



UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka

INDUSTRIAL TRAINING REPORT

QL MAXINCOME SDN BHD

1 March – 15 August 2023

NAME: AHMAD AQEL MUSA BIN AHMAD AZMI

STUDENT ID: 2021120827

PROGRAM: BACHELOR OF BUSINESS

ADMINISTRATION (HONS.) FINANCE



1.1 EXECUTIVE SUMMARY

As a division of QL Resources, QL Maxincome is a part of a larger integrated agricultural group engaged in a range of endeavours, such as managing palm oil plantations, raising livestock, and producing marine products. With a 10% market share in Malaysia, QL Resources is one of the country's biggest egg producers.

In Malaysia's Johor state, in the town of Masai, is where QL Maxincome's egg-producing factory is situated. The facility has cutting-edge technology that makes it possible to produce eggs effectively and in large quantities. To assure high-quality eggs, the production process is automated, and the hens are kept in barns with climate control and fed a specially developed diet.

The eggs are distributed by QL Maxincome under a number of brand names, such as "Meyers" and "Happy Egg," and they are sold to a variety of clients, such as foodservice businesses, retailers, and wholesalers. The company's eggs are frequently utilised in baking and cooking because of their high quality and freshness.

QL Maxincome runs a series of retail stores in Malaysia under the "FamilyMart" brand in addition to its egg manufacturing business. Food and drink, household goods, and personal care items are just a few of the many products available at FamilyMart locations. With longer hours and a focus on premium goods, the stores are created to offer customers a convenient shopping experience.

Sustainability and ethical farming methods are important to QL Maxincome and QL Resources. The businesses have put in place a number of efforts to lessen their impact on the environment and support animal welfare. For instance, QL Resources has made investments in solar energy production and put water-saving measures in place at its palm oil farms. In order to ensure compliance with national and international standards for food safety and animal welfare, the enterprises also cooperate closely with regulatory organisations.

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1.3 ACKNOWLEDGEMENT

Alhamdulillah, I want to acknowledge and praise Allah, the Almighty, for His blessings and protection on me as I travelled to complete my internship at QI Maxincome Sdn Bhd. Compared to my prior jobs, it was an excellent exposure to experience a working atmosphere connected to my education, and it is a good opportunity as career preparation. Until the end of my internship, I believe every action I took was always supported and involved somebody.

I want to start by expressing my sincere gratitude to my industry supervisor, Miss Janet Wong for allowing me to complete my industry training and for her important support throughout this internship. Her accounting expertise and retail industry experience are much appreciated.

A big thank you to my entire Account Receivable team, especially Ms. Nur Ellina Alia, Ms. Hafieza, and Ms. Nadzirah Husna, for all of their guidance and instruction along the way. As I enjoyed working with each of them, I also want to thank them for their friendship, empathy, and great sense of humour.

I also want to express my gratitude and admiration to my university's advisor, Madam Hazalinda Harun, for her direction, inspiration, and counsel. In addition, I want to thank my family and parents for supporting me wholeheartedly throughout this educational experience.

Last but not least, I want to thank me for believing in me, I want to thank me for doing all this hard work. I want to thank me for having no days off. I want to thank me for never quitting. I want to thank me for always being a giver and trying to give more than I receive. I want to thank me for trying to do more right than wrong. I want to thank me for being me at all times.

2.0 STUDENT'S PROFILE

2.1 UPDATED RESUME

AHMAD AQEL MUSA BIN AHMAD AZMI

OBJECTIVE

A motivated, hardworking, and responsible individual who is eager to learn and improve oneself. Adept in various social media platforms and office technology programs. Seeking for a career advancement at any reputable companies to utilize my skills. Dedicated, easy to work with and committed to becoming a dependable and valuable team member.

WORK EXPERIENCE

Jan 2018 — May 2018
Jul 2018 — Sep 2018
Jan 2019 — Feb 2019
Jul 2020 — Sep 2020
Nov 2020 — Dec 2020

Cashier, Jom Tepen
Shah Alam, Selangor

- Helped customers complete purchases and locate items.
- Operated cash register for cash, check and credit card transactions with excellent accuracy levels.
- Maintained cash drawer of RM320 or more per shift.
- Collected payments of guests.
- Worked on a flexible schedule and extra shifts to meet business needs.
- Successfully performed a full range of Teller duties.
- Fostered a welcoming and friendly customer environment.

