

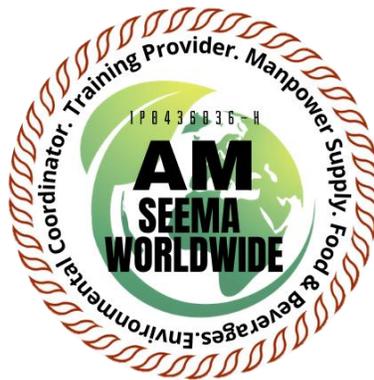


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UNIVERSITI  
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Fakulti  
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dan Perniagaan

# **INDUSTRIAL TRAINING REPORT**

## **MGT666**



**AM SEEMA WORLDWIDE**  
**(1/3/2021 – 13/8/2021)**

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**TITLE: SWOT ANALYSIS OF AM SEEMA WORLDWIDE**

**SUBMISSION DATE: 28 JULY 2021**

## **EXECUTIVE SUMMARY**

This report highlights the experience and skills I gained during my six months of Internship Practical at Am Seema Worldwide, from March 1<sup>st</sup> to August 13<sup>th</sup>, 2021, under the supervision of the director, Puan Norhasima Binti Mohd Ibrahim.

The purpose of the project is to fulfil the core requirements for the award of a Bachelor in Business Administration (BBA) Finance Degree by providing students with a practical aspect of the theoretical work that they have studied at the university, as well as to allow students to gain experience working in a workplace.

During my period of this internship, I learned a lot of new things. This company provides multitasking to their intern. As a result, I learned not only about finance, but I also learn about various things such as documentation, human resources, marketing, and others.

This report discusses the SWOT analysis of Am Seema Worldwide as well as skills acquired and experience gained during the training period, thereby justifying the scheme's relevance in providing students with the professional abilities required to thrive in the real world.

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## 2.0 COMPANY'S PROFILE

### 2.1 NAME



Figure 2: Logo of Am Seema Worldwide



Figure 3: Location of Am Seema Worldwide

### 2.2 LOCATION

This company is located in Meru, Ipoh, Perak.

Table 1: Address of Am Seema Worldwide

Address:
24A, Jalan Meru Bestari A4/1, 31200, Ipoh, Perak.

Tel: 05-5250267

Fax: 03-3281 2625

Website: amseemaworldwide.com

## 2.3 BACKGROUND

Am Seema Worldwide is a leading business effective and financially profitable. The company provides the best practices business optimization and organizational improvements. Am Seema Worldwide facilitates, enhanced competitiveness through multifaceted interventions leading to business Improvement through consulting, people, process and solutions to implement address process, technology helping organizations to be significantly more efficient, process improvement and management consulting firm, operational assessments, benchmarking and resource provisioning through Quality Outsourcing. Am Seema Worldwide carefully select our consultants in order to offer the customers foremost quality of expertise together with extensive experience of industry practices.

The company consultant has substantial track record of executing major consulting assignments involving organization wide deployment, multi geography, and on the advisory mode for continuous process improvement. Am Seema Worldwide also provide professional environmental services using state of the art equipment and innovative methods as the company strives to exceed their customer expectations, professionally and personally.

Am Seema Worldwide started as networking business with the intention of creating connection to form a strong institution through provision of health supplements that could give back the society. The company was founded by Puan Norhasima Binti Mohd Ibrahim as the solo owner of the company on 5th August 2015. The company started with only 3 staffs. The name of the company which is Am Seema Worldwide is the director's name, Puan Norhasima.

The addition of this field as one of the company's main business component is believed to be one of the fields with the highest potential of growth morally and economically. The company has earned the reputation as a trusted partner in professional development and management education that improves immediate performance as well as provides long-term results for individuals and organizations.

## 2.4 VISION, MISSION, OBJECTIVE AND GOAL

Vision – Taking business beyond four walls.

Mission:

- 1) Lead professionally and high achieving management teams.
- 2) Unique, healthy and active rivalry
- 3) Production and Research on high quality and unique
- 4) Build prospects for local and international markets
- 5) Fair and stable construction of marketing plans
- 6) Bonus program for new generations
- 7) Support from international team in marketing

