

INDUSTRIAL TRAINING REPORT AT KAREX INDUSTRIES SDN BHD

1 March - 15 August 2023



ANIS MAISARAH
BINTI
JAFRI

2020856066

BA243 - BACHELOR OF
BUSINESS ADMINISTRATION
(HONS.) HUMAN RESOURCE
MANAGEMENT

EXECUTIVE SUMMARY

Karex Industries Sdn Bhd is where my six-month internship journey began, where I gained learning opportunities and many new experiences. Since I am a final year undergraduate student, having a great experience through my internship can help me prepare for an actual working environment when entering the workforce after graduation. Karex Berhad is the largest condom manufacturer in the world in the industry of sexual health and healthcare products, that was established in 1988. Karex Industries Sdn Bhd was one of the Karex Berhad Family in Pontian Besar, Johor. My tasks and responsibilities as an intern in the human resource department include doing daily office administration work, keeping stock of uniforms, shoes, hair nets, gloves, and masks, updating training records in the database, assisting HR Deputy Manager in registering new workers for Daya Kerjaya Programme and in charge in handling the casual workers. Apart from that, I also have developed a SWOT analysis that consists of Strengths, Weaknesses, Opportunities and Threats for Karex Industries Sdn Bhd. For the strengths of Karex Industries Sdn Bhd, I have developed three ideas: strong brand name recognition, a strong management team and a variety of products innovation. On the other hand, for the weaknesses, I have come up with a high-rate turnover among production workers and traditional documentation culture. Then, the huge condom market size and the pervasive presence of E-commerce are opportunities that Karex should take advantage of it. At the same time, high pressure from competitors and strict enforcement of laws in Malaysia are threats that might impact Karex Industries Sdn Bhd. I will also provide recommendations for each SWOT analysis element to help the company strive in the future.

TABLE OF CONTENT

EXECUTIVE SUMMARY.....	i
TABLE OF CONTENT	ii
ACKNOWLEDGMENT.....	iii
1.0 STUDENT'S PROFILE	1
2.0 COMPANY'S PROFILE.....	3
3.0 TRAINING REFLECTION	7
4.0 SWOT ANALYSIS	10
4.1 STRENGTHS	11
4.2 WEAKNESSES	15
4.3 OPPORTUNITIES.....	18
4.4 THREATS	21
5.0 CONCLUSION.....	23
REFERENCES	24
APPENDICES	26

ACKNOWLEDGMENT

Alhamdulillah, first of all, I would like to express my gratitude to Allah S.W.T. because his mercy gave me strength and ease to complete my internship and this report. Without the grace of strong thinking skills and spirits from Him, I may not have achieved this masterpiece.

I am pleased that I can finish my internship. I want to thank everyone who helped me throughout my internship and completing this report. Firstly, I would like to express my appreciation to my advisor, Mrs Hidayah binti Zaini, for her guidance and advice that helped me behind the scenes in completing this report. I also would like to thank the most important person at Karex Industries Sdn Bhd, Mrs Nur Syafiqah Binti Mohd Asri, HR Executive. As my supervisor, she has taught me more than I could ever give her credit. She has given me a great experience as an intern in this company and has helped a lot in providing information to complete this report. I also would like to thank all my colleagues in HR Department at Karex Industries Sdn Bhd for having me on a team and helping me a lot throughout my internship.

Finally, I thank my parents and siblings for their love and inspiration in whatever I pursue. Highest appreciation for my mom, the most supportive person in my life. Therefore, my internship journey and this report cannot be done excellently without them, which I appreciate dearly. Without their support and guidance, it wouldn't have been possible.

Thank you

1.0 STUDENT'S PROFILE

ANIS MAISARAH JAFRI



Goal-oriented Human Resource fresh graduate with six months of experience as a Human Resource Intern. Offers deep passion for learning something new, strong communications skills, well-developed time management skills, and significant ability to work under pressure. Aim to forge a career in the human resource field by adding value through utilizing my knowledge to carry out various responsibilities in human resource management areas.

EDUCATION

2020-2023 UiTM Kampus Bandaraya Melaka Bachelor Degree of Business Administration (Honours) Human Resources Management <ul style="list-style-type: none">CGPA: 3.74Dean's List: Semester 1- 5	2018-2019 Kolej Tingkatan Enam Pontian Malaysian Higher School Certificate (STPM) <ul style="list-style-type: none">CGPA: 3.75Muet: Band 4	2013-2017 SMK Sri Perhentian Malaysian Certificate of Education (SPM) <ul style="list-style-type: none">5A 1B+ 3C+
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WORK EXPERIENCES

Human Resource & Administrative Intern | Karex Industries Sdn. Bhd *March 2023 - Presents*

- Assisted in the recruitment process, such as arranging interview sessions involving approximately 20 non-management candidates.
- Involved in handling and updating workers' and staff's files from time to time.
- Managed and updated training record 2023 in the HR database.
- In charge of preparing medical slips and distributing uniforms and shoes for workers.
- Answered 20+ daily incoming phone calls and provided the requested information.
- Participate in HR's programmes, such as assisting in the KWSP programme and Malaria Programme by Kementerian Kesihatan Malaysia.
- Any other ad-hoc tasks as assigned occasionally, such as distributing attendance to each department and preparing documents for audit.

Sales Assistant | Green Point Pontian *February 2022 - March 2022*

- Supported and promoted special sales items and promotional campaigns.
- Describing products to customers and accurately explaining details and needs.
- Dedicating to continuously improving sales abilities and product knowledge to achieve targeted KPI.

Cashier & Waitress | Detaste Bakery *December 2019 - March 2020*

- Taking customer orders quickly and efficiently.
- Responsible for handling cash and balancing till takings at the end of the shift.
- Communicated with customers and worked on the improvement of customer satisfaction.

ACTIVITIES & LEADERSHIP EXPERIENCES

Leader & Career in School Programme, Secretary.

