





MGT 666 INDUSTRIAL TRAINING REPORT

ZMA BINA RESOURCES SDN. BHD A SWOT ANALYSIS

1 March 2021 – 13 August 2021

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EXECUTIVE SUMMARY

This report provides an analysis and evaluation of company current perspective of SWOT analysis. In addition, a discussion covers the background of the company as well as a reflection of my internship in term of benefits gained. Some recommendations are proposed based on the SWOT analysis.

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2.0 COMPANY'S PROFILE



ZMA BINA Resources Sdn. Bhd. is located at No.50A and 51A, Tingkat 1, Persiaran Dataran 4, Bandar Seri Iskandar, 32610 Perak Darul Ridzuan. This company was located in the middle town of Bandar Seri Iskandar, Perak. ZMA Bina is a construction company and they also take project for renovation. Services that ZMA Bina offers are involving renovation such as enlarging or adding space for the kitchen, room and living room. They also provide service for customer to build their house on their own land. ZMA Bina resources are established in year 2010 have been actively participating in house construction works since that year. ZMA Bina Resources Sdn Bhd was founded based on the principle of integrity, hard work and constant improvement and give high quality design to the customer. ZMA Bina main focus in construction industry is been a leading construction company at Perak. ZMA Bina prides itself on having an extremely dedicated team of skilled of workers. ZMA Bina possesses CIDB grade 3 status and has successfully completed many projects for single storey and double storey. This company has four departments which are Account and Administration Department, Marketing Department, Design Department, and Construction Department and it show that they have systematic organization.

The Director of ZMA BINA Resources Sdn. Bhd is Mr. Zulhamzi bin Mokhtar, he will conduct the company and the second director is Mr. Khairun Anuar bin Abd Rashid. Mrs. Nazida is a head of department in finance and administration while Mr. Khairun Anuar is a head of department in construction management. ZMA Bina Resources has 25 staff in all departments. The 25 staffs are divided into two which 18 staffs are permanent staff and the others are still under contract or training. ZMA Bina have hire experiences workers so that they can give good services to the customer.

2.1 Vision, Mission and Objective

Here is vision, mission and motto of company

Vision

ZMA Bina Resources want to be a leading design and construction company in Malaysia.

Mission

To be competitive and at the forefront of the industry transformation by:

- ✓ Offering technologically innovative designs and solutions
- ✓ Pursuing the highest levels of work quality and service excellence in our fields of specialization with optimal use of resources
- ✓ Maximizing returns to stakeholders
- ✓ Pride in our work always adding value with teamwork
- ✓ Embrace training and applying new methods in construction
- ✓ Keep updated with all aspects in construction and green building practices

Objective

"SIMPLICITY RULE THE WORLD"

Goal

ZMA Bina applies the principle of "Simplicity Rule the World" design knowledge and teaching experience makes us so confident and excited to realize the dream of those who desire to build a comfortable paradise and live with their beloved family. But after a while in this field, they still want to learn about how the space and the shape created will meet the needs of its users. As a result they believe that enjoying the space and appearance of residential buildings is a must for every human being. They believe that every home can help residents live their lives or vice versa and the comfort that comes with it will bring happiness and prosperity with its effectiveness.

2.2 Organization Chart

Figure below show the organization chart of ZMA Bina Resources Sdn. Bhd.



Figure 1: Organization Chart of ZMA Bina



Figure 2: Profile staff of ZMA Bina

2.3 Product and Services

ZMA Bina is a firm that specializes in the services related to Project Management, Building Construction and Renovation. They also offer services as well as Built-in furniture. ZMA Bina have their own specialty which is they give client free consultation. So, this attracts many clients to have consultation until bungalow consultant close deal. Clients also can have their space to making choices decoration and furniture that they need. ZMA Bina put their some products at their company for client chooses what they want. They aim to blend and embrace all the expertise and experiences of all their qualified builders and hardworking employees to offer excellence in terms of provided the following services to all their potential clients and customers:

- Building of house
- Building of bungalows
- Building of landed houses
- House renovation
- Consultation housing loan
- Interior design services



Figure 3: Product and Services

3.0 TRAINING'S REFLECTION

My internship at the ZMA Bina Resources starts on 1st March 2021 until 13 August 2021. ZMA has four departments which are Account and Administration Department, Marketing Department, Design Department, and Construction Department. I am assigned to account and administration department. This department is responsible for coordinating, implementing and monitoring the administration, economics, financial and human resources. The company that I am doing my internship is a construction company. The operation of this company starts at 8:30 a.m. till 5:30 p.m. I need to work from Monday till Friday but also I need to works on Saturday but on 1st week and 3rd week of every month. ZMA Bina Resources had given me RM 400 for the allowance.