## 2.5 ORGANIZATIONAL STRUCTURE

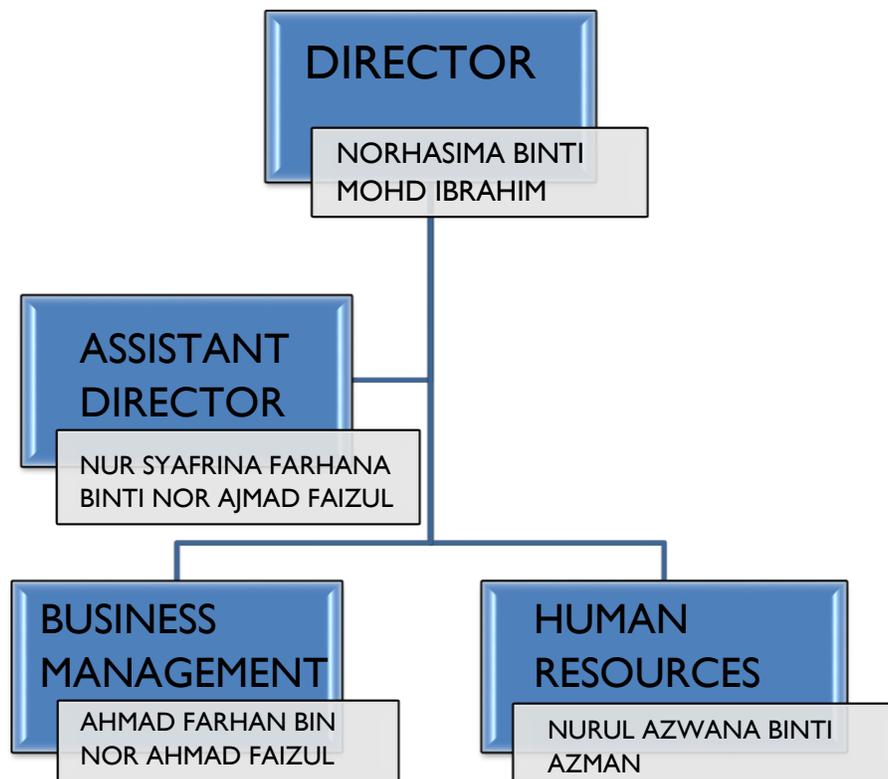


Figure 4: Organizational structure of Am Seema Worldwide

## 2.6 SERVICES

One of the services provided by Am Seema Worldwide is training. There are more than 20 training that has been conducted by this company. The specialty of the training by Am Seema Worldwide is client can choose any topic module they want. There is various module for the training which are Soft Skills, Safe and Environment, Food Safety, ISO Management System and many more. It is also HRDF Claimable. An HRDF claimable training provider (TP) allows an employer to deduct training costs from their payroll. An HRDF-registered employer can claim training costs incurred for upskilling an employee. This service offers professional training and seminar at a promising price on a face-to-face discussion regarding the objectives of training required which is deemed to increase the rate of training efficiency and outcome through innovative training approaches planned in advance.

In addition, Am Seema Worldwide's service is environmental. The company ventured into environmental services field later, committed to provide high quality and efficient services based on requirement by Department of Environmental (DOE), Department of Occupational Safety and Health (DOSH) and Malaysia Standards. There are three types of environmental services which are disposal services that reflect the natural environment's functions as an absorptive sink for residuals, productive services that reflect the economic functions of providing natural resource inputs and space for production and consumption.

The company expanded to tourism and food and beverages fields through various notable clients and opportunities. There are various menus that is provided for food and beverages which is suitable for any kind of events, charity, catering and others. The company also implement new menu in order for the customer to have various choices. Therefore, this will increase customer satisfaction.

The company took the challenge on extending the company's vision by diving into labor supply field. Manpower Supply (Management) represents the availability of manpower to perform management-related tasks. They can work for Manpower Supply (Management), counting payroll, sourcing accommodation, management, meet and greet, and location and event trainings. Am Seema providing highly qualified skilled laborer to provide the best level of workforce in the short, medium, and long term. There are two main cores for the business in terms of manpower supply. The first step is human resource management, which includes contract recruitment, direct hire

search and select, executive search, and retained search. The second component is management, in which Am Seema Worldwide's management will prepare payroll, source and manage accommodation, meet and greet with the manpower, and introduce them with the location and event.

### 3.0 TRAINING'S REFLECTIONS

#### 3.1 Specific date for internship – Starting from 1<sup>st</sup> March 2021 until 13<sup>th</sup> August 2021

Table 2: Working day and time

Days	Working hours	Rest	Working hours
Monday – Thursday	9.00am – 12.00pm	12.00pm – 13.00pm	13.00pm – 18.00pm
Friday	9.00am – 13.00pm	13.00pm – 14.00pm	14.00pm – 18.00pm
Saturday	Work from home		
Sunday	Holiday		

#### 3.2 Position during Industrial Training

In Am Seema Worldwide, I was given a multitask work such as work as admin, editing video marketing and managing office files as well as making documentation if there are any projects. In, addition, I was given a job as a leader to lead other internship students to be better and knowledge throughout our internship days.

I had my responsibility as I manage the manpower. For the work, I have to make sure to double check others' work on manpower like ticket, product quantity book, invoice, acceptance letter, summary claim, feeding record, khantan and also logbook to make sure the work is done without mistake. Not only that, but I was also responsible to reply email regarding claim problem as I am the person in charge of Manpower. Therefore, any related to manpower is under my responsibilities.