- In charge as secretary and acted as an emcee for the Leader and Career in School programme held at SK Seri Bandar, Melaka, on 4 January 2023, with the participation of 100 students who gained valuable insights into various career paths for their future.

Johor Rovers Vigil & 2nd Rovers Scout Gathering 2022, Secretary.

- In charge as Secretary 1 under Scouts Association of Malaysia Johor States of organizing the Johor Rovers Vigil and 2nd Rovers Scout Gathering 2022 held at Kem Jubli Intan, Tanjung Laboh, Batu Pahat on 29, 30 September and 1 October 2022, with the participation of approximately 500 students of Form 6 Scout from all over Johor states.

V-MIEX (Virtual- Melaka International Intellectual Exposition 2022), Team Leader.

- Acted as a leader in the virtual innovation competition from 28 June 2022 until 6 July 2022, competing against competitors presenting the universities of Malaysia and Indonesia. Our team was awarded a silver medal for the category of track innovation.

Level Up Your Business With Shopee Programme, Assistant Project Leader.

- Acted as Assistant Project Leader of CSR programme virtually on 15 September 2021, which attracted over 50 participants of students, single mothers and unemployed people, where aimed to help participants generate income using the Shopee platform.

VOLUNTEER EXPERIENCES

Sukarelawan Zakat (SUZA) Association, Kampus Bandaraya Melaka.

- In charge as an emcee for an explorace event under Charity Week 2022.
- In charge as a photographer for Charity Week 2022, held at Mydin Melaka.

Pontian's Sea Scout Association.

- Helped set up a venue for "Program Gerak Mesra Bersama Komuniti" at Pontian Seaside to clean up the beach and 'gotong-royong' on 28 May 2022.
- Assist in distributing food to the frontline during Ramadhan 2022.

Malaysia Vaccine Support Volunteers (MyVac)

- Assist health officer at Pontian district health office from September until October 2021 to answer phone questions about covid and swab tests.
- Make 450+ calls daily to covid patients for their swab test and update patients' information into the database.

SKILLS

- **Languages:** Malay (Fluent), English (Intermediate)

- **Computer Skills:**

: Proficient user of Microsoft Word, Microsoft Excel, and Microsoft Powerpoint.

: Familiar with online editing software (Canva, Capcut, and VN)

- **Soft skills**

: A creative thinker who conceptualises innovative solutions for complex problems.

: Able to prioritize tasks effectively, ensuring efficient allocation of time and resources to maximize productivity.

: Skilled in decision-making, conflict resolution and strategic planning, enabling successful project execution and team efficiency.

REFERENCES

DR AZHANA BT OTHMAN

Senior Lecturer,
UiTM Kampus Bandaraya Melaka

PN NUR HAZWANI MOHAMAD ROSELI

Penyelaras Latihan Praktik Fakulti Pengurusan & Perniagaan,
UiTM Kampus Bandaraya Melaka

2.0 COMPANY'S PROFILE

2.1 History of the Company

Karex Berhad is the largest condom manufacturer in the world. Karex Berhad was a public limited company in the industry of sexual health and healthcare products. This company was established in 1988 by a family, Goh Leng Kian and Goh Siang, in Johor, Malaysia. This condom company increased their production capacity year by year until, by 2013, Karex Berhad was successfully listed on Bursa Malaysia.

Karex Berhad has a few subsidiary companies called Karex Family that this company controls. In Malaysia, there are four branches. The headquarters of Karex Berhad was located in Port Klang. Then, there is one branch named Medical Latex Dua Sdn. Bhd is located at Senai, and this branch focuses on producing condoms and gloves. Then the largest manufacturer under Karex Family is Karex Industries Sdn Bhd, located in Pontian Besar and Pontian Jaya. After that, the other Karex Family located in Pontian Besar is URO Technology Sdn Bhd. In addition, one branch of the Karex Family that operates in Thailand is named Innolates Sdn Bhd, which

focuses on producing gloves. However, this report will focus on **Karex Industries Sdn Bhd (KISB)**, located at Pontian Besar, as I did my internship in this company. For Information, Karex Industries Sdn Bhd, located at Pontian Besar, was the factory producing condoms and personal lubricants at a large scale.

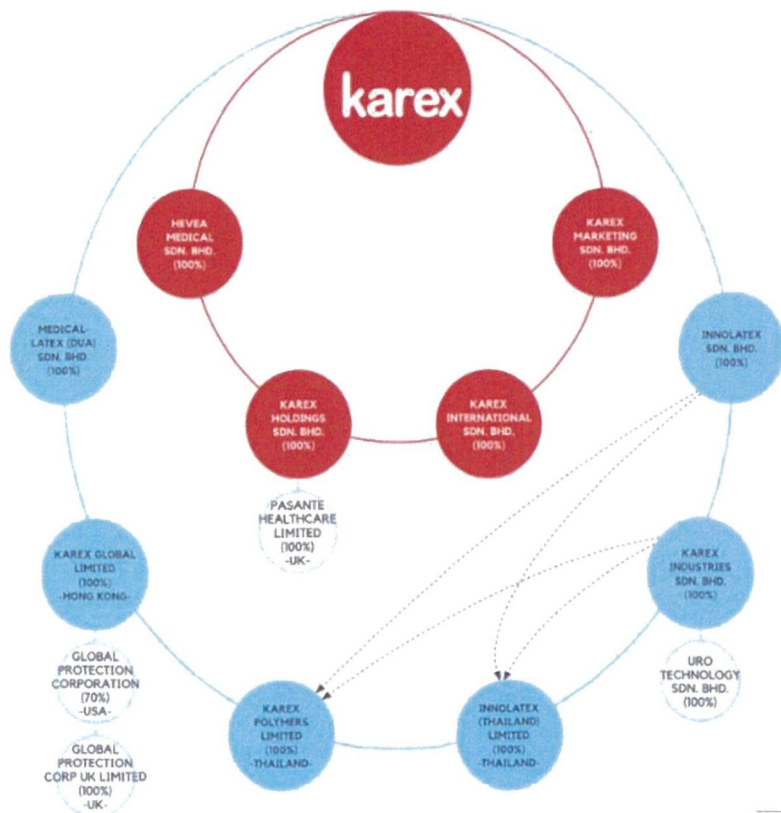


Figure 1: Karex Family

2.2 Mission and Vision



MISSION

To be and remain the world's leading provider of sexual wellness products and solutions. Karex cultivate entrepreneurship, diversity and the desire to excel in the things they do. Karex strive to develop the most creative, inspiring and unique experiences for the global community.

