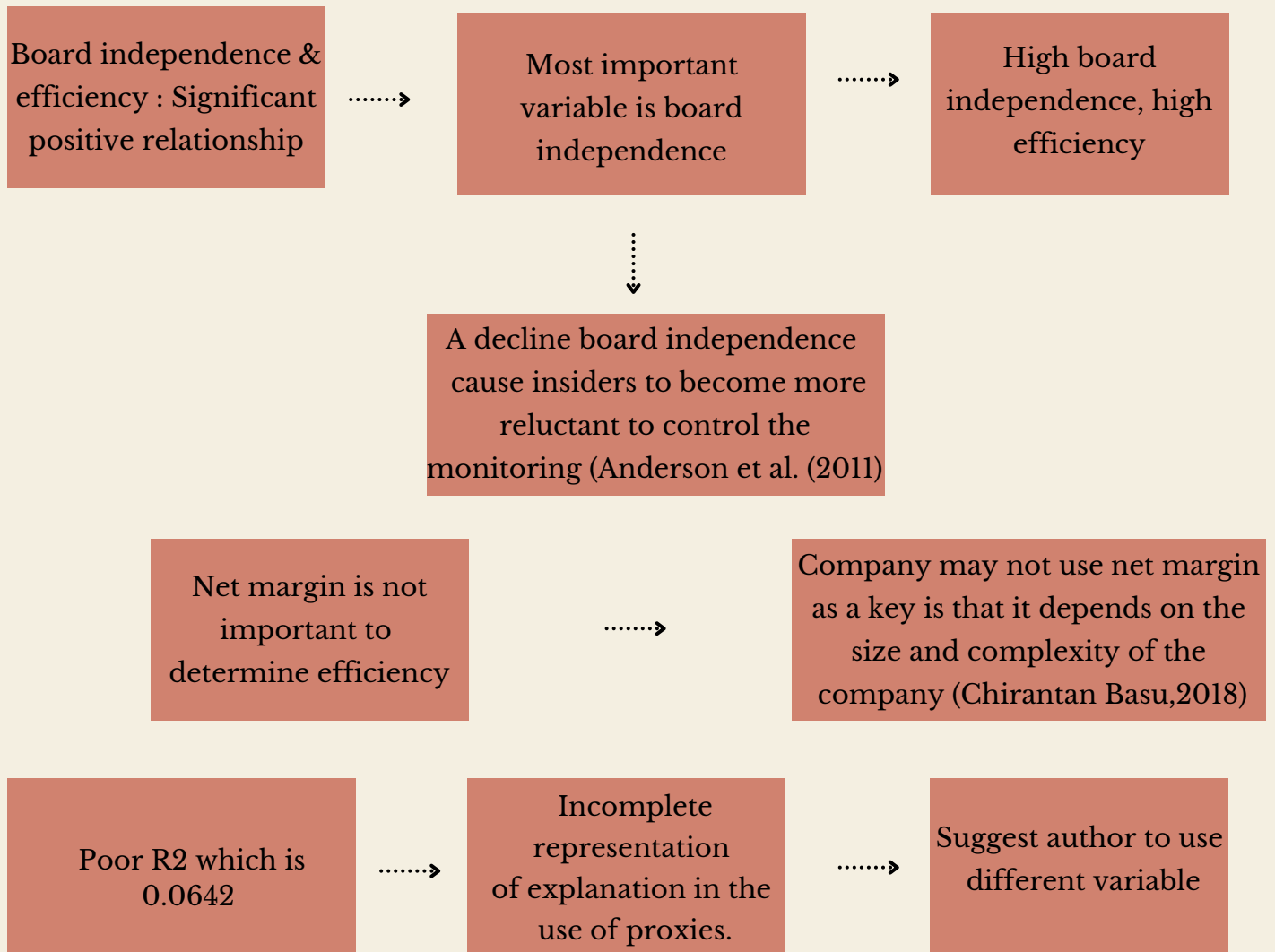
	â€œRandom
Board Independence	20.5202 (0.99)
Net Margin	-10.3462 (-0.90)
Constant	-5.9326 (-0.64)
N	180.0000
r2_o	0.0642
p	0.0000
chi2	59.4785

Board independence are positively related  
Net margin are negatively related to efficiency

