



UNIVERSITI  
TEKNOLOGI  
MARA

Cawangan Melaka

**REPORT**

**MGT666**

# INDUSTRIAL TRAINING

**MARCH - AUGUST 2023**

**FACULTY OF BUSINESS AND MANAGEMENT**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS.) INTERNATIONAL  
BUSINESS**

**YOUR  
NEXT  
IS NOW**



**TM TECHNOLOGY SERVICES SDN. BHD. (TM TECH)**

**PREPARED BY:**

**YASMIN SYAHIRAH BINTI  
MOHD YUSOFF**

**2021196121**

**BA246 5D**

**PREPARED FOR:**

**MADAM NURUL ZAMRATUL  
ASYIKIN AHMAD**



# Executive Summary

My golden experience as an intern at TM Technology Services Sdn Bhd (TM TECH) started off incredible on 1 March 2023. The report encompassed ample information regarding my 6 months of internship training at TM Technology Services Sdn Bhd (TM TECH). The objective of this report is to illustrate the insights that I have gained as a part of a government linked company (GLC). An updated version of my resume is attached including the experience that I have gained during the length of my internship. The experiences that I have gained as an intern at this company have broadened my horizon and perspective for my future endeavours. Moreover, I have magnified and compiled comprehensive details regarding the company's profile that includes its background, vision, mission, organizational structure alongside its products and services that can be benefited by all according to their needs and wants. Alongside with that, this report encompasses my training reflection that covers my role, tasks and responsibilities, intrinsic as well as extrinsic benefits that I have attained from the company. Correspondingly, I have composed a SWOT analysis regarding the company's position in the market share, parallel to the discussion and recommendations that I believe are most relevant and justified for its future improvements. Ultimately, all information and analysis conducted that are written in this report was solely made for educational purposes without the slightest intention to criticize the organization in any means.

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# THANK YOU

Alhamdulillah, praises to Allah SWT for His guidance and blessings, I managed to go through my industrial training alongside completing this report. The success and outcome of this report required a lot of guidance and assistance from many people, and I am extremely privileged to have got this all along in completing my industrial internship alongside the process of completing the report. All that I have done is only due to such supervision, assistance as well as their valued support, and I would like to express my gratitude to them.

I heartily thank my lecturer for the industrial training course MGT666, Madam Nurul Zamratul Asyikin Ahmad, for her assistance in helping me to coordinate my industrial training from the start to finish. The contribution of a portion of her time, energy and kindness has helped me to complete my internship journey and conclude this report in the best possible way.

# ACKNOWLEDGEMENT

A special gratitude I would like to express to TM Technology Services Sdn Bhd for giving me a golden chance to pursue my internship training in the duration of six months in 2023.

Moreover, I would like to express my deepest gratitude to Mr Akmal Shahrim B Abdul Rahman, Assistant Manager Business Support & Admin, in the division SME Buss Solution & Campaign, Unifi alias my supervisor at TM whose contribution in stimulating guidance, suggestions, encouragement and recommendations for me to acquire as much knowledge that I can from him as a mentor and the organization itself. It was truly an honour and a privilege to be under his supervision.

In addition, many thanks to all senior team members and colleagues that have helped and made it possible for me to adapt to a new working environment. Furthermore, I would like to thank my parents and friends for their constant support and encouragement that they have given to me whilst being an intern at this organization.

# HELLO!

## YASMIN SYAHIRAH BINTI MOHD YUSOFF



### PROFILE SUMMARY

I am looking forward to job opportunities to utilize my passion, grasp in-depth knowledge and grow professionally in the related field. I aim and devote myself to deliver my best performance with abilities to fulfill organizational goals and contribute to the industry.

### EXPERIENCES

#### INTERN | TM TECHNOLOGY SERVICES SDN. BHD. (TM TECH) March 1 – August 15 2023

- Trained in division of SME Buss Solution & Campaign, Needs Discovery & Testing, Unifi Business
- Interacted with customers via telephone & WhatsApp to retrieve requested information
- Conducted and assisted interview sessions, on top of documented findings about business needs
- Prepared desktop research on CRM and HRMS features to identify trends for future recommendations
- Provided administrative support within time limits

#### SALES ASSOCIATE | CALA QISYA SDN. BHD. August – October 2022

- Delivered high standards of customer service during high-volume and fast-paced operations
- Boosted recommendations that compliment customers' need and preferences, enabling customer satisfactions
- Supported inventory integrity through managing weekly cycle counts execution
- Maintained positive attitude and resolved customer complaints promptly and professionally
- Took initiative to assist team members in handling customers, and store maintenance when needed

#### COMMITTEE MEMBER | YOUNG AND CREATIVE TALENTS EVENT October – December 2019

- Lead photographer of 10 team members
- Collaborated with 50 members to organize a dance competition for more than 150 students
- Coordinated schedules with team members alongside performed as a participant

### EDUCATION

#### UNIVERSITI TEKNOLOGI MARA (UITM), BANDARAYA MELAKA, MALAYSIA 2021 – Present

- Bachelor of Business Administration (Hons), Major in International Business
- Awarded Dean's List for 2 consecutive semesters

#### UNIVERSITI TEKNOLOGI MARA (UITM), SEGAMAT, MALAYSIA June 2018 - February 2021

- Diploma in Business Studies
- Awarded Dean's List for 2 consecutive semesters

#### INFANT JESUS CONVENT HIGH SCHOOL, JOHOR BAHRU, MALAYSIA 2013 – 2017

- **Special Awards/Activities:** Special Co-Curricular Gold Excellence Award, Best Sports Game, i-NILAM Gold Award, Assistant Class Monitress, Class Secretary, Bowling's Club Treasurer

### SKILLS

- **Technical:** Microsoft Office (MS Word, PowerPoint, Excel); Google Suite (Google Docs, Sheets, Drive, Calendar, Forms); Basic in Adobe Photoshop, Typing Speed of 91 Words per Minute
- **Personal Skills:** Adaptability; Analytical; Teamwork; Self-motivated; Meticulous; Multitasking; Eager to learn; Customer service; Problem solving, Time-management; Leadership; Communication
- **Languages:** Malay (native), English (fluent)

### REFEREES

**DR. MOHD HALIM MAHPHOTH**  
Assistant Rector  
Universiti Teknologi MARA, Bandaraya Melaka

**MOHD ZAKI BIN SADIK**  
Academic Advisor  
Universiti Teknologi MARA, Bandaraya Melaka

RESUME

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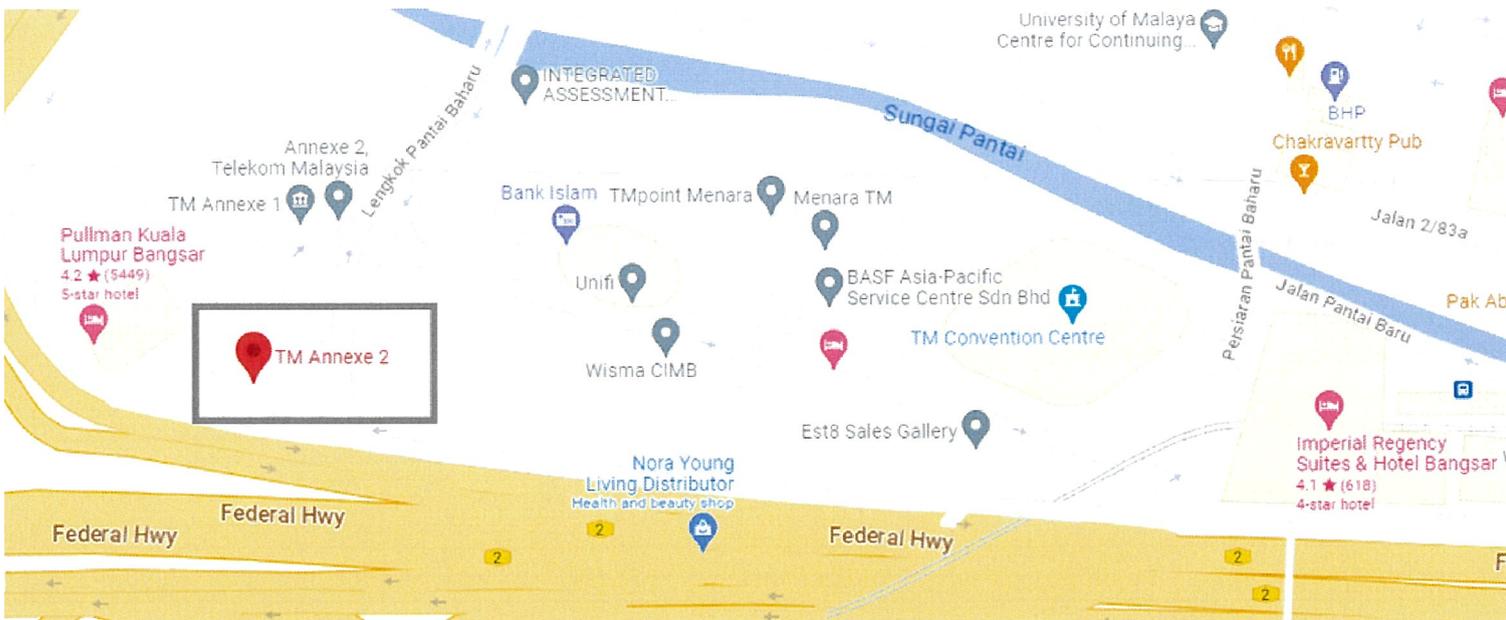
Company's Profile

# ABOUT TM



TM Technology Services Sdn Bhd (TM Tech) headquarters was previously located at Menara TM, Jalan Pantai Baharu in Kuala Lumpur, Malaysia. The skyscraper contains 56 storeys and is 310 metres tall. In May 2023, they launched its new headquarters located in Cyberjaya that is called TM Campus, alias TM Innovation Hub, TM Network Intelligence Centre and TM Core Data Centre as it marks as its significant milestone for TM.