VISION

To continuously build an organisation that responds to changing views of sexual health and develops products that inspire people to make better, healthier choices. Karex champion social responsibility and sustainability, not just as moral imperatives but to build better, stronger relationships within their communities.

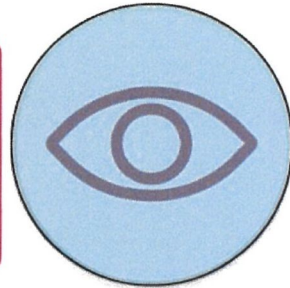


Figure 2: Karex's Mission and Vision

2.3 Organizational Structure

HUMAN RESOURCE DEPARTMENT

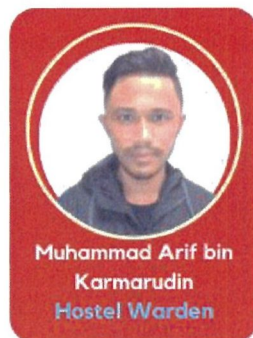
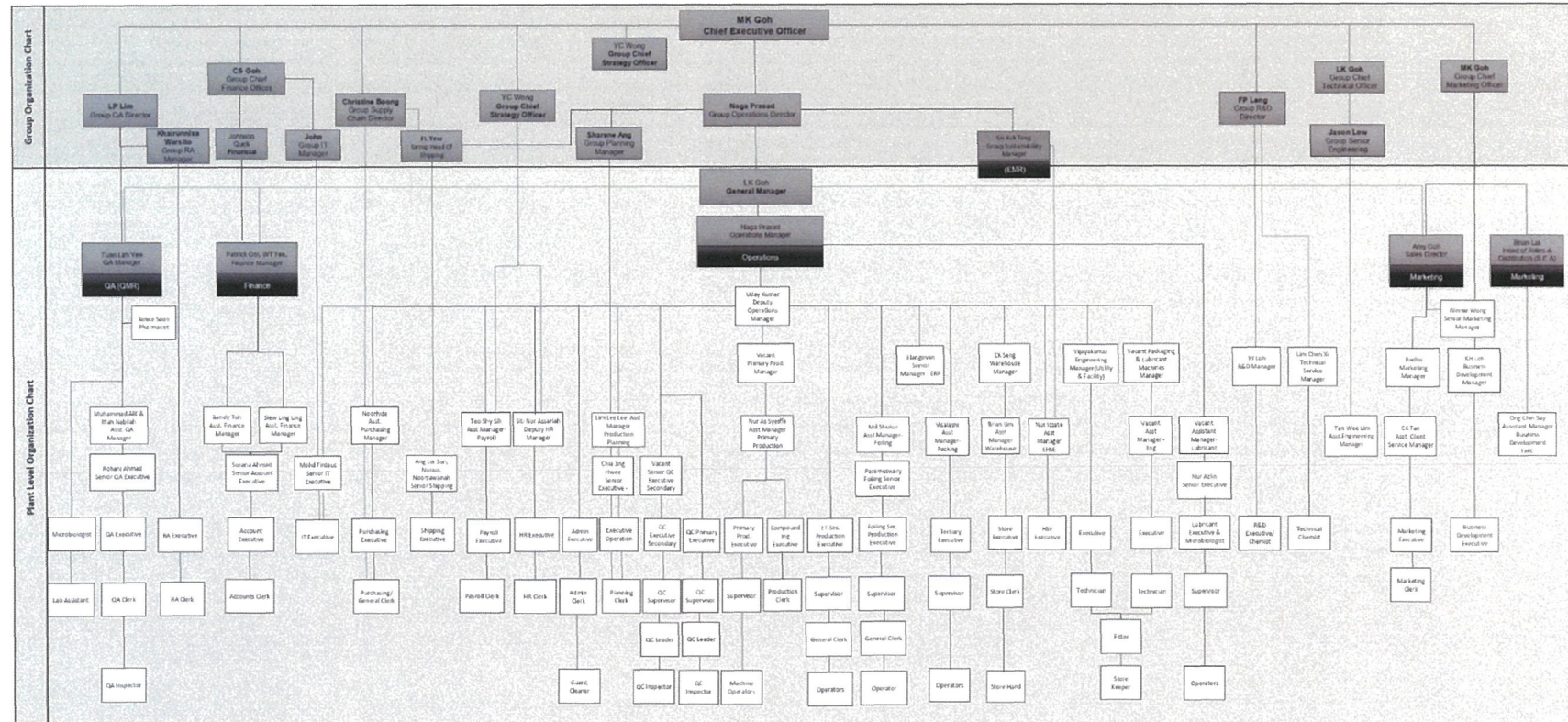


Figure 3: KISB's Human Resource Department Chart



Organizational Chart (Quality)

Form No.	K. OC 01
Rev No.	16
Rev Date	22/6/2023
Ref SOP	HR 01



REMARKS

- Dotted-line reporting describes a relationship between an employee and a secondary supervisor/leader that provides additional oversight and guidance to the employee in the execution of his/her work.
- Solid line indicates who you report to directly.