### 3.3 Task during Industrial Training

#### a) Quarterly report



Figure 5: Quarterly report

This task is an individual task proposed by me in order to help the company. This task is based on what course are we taking and as for me, a student from Bachelor Business Administration Hons. In Finance I do this quarterly report. I was assigned to do quarterly report for this company for the year 2020 until early 2021. In this quarterly report, it includes monthly statement of Am Seema Worldwide. In addition, this report contains four quarter and each quarter followed with an analysis and how to overcome the problem. For example, if the 1<sup>st</sup> quarter is encountered a loss, the action needed for next quarter not facing the same problem is to reduce the cost expenses and try to gain client's trust in order to increase the sales. Therefore, the profit of the company will increase as the sales also increase.

b) Documentation Manpower

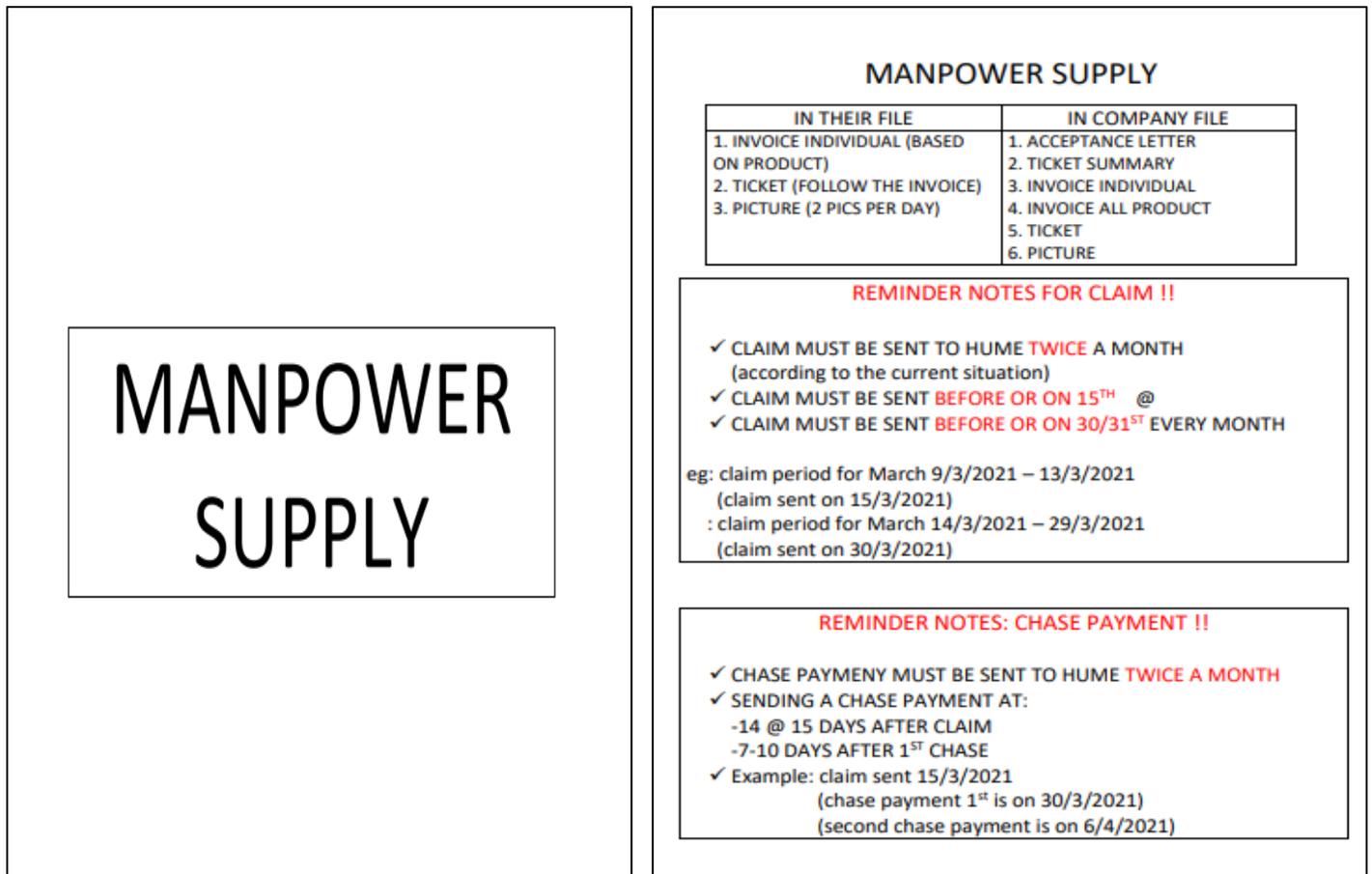


Figure 6: Documentation Manpower

This documentation is my second task as this task will make it easier for other people to know about Manpower Supply from A to Z. This documentation includes all the flows, problems arise and solution for all those problems. For example, there is one problem happened during claim which is the Purchase Number on Invoice is wrong. Therefore, the solution that need to be taken is to send the amended Invoice for both hardcopy and softcopy to Hume Cemboard.