In addition, TM's corporate office is named as TM Annexe building. It is separated into two blocks, namely Annexe 1 and Annexe 2. As my mode of working is hybrid, and I am a part of Unifi Business department, I will present myself to their corporate office at TM Annexe 2, Level 9, Jalan Pantai Jaya, 59200 Kuala Lumpur, Malaysia when needed.



In 1946, Telekom Malaysia Berhad (TM) was established as the Malayan Telecommunications Department. It has been continuously growing through various advancements to be Malaysia's leading converged telecommunication. TM is constantly in motion to forge ahead with Malaysia's telecommunications technology transformation to uphold its integrity as the national connectivity and digital technology provider.

By leveraging its culture in creating cutting edge and futuristic services and solutions according to its sustainability commitment, TM strives to ensure that communities and businesses are able to experience intelligent solutions to meet their demands and simplify their daily lives.

Adding into the bargain, TM is primed to introduce a smart digital ecosystem for Malaysians to enjoy.

Furthermore, TM is committed to enabling a sustainable future and improving social, economic and environmental well-being of the community. Its sustainability performance is magnified on the basis of their sustainability objectives with the support of industry best practises to make certain that it is achievable in the long run.

As TM has equipped themselves with a strong foundation of corporate governance, its standards of ethics, integrity and transparency are obligated to be outstanding in addition to being a Public Listed Company (PLC), along as the nation's leading fibre provider and a Government-Linked Company (GLC).

TM provides a diverse range of communication services and solutions in enterprise digitalisation, fixed (telephony and broadband), mobility, content, wireless networking technology (WiFi), information and communications technology (ICT), cloud, data centre, cyber security, Internet of Things (IoT) and smart services.

TM advancement is motivated by its stakeholder value creation and delivers a mechanism to enhance customer experience whilst making certain that it increases operational efficiency and productivity.



In its transformation journey, TM's business and solutions are evolving to put people at the core of everything. The Group remains steadfast to innovating and implementing technologies that have the potential to enhance the lives and experiences of Malaysians, in multiple ways. TM has served the nation with its comprehensive suite of communication services and solutions for 77 years and proudly continues to play its role in ensuring inclusive connectivity for all Malaysians.

Pertaining TM's name, on 1 March 2023, they enforced a new movement to unite telecommunication business operations under one umbrella, that is now called TM Technology Services Sdn Bhd (TM TECH). Furthermore, effective on 1 August 2023, Amar Huzaimi Md Deris will be TM's new Chief Executive Officer. One of their aspirations is to shift to an agile operation environment as it will reduce intercompany transactions amongst its subsidiaries. Telekom Malaysia remains as a holding company listed on Bursa Malaysia and is managed by a board of directors, Group Chief Executive Officer (GCEO) and senior management. Henceforth, TM TECH will be the company that handles almost all of TM's business, and will continue to play its vital important role for TM.



# 01 VISION

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At TM, our vision is to shape a Digital Malaysia through technology that empowers communities, businesses & Government

# 02 MISSION

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At TM, our mission is humanising technology and making it accessible to all Malaysians in a sustainable manner:

- For communities, we enrich everyday moments by enabling converged lifestyle solutions
- For businesses, we enable growth by providing integrated solutions & strategic collaborations that accelerate business transformation
- For Government, we accelerate the nation's aspiration towards becoming a Digital Malaysia with holistic connectivity, platform and digital solutions

# 03 OBJECTIVE & GOAL

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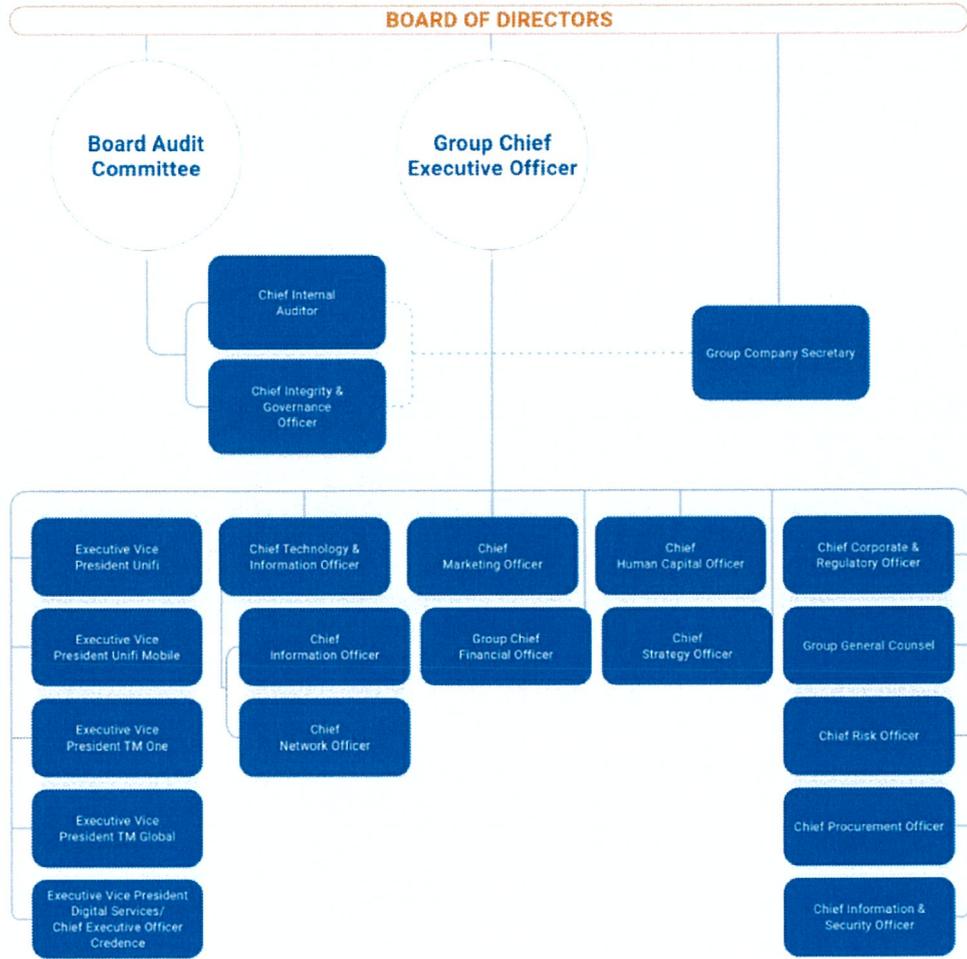
At TM, our aim is to carve and incubate a digital nation for all to enjoy.

At TM, our goal is to use technology to empower communities, businesses, and Government to shape a Digital Malaysia. This is part of our commitment to nation building and sustainable development, prioritising positive impacts with every business decision. As we continue to advance our sustainability agenda, we remain steadfast in our dedication to serving all our stakeholders as we accelerate our transformation from a leading converged Telco into a human-centred TechCo.