Sep 2021 — Oct 2021

Kitchen Crew, SANTAN
Shah Alam, Selangor

- Provided exceptional customer service and basic product information to customers.
- Cleaning all dishes, workstations, cooking equipment, and food storage areas in accordance with food safety regulations.
- Sweeping and mopping floors, as required.
- Assisting with the unloading of deliveries.
- Storing ingredients according to prescribed food safety regulations.
- Assisting with the monitoring of inventory.
- Reporting all damaged or faulty equipment to the kitchen manager.
- Cleaning trash cans and disposing refuse on a regular basis.

Mar 2023 — Aug 2023

Intern, QL Maxincome Sdn Bhd
Shah Alam, Selangor

- Perform bank reconciliation for each store that had been assigned by checking the cash and credit card transactions and insert date according to copied bank statement.
 - Ensure cash received at bank statement are tallies with cash sales in the system.
 - Sorting and filing EOD summary report (End of Day) according to store's number and date and key in in system.
 - Inspect whether the documents saved in the server are complete or not by performing daily bank in and post status while referring to assigned stores.
 - Accept Open Statements (OS) with no recon errors at Microsoft Dynamic NAV.
 - Import completed data from store reconciliation and examine all the imported data attentively and post it at Microsoft Dynamic NAV.
 - Reporting all damaged or faulty equipment to the kitchen manager.
-

EDUCATION BACKGROUND

Mar 2021 — Present	Bachelor of Business Administration (Hons.), Universiti Teknologi Mara Bandaraya, Melaka <ul style="list-style-type: none">• Current CGPA: 3.67• Majoring in Finance. Relevant Modules: Introduction to Corporate Finance, Financial Market and Banking Services, Business Analytics and Financial Modelling, International Financial Management, Advanced Corporate Finance, Personal Financial Planning, Islamic Finance, Investment and Portfolio Analysis, and Introduction to Technical Analysis
2018 — 2020	Diploma in Accountancy, Universiti Teknologi Mara Segamat, Johor <ul style="list-style-type: none">• CGPA: 3.63• Relevant Modules: Financial Accounting, Fundamentals of Cost Accounting, Introductions to Statistics, and Introduction to Partnership and Company Law.
2016 — 2017	Sijil Pelajaran Malaysia, SMK Setia Alam Shah Alam, Selangor <ul style="list-style-type: none">• Result: 2A, 1A-, 1B+, 4B, 1C+

ACHIEVEMENTS

2020	Dean's List Award, UiTM Cawangan Johor Kampus Segamat Achieved the award by obtaining a CGPA of 3.63 for the last semester.
2020	Vice Chancellor Award, UiTM Cawangan Johor Kampus Segamat Achieved the award "Anugerah Naib Canselor" for obtaining Dean List for every semester.

CERTIFICATE

2018 — 2020	Diploma in Accountancy (DIA)
2020	Malaysian University English Test (MUET) – Band 4
2017	Sijil Pelajaran Malaysia (SPM)

LANGUAGES	Malay	Native speaker	English	Highly proficient
SKILLS	Microsoft Word	Advanced	Adobe Photoshop	Intermediate
	Microsoft PowerPoint	Advanced	Adobe Animate	Beginner
	Microsoft Excel	Advanced	Adobe Premiere Pro	Beginner

SOFT SKILLS

- Open to new areas of knowledge, training and work environment with full interest and high enthusiasm.
- Work well with superiors and subordinates.
- Knows the responsibilities and obligations of a leader
- Good at decision making and directing.
- Able to communicate effectively with others.

REFERENCES

Mr. Amrudin bin Mohd Nor
Academic Advisor/Senior Lecturer
Faculty of Business Management

Professor. Ts. Dr Shafinar binti Ismail
Professor
Faculty of Business Management

3.0 COMPANY'S PROFILE

3.1 COMPANY INFORMATION



Figure 1.0 Company logo

Registered Business Name	QL Maxincome Sdn Bhd
Company Registered Number	199601010973 (383322-D)
Business Address	QL Resources Berhad 16A, Jalan Astaka U8/83, Bukit Jelutong, 40150 Shah Alam, Selangor Darul Ehsan.
Contact Number	+603-7801 2288
Incorporated Year	11 th April 1996
Nature of Business	Operating and franchising of convenient or retail stores
Operation Hour	8.30 a.m – 6.00 p.m.