c) Poster quotes for marketing purposes

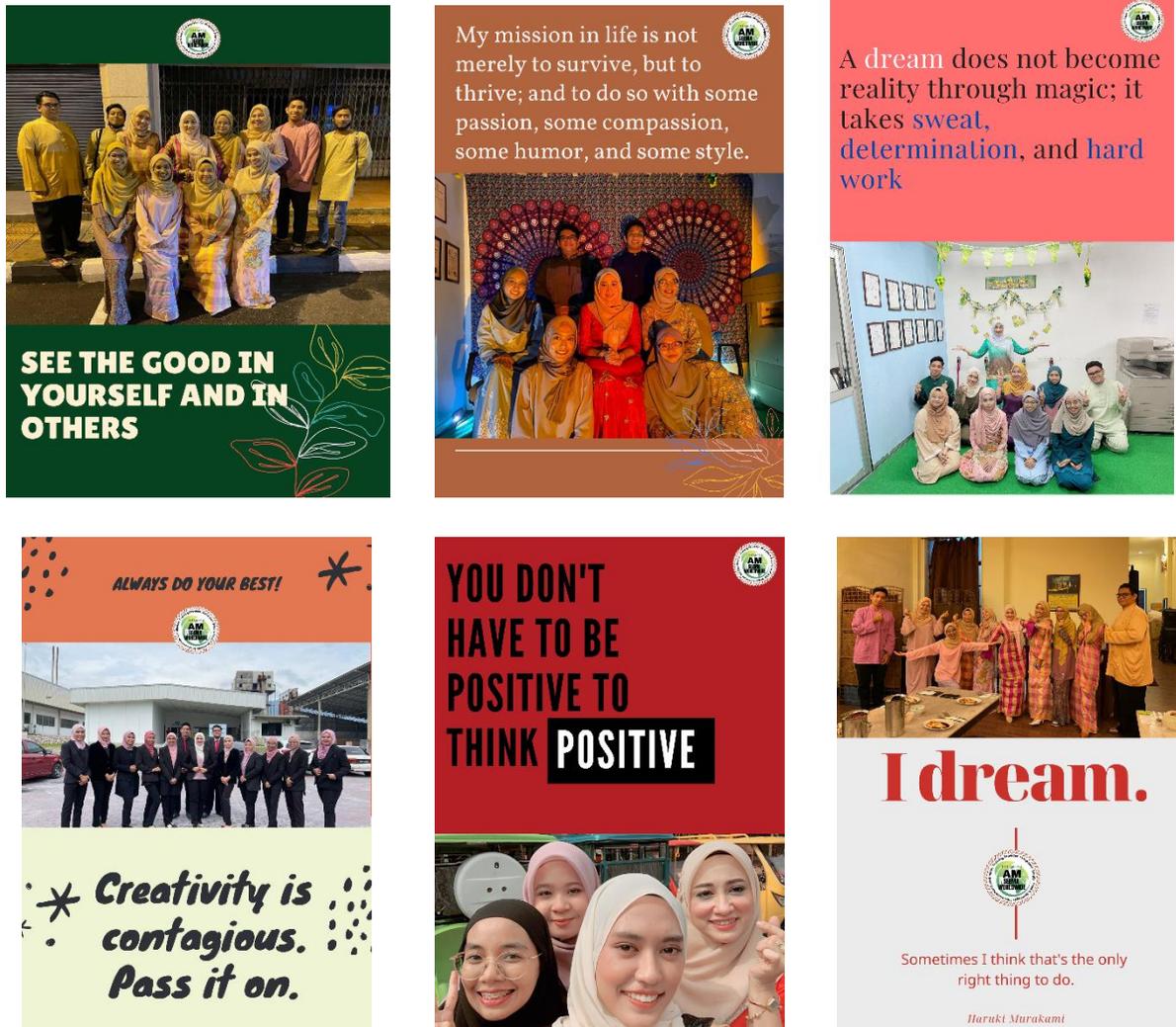


Figure 7: Poster quotes

Making poster quotes is also one of my tasks as this poster quotes need to be posted on social media such as Twitter, Facebook, and Instagram. The reason why I need to do this task is because this is one of marketing strategies to attract people to acknowledge the company. As we posted marketing and services video, we also need to post something new. This is due to most people attract to new things.

d) Conduct training



Figure 8: Conduct training

During my internship in Am Seema Worldwide, we already conducted 4 training which are Safety and Health, Productive Workers Effective Companies, Forklift and CIDB Green Card Course at Top Glove. During this training, I was given the responsibility as a floor manager. One of the duties is that I manage all employee communication before and after conferences, as well as finalize all company deals and coordinate with teams to ensure that everything runs smoothly.