# ORGANIZATIONAL STRUCTURE

GENERAL



## DEPARTMENT OF NEEDS DISCOVERY & TESTING BACKBONE



**Head**  
Sharliza  
Advisor



**AGM**  
Fiza  
Mastermind



**Manager**  
Fauzi  
Analyst



**Asst Manager**  
Shidah  
Compliance



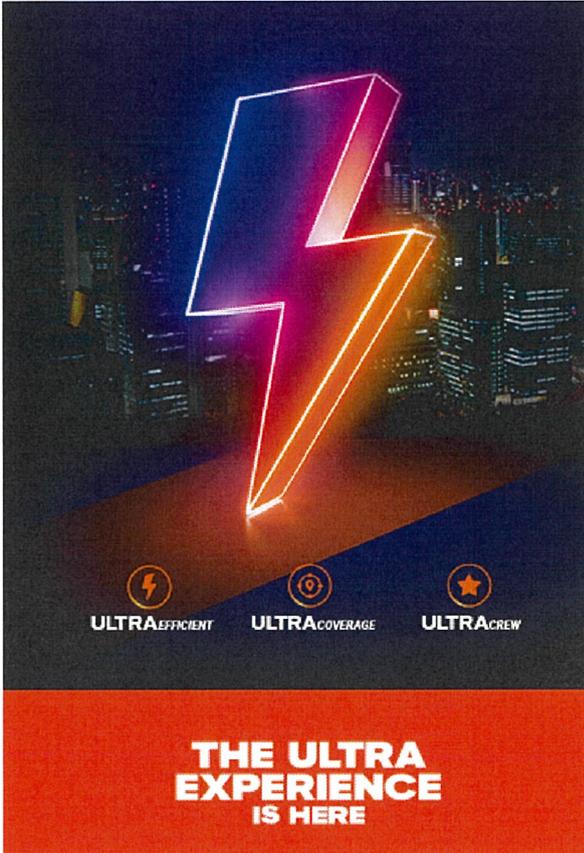
**Asst. Manager**  
Akmal  
Marketer

# PRODUCTS & SERVICES





Personal & Business



BALANCE & HAPPINESS

Unifi Personal is a telecommunication services and communications solutions to consumers, such as households and individuals. Subscription of fast internet speeds will be supervised by this division for those who want to stay connected and have entertainment 24/7, regardless of time and place. Moreover, they are constantly expanding their coverage to ensure that Malaysians are able to experience seamless digital connectivity.

The products offered in both structures are distinctive in terms of delivering solutions and the price tags. Personal product plans are cheaper than business plans, such as the internet speed options available for entrepreneurs usage are higher than individuals' usage. On top of that, the inclusions are designed to complement specific consumers as well.

A PREMIER BRAND UNDER TM

Unifi is the one and only convergence brand that brings four technology leading products, namely Unifi fibre broadband, Unifi Mobile, Unifi TV and Unifi Wi-Fi, a one-stop centre for residential and business customers. Under Unifi's umbrella, there are Unifi Personal and Unifi Business focusing on their respective target markets.

On the other hand, Unifi Business is the line of business I am placed at in the corporate structure. It is a telecommunication services and communications solutions that caters to small and medium enterprise (SME) companies. It is a comprehensive and complete business solution for entrepreneurs to boost their sales and maximize their business growth. By providing a high speed of internet and solutions that can complement their business needs, it will enable customers to subscribe to TM's available packages.

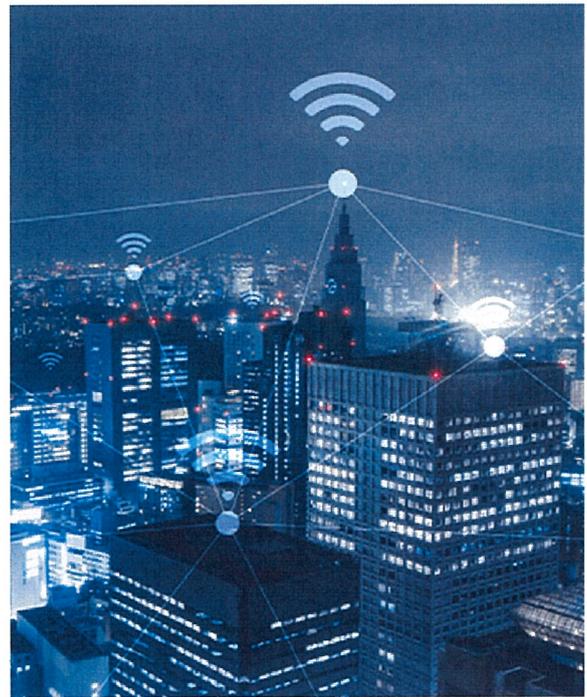
A wide range of products are proposed according to customers' needs and preferences, on the grounds of voice & connectivity and digital solutions. Some examples are Multi-Line SIP, Unifi Business Mobile, Mesh Wi-Fi, Unifi eCommerce Hub, Unifi Cloud Storage and Cybersecurity Solution.



Global is another division of TM that addresses all aspects of the wholesale domestic and international business. It offers a comprehensive range of wholesale communication services and solutions in connectivity and beyond.

Moreover, it proclaims to be a partner that is capable of delivering ideal integrated solutions together with infinite possibilities for a swift connectivity and coverage for customers to explore and discover the possibilities in the digital world. Being acknowledged as the national digital infrastructure accelerator, TM Global is committed to be Malaysia's pilot in manoeuvring the digital economy all the way to the end.

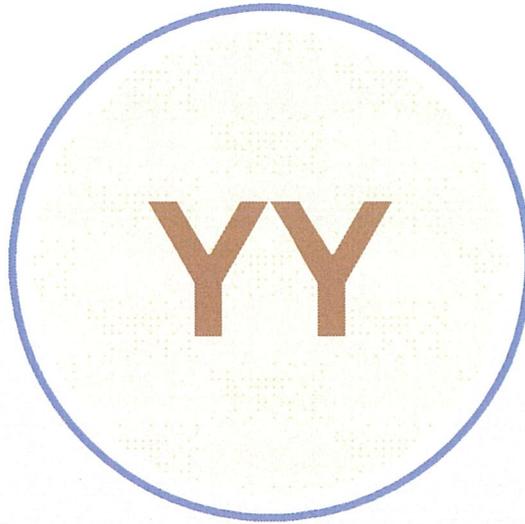
The execution will be through customised wholesale data, connectivity and platform solutions to Malaysian licensed service providers, enabling them to deliver a high-quality digital experience to the end customers. The infrastructure and digital solutions were constantly upgraded with the help of existing partnership ecosystems along with its global carriers as well as hyperscalers worldwide



Thus, it simultaneously strengthens Malaysia's position to be the trusted digital hub for the ASEAN region by taking the crown of global connectivity, network infrastructure and collective expertise globally. TM Global has nine regional offices, located at California, Las Vegas, Virginia in the United States, London in the United Kingdom, Dubai in the United Arab Emirates, Wan Chai in Hong Kong, Australia, and Kuala Lumpur in Malaysia. After years of hard work and sacrifices, TM Global is now equipped with twenty industry awards for their impeccable work ethics.



# HER'S REFLECTION



YASMIN YUSOFF (GUEST)

I was accepted to TM to begin my industrial training on 1 March 2023 and lasted until 15 August 2023. This golden opportunity was bestowed upon me to complete my internship and I have gained tremendous experience since the day I was offered a placement in the company. Amongst its diverse corporate structure, Unifi Business is the line of business I contributed to help the organization to achieve its goals.

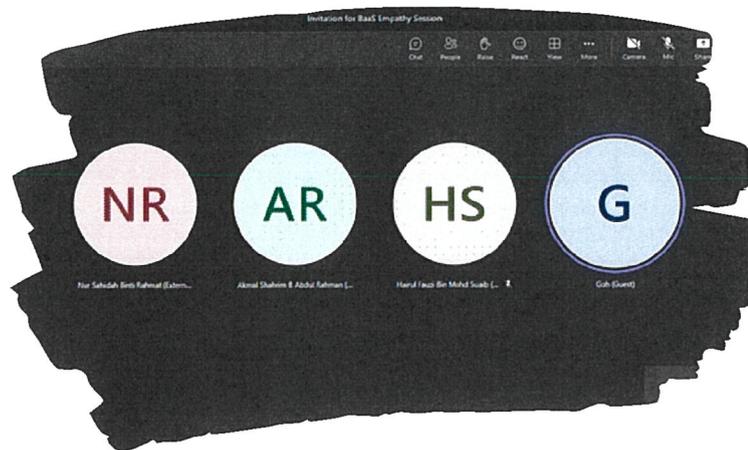
I was assigned to the division of SME Buss Solution & Campaign, Needs Discovery & Testing under the supervision of Mr Akmal Shahrin B Abdul Rahman, Assistant Manager Business Support & Admin throughout my six months of industrial training.

My working days are based in the Federal Territory of Kuala Lumpur, Malaysia, from Monday to Thursday at 8:30 AM until 5:30 PM and on Friday at 8:30 AM until 5:00 PM. As my department is entitled for a hybrid working model, we were authorized to be at the office three days per week, subject to change as per instructed by my supervisor.

The remaining working days whereby our presence is not required at TM Annexe 2 office in Kuala Lumpur for SME, Unifi Business, we will be working remotely to complete our respective tasks.

**To magnify my role and responsibilities in the Needs Discovery & Testing, SME department,**

I classified my tasks into frequent and specific respectively. My frequent tasks primarily focus on interaction with customers of Unifi Business via telephone and WhatsApp, as medium of communication to retrieve requested information. Upon calling, customers will be asked a few questions based on the current project included in my department operational plan. A primary question that will be inquired is if they are interested in participating in an online interview session to get their feedback on a service or solution used offered by TM.