3.2 VISION, MISSION, OBJECTIVE, VALUES

3.2.1 COMPANY'S VISION

To be the preferred global agro-based enterprise.

3.2.2 COMPANY'S MISSION

We create nourishing products from agro resources, leading to benefit for all parties.

3.2.3 COMPANY'S OBJECTIVE

Be a successful and long-lasting company that serves clients in Malaysia and abroad with premium eggs and related products. The business aspires to lead the agriculture and food sectors and is dedicated to innovation and sustainability.

3.2.4 COMPANY'S CORE VALUES

Personality - Progressive, Trustworthy, Initiative, Humility

Values - Integrity, Win-Win, Teamwork, Innovative

3.3 BACKGROUND OF QL MAXINCOME

QL Resources Berhad started off in obscurity. Its roots can be found in a small animal feedstuff trading company that Dr. Chia Song Kun and his siblings operated in the 1970s. They used to gather calcium-rich mollusk shells from a swampy, inaccessible shoreline and deliver them to the nearby feed mills for use in animal feed.

The company expanded and diversified. Its distribution scope was expanded to include new agricultural goods. QL developed into a one-stop shop for raw materials for animal feed.

The Group's integrated livestock farming and manufacturing of marine products were created as logical expansions of its distribution activities.

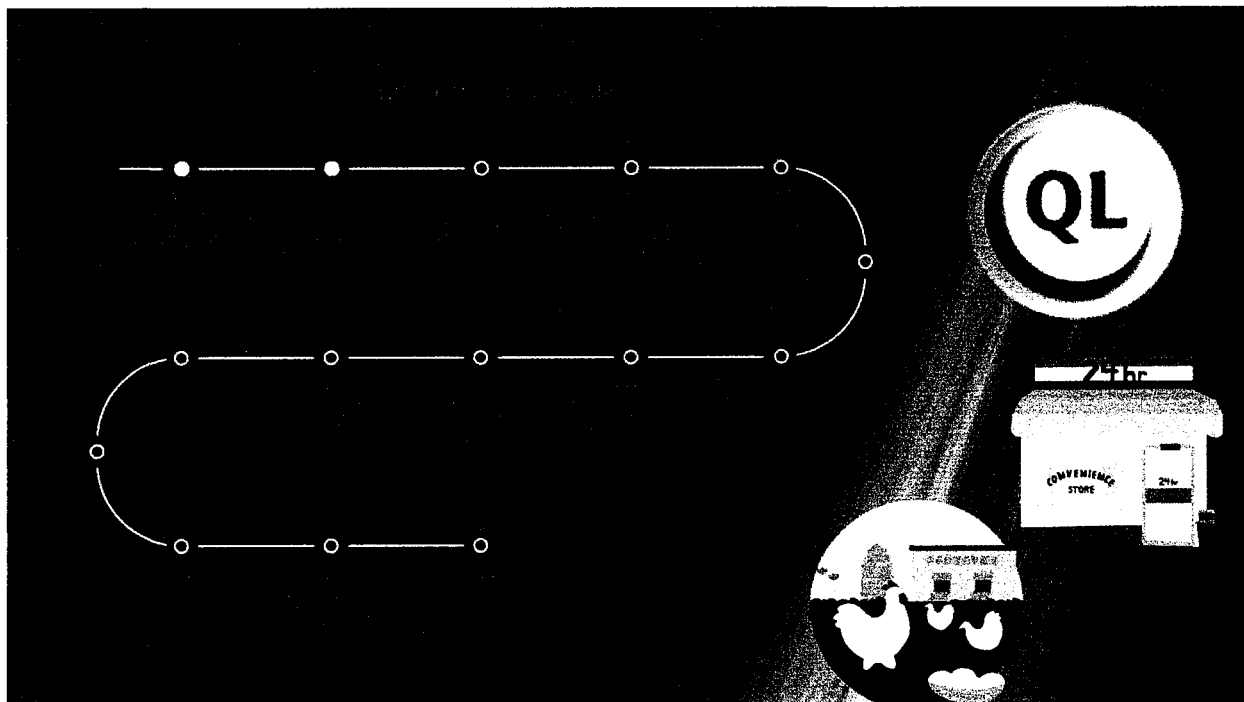
The Group transitioned from being a distributor to a producer in the early 1980s after purchasing a fishmeal processing facility. Additionally, this gave QL the confidence to start higher value-added surimi-based manufacturing operations. Integrated Livestock Farming operations hatched as the value chain for Marine Products Manufacturing grew longer.