Throughout this training, we also provide indoor and outdoor games for the participant in order to avoid them getting bored while in the training class. Not only that, before the class started, we will do some activities like “senamria” ice breaking to make sure they can understand what is being conveyed quickly and effectively.

e) Do marketing and services video

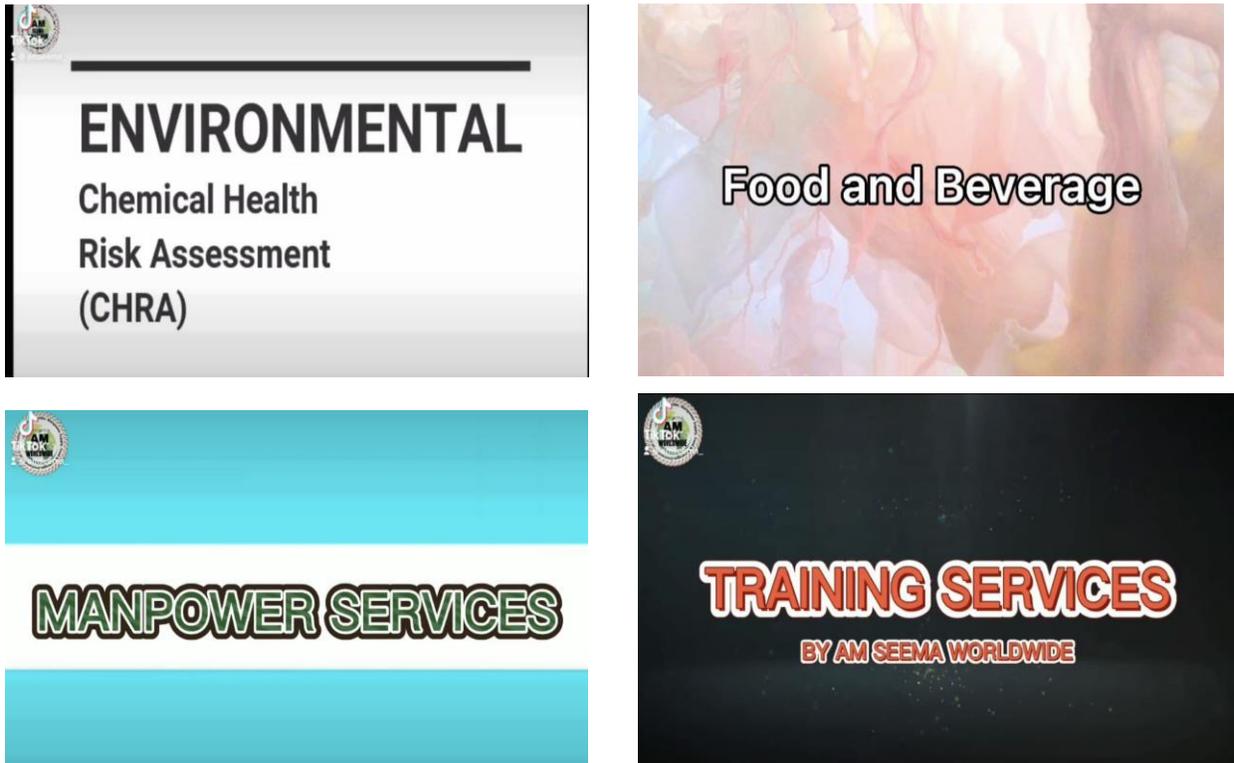


Figure 9: Marketing and services video

Video services is a video that we need to find our own marketing idea for. This company has provided services such as training provider, environmental coordinator, manpower supply, and food and beverage. We must present the idea to the director before shooting the video. We can proceed with the shoot if the director agrees with the idea we have given. This is a group task that have three different roles which are pre-production, production and post-production. After we have finished editing the video, we need to show it to the director and get her feedback. After that, we must post it on all social medias.

### 3.4 Gains

#### a) Intrinsic benefits

Intrinsic benefits are a result directly from compliance, and they are all primarily emotional/psychological/spiritual in nature. Examples include pride, pleasure, self-actualization, self-esteem, wisdom, and confidence. While doing practical in Am Seema Worldwide, the intrinsic value that I got is confidence. I gain more confidence because the director which is Puan Norhasima teach us to be independent and we need to confidence in every thing that we do. For example, there is an orphanage charity event where we need to act in front of the child in order to give them joy. Not everyone has the confidence to act in front of people. In addition, I gain confidence when I was in charge for floor manager during training program. In this situation, I need to overcome my fear and communicate with the team as much as I can so that the program run smoothly without any mistake.

Next, self-fulfillment in which it is the ability to make yourself happy and complete through your own efforts. In Am Seema Worldwide, I got my own self-fulfillment when my idea and suggestion was acknowledged by the director, and I am very proud of myself and happy with what I have accomplished. Utilization of one's own abilities to the fullest extent possible. This will lead to a productivity work as I am comfortable with the company and have a good relationship with director and the teams. Furthermore, I gained self-fulfillment by build a good relationship with the team and director as we are working together a whole to achieve company's goals. Therefore, having a good relationship will ensure that the working environment is good.