Figure 4: Karex's Organizational Chart

2.4 Products



Figure 5: Karex's Latex Condom

Karex Industries Sdn Bhd's main product is male condoms, and this company produces **latex condoms** with high-quality natural rubber latex named **Carex** and **ONE** condom. A condom is a thin rubber worn on the penis during sexual intercourse (Contributors, 2021). Each of the condoms will be tested electronically to give optimal safety and protection to the consumers. A condom is a good choice for the consumer to control pregnancy and prevent STDs, known as sexually transmitted diseases. In addition, Karex produces

condoms with a variety of textures and shapes to fulfil customers' demands and preferences. Besides that, the condoms made by Karex also have been tested and proven to meet the criteria of international requirements such as WHO guidelines and ISO 4074. Moreover, Karex not only sells condoms under its brand but is also a supplier to other brands, such as Durex (Tan, 2020).

Then the other product that Karex Industries Sdn Bhd manufactures is a **personal lubricant** made with high-quality ingredients to deliver more resilient and smooth textures to consumers. Personal lubricant, or jelly, is a type of gel or liquid used to reduce undesired friction during intercourse by the consumer. There are many types of lubricant gel produced by Karex, such as regular, scented, cooling, warming, and flavoured and scented. Furthermore, these products also meet standards like WHO guidelines and NF97-034.



Figure 6: Karex's Personal Lubricants

3.0 TRAINING REFLECTION

I have chosen to do my internship for six months at Karex Industries Sdn Bhd, located at Pontian Besar, Pontian, Johor, from 1 March 2023 until 15 August 2023. This factory is located about 10 minutes from my house. Since I was born and raised in this area, I know this factory produces condoms. However, I only found out and know that this company is the largest condom manufacturer in the world after I'm doing my research before applying to do my internship in this company.

My working days are from Monday to Friday, from 8.00 am until 5.30 pm. During six months of my internship in the Human Resources department, I had a few responsibilities and tasks assigned to me. First and foremost, one of my responsibilities is to do daily office administration work, **handling incoming phone calls**. The phone calls usually come from people seeking a job and from any company or bank where they typically want to make a confirmation staff. So, my task is to answer all the questions they have and provide the information needed.

Next, my major responsibilities are **keeping stock of uniforms, shoes, hair nets, gloves, and masks**. Since Karex Industries Sdn Bhd has approximately 1000 production workers, workers will ask for new uniforms or shoes almost daily to replace the old ones. So, my task is to provide them with the stuff they requested and note the date for every stuff I deliver to them as my reference in the future as there is a gap for each stuff to be taken by the workers in a year. For example, every worker can only take a new uniform after six months from the date they take before this. Besides, I also need to prepare stocks of gloves and masks not only for every department in Karex Pontian Besar but also for Karex Pontian Jaya, URO Technology Sdn Bhd, Innolatex Sdn Bhd, and Medical Latex Dua Sdn Bhd. All of the stock of gloves and masks that I have received and distributed need to note down the date and quantity in the HR database as it will be crucial data whenever our company has an external audit.

Next, another responsibility given to me is that I am responsible **for ensuring that the training records for the year 2023 are constantly updated from time to time in the HR Database**. My task is to update all the training attended by staff or workers, whether external or internal, in the same month. After that, I will give the data at the end of every month and report it to the HR Deputy Manager. Besides that, I also need to update the employment training record for 2022 for approximately more than 1000 workers in every worker's file. This task is

ongoing as I manually fill out training forms for each employee in their file. This is because almost every KISB's employee attends more than ten training sessions annually.

After that, I'm also **assisting HR Deputy Manager in registering new workers for Daya Kerjaya Programme**. Daya Kerjaya Programme is a programme under Human Resource Ministry where the employer will receive financial incentives when they hire employees with few requirements that have been set. In addition, for each successful application, the company will receive an RM600 monthly reward for three months (Bernama, 2023). So, my task is to register new workers that enter the company starting from January 2023 and prepare their personal information needed. As for now, a few of the applications I have submitted have been successful, and been waiting for the incentives credited to the company. For the unsuccessful applications, I need to register them under MYfuture jobs first because the applications were rejected because they don't have an account.

Then another responsibility that I have been assigned are I'm in charge in **handling the casual workers**. Starting on 1 July 2023, HR Department started hiring casual workers in the production. My task is to call all candidates to attend interviews and briefings. After that, I also need to arrange a work schedule through WhatsApp group to help the production supervisor more manageable to know who will come to work every day. As casual workers in Karex can come to work at any time they want, there is a time limit for them to work in a week which is they only can work a maximum of 13.5 hours per week. This method is used in production to help them keep running at certain working hours when workforce shortages occur. By using casual workers in production, the HR Department can help the company cut costs for the workforce as they are being paid RM 7.21 per hour and don't have a basic salary like permanent workers. However, if the workers can do more than the target set for them, the company will pay them based on the output that has been done.

Besides that, the company offered me a RM 1500.00 allowance per month, excluding overtime. Then, I also received complimentary breakfast every Friday, just like other permanent staff. Through this internship, I have gained many new knowledge and skills, especially in **managerial and leadership skills**. From my observation, I have learned how my HR team handles every situation calmly. For example, there is a situation where two male foreign workers have miscommunication, and the HR meets both of them with their representatives to settle the problem by hearing on both sides. They also received a warning letter to ensure the same things would not be repeated. Then I also learn the **real working**

world of the industry as a team. From my point of view, working in a group is a great and valuable experience for me as I can cooperate with many people to achieve one objective. For me, any task will become more accessible to complete in a team rather than individually as we can share ideas and opinions from many perspectives. In addition, I also have **increased my communication skills and improved my negotiation skills** day by day during my internship. I always communicate and discuss with my colleagues whenever having difficulties handling any task because good communication will produce an excellent outcome for me. I'm so grateful to gain experience and create memories in this company.