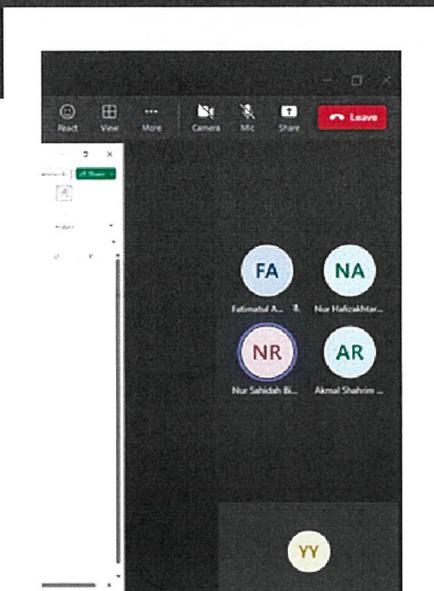
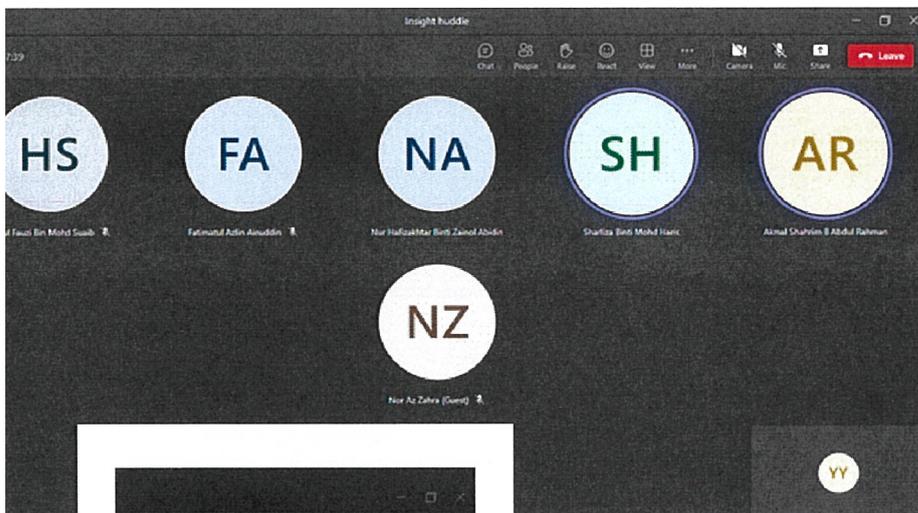


**On the agreed schedule,**

A necessary step is taken 30 minutes prior to our scheduled online meeting as a reminder to customers and I will provide assistance if any help is needed for a seamless experience for both parties.

The key attendees will be my supervisor and myself, who act as an assistant, on top of documenting findings about the outcome of the interview that highlights their business needs and wants.

Occasionally, a few colleagues will join our online interview session as well. Amongst the many online interviews, I was given the chance to lead one of the sessions by asking related questions to the customer, guided by my supervisor until the very end.



In advance and thereafter of every session, my supervisor will brief about the objective and outcomes that we have successfully gained alongside discussions for me to gain in-depth insights to broaden my perspective and comprehend those valuable knowledge.

Moreover, I managed ad-hoc tasks as per requested from my supervisor and his colleagues by providing administrative support within time limits given. I obliged to the vital inputs that were given to ensure the objectives of the tasks were achieved once concluded. Most of the tasks required to be settled in under a few hours and I am thrilled to declare that I managed to accomplish them in a timely manner.



# Desktop Research

## CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

DATE: 21/7/2023

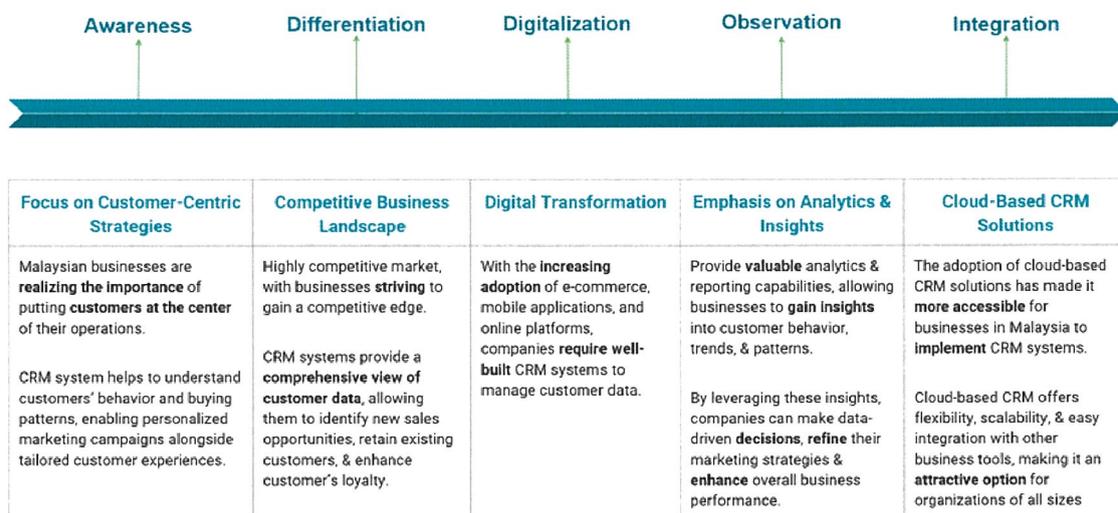
On the other hand, the specific task that I needed to fulfil was to prepare desktop research on Customer Relationship Management (CRM) and Human Resource Management System (HRMS) to identify trends for future developments by TM, and act as a bird’s eye view of those subjects. Upon the given assignments, I receive guidance on top of suggestions from my supervisor and his colleagues to complete the project.

Besides that, I was given a template to have an overview of the main points that needed to be highlighted along with an access to the “GlobalData” website. The website allows me to discover and extract information in a thorough and comprehensive way which has helped me tremendously in connecting the dots at the end of the day.

### ONE OF THE SLIDES IN MY PRESENTATION

## FACTORS CONTRIBUTING TO THE GROWING OF CRM – DEMAND IN MALAYSIA

The demand has been steadily increasing over the years



# Intrinsic Gains

Some of the intrinsic gains that I attained in terms of technical and personal development skills throughout my internship are project management, problem solving, communication and teamwork & collaboration. As the department consists of less than 6 people, I am able to grasp different approaches to break down projects into manageable tasks, track progress, and communicate effectively with team members.

In the department I was placed at, they implemented different methods on how to ensure each team member was able to successfully contribute to their key performance indicator (KPI) for the year of 2023.

As the department often deals with complex challenges, such as humans, I am able to further acquaint myself with problem-solving skills, to the degree of figuring out the problems, conducting research, gathering data, discussing and deduce effective solutions accordingly.

## Extrinsic gains

Furthermore, in terms of extrinsic benefits, I was offered a monthly allowance amounting RM800 as a degree holder intern at TM. On top of that, I am allowed to take leave for 2 days, including sick leave per month. Overall, I am profoundly grateful to be given these benefits whilst given the great opportunity to learn and and grow amongst the highly experienced team members during my 6 months of internship period.

## Communication skills

I have tremendously improved my written and verbal communication skills as an intern in this department. After being involved in several interdepartmental meetings, I had the opportunity to be in a room with respectable people in dominant positions that play vital roles in executing projects that are in motion by TM and its collaborator.

Pertaining this matter, everyone who is involved in the project was invited to attend an ideation workshop at the collaborator's HQ nearby KL Sentral, and myself was included as a part of my internship with TM. The objective of the meeting was to brainstorm potential solutions; select and develop suitable solutions to proceed with the next steps of methodology.

From this training, it has enhanced my understanding towards the project that we have been working on, as well as perspective-taking from individuals presented. Therefore, I am able to learn on how to effectively communicate to ensure that my ideas are seamlessly delivered. For instance, it is fundamental to structure one's thoughts when speaking, as this allows for the presenter and listeners to captivate and understand the proposed ideas to eliminate confusions.

## Teamwork & collaboration skills

Similarly with teamwork and collaboration, as each team member mutually dependent to obtain crucial information to conclude their respective tasks, I simultaneously am able to develop my teamwork skills and learn to share responsibilities by mirroring my team members to help contribute in achieving the team objectives. Consequently, these essential skills have increased my proficiency alongside preparing me to enter the adulthood phase of my life.

# SWOT Analysis

Magnified based on the scope of the division of Needs Discovery & Testing, Unifi Business

## STRENGTHS

- Open communication
- Enhance upskill training

## WEAKNESSES

- Manpower shortages
- Inadequate cooperation across collaborators

## OPPORTUNITIES

- Expansion of new services
- Comprehensive digital transformation

## THREATS

- Strong competition among competitors
- Rapid technological advancements

# Open communication

One of the vital strengths of this department is their open communication between team members. The professional relationship between colleagues and mentor-mentee relationship that they portray has made it possible for them to have a systematic project management.