In addition, interpersonal skills are the behaviors and tactics that a person employs in order to effectively interact with others. The term refers to an employee's ability to work well with others in the business world. Communication and listening skills, as well as attitude and manners, are examples of interpersonal skills. As a practical student, I was having a hard time to communicate well with others but now I am able to express appreciation, resolving disputes and listening well to others. Having a good interpersonal skill will be valued by other people for the cheerful personality and positive, a solution-oriented mindset.

b) Extrinsic benefits

An extrinsic reward is also directly related to employee job performance, but it is not required that employees receive a reward every time they complete a task. It is determined by the company's policy. One of the extrinsic values that I can get from Am Seema Worldwide is my working condition is improved. An employee spends a significant amount of time at work, performing tasks for and on behalf of the company. Puan Norhasima, the company's director, acknowledges such attribution and rewards the teams by providing a comfortable workspace. For example, the director buys a new air-conditioned in order for us be comfortable working at the office. The director also always treats the workers meals as for appreciation. This action will increase the motivation and productivity of the worker hence, will affect the company's goals.

## 4.0 SWOT Analysis



Figure 10: SWOT Analysis

## **5.0 DISCUSSION AND RECOMMENDATION**

### **5.1 STRENGTHS**

#### **1. Brilliant marketing strategies**

The term "marketing strategy" refers to a marketing logic in which the company hopes to create value for its customers and a valuable customer partnership (Kotler et al., 2018). Due to pandemic Covid-19, Am Seema Worldwide has brilliant marketing strategies and all of them are online marketing strategy. There are various social media that the company engage with the company are Tiktok, Twitter, Facebook, Instagram, Youtube and Facebook. Am Seema Worldwide promotes their services daily in these social media platforms in order for people to acknowledge the company's services. One of the brilliant marketing strategies made by Am Seema Worldwide is that the company do live on Tiktok for online marketing. This is due to attract new client and thus people will know about the company and its services. By doing this online marketing continuously with new content and more video services post on social medias, the image of the company will increase. Therefore, it will also increase the number of clients thus will lead to higher sales.

One of the recommendations can be make for marketing strategies to be more evolving is that the company need to constantly do content and more marketing videos related to the company's services. This is due to people might know the specific services that is provided by Am Seema Worldwide. Several studies (e.g., Carpenter, 2000; Briggs and Hollis, 1997, etc.) have found a positive relationship between customer acquisition strategies through online and brand equity. The primary goal of all consumer brand advertising is to increase brand equity (Ambler, 1997). According to Carpenter (2000), the emergence of online communities to engage and bring together customers who share common interests is an effective method of establishing Internet brands and promoting loyalty.

## 2. Client loyalty and relationship

Am Seema Worldwide is a company that have many services which are Environmental Coordinator, Manpower Supply, Training Provider, Food and Beverage. For environmental services, Am Seema Worldwide has their own client which is Takehara Chemical. Am Seema Worldwide work as a competent and proficient environmental coordinator for Takehara Chemical. One of the activities that had been conducted in Takehara for environmental service is Noise Risk Assessment, Water Treatment Plant, Sludge, Chemical Health Risk Assessment and many more over these six years. For manpower supply service, Hume Cemboard Industries Sdn Bhd is Am Seema Worldwide's loyal client. This service applies as the company works as a middleman to supply worker for Hume Cemboard Industries Sdn Bhd, in this competitive market having loyal clients is a vital strength for the company. This luxury can extend the services and even can charge premium pricing. For Am Seema Worldwide, Takehara Chemical and Hume Cemboard is the key for the business to run and gain sales.

According to one of the PESTEL which is environment, Am Seema Worldwide strength is greatly impact by it. This is because the client like Takehara Chemical will consult and do an environmental project with Am Seema Worldwide that based on the company's pollution workplace efficiency, environment-related laws and those related to the physical environment on earth. Having loyal and good relationship with client will built a strong trust between two parties. This is due to long-term relationship Am Seema Worldwide and clients that will lead to more projects and sales. Therefore, the company will gain high profit.

Recommendation that the company can do is to expand more client trust and relationship is to build trust with other new client in order to keep the relationship. Businesses that presume the benefits of maintaining a relationship outweigh the costs and find that the benefits meet their expectations are more likely to develop reciprocal obligations (Cropanzano and Mitchell, 2005). High levels of loyalty in the form of repeat purchases, recommendations, and advocacy are examples of such reciprocal actions (Lam et al.,2004). As a result, social exchange is applicable in the current study to explain the outcomes resulting from high perceived value.

Furthermore, in order to build trust with client, Am Seema Worldwide can blow away their client with the company's services. Strong interpersonal relationships develop gradually and incrementally over time (Brass et al., 1998). According to Dwyer et al (1987), relationship

development process model, a relationship progresses over time from awareness to commitment, with the latter representing the highest level of relational bonding. Business client do not simply buy goods or services; they buy offerings that provide services that create value, resulting in a shift in the customer's perspective toward utilisation and value (Kumar and Reinartz, 2016).