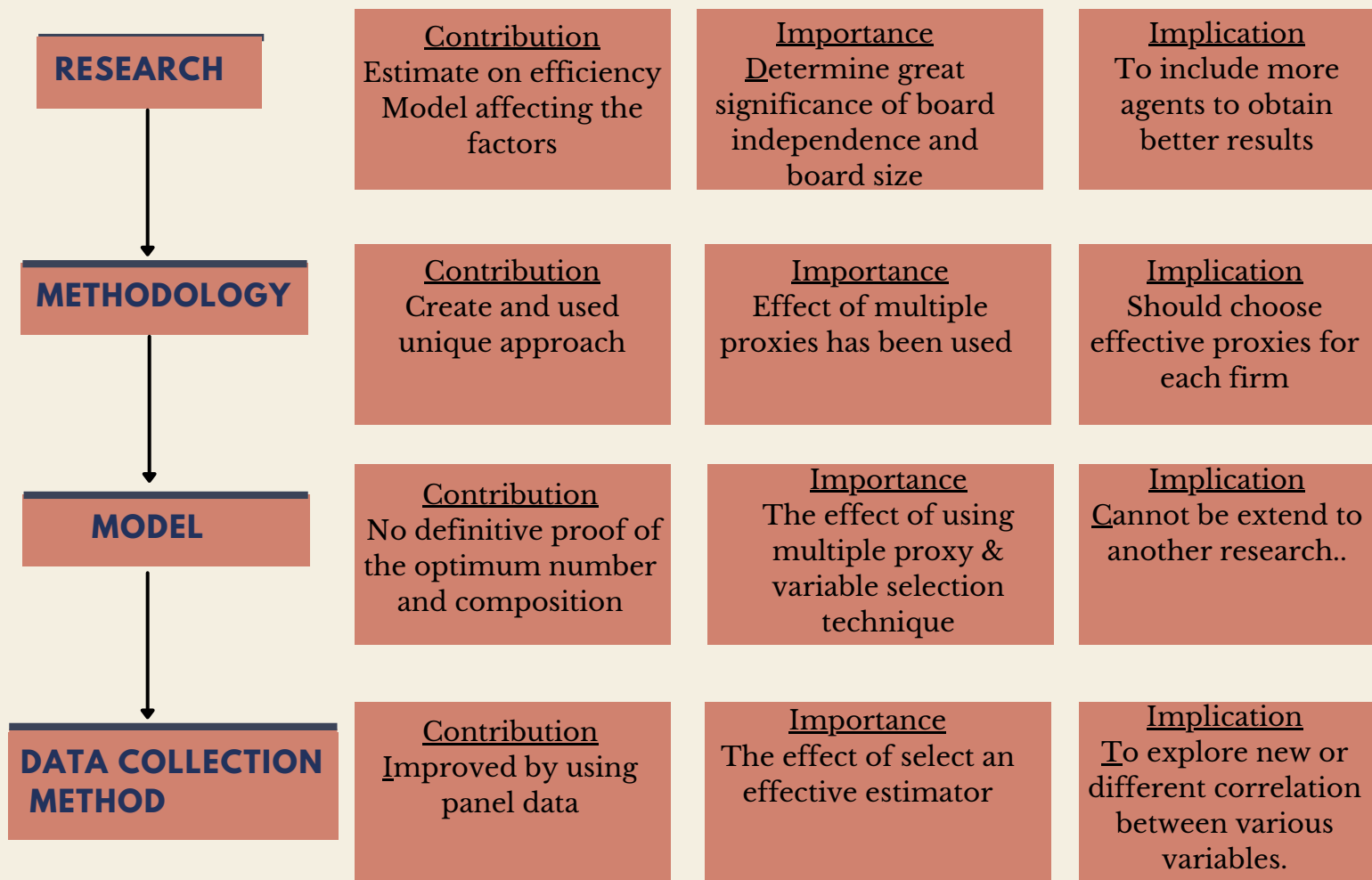
Board independence greatest influence  
with t-value 0.99



# DISCUSSIONS



# CONTRIBUTIONS AND IMPLICATIONS



# LIMITATIONS & RECOMMENDATIONS

## SCOPE OF THE STUDY

### Limitations

Undefined if the findings extended broadly to other countries

### Recommendations

Divide the company into different sectors in Malaysia

## DATA OBTAINED

### Limitations

No data for three consecutive research periods

### Recommendations

Use of unbalanced panel data

## COMPARATIVE STUDY

### Limitations

No comparative study

### Recommendations

Estimating how efficiency the companies with different sectors

## EXPLANATORY POWER OF MODEL (R<sup>2</sup>)

### Limitations

roughly 0.0505

### Recommendations

Include other proxies which may affect efficiency

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# REPORT PRACTICAL (IRDHINA NASUHA ABDUL RAZAK 2019542557)

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