The process from starting point to completing the project successfully as a team has enabled them to be one of the crucial departments in the corporate structure that has helped TM to be able to innovate a comprehensive and complete business solution for entrepreneurs. On the point of discussion of a particular topic, every member was encouraged to voice out their opinions so they can derive and deduce the next steps.

Ultimately, this fosters productivity that results in better work outcomes as they are able to reach a consensus that everyone has a say in the final outcome.



By embracing feedback from one another, it significantly helps to boost one's motivation to strive for the better as they are being recognized for their efforts to help the department achieve its goals. Moreover, it creates a healthy workplace atmosphere whereby it enhances trust within team members.

Creating an environment that encourages employees to learn the positive effect of constructive criticism will increase the level of one's trust to share their input to make them feel valued and respected, alongside allowing one to understand that the team is approachable for feedback. Overall, this approach significantly eliminates employees' fear of being criticized and uncomfortable in the roles within the department.

# STRENGTHS



## Enhance upskill training

The portfolio of TM employees are impeccable as most of them are qualified with skills in their respective areas of expertise. However, for an organization to support their employees in upskilling themselves is like a needle in a haystack. This one in a lifetime chance is extremely helpful for employees to improve their portfolio as the ladder of improvement is given for them to polish themselves to be a competent employee in the organization.

Moreover, when employees are equipped with new skills, they can further help the organization to achieve their goals in various ways. As a matter of fact, when existing employees are proficient in more skillsets, the organization can save on recruitment costs

Consequently, the retention rates of experienced employees in their organization will significantly increase as employees will remain loyal to organizations that support their personal growth.

Besides that, upskill training will help employees to improve their quality of work as employees will be able to adapt to new demands and stay agile in a competitive market. On top of that, introducing new skills into the organization will broaden the pool of new specialisms, which allows TM to innovate new offerings for a step closer in making Digital Malaysia come true.

Hence, the diversity within this department will open up new possibilities that draw out unique perspectives and strengths to the team. With each team member that has ample of experience and skills to one's name, this department is able to fathom specific requirements or potential demands of SME and propose relevant approaches.



## Manpower shortages

The division of Needs Discovery & Testing, Unifi Business has insufficient employees to accommodate the tasks that were given to the team members. With only 4 people covering the needs of SMEs, it is necessary for them to add more key players into the team to ensure that they are able to accelerate towards their department goals.

In the case of impacts that it will have is that team members will deteriorate in productivity and eventually lose their motivation to produce high quality outcomes.

Besides, the increase in workload for existing employees will significantly take a toll on their well-being if they are required to execute additional tasks in a short notice. Ultimately, this will lead to a disruption in one's work-life balance.

As humans are complex, managing hundreds of personalities every day for years will call for additional support sooner or later. No one is capable of handling everything on their own, and having extra pillars will remarkably help the existing team members to meet the demands of growing workload to provide comprehensive support to SMEs.

# WEAKNESSES

# W EAKNESSES

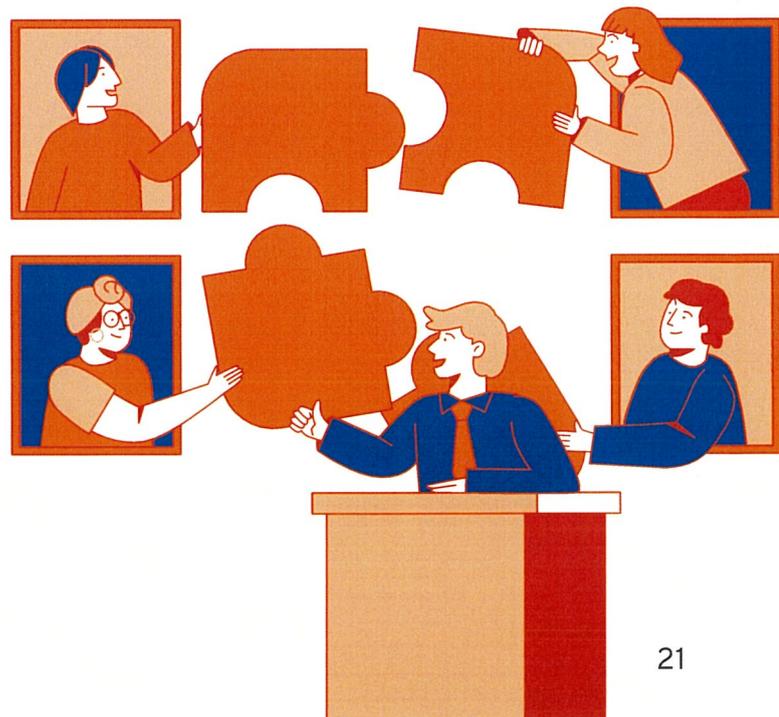
In terms of project management, this division is withstanding difficulty in lack of participation between related teams to speed up the work process. Two projects that can be highlighted that I have participated in as an intern at this company are a project with external collaborators and internal stakeholders. As an overview of both projects combined, we were given limited resources to proceed in completing the task.

The team members believed that a person in charge should partake with us in conducting online interview sessions with customers on account of more valuable inputs can be extracted and documented for references to achieve the goal of the collaboration.

As parties related can be from different industries, the sets of questions asked could potentially be diverse as the group of clients were only asked general questions related to the topic. In this case, to better grasp the insights, associated administrators should play their part in overseeing the process itself.

This loophole has caused serious issues in the given situations for the department to conclude the projects, as there were doubts if we were on the right track to deliver as per requested by all parties related.

## Inadequate cooperation across collaborators





## Expansion of new services

Needs Discovery & Testing, Unifi Business department has a significant opportunity to tap into more market segments by offering tailored solutions and services. In virtue of how they operate in the corporate structure, they are the first in line to be able to identify SMEs needs and demands from scratch. The journey begins from primary source in conducting online interviews, unpacking insights gained from each session, and concluding the report to handover to stakeholders of TM.

From there onwards, they are able to explore or come up with new solutions and services for the gains of Malaysians. Adding into the bargain, they are able to obtain relevant improvements from existing products based on the feedback received by customers to ensure that TM continues to be Malaysia's leading converged telecommunication service. Hence, the likelihood of TM to expand beyond its existing market is possible as they are constantly striving to raise the value of its legacy in all possible areas.



# PPORTUNITIES



# OPPORTUNITIES

## Comprehensive digital transformation

Plenty of SMEs are transitioning towards digital business models, and for this reason, TM has a variety of openings to venture to create a framework that enables a seamless transition to meet the demands. These creations will be the resources among SMEs to articulate their organization into economic value. On the other hand, as it can be extremely expensive to develop or innovate solutions or services from scratch, TM has the freedom to collaborate with external partners that specialize in providing digital business models to assist them in the process along the way.

When collaborations or partnerships are done, it further strengthens the close personal relationship with external partners, which may serve as an added advantage for them to create tools in more projects to come. Besides, it is made possible as TM leverages their digital transformation to enhance its operational efficiency, customer experience and service offerings to continue enabling Malaysians to experience seamless technology in their everyday lives.

Moreover, as TM has gained the trust of plenty of powerful organizations, they are able to streamline the processes with the help of external factors which enable them to maintain its market share in Malaysia's telecommunication service provider chosen by the people.



# Strong competition among competitors

Telecommunications industry in Malaysia is highly competitive, with multiple players offering similar services for the SMEs. To illustrate, some of their significant rivals are Axiata, Maxis, Celcom, Digi and Time. These competitors have a comprehensive selection of products to gain their own competitive advantages in the market share.

The voice of customers have signified a fundamental choice in their priorities of selecting a telecommunication service provider to meet their required purpose. These organizations are known for their power positions in the market, and their techniques to be head and shoulders above will be in terms of prices, service quality or product innovations that pose a threat to TM's market share.

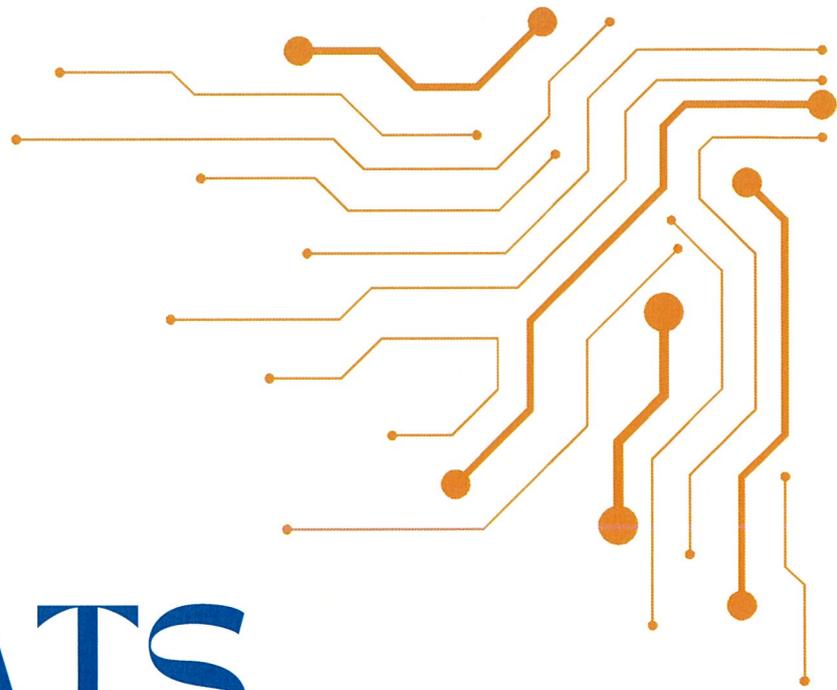


Likewise, more telecommunication providers from neighbouring countries are offering identical or superior experiences for customers to enjoy. In those respective organizations, the departments that operate similarly with the Needs Discovery & Testing, Unifi Business may be greater and equipped with skillful employees to help them elevate their product offerings.