There were many tasks have been assigned first is filing system. There are 40 projects from year 2020 and 2021 I have to be sorted according to invoice and recipient. In addition, the amount of invoice or recipient must tally with the project's petty cash record. Next is the filing of company expenses and petty cash where all invoices and receipts must be placed in the correct file and arranged by month. All the filings must be updated according to year. All the invoices and receipts for year 2020 and 2021 were taken out from filing 2019 to be sorted accordingly. Finally, a label was created to ensure the filing is sorted neatly and systematically.

Second, key in data in excel and make a record for pending debt supplier, hardware and craftsman. Usually, for the construction company, they have their own supplier for them purchase the material to get lowest price. Therefore, data need to record the amount of company debt based on the invoice. Besides, the invoices need to state the project name at the invoice number for every supplier and hardware.

Third, is update account. All the bank transaction for this company need to record on the ledger for company knows their current transaction. This company has three types different of bank account which are RHB Bank, Bank Islam and Bank Rakyat so I need to record all the transaction at the update account file. For the update account, it needs to separate the transaction into the sub account. For the RHB they have many sub account which are overhead, construction, and donation. Every transaction need to be identify that which sub account that need to put under it

Fourth, as a finance student, the director of the company asked me to do the financial analysis of this company. Therefore, I need to do the financial analysis and ratio analysis for this company for the three years which from 2018 till 2020. The boss wants to know how well the company manages their account. He also wants to know how much they make the sale and profit that they got. He also wants to know how much company spends for the expenses. But for this company they have dived into two expenses which are project expenses and office expenses. The knowledge that I have learn during studies I can do the tasks that had given by the director.

Fifth, learn on how to use the SQL Financial Accounting. This system is used to key in all the data of company transaction for example for company purchase, expenses and many more. This system is used to make company data more systematic and to make less error when they need to submit their financial position to the audit. These are difficult task for me because I need to learn a new thing and besides, person that needs to teach me is a new staff so she did not familiar with this system. Therefore, I need to explore the system and learn it on how to key in the data in the system. When we have key in the data, company can know their company profit and loss and their financial position. When the data have key in it will show the balance sheet and income statement of the company. Even though this is the difficult task for me but I am grateful to get a new knowledge.

Sixth, is the close project. Close project are the document that need to calculate the profit of the project and return of investment each project that ZMA Bina have done. I have done six close projects. Its means, I need to calculate the profit and return of investment for six house projects. Close project is the document for company to know how much the cost that they have spent on the project and company can know how many profit they got from one project. From here we can know that company get profit or loss when they run their project. To do the close project I need to record it in excel because it can give me more easily to do it.

Last but not least, during my internship, I also get tasks from other department that not related to my study. I need to help marketing department to fold their drawing from A1 to A4 and the drawing also need to cop. Then, they also asked me to upload their 3D drawing on their telegram channel and write the description of the drawing. Every Friday as intern student we must make a preparation for recite Yassin by serve water and food and must to make sure the room is neat and tidy. During my internship at ZMA Bina, I also get the experience to handle Family Day event at Hot Spring Sungai Klah. The event is totally handle by the intern student, so we need to survey the location of the event, plan the activities and make sure the event run smoothly. For this event I am responsible to be accountant, so I need to do the budget for this event. I can conclude that doing my internship at ZMA Bina give me more experience and knowledge and new skill that I have never learn before.

4.0 ANALYSIS

4.1 Company analysis

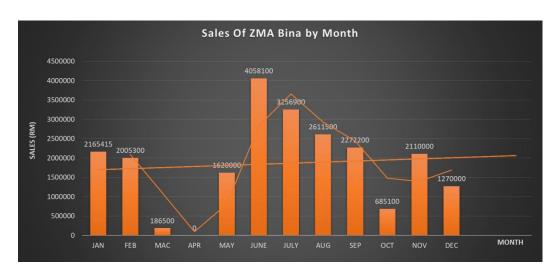
ZMA was analysed using SWOT and PESTEL analysis. These two analysis look into internal and external factor that contribute to the success and threar of the company.