## 5.2 WEAKNESSES

### 1. Location not strategic

Am Seema Worldwide is located at 24A, Jalan Meru Bestari A4/1, Meru which is a bit far from the city which most of the companies are located there. Due to the far location, client might have a difficulty to deal and have to make an appointment beforehand as the location is far from the target audience. This will limit the number of client because there are many companies with the same services with Am Seema Worldwide. Therefore, the company will have a slow growth that leads to lower sales. Strategic location is also important as for the business image because people will know about the company if it is located near to other big companies. According to Capello (2011), because of the high demand for access to central areas, there is competition between business activities for locations closer to the market, or more broadly, closer to the city centre.

Recommendation can be made to overcome this weakness is Am Seema Worldwide can make one small branch in the city of Ipoh. This is because according Baaij and Ferreira (2015), choosing the right location is also a basic requirement for business success. Location as a factor enables businesses to succeed in both the local and global markets (Akpinar et al., 2017). Therefore, choosing the right location for business is very important in order to have competitive advantages and to compete with other competitors.

## 2. Not enough human resource

Limited human resources can include a small staff, making it difficult to complete all of the tasks on the company's to-do list. For example, it takes time to learn new things for example doing online marketing. In Am Seema Worldwide, the practical students have to create an idea by making it in the storyboard and present the idea to the boss. If the boss approves the idea, it may take a little time to edit the marketing video. But if the boss asks to change few ideas there and then, it will take longer time to do the marketing video as everyone is still new and need a little bit of time to study properly about online marketing. Not only that, but there are also few human resources in the company as the practical student need to teach the practical student newcomers all about the job scope as we will be monitored by the boss. In the company, we will have to do multitask in a short period of time.

One of the recommendations to lessen this weakness and for the company's own good is that Am Seema Worldwide need to hire more permanent worker in order to monitor the practical students on how they do their job without consume more time. This is because the quality of work and productivity of work is high as the permanent worker can teach the practical students about the company's job scope as they know better, and this will lead to work can be completed promptly and with high quality. Job satisfaction can be defined as a behavioural state that reflects all of a person's affective feelings about their job (Spector, 1997). It is an aggregate variable that represents satisfaction with aspects of the job such as growth, pay, co-workers, and supervisors, all of which contribute to overall satisfaction to varying degrees (Smith, 1992). Thus, it is very important to hire more permanent worker to make the work smooth and can lessen the mistake.

### 5.3 OPPORTUNITIES

#### 1. Business is expanding

Am Seema Worldwide is a company that is in a growing stage and the business is expanding as there are already many people acknowledge about the company's existence and the services provided by the company. Business expanding meaning the company will increase sales, form a new client, offering new services to its client, entering new markets, and others. As for Am Seema Worldwide, the company adding few menus for food and beverage service. For food and beverage service, the main menus are "nasi lemak ayam malbarry", "cucur udang", "cucur manis", "rojak buah", "nasi minyak" and for the new menu added is special chicken rice. Not only that for training service, the company open for online training due to Movement Control Order (MCO) as it is also to reduce the transmission of Covid-19 virus. Therefore, the participants can do online training whenever they are as they also can save cost. By doing this, surely it will attract new clients because of not company will take order for food with minimum number of 30 pax for small event during this pandemic.

Am Seema Worldwide can take advantage of this opportunity by generates more sales and profits along with the company growth. According to a meta-analysis of ambidexterity, the positive and significant organisational ambidexterity-performance relationships are heavily moderated by contextual factors (Junni et al., 2013). Am Seema Worldwide can also reduce costs in order to achieve the desire profit as said by Jasmand (2013), The conflict between increasing sales and lowering costs reflects the need for FLEs to provide support services to the final consumer while also seeking new sales opportunities. Hence, Am Seema Worldwide can grab the opportunity and gain more clients for the company's high profit.

## 2. Competitors may be slow to adapt new marketing strategies

What differ Am Seema Worldwide with other companies is that Am Seema Worldwide can adapt to new marketing strategies. For example, the famous social media right now is Tiktok where everyone goes to the application at least once a day no matter how old you from young kid to businesspeople. Businesspeople usually do marketing on Tiktok because the application has more engagement than other social media. People loves going to Tiktok to see that trend for today or the trend for that week. Thus, this is an opportunity for Am Seema Worldwide to promotes their services not only on Tiktok, but also on other social medias like Twitter, Facebook, Instagram and Youtube for competitive advantage. Some competitors might not know about this new marketing strategies and some of them might know but does not yet implement the new strategies.

Therefore, this is a big opening for Am Seema Worldwide to show what the company has to offer to people. The company can use this marketing strategy to other social medias as well in order to achieve the company's goal and can increase the sales at once. The company strategy not only identifies how the organisation positions itself in the marketplace, but it also identifies consumer choice criteria. Behavioural characteristics can also be used to segment the consumer market effectively (Hassan and Katsanis, 1991). Thus, Am Seema Worldwide can gain and engage with new client for business in the future.