Figure 7: A Picture of Me Standing Infront of Karex Industries Sdn Bhd

4.0 SWOT ANALYSIS

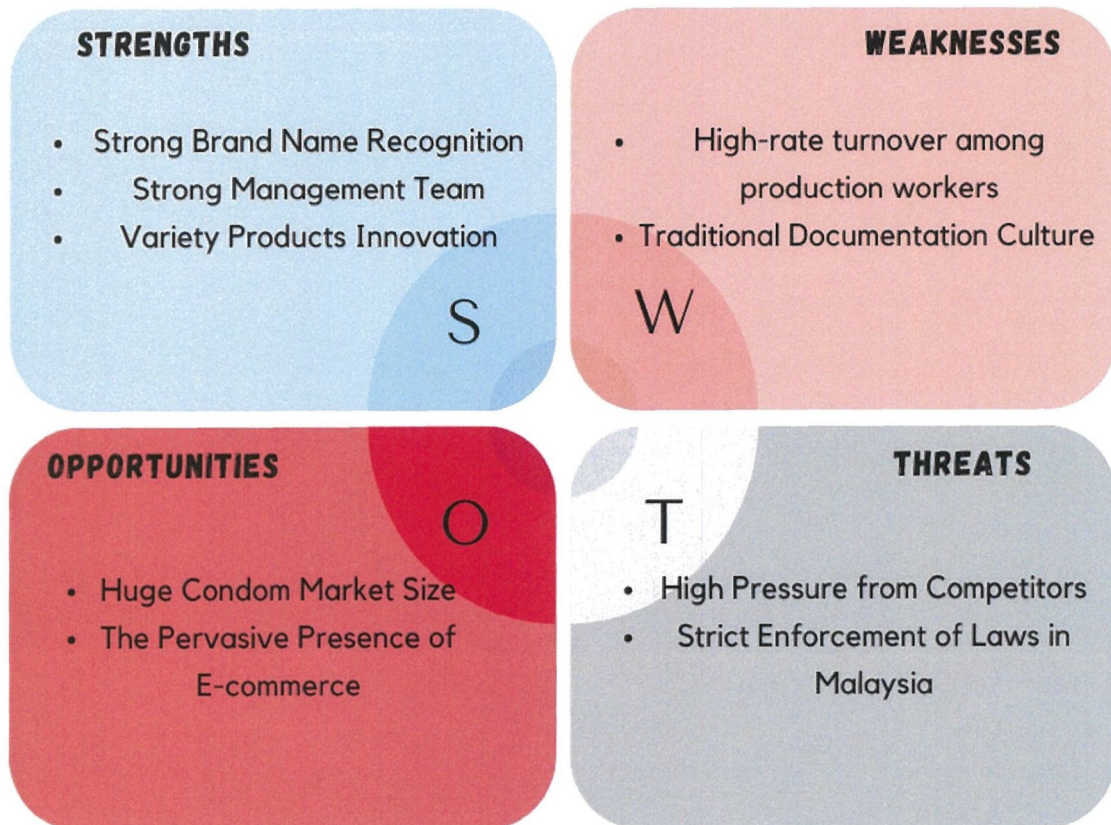


Figure 8: SWOT Analysis for Karex Industries Sdn Bhd

4.1 STRENGTHS

4.1.1 Strong Brand Name Recognition

Karex's strength comes from its **brand name recognition** in the sexual health and healthcare industry. A solid brand name recognition will make the company and its brand recognized in the industry by offering their goods and services. Karex itself means "caring" and "excellence," showing that Karex Industries Sdn Bhd prioritizes its customer's needs to become a successful company worldwide (Esquander, 2020). As mentioned above, Karex is the largest condom manufacturer in the world. This company produces over 5 billion male condoms annually and exports them to over 130 countries globally (Berhad, 2022). This shows that Karex is well-known among Malaysians and famous globally. The fact is Karex is one of the companies that includes the top five condom market leaders in the world. Although Karex produces a few brands, such as Carex, and Prudence Condoms, the most famous brand is ONE condom, as consumers know Karex from this brand. Not only that, but this company's brand also strengthens its image in the markets where it operates and internationally, increasing customer loyalty and sustainability.

Then, to sustain this strength, Karex Industries Sdn Bhd should do **brand leveraging**. Brand leveraging is a tactic that can be used by the business to leverage its new products by using the existing brand in the same industry (Press, 2022). Karex Industries Sdn Bhd can use its strong brand recognition to launch a new product under the same category by producing synthetic-based condoms. Karex intends to commercialize synthetic-based condoms in the second half of 2024 (NST Business, 2023). This shows that Karex Industries Sdn Bhd can utilize this opportunity to cater to potential customers with latex allergies who still want to purchase and use condoms. Furthermore, Karex also would like to increase its annual product capacity with 150 million pieces of this production of synthetic-based condoms. By doing so, Karex can expand its business and increase its revenue by developing these new products.

4.1.2 Strong Management Team

Next, the other Karex's strength is the company's **strong management team**, which is an important aspect for every company that wants their business to thrive and succeed. Of course, hiring suitable candidates for every position is the most important aspect of forming a good management team. Karex Industries Sdn Bhd employs staff with good managerial and leadership skills to ensure that management and production can go smoothly. Additionally, skilled employees will help the business in many ways, such as increased revenue and less waste. This is where the human resources department plays a major role in selecting the suitable candidates while recruiting. From my point of view, the Human Resources department in Karex Industries Sdn Berhad will employ staff with good educational backgrounds and experience that will strengthen the company's management team. This situation strengthens Karex Industries Sdn Bhd with a line of talented and skilled staff as the company's backbone.

To sustain this strength, Karex Industries Sdn Bhd **needs good talent management to retain staff** because it plays a vital role in the organization's performance. The human resource department's role is not only to recruit and manage employees but also to develop and utilize their skills and maximize the expertise and talent required by the company. This is because every employee is a crucial part that contributes to organizational growth. Hence it is important to retain them for as long as possible. Talent management involves planning, recruitment, selection, training, compensation and employees' desire towards their job (Kumar, 2021). To demonstrate, the human resource department should provide training related to the employee's job scope to develop their skills and growth prospects. According to the article, employees will be more satisfied with their jobs if career advancement is obvious and enhance their work efficiency (Kumar, 2021). This situation can help retain them in the organization. Besides, the company also should increase their tangible rewards for the employees that commit to the company for more than five years and above. For example, few staff have contributed their service towards Karex for 25 years until now but have only been rewarded with RM 2000.00 with a certificate of long service award. From my point of view, the company should increase the retention bonuses rewards such as offering them a one-month salary bonus. By retaining staff, organizations can save money on hiring and the energy and time spent on the recruitment process, which can be utilized for other essential duties.