The differences in organizational culture may be the underlying factor that makes them capable of being competitors with TM. Thus, TM should always be cautious of their position in the hierarchy as their competitors are from both local and international telecommunication providers.

**T**  
**HRSATS**

# THREATS



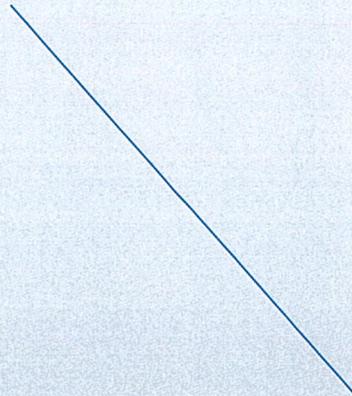
## Rapid technological advancements

Technology can either make or break an organization owing to its evolution at a rapid pace. Therefore, it could pose an obstacle to TM if they prolong the process of finding out additional info and familiarize themselves before others do.

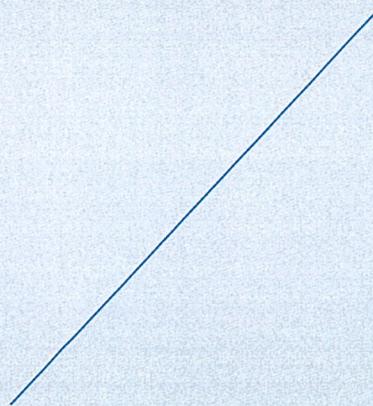
In business activities, technology revolves around the internal operations to the external output of activities, making every minute valuable for businesses as it plays an instrumental role in deciding the course of actions that needs to be taken next. The business landscape has transformed with the existence of technology as it became an integral part of the core operation.

The basic need of communication that holds the key to maximize businesses potential has become simpler over time with the evolution of technology over the years. With that in mind, if TM fails to keep up with the latest trends and innovations, they may lose their competitive edge in serving SMEs as more prominent solutions and services are offered by both local and international telecommunication providers.

# DISCUSSION



&



# RECOMMENDATION

# STRENGTHS

## OPEN COMMUNICATION

Open communication is when people can openly express their thoughts and ideas to one another (Indeed, 2022). Hence, a workplace that embraces feedback from their employees is prone to have a more harmonious and healthy workplace environment.

This culture should and can be done through practice as it acts as a valuable skill to lead to better efficiency. In a big organization such as TM, it is easy to overlook minor roles that lead to the team's success. In this case, when employees are not restricted to express their point of view, it will promote accountability as it will shine the spotlight to every individual's hard work that accentuates their importance for the triumph that takes a team effort to make it possible.

Moreover, as humans are bound to experience psychological needs and emotion during workplace changes, it will ultimately be linked to organizational decisions that shaped the state of psychological safety. Open communication allows the workplace to have a sense of balance as it allows individuals to elaborate on their perspectives to construct a joint understanding of work-related issues.

Mutual interaction with the aim of listening to understand rather than to reply will significantly foster employees to respect one another's outlook on the particular subject

Thus leading to my recommendation on how TM can enhance this essential skill is to consider employees empowerment to make decisions. According to (Lee Helena, 2021), management style such as micromanagement and control were not favourable among employees, and autonomy, trust and empathy resonate with employees.

Tasks and responsibilities delegation should be done fairly amongst employees as it displays trust to the individuals to create high quality outputs. When trust is embedded within an organization's process and practises, the action will create psychological safety for individuals. In essence, it will create empowerment for employees to engage and shine their creativity in directing a state of affairs.

Eventually, it will intertwine with allowing them to grow as an independent individual that believes that their decision is reasonably attainable when given the chance to make their own decisions.



# STRENGTHS

## ENHANCE UPSKILL TRAINING

As per (Wylie, 2023), upskilling is the development of new skills or the honing of existing knowledge to keep up with the ever-evolving workplace. There is a growing need to rapidly upskill and reskill workers, as jobs become increasingly fluid and ever more complex (Morisson & Pattinson, 2021; Rotatori et al., 2021).

When employees are given the chance to continue learning or develop a new set of skills, it enables employees to visionarize their career path in a different perspective. The cornerstone of successful business such as TM that encourages this rate of progress in learning new skills has progressively made their employees adapt to the changing industry needs.

For the sake of the business and employees development, TM has killed two birds with one stone when upskill training is implemented as their existing employees are able to adapt to new technologies, market trends or job requirements. Simultaneously, it drives employees towards sharpening their individual performance, alongside striving to achieve the department and organizational goals.

As technology evolves, some individuals will not be suitable for jobs that they applied for due to lack of relevant skills, meanwhile others are contemplating if jobs that can be done by automation will reduce their chance in employment guarantee. As a result, skill gaps are inevitably increasing unless today's workers, who are at most risk of losing their jobs, learn new technology and take the opportunity to acquire the skills required for future employment (Ling Li, 2022).

Hence, it is crucial to focus on scalable upskilling employees to ensure that the economic development can be participated in by individuals as nowadays education is easily accessible for people to broaden their horizon as well as keeping up with industrial revolutions.

To match with the added skills and knowledge, I heartily recommend TM to boost employee benefits proportionate to the level of expertise they have gained. The benefits mentioned can be represented in compensation of wages, retirement benefits, wellness program or vacation incentive as a gratitude for going above and beyond to fulfil their responsibilities in a timely manner.

Predominantly, TM can sustain this strength under the circumstance that it will be assessed in due diligence by employees experience and efficiency at their workplace. Additionally, based on a research conducted by (Leonova, I. S., Pesennikova-Sechenov, E. V., Legky, N. M., Prasolov, V. I., Krutskikh, I. A., & Zayed, N. M., 2021), they discovered that pay equity approaches are widely advocated within order to promote and improve business profitability and empower workers in the labor force.

If unfulfilled, employees will become disinterested and remain stagnant with their existing competency





# WEAKNESSES

## MANPOWER SHORTAGES

Manpower is another term for human resources. It basically involves the people who make the workforce in an organization, which is the total supply of personnel available to complete a particular task (Hegde, 2019). The lifeline of an organization is a crucial resource for effective management.

In the case of TM, to obtain ample information for an innovation of a new solution or service, it has become a part of the culture to be given an enormous amount of work to be dealt in a short period of time. However, as all individuals deserve a work-life balance, not one individual should be burdened with a large volume of work as it will ultimately take a toll on their physical and mental health.

When a greater number of projects needs to be carried out, it is logical to supply the department with employee shortages with more professionals to be of assistance that leads to finding an equilibrium.

To tackle the problem, it is important for TM to source more professionals or talents that have individual abilities that harmonize with the workload difficulty. This is to ensure that they do not have to exploit their physical and mental capacity to provide the highest possible performance that the organization can benefit from.

As old generations such as Generation X are in the process of retiring from their professional careers, rationally, newer generations such as Generation Z will enter the labor market, which is known to be the first true “digital native” generation (Lanier, 2017), as they have been born and grown in a digital and technological environment

The broad view of life that they have been introduced gives Gen Z a unique perspective on understanding others, while trying to stay true to themselves, their values, and their goals Benitez-Marquez, M. D., Sanchez-Teba, E. M., Bermudez-Gonzalez, G., & Nunez-Rydman, E. S. (2022).

Thus, I believe that it is crucial for an organization such as TM to create a pool of talents from this generation to keep pace with current trends. Forasmuch they have been introduced to new perspectives of the world, they are able to stand on a viewpoint that aligns with the era of realignment. However, it is subjective to the degree of TM to allow these characteristics of Gen Z that will pose significant changes in shaping the organization with their presence within the workforce.

# WEAKNESSES

## INADEQUATE COOPERATION ACROSS COLLABORATORS

As all projects involved in TM are a highly collaborative process, it is pivotal to ensure that everyone involved is in the loop marching towards the same direction, or else, it will be a wasted work. There were times that the project framework was different from the ones that had been executed due to miscommunication that led to a reversed outcome.