## 5.4 THREATS

### 1. Many competitors in the same industries

A competitor is a person, company, team, or organisation that competes with you or your business. In business, we refer to a close competitor as a rival. In other words, competitors are the same size and manufacture similar products. When two companies are market leaders in their respective fields, we refer to them as arch-rivals. There are many companies that have the same services especially training provider. In Ipoh, there are more than 10 companies have the same training provider services as Am Seema Worldwide. With the same service, client have many choices to make and who they want to deal with.

Therefore, in order to have a long-term relationship with client, Am Seema Worldwide can build trust with new client. This is because by doing that, the clients will stay loyal and do business with the company for a long period of time. Greater product familiarity should also result in a stronger and more intensive network of associations (Alba and Hutchinson, 1987), selective attention to attitudinally congruent information (Brehm, 1956), an increase in self-justification (Sherman and Gorkin, 1980), and efforts to reduce cognitive dissonance (Festinger, 1957).

In addition, Am Seema Worldwide need to provide exceptional customer service in order to maintain the client for a long-term. A number of product and service studies have found a direct positive relationship between perceived value and customer service (Hellier et al., 2003; Cronin et al., 2000). Customer service is thought to be a result of perceived value (Hallowell, 1996). The important thing to give an exceptional customer service is to be friendly. Am Seema Worldwide are responsible for ensuring that customers have a positive experience by meeting their needs. Customers may interact with Am Seema Worldwide's staff in person, over the phone, or online via email or chat services. Hence, having a good customer service

## 2. Global pandemic

The COVID-19 pandemic struck the entire world in 2020 and this alone had a severe impact on the growth of Am Seema Worldwide and other companies as well. The emergence of this historic pandemic was so sudden and unexpected that there was no time to prepare for it. For Am Seema Worldwide, this pandemic prevents the company to do a training on other companies as the company always conduct at least once training for a month. During the training conducted, the company will always prepare fun games with the participants in order to make the training programme effective and efficient. This results on the company's sales to dropped. Online training is provided but it is not efficient as face-to-face training as there is a two-way communication between the speaker and the participants. The Movement Control Order (MCO) also hold the company's face-to-face or direct marketing as we cannot meet people as we wish in order to reduce meeting activities to prevents the virus to spread.

In order to deal with this problem, Am Seema Worldwide need to find other way to increase their sales as the it keeps dropping month by month during this pandemic Covid-19. As for training, the company should do online training in order to study whether it is efficient or not for the participants and if so, online training can be done as it is very convenience for everyone. As the online training is not the same as face-to-face teaching (Hampel and Stickler, 2005), it requires training to acquire the necessary skillset to make the classes effective. The speaker of the training program needs to be trained on how to engage with the audience through online training and make it efficient class without the audience feeling board.

In addition, Am Seema Worldwide can implement new strategies which is promotes the services through ads during this Covid-19 pandemic. This is because to avoid human contact, the company need to think a new way to avoid those and increase the sales of the company. Web traffic is increasing, but there are fewer advertisers. This means that advertisements are less expensive. For a growing company, this is the best idea to increase the sales and thus, the company image will also increase. Communication is less focused on acquiring new customers and more focused on retaining existing customers. There are, however, companies that increase their advertising investments (De Vries et al. 2017).

## **6.0 CONCLUSION**

In a nutshell, this internship was a fantastic and rewarding experience. I can conclude that my work at Am Seema Worldwide has taught me a lot of good things and new experience. Even though there were some difficulties, we can view it as a learning experience. Needless to say, the technical aspects of the work I have done are not all that great and could be improved if I had more time. Furthermore, the project indirectly assists me in learning to learn independently, discipline myself, be patient, self-trust, take initiative, and solve problems. Aside from that, I believe my communication skills have improved. When I made mistakes, I received criticism and advice from my supervisor. However, those suggestions are extremely helpful in helping me to change my ways and avoid making the same mistakes in the future.

In addition, I believe that throughout this industrial training, I have discovered that several things are important, such as critical and analytical thinking, time management, goal management, colleague interaction and so on. Next, goal management is essential because it is better to subdivide the goals into a few achievable tasks so that we can gain confidence by completing those tasks.

Finally, it is critical to have good coworker interaction at the workplace. Teamwork is essential in the workplace for building a strong organization. It is critical in achieving the goals of the organization. As a result, we should respect each other at work and collaborate as a team rather than working alone. That way, I can confirm that we will be able to meet our objectives more easily.

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8.0 APPENDICES



Figure 11: Charity event



Figure 12: Training at Takehara Chemical Sdn Bhd



Figure 13: Training at Takehara Chemical Sdn Bhd



Figure 14: Training at Top Glove Ipoh

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