4.1.3 Variety Products Innovation

Karex offers a wide range of innovative products: latex condoms and personal lubricants that differ from the competitors. First and foremost, the **male latex condom** comes in various sizes, where it is smooth, parallel-sided, and teat-ended. Then each type of condom is also available in various colours, such as black, blue, red, yellow, pink, and others. After that, Karex also produces latex condoms with various textures and surfaces to ensure that customers can have many choices. The latex condom is made in different textures, which are dotted or studded, ribbed, contoured ribbed, contoured dotted, and 3-in-1 (contoured, ribbed, and dotted). Also, latex condoms come in various shapes, such as baggy, baggy ribbed, flared, tapered, and other. Not only that, but Karex also produces a variety of flavours and fragrances such as chocolate, vanilla, strawberry, bubble gum, perfume, and many more. Apart from that, Karex also offers latex condoms with limited-edition tastes such as nasi lemak, teh tarik, rendang, and durian (SPH Media Limited, 2017). As all of these flavours are special edition, it is only available and sold through the company's website and e-commerce platform.

Then, KISB also makes various innovations for the **personal lubricants** product, also known as jelly. This personal lubricant has many features, such as water-based, silicone-based, long-lasting, silky smooth, hybrid, non-staining, and latex friendly. Besides that, there are five types of personal lubricants: regular, scented, cooling, warming or flavoured and scented. These personal lubricants only come up with three kinds of packaging: pump bottle, tube, and sachet. Each of the packaging has a different quantity of jelly. This product's flavours differ from the latex condom, which only comes with bubblegum, aloe vera, banana, vanilla, strawberry, chocolate, and peppermint flavours. This shows that Karex provides various product options to its customers, which helps the company cater to multiple customer segments in the sexual health and healthcare industry.

Thus, to expand this strength, Karex Industries Sdn Bhd should **develop new products** to ensure the company can compete with other competitors one step further in the industry. From my perspective, Karex should develop female condoms because of the fewer competitors in the market. According to the research, female condoms are less accessible, although the HIV/AIDS epidemic has grown globally (Mags Beksinska, 2020). The female condom has the same purpose as the male condom: to prevent pregnancy and sexually transmitted diseases. However, women will use it in their private parts as protection during sexual activities. In addition, when the male and female are both wearing condoms, sexual activities will become

more protected, especially for unmarried couples. Besides that, female condoms can help prevent pregnancy 95% of the time when used appropriately. Although female condoms are not well-known among Malaysian consumers, however, this female condoms have already been used by many women in other countries for a long time. Based on the research, 68% of females aged between 15 to 19 years in the USA use condoms during their first intercourse. This situation shows that female condoms also have a high demand, and Karex Industries Sdn Bhd should take this advantage to enter the market.

4.2 WEAKNESSES

4.2.1 High-rate turnover among production workers

A production worker is a competent individual who assures the efficient operation of a factory's manufacturing process (William, 2023). At Karex, the production workers will use technology and machines to produce the products in large amounts, and they will discover if any defects may arise. This shows that Karex relies on production workers because they participate in every stage of the production process to ensure high-quality products. The **high turnover rate among production workers** has become one of the weaknesses of Karex, as it will impact the whole organization and the company's profitability. Employee turnover refers to either the involuntary or voluntary departure of an employee who leaves a vacant job that the company must fill (Stowers, 2023). Although employee turnover is unavoidable in any business, especially for manufacturing, high turnover can be difficult because a company must invest more time and resources to hire and train new workers. This happens because the human resource department needs to replace the number of resigned workers to ensure that production does not have a workforce shortage.

The table below shows the employee turnover rate of Karex Industries Sdn Bhd. The table shows that the employee turnover rate for the second half of 2021 is 17.68%, comprising 153 production workers that resigned during that duration. After that, from January until June 2022, the table shows that the number of resigned workers is 139, which is a 14.46% turnover. Then, the employee turnover rate from July until December 2022 is 19.01%, indicating 215 resigned workers. Furthermore, in the first half year of 2023, the number of resigned workers is 155, with a turnover rate of 13.71%. According to the article, the turnover rate is high if it is more than 15 percent yearly (Stowers, 2023). In addition, according to the Society of Human Resource Management Report, companies should strive for a 10 percent employee turnover rate annually (Stowers, 2023). However, based on the table below, the turnover rate for each half year already shows that it is more than 10% and 15%. This situation will impact the production process as every head of the department has a plan for everyday production. So, when there is turnover, production will have a workforce shortage.

Duration	Number of Resigned Workers	% Turnover
July-December 2021	153	17.68 %
January-June 2022	139	14.46 %
July-December 2022	215	19.01 %
January-June 2023	155	13.71 %

Table 1: Employee Turnover Rate of Karex Industries Sdn Bhd

One of the reasons contributing to the high turnover rate is the absenteeism issue among production workers. This is because many of them are frequently absent without giving a valid reason to their supervisors. So, when there are so many days that the workers are absent, the human resource department needs to take action by giving them a warning letter, and if there are no changes, the company needs to terminate them.

From my perspective, the company should **create a competitive benefits package** to lessen the turnover rate among production workers. The competitive benefits package aims to boost their motivation to come to work on their working days while retaining them longer in the company. According to experimental research, monetary rewards are one of the significant elements that influences job performance and happiness in the workplace (Vranceanu, 2019). In addition, the financial reward will create a more positive attitude that will increase employees' efforts toward productivity. To create a competitive benefit, Karex should increase the attendance allowance from RM 50.00 to RM 100.00 to motivate them to have good monthly attendance. Karex should also provide bonuses for special performance awards among production workers at the end of the year. These awards should be given to the workers that show a good effort towards their task and have good attendance in a year. By doing so, workers will feel more appreciated as their contribution and energy towards the company is recognized. This effort by the company will not only help to lessen absenteeism but also reduce the turnover rate.