For every team member to be on the same page that leads to a fruitful pursuit, a dynamic way to implement is by enlightening them with an accurate source of truth of the team's expected objective outcome. Key personnels from all parties related are obliged to partake into every step of the process to ensure that the anticipated insights brings the teams closer to reach the collaboration objectives and goals.

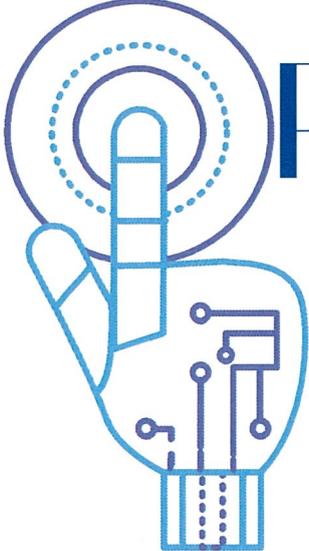
Whilst I was an intern, I observed that TM is still lacking in the unity effort of joining forces across collaborators and stakeholders to pool resources in conducting swift project management.

Consequently, I believe that TM needs to strongly emphasize the demand for clarity of directions and responsibilities from allied parties to comprehend and have ample time to be prepared for future undertakings. Furthermore, as each and every team member plays a role to accomplish the intended aim, role clarity is pivotal to align themselves in understanding customers' needs for future innovations of service and solution.

However if they fail to determine their responsibility in the execution of a plan, it will substantially affect its process and outcome. This is because clarity improves a team's ability to execute, its ability to change directions confidently, and its overall satisfaction (Rosenstein, 2017).

When everyone has an accurate source of truth of the status of responsibilities that they have, it will automatically eliminate one of the major parts when pursuing any kind of project, that is frustration of wasted work. In essence, working on a project with an abundance of people has its challenges, but once they find a way to complement each others' work, it will ultimately lead to contentment about the accomplishments made as a team.





# OPPORTUNITIES

## EXPANSION OF NEW SERVICES



As TM is one of the major telecommunication operators in Malaysia, they have numerous opportunities to explore new services and solutions as well as expand into local and international markets.

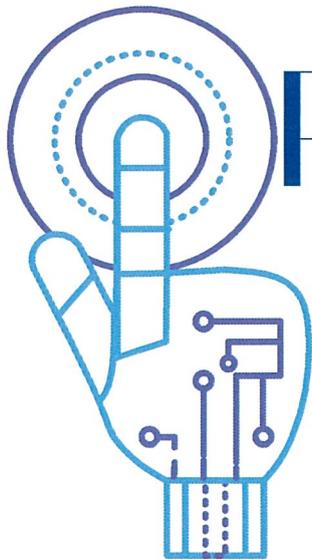
With the growing demand for digital services in this digital era, TM is capable of fulfilling the demands, especially from businesses and the government to empower the vision of TM to shape a Digital Malaysia. TM position in the industry has made it possible for them to venture into an abundance of scope to boost their organization's development.

To further alleviate its possibilities into innovating dominant products that will notably have an impact on one's life or continue improving its existing products, TM should invest in research and development (R&D) by leveraging the existence of advanced technologies such as artificial intelligence (AI).

Based on TM Integrated Annual Report 2022, they have indeed invested in R&D by channelling their financial capital into growing other capitals, one of it being for research and development (Intellectual Capital). In the opinions of (Aljuboori, Z.M.; Singh, H.; Haddad, H.; Al-Ramahi, N.M.; Ali, M.A, 2022), intellectual capital is the value of the firm's employee expertise, skills, business training, or any proprietary information that may give the company a competitive advantage.

Earlier researches in the developing economies found that intellectual capital is an important source of competitive advantage for organizations (Ali, M.A.; Hussin, N.; Jabbar, H.K.; Abed, I.A.; Othman, R.; Mohammed, A., 2020, & Wang, Z.; Cai, S.; Liang, H.; Wang, N.; Xiang, E., 2021) that increases the firm's performance.

However, as the information provided in TM annual report is generic, and there is no specification that AI is being used by that time, I advocate for TM to utilize this advanced technology to streamline information for their future references to create a potential gain from these potential leads.

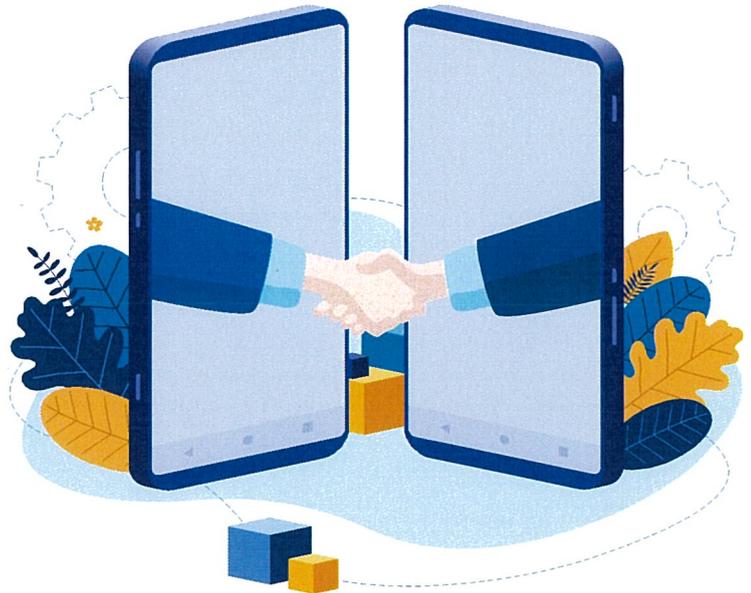


# OPPORTUNITIES

## COMPREHENSIVE DIGITAL TRANSFORMATION

As TM is known for its reputable image in the telecommunication service industry, it is possible for them to explore further opportunities, not restricted to only local, but internationally as well. TM should maximize this golden opportunity to gain and obtain knowledge from organizations globally to fathom in-depth insights about how the telecommunication service industry works in other countries as well.

This will be beneficial for TM to comprehend and detect areas that they are lacking and in need of improvement to be on par with top telecommunications companies in the world such as Singtel, AT&T Inc, Verizon Communications Inc, China Mobile Ltd to name a few.



Furthermore, linking this convenience with how TM can retain this opportunity, they should synergize with international parties to discuss and survey if potential partnerships and collaborations are able to be set in motion.

Consequently, both parties will obtain specialized knowledge focusing on the respective type and scope market that they are interested to magnify further for future references.



# THREATS

## STRONG COMPETITION AMONG COMPETITORS



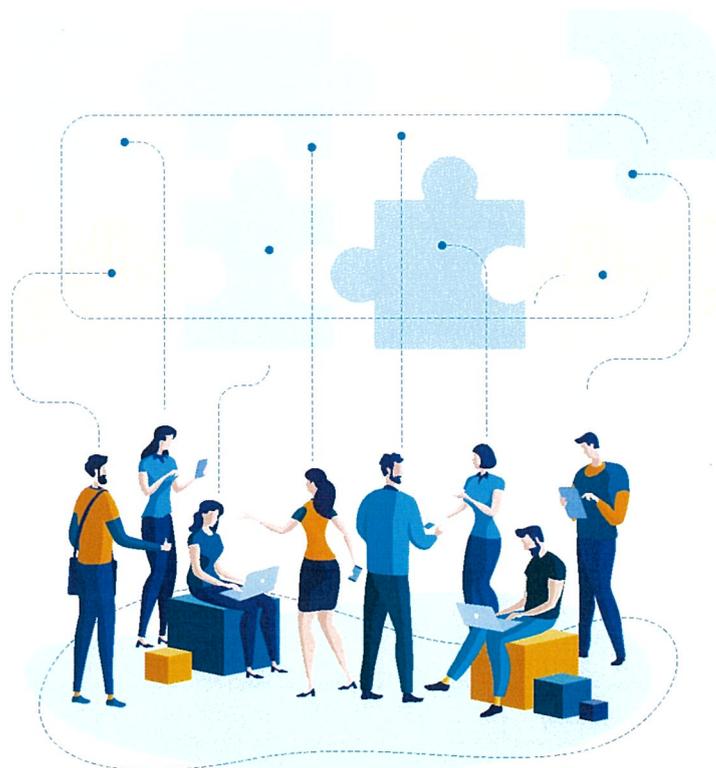
As any other businesses, TM is included in the pool that is facing fierce competition amongst its competitors. Unlike others, TM pool of rivals are telecommunication services that operate both locally and internationally. The stumbling block has made it tougher for TM to maintain its position as Malaysia's leading telecommunication services if they fail to strategize in the constant fierce competition.

Some of the areas that can be attacked by its competitors are the price range, type of products offered and customer care. Each organisation has a different approach on how to tackle and be recognisable amongst others and TM should always be on alert to avoid making them falling behind its competitors to maintain or increase their competitive advantage in the market share.