4.2 PESTLE Analysis

A PESTEL analysis is an acronym for a tool used to identify the macro (external) forces facing an organization. The letters stand for Political, Economic, Social, Technological, Environmental and Legal. Depending on the organization, it can be reduced to PEST or some areas can be added (e.g. Ethical). (Planellas & Muni, 2019)

Economic

Sales were drop 9.75% in March 2020 while in April sales was drop to 100%. Based on graph 1, it show in April ZMA Bina did not get any sales. When government announces the Movement control Order (MCO), ZMA Bina faces difficulties in getting more clients because many people faces financial problems due to job and income loss. (Aziz et al., 2020)



Graph 1: Sales of ZMA Bina by month 2020

Legal

New procedure to be followed on construction sites such as social distancing and mask wearing and yet must remain productive to complete the construction on time. The workers at sites need to follow all the procedure. With the guideline enforced, there are construction worker tested positive Covid-19 which slow the progress of the project. (Ogunnusi et al., 2020)

Technology

Smart Brick is a revolutionary brick and the basis of a new construction system covered by issued and pending US patents. According to (D'Alessandro et al., 2019) the brick is amenable for building houses, buildings, bridges and more. The block is constructed of high-strength concrete with unique properties that allow for the building of truly ecological structures, with large savings in electricity expenses associated with seasonal heating and cooling. The block allows for faster, cheaper, more precise, and stronger building than is available through traditional building methods. Therefore, ZMA Bina offer to their client use smart brick for build a house.

Environment

Ecosystem and environment are disturbed when sites are cleared by cutting down trees. Air is polluted with open burning. In addition, piling work causes noise pollution and sometimes affects other buildings around the construction area.(Barikayeva et al., 2018) Construction works always face this issue, ZMA Bina cannot avoid this problem but they will find a solution for it.

4.3 SWOT Analysis

SWOT (strengths, weaknesses, opportunities, and threats) analysis is a framework used to evaluate a company's competitive position and to develop strategic planning. SWOT analysis assesses internal and external factors, as well as current and future potential. (Kurniawan, 2017)

Table below show that SWOT analysis of ZMA Bina.

STRENGTH

- **❖**Well known
- Comprehensive and organized management

WEAKNESSES

- Expensive
- Lack of workers

SWOT ANALYSIS

OPPORTUNITY

- **❖**Smart brick
- ❖High demand outside Perak

THREAT

- Competitors
- High Raw material price

5.0 DISCUSSION & RECOMMENDATION

5.1 STRENGTH

Well known

ZMA Bina is a well-known construction company Perak Tengah via social media platforms such as Facebook, Instagram, Tiktok, WhatsApp and Telegram. The company has at least 45,000 followers on Facebook. In addition, the company engages a live communication on Facebook every Monday and Thursday to promote their company as well as address any query from clients as well as potential clients (Tran, 2017).

Comprehensive and organized management

ZMA has 4 departments which are account and administration, design and technical, marketing and construction

Account and administration

Account and administration department responsible for coordinating, implementing, and monitoring the administrative activities of the economical financial and human resources to ensure the proper functioning of the organization and the implementation of programs and projects (Olade, 2020). In this department there have two admin position and one accountant

Design and technical

Design and technical department are responsible for designing the project according to the requirements and order from the clients. They also act as a consultant to serve as guidelines on the standards and qualities appropriate in designing a building (Oliver, 2019). There have 4 staff that will work at this department. They are important to make a plan and 3D of house to attract more client.

Construction

Construction management department are responsible to monitor and manage the project from the early stages of planning through construction until completion and project handover (Oliver, 2019). Under this department, it has two positions which are quantity surveying position (QS) and project manager position (PM). Project managers are responsible to control all the project that they have and they also need

to monitor the entire project every day for client know the progresses. Each project manager will control and monitor more than 15 sites project.

Marketing

This department is responsible in promoting sales, products, and giving information on house interior design, house plan and loan on Telegram channel. They also provide necessary research to identify the target customers (Johnson, 2019). The staffs in marketing department are known as bungalow consultant or "Perunding Banglow" (PB). They provide consultation to the client at a discount or without charges. Amid pandemic in 2020, they are proved to be competent as they are able to secure sales of RM21 million as compared RM10 million in 2019.

Talented designers and beautiful designs

ZMA Bina has experienced and talented designers. They are creative and able to make the design looks luxury and beautiful. In addition to selling the company's design, the designers can also design according to clients' demand and present it in a 3D so that clients can imagine their future house.