4.2.2 Traditional Documentation Culture

Karex is still implementing **traditional documentation culture** until now. Most documents in the human resource department use paper and are saved in files or folders. It was difficult for the human resource team to access the files when needed simply. They had to go through every document one by one, especially when there was an audit. It is a complicated and time-consuming task. Besides that, traditional documentation culture also requires space for document storage as every folder will be organized based on the matter.

Additionally, most of the documents also are done manually. For instance, the attendance of training records is done manually, which is the human resource department needs to take every sign from the staff that attends the training. For example, the Annual GMP Training 2023 through an online platform using Teams Meeting was attended by 60 people, including staff and production workers from various departments. To record participants' attendance and ask them to sign manually is time-consuming because we need to meet each of them to ask for a sign. Furthermore, traditional documentation culture is less sustainable as most documents are printed on paper. It is not only non-eco-friendly but also requires a massive cost for the company to buy paper. Besides, traditional documentation culture is less secure, with a high risk of confidential document damage or loss.

Karex Industries Sdn Bhd should **fully utilize company software and technology** to overcome these weaknesses. Karex already has suitable cloud-based applications that are more secure to save all crucial and confidential documents. Furthermore, cloud-based applications have safety features, enabling all users to share files and collaborate. This will make it easier for everyone in the organization to share files with people from different departments within the same company, for example, such as The Rex, which is the cloud-based application of Karex Industries Sdn Bhd that all staff should utilize to store any document and have back up for essential data. Besides that, the company should also **use software to digitize business functions**, especially for training attendance. For example, the company should use software such as e-signature services allowing employees to sign documents online rather than on paper. Adobe Reader is an example of an e-signature service (Schooley, 2023). By making all this effort, the company can save the cost of buying paper and gain other benefits. Thus, when all staff fully utilize company software, it will be easier for everyone to find or access documents needed anytime and anywhere. It can also lower the risk of losing essential data since there is a backup in the cloud (Staff, 2021).

4.3 OPPORTUNITIES

4.3.1 Huge Condom Market Size

Karex has a competitive advantage regarding the opportunities, which are the external factors that help Karex remains competitive in the industry. The Karex is already well known in Malaysia and has extended its wings worldwide. This opportunity can give Karex a competitive edge, such as attracting new customers as they expand their business worldwide. The **huge condom market size** has substantial potential for the company's development because Karex can determine the potential customers along with the total revenue for their product in the market. After all, the company has the potential to earn an impressive profit. According to the report, the condom market is predicted to be worth USD 9,428.87 million in 2023, rising to USD 13,982.86 million by 2028 (Mordorintelligence, 2023). The increasing use of contraceptive products globally drives the demand for condoms. This situation will benefit Karex because some condom manufacturers have shut down in their two most recent years due to lack of demand and the effect of lockdown worldwide, resulting in fewer supply despite rising demand (NST Business, 2023). Moreover, the market expansion globally, along with the awareness from government initiatives and extensive sex education programs, significantly lower the rate of sexually transmitted diseases worldwide.

For Karex Industries Sdn Bhd to take advantage of this huge condom market size, the company should **build brand awareness through social media**. Brand awareness is defined as the presence of a brand in the minds of consumers to sustain their business (Freddy Pandapotan Simbolon, 2022). Through social media, Karex can do marketing by sharing information regarding their products in an interactive way which also can make engagement to reach potential customers. For instance, such as Instagram and Facebook, Karex can use these platforms for marketing. Through the advertisement itself, Karex not only can promote their products but at the same time can, spread awareness regarding the importance of using condoms to prevent sexually transmitted diseases happen. According to the article, using social media will influence brand awareness and purchasing decisions among potential customers. Most consumers gain trust in the products by viewing content on social media (Freddy Pandapotan Simbolon, 2022). By doing so, Karex Industries Sdn Bhd can be one step further than the other competitors. Thus, brand awareness through social media can help build brand loyalty in customers' mindsets to repeat future purchases with the same brand.

4.3.2 The Pervasive Presence of E-commerce

Kenneth Soh, Shopee Malaysia's head of marketing, stated that according to Shopee's data, 60% of Shopee shoppers intend to enjoy online shopping in 2023. He added that customers nowadays have become more particular and tech-savvy, so businesses must respond to this evolving need to fulfil their demands (Dhesi, 2023). The extensive e-commerce presence may give advantages to Karex in various ways, including cost reduction. This is because the marketing team can sell directly through e-commerce without using resellers. Another advantage of conducting business on e-commerce platforms is that the products are available 24 hours a day, seven days a week. So, potential customers can view and make purchases because the online platform always remains open. This way will attract customers who want to purchase Karex's condoms or personal lubricants at the store but they are shy, so the online shopping platform is a good option. Although Karex has an official store on Shopee and Lazada, the products they only promote are special editions that they promote during the season. For instance, such as ONE Rabbit Year Angpao with condoms that only sell through online shopping platforms. This special edition has been sold for 2.4k through the Shopee platform. This situation shows that this is a great opportunity for Karex to add more products to the online shopping platform to engage with potential customers.



Figure 9: ONE Rabbit Year Angpao with Condoms Sells on Shopee

Karex should take advantage of this opportunity by **conducting an online survey through the official online store to understand customers' preferences**. Even though Karex already has loyal customers, they can easily change their purchasing habits by buying from different brands if Karex does not fully utilize this opportunity. By conducting an online survey through their official online store, the company can better understand the customers' preferences and purchasing habits towards their products. The company also can be more understanding towards the consumer need and wants. For example, latex condom flavours bubblegum got high demand through the online survey. So the company can increase production of these flavours and increase the stock in e-commerce for consumers to purchase. By doing so, customers will be loyal and buy again because their demands are being fulfilled. The probability for them to try other products from other brands is also low. Thus, Karex Industries Sdn Bhd needs to understand its customers' preferences and needs because this survey will help the company improve its production and increase profit.