Contingent upon that, TM has to implement diverse strategies to emphasize their unique selling points for customers to remember their organization when choosing a telecommunication service provider in due time. As TM has plenty of services and solutions offered, they should critically determine the core product that is taking the throne in bringing revenues and customers to subscribe to their brand.

Followingwards, TM should experiment on ways to advertise and promote its key product to capture prospects' attention according to the latest trend and insights as the current marketing curves are the complete opposite of the classic marketing styles. Nowadays, plenty of advertisements are selling its emotional value, which according to (Francis Jude Alcantara, 2023), emotional marketing focuses on reaching basic human emotions such as anger and joy to get people to act, whether that's sharing a video or buying a product.

Besides, the emotional area of the brain function takes 12 seconds to process an advertisement, meanwhile the cognitive area takes a full minute to comprehend the message that businesses are trying to deliver. Additionally, as human attention spans are shrinking, it has become a norm for advertisements to be less than 10 seconds to captivate and deliver an impactful impression apart from its competitors. Hence, TM marketing department should conduct brainstorming ideas covering multiple areas that TM can touch emotionally to greatly set them apart from its competitors.



# THREATS

## RAPID TECHNOLOGICAL ADVANCEMENTS

The evolution of technology has changed the current era to be more digitised day by day. It will come as no surprise if the knowledge that we learn today could be completely different tomorrow as more inputs were added pertaining to the topic discussed. The advancements have made almost everything possibly done with the tip of our fingertips and access to technology anytime and anywhere.

As TM is in an industry that revolves around telecommunication services, primarily using technology as the source of product innovation alongside customers' feedback to perfect the proposed projects, TM should constantly be in motion to ensure that they are able to survive the abrupt waves of changes that may happen around the clock.



In the present case, it is reasonable for TM to be prepared and readily available to revamp the existing and future action plans for the sake of security purposes. Plenty of backup plans should have been crafted and stored in TM's vault depending on circumstances that occurred in that timely manner.

For instance, changing business processes, marketing strategy, or offerings. As a result, embracing change can help TM to stay ahead of the competition as preparations were made ahead of coming challenges that may disrupt their position as one of Malaysia's top telecommunication companies.



# The Conclusion.

To close the chapter of my industrial training at TM Technology Services Sdn Bhd (TM TECH), it has been an eye-opening experience to be able to learn and understand in-depth knowledge about the real working environment in government linked companies (GLC).

This internship experience has broadened my perspectives in various aspects as it has significantly helped me to develop my knowledge, technical and personal skills alongside etiquette and values to grow both personally and professionally.

Through the six months of hands-on experience with telecommunication experts in a reputable organization, I am able to observe professionals' work ethics in multiple layers of corporate structure alongside insights about their daily operations to strive in maintaining its position as Malaysia's top telecommunications service provider.

Furthermore, it has helped me to determine my career goals and a sense of purpose for my areas of expertise that I can begin to look for after being an intern at TM. This valuable experience has provided a strong foundation to help me discover my future endeavours and understand what is expected when being a workforce labor in an organization.

Finally, the SWOT analysis that I have conducted has proved to be an effective way to evaluate the department I was placed within the company of their strengths, weaknesses, opportunities and threats. The outcome of the SWOT analysis can act as references for the organization to gain insights on areas that they can improve and continuously grow to achieve its vision, mission and goals respectively.

Ultimately, all information and analysis conducted that are written in this report was solely made for educational purposes without the slightest intention to criticize the organization in any means.



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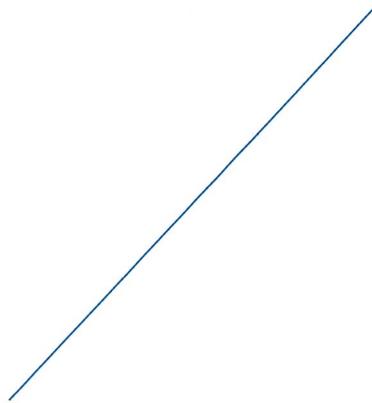
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# APPENDICES



Through my point of view



Adventurous



Fun



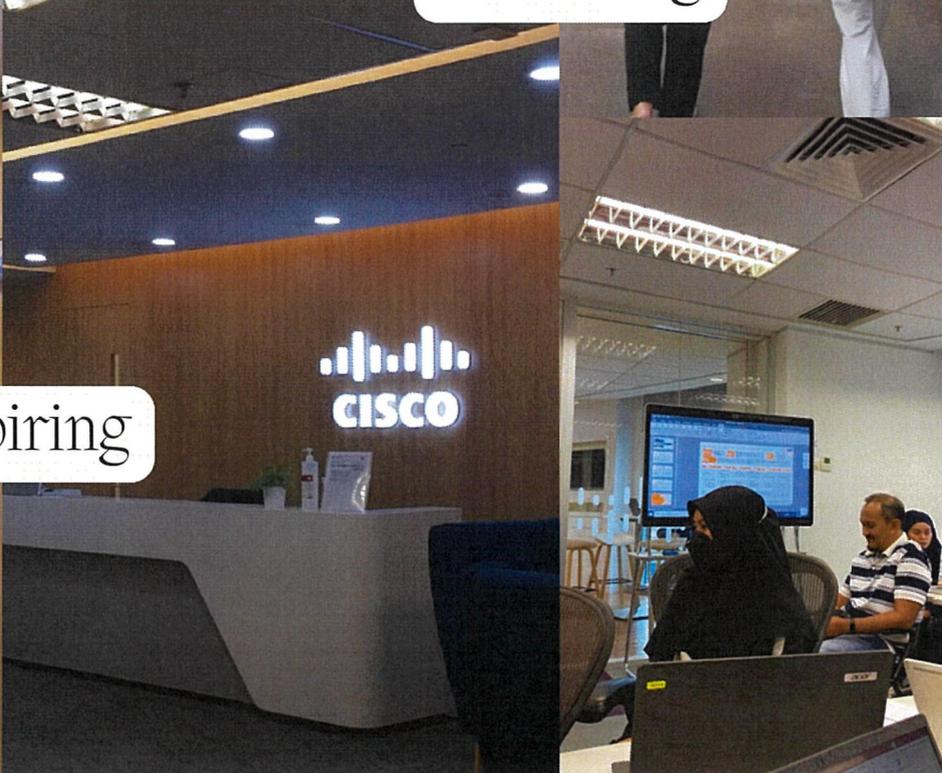
Creative



Motivating

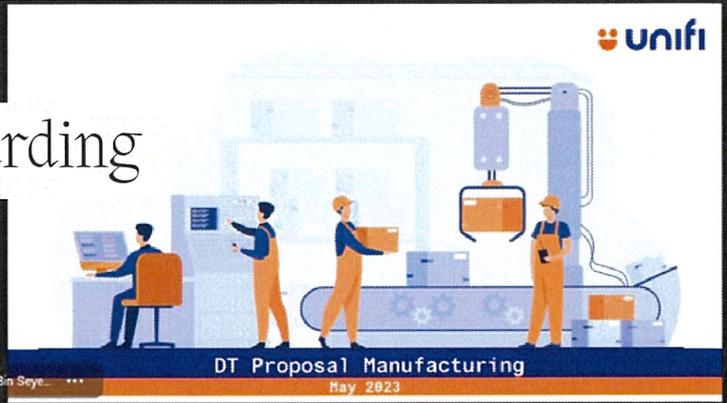


Inspiring



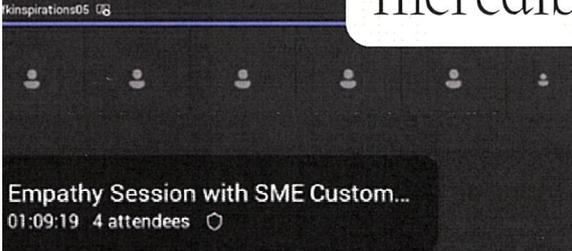


Rewarding

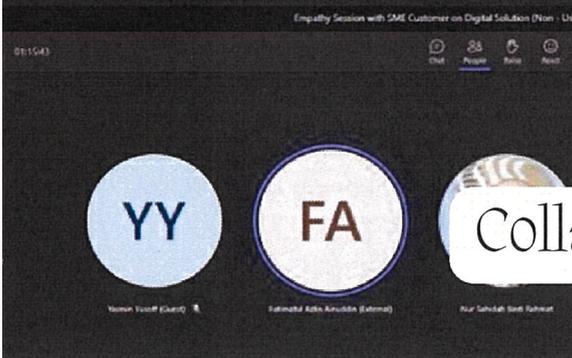


Ts. Syed Roshan Ashraf Bin Seye...  
Thav... Nur... Akm... Asm... Fati... Hair... Nur... Noor... Muh... Fati... Muh... Ts-Sye...

Incredible



Challenging



Collaborative

**HOW TO PROTECT YOUR BUSINESS FROM CYBERATTACKS** unifi BUSINESS