Figure 4: 3D design

5.2 WEAKNESS

Expensive

In 2020, ZMA has set a minimum price to build a house at RM 150,000. Due to rising cost from supplier, hardware and contractor, any projects below the minimum price will not be considered. As a result, current and potential client were lost to competitors that offer lower price such as Nafiz House and Lokmass Bina. According to Malaysia Deputy Finance Minister (2011), housing prices in Malaysia was increases up to 20% per year after 2007 in the average (Baharuddin et al., 2019)

Lack of workers

There are only 3 designers for over 80 projects in 2021. The designers not only design the house but also make price quotation for client. Usually, a good design is completed within one to two weeks to complete without any changes. However, a longer time is needed when clients require modification. Thus, this will delay the design of other projects. Labor shortage occurs when the demand for workers for a particular occupation is greater than the supply of workers who are qualified, available and willing to work under existing market conditions (Matemani, 2019)

In construction, there are 4 project managers to monitor the progress of more 80 projects and address client's complaint. The managers have limitation to visit all sites and tackle all complaints in one day. If the project could not finish before or on time, this will be a failure for ZMA especially for project managers. There will be negative feedback from unhappy clients. In addition, many clients in other states in Selangor, Pulau Pinang and Kelantan have been turned down due to insufficient project managers.

| Sales Report 2019 & 2020 | | | | | | | |
|--------------------------|-------------------|---------------|-------------------|---------------|--|--|--|
| | | | | | | | |
| | PROJECT 2019 | | PROJECT 2020 | | | | |
| PROGRESS | NUMBER OF CLIENTS | AMOUNT (RM) | NUMBER OF CLIENTS | AMOUNT (RM) | | | |
| ON-SITE | 20 | 5,072,300.00 | 17 | 3,238,600.00 | | | |
| PRE-CONSTRUCTION | 19 | 5,107,000.00 | 67 | 18,569,415.00 | | | |
| HOLD | 0 | 0.00 | 0 | 0.00 | | | |
| WITHDRAW | 3 | 70,000.00 | 9 | 3,479,000.00 | | | |
| TOTAL | 42 | 10,249,300.00 | 93 | 25,287,015.00 | | | |
| NET TOTAL | 39 | 10,179,300.00 | 84 | 21,808,015.00 | | | |

Table 1: Sales

5.3 OPPORTUNITIES

Smart brick

ZMA Bina has used smart brick to build a house. Smart bricks are modular connecting bricks and are similar to Lego. Made from high strength concrete and developed by Kite Bricks, smart bricks are versatile and come with substantial thermal energy control and a reduction in construction costs (Structural, Monitoring, Studies, Bridge, & County, 2017). Smart Brick is a revolutionary brick and the basis of a new construction system covered by issued and pending US patents. According to (A. D''Alessandro, Meoni, Cavalagli, Gioffrè, & Ubertini, 2019) the brick is amenable for building houses, buildings, bridges and more. The block is constructed of high-strength concrete with unique properties that allow for the building of truly ecological structures, with large savings in electricity expenses associated with seasonal heating and cooling. Brick selection is important because brick is basic material to build a house.



Figure 5: Smart Brick House

High demand outside Perak

ZMA Bina is located at Perak Tengah and only accept project in this district and nearby such as Kinta and Manjung. There are high demand from other states such as Selangor, Pulau Pinang and Kelantan. Mostly clinet are interested with their design. Therefore, this could increase sales. When company gets high demand their sales will increase. This opportunity was captured by many business people so that the market experienced significant growth (Zakiyyah & Fadah, 2020).





Figure 6: Example Design

5.4 THREAT

Competitors

There are many construction companies around this area such as Huayang and Lokmass Bina. They are competing in winning same clients and skilled workers. ZMA has lost many former skilled workers such as project managers to competitor companies. This is a big loss and also a threat as these former employees has the experience and skill to develop their new company. As a result, ZMA Bina is left with unskilled and untalented workers, and unfinished projects. New workers have to be recruited and trained which increases cost and time.