4.4 THREATS

4.4.1 High Pressure from Competitors

The competitors that provide similar products, such as latex condoms and personal lubricants, threaten Karex Industries Sdn Bhd. Competitors refer to businesses in the same industries whose operations have the potential to weaken another company's market share (Tamplin, 2023). Even though Karex is currently in the lead in product innovation in the sexual health and healthcare industry, it still faces **high pressure from competitors**. The condom market is competitively competitive, with several local and international brands. For example, some of the competitors in the condom market are Okamoto Industries Inc. Reckitt Benckiser's Durex, Reckitt Benckiser Group PLC, Church & Dwight Co. Inc., and Humanwell Group. All of these condom brands offer a diverse range of condom types, ranging from the thinnest, most sensitive latex condoms to studded and ribbed condoms to boost their market share.

Then, Karex Industries Sdn Bhd should **analyze the target market and competitive products** to deal with the high pressure from competitors. According to the article, the business should examine the competitor's success in various areas, such as their products' price, successful marketing methods and promotional techniques that will help them thrive in the competitive industry (Eng Yi Fong, 2019). By doing all this strategy, Karex Industries Sdn Berhad will outperform the other firms, despite their stiff competition. In addition, Karex also should do some research regarding the current trend of customer demand in the market. For example, people in different countries have various needs, such as people in Asia obsessed with thin condoms. On the other hand, people in Africa have a high demand towards flavoured and colourful condoms. This way will help Karex identify its target market's wants and needs. As a result, Karex can utilize the data they gain to improve their business strategy and attract more customers.

4.4.2 Strict Enforcement of Laws in Malaysia

The government in Malaysia is stringent on the rules and regulations for every manufacturing industry. Because of the **strict enforcement of laws in Malaysia**, Karex Industries must ensure that they comply with applicable legal laws such as ISO 14001 Environmental Management system. Karex Industries must comply with this international standard as it is one of the company's responsibilities towards the environment, which will contribute to environmental sustainability in Malaysia. Besides that, Karex also needs to ensure that the company complies with ISO 45001 Occupational Safety and Health Management Systems. The company also must provide a safe and healthy workplace by reducing work-related injury and illness for all employees. In addition, this international standard is also a guide for the company to enhance its organizational safety and health performance more actively. Due to Karex Industries Sdn Bhd having to use many chemical things to produce their products, they need to comply with the legal regulations and any other requirements that have been set by the government in Malaysia and also international standards, especially in handling waste management. This strict enforcement law is a threat to Karex Industries Sdn Bhd, where if the company does not comply with the legal or overlooks all essential things, the company will be subject to legal action by the government. This will give a bad reputation to the company's name.

To prevent the company from getting legal action from the government, the company should **form a strong HSEE Committee**. The HSEE Committee should be from each department's supervisor, manager and Departmental Head. Since there are only two officers for the HSEE department in Karex Industries Sdn Bhd, this committee will help them monitor each department. For example, the HSEE officer should provide the committee with regular meetings and safety and health training at least every three months. To demonstrate, one of the examples of training is chemical safety and handling training which this training should be provided for all workers that handle chemicals. Then the other example of training is noise awareness training, which should be provided for all workers exposed to or working in high-noise areas. The committee shall also ensure the monitoring requirements are carried out and report any environmental nonconformity to the HSE officer. The HSEE committee also needs to review any environmental nonconformities and the suitable corresponding corrective action and preventive action that can be taken to address the problem.

5.0 CONCLUSION

In conclusion, I learned a lot while doing my internship at Karex Industries Sdn Bhd. As for me, who will be a human resources practitioner in the future, I should always look at things in different ways. Whatever challenges come, I need to face it with calm. In addition, it was a great opportunity and experience that I gained in the company to be more prepared when entering the challenging workforce in the future. Besides, to have a successful company, all employees must have excellent teamwork and respect each other. No matter how high is someone's position, to have a strong team, they need to hear and respect different opinions. Doing so will create a culture of mutual respect and understanding towards each other, which can avoid stereotypes and create a healthy workplace environment. Through this incredible experience in Karex Industries Sdn Bhd, I hope to become one of the permanent staff in this company. I hope to have career development in this company and create more experience here. Besides, my target in the next five years is to be promoted to become the Human Resource Executive to challenge myself with new responsibilities.

Besides that, I wish that Karex Industries Sdn Bhd become more thrive in the future. Karex Industries Sdn Bhd should develop a SWOT analysis and observe every element to ensure the company can sustain itself. Karex should proactively act to maintain its strengths and overcome its weaknesses. In addition, Karex should also take advantage of its opportunities and take action to deal with the threats that will impact the company. In a nutshell, I will fully utilize all these experienced to be a better person in the future. Thank you.



Figure 10: Management Team of Karex Industries Sdn Bhd

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APPENDICES



Figure 11: Moment During Farewell Day of IT Staff



Figure 12: Karex's HR Team

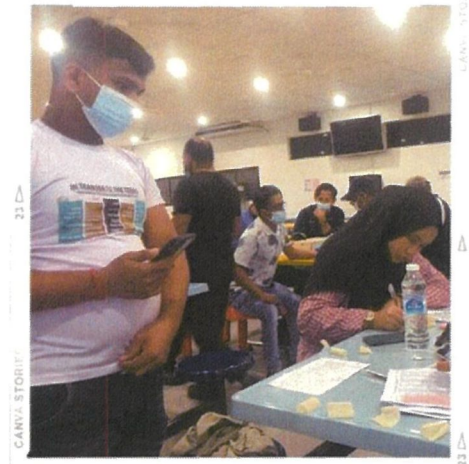


Figure 13: Assist Workers during KWSP Programme and KKM Programme



Figure 14: Moments During Farewell Celebration



Figure 15: Preparing Shoes and Uniform Shirt for Workers.