High Raw material prices

During this pandemic, most of material prices have increased. For projects that have been secured before the pandemic, their prices have been agreed with the clients and could not cover the material prices, thus this creates problem for the company. Furthermore, the material prices are inconsistent and changes every 2 weeks. If company purchases the cheapest material, this could affect the structure of house and cost the company more to fix. (Foo Chee Hung, 2021)

Reliability to few suppliers

ZMA relies on few suppliers to procure high and good material. A drastic material price increase in a short period of two months' time has put additional pressure on contractors as they are directly exposed to volatile material cost, given that the value of contracts tendered has already been fixed. With clients demand a house budget below RM100,000, this causes ZMA in a very tight position to increase sales.



Figure 7: Example of defect

5.5 SWOT STRATEGIES

Variety of suppliers to support diverse type of houses

Many clients demand to build a house budget below RM 100,000. As a solution, ZMA needs to find new suppliers that supply high quality materials with low prices. Suppliers refer to anyone who has the capability to provide you with products and inventory. (Corey Ferreira, 2021). Besides, ZMA should offer diverse price ranges of houses such as below RM100,000 or more RM150,000 but still with high quality houses. This would capture different types of clients.

Promoting smart brick

According to (Kendall Jones, 2020) using high technology it can give company more advantage. I would like to recommend that company need to convince their client to use their new technology. This is because if customer use their new technology it bring benefit to their house besides when they used the smart brick it make house look more luxury. High technology also can make the project complete on time. It also can allowed company to increase their productivity (Kendall Jones, 2020). Technology makes construction site safer and worker work more efficient.

Attractive fringe benefits to employees

ZMA Bina can give more discounts to their client because it can give them more profit when many people like to use their services. Usually many people want a discount because later they need to purchase more items and need to buy new thing for their new house. Company also can give free gift to their customer for example they can give free air condition or fan. So this can make customer happy and indirectly they will promote their services to the other people. Fast moving consumer goods are made during promotional periods (Ivanova, 2013)

Joint venture or smart partnership with construction companies in other states

ZMA Bina can make a planning to open their business at the other state or they also can partnership with the other company to operate their business. This can help their company income increase and they alos will get more clinet. This is because they got a lot of request from the client at the other state. So they can grab this opportunity to expand their business. (Khamaksorn, 2020)

6.0 CONCLUSION

As a conclusion, SWOT analysis is commonly used by organization for planning and decision making. SWOT analysis is a technique that can be used by all the organization. Using the SWOT analysis we can identify internal and external problem in the company. Throughout the SWOT analysis, ZMA Bina have a better understanding on the overall strength, weakness of the company and opportunity and threat which may come upon the company in future. It helps to determine the ZMA Bina overall analysis internal and externally and improve their company operation in order to say ahead over competitors. From the analysis company also can know their performance and they also can improve their services. Strengths and weaknesses are looked in context of current and future opportunities and threats. When company more clear understanding of strengths and weaknesses, they can make a better performance in their organization. Also, they need to carry out the opportunities that they have and it can be used to counter threats while for the weaknesses company can overcome through strengths. The current situation of company can be identify through the SWOT analysis, that why company can look into it for the future. SWOT Analysis, reveals an organization's current situation and makes it possible to develop future action plans for the organization. If this technique is used efficiently, it can give a good basis for strategy formulation. Despite it being a simple managerial tool and having many advantages in the planning process, disadvantages and limitations are also available. Overall, I can conclude that ZMA Bina can be successful company and get more clients because they have many advantage and high skill. They also can expand their business to take project outside from Perak because this also can give them more profit.

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APPENDICES



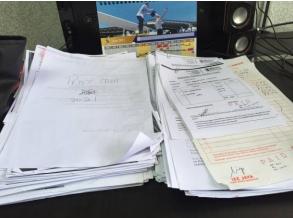


Figure 8: SQL Financial Accounting system

Figure 9: Data need to key in



Figure 10: My workplace

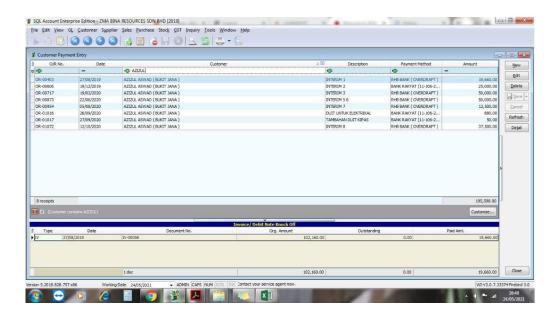


Figure 11: Close Project



Figure 12: Do filing for site project



Figure 13: Make labeling for file



Figure 14: With staff for Family day event



Figure 15: During Family day event