For small and medium-sized farms, QL added oil palm cultivation and Crude Palm Oil (CPO) processing services in 1998.

Today, QL runs a set of businesses that are cohesive and complimentary in the manufacturing of marine products, integrated livestock farming, palm oil activities, and chain of convenience stores.

Dr. Chia oversaw the development of a robust, sustainable, and scalable business model by QL that can generate shared benefit. Integrity and ethical business practises are at the heart of QL's operations.

3.4 QL RESOURCES HISTORICAL TIMELINE



3.5 INDUSTRY'S ORGANIZATIONAL CHART

Board of Directors		
<p>Dr. Chia Song Kun Executive Chairman</p> <p>Mr. Chia Song Kool Group Managing Director</p> <p>Mr. Chia Seong Fatt Executive Director <i>(Appointed on 1 April 2021)</i></p> <p>Mr. Chia Mak Hool Executive Director <i>(Appointed on 1 April 2021)</i></p> <p>Mr. Cheah Juw Teck Executive Director <i>(Appointed on 1 April 2021)</i></p>	<p>Mr. Chia Seong Pow <i>(Alternate Director to Chia Seong Fatt)</i> <i>(Appointed on 1 April 2021)</i></p> <p>Mr. Chia Song Swa <i>(Alternate Director to Chia Mak Hooi)</i> <i>(Appointed on 1 April 2021)</i></p> <p>Mr. Chia Lik Khal <i>(Alternate Director to Cheah Juw Teck)</i> <i>(Appointed on 1 April 2021)</i></p> <p>Mr. Low Teng Lum Senior Independent Non-Executive Director</p> <p>Prof. Datin Paduka Setia Dato' Dr. Aini Binti Ideris Independent Non-Executive Director</p>	<p>Ms. Kow Poh Gek Independent Non-Executive Director</p> <p>Ms. Chan Wai Yen, Millie Independent Non-Executive Director</p> <p>Ms. Cynthia Toh Mei Lee Independent Non-Executive Director</p> <p>Mr. Wee Beng Chuan Independent Non-Executive Director <i>(Appointed on 1 July 2020)</i></p> <p>Mr. Tan Bun Poo, Robert Independent Non-Executive Director <i>(Resigned on 30 June 2020)</i></p>

3.6 PRODUCTS AND SERVICES

Agro-food corporation QL Resources provides a variety of goods and services in a number of different market segments. Listed below are a few of the company's primary goods and services:

- 1. Marine products:** QL Resources manufactures and exports marine goods such fishmeal, fish oil, and surimi, a fish-based product used in processed foods.
- 2. Poultry products:** QL Resources produces and sells a variety of poultry goods under the brand names Ayam A1, Ayam Dindings and Happy Egg, including broiler chickens, layer hens and eggs.
- 3. Livestock products:** Under the brand name Farm's Best, QL Resources also makes and distributes swine and cattle as well as other livestock products.
- 4. Palm oil products:** QL Resources produces crude palm oil, palm kernel oil, and palm kernel cake on its numerous palm oil plantations in Indonesia and Papua New Guinea.
- 5. Food production:** Under its brand names, such as Mushroom King and Ocean Fresh, QL Resources makes and sells a variety of processed seafood, surimi-based products, sauces, and other food products.
- 6. Convenience stores:** Under the Family Mart name, QL Resources runs a chain of shops in Malaysia that sell a variety of goods, such as food and drink, household goods, and personal care items.
- 7. Dairy products:** By producing and marketing fresh milk, yoghurt, and other dairy products under the Country Goodness brand, QL Resources has also entered the dairy industry.

4.0 TRAINING REFLECTIONS

4.1 Duration

I started working with QL MAXINCOME Sdn. Bhd. in Selangor on March 1 and would remain there till August 15, 2023. Only on weekdays from 8 am to 5 pm do I work. From my house, it takes 30 minutes by car to get there and only 15 minutes if there are no traffic jam. I take a 12-to-1 p.m. lunch break every day. I'm learning fresh insights and information from this experience that I can use in the workplace.

4.2 Department, Roles, and Responsibilities.

I was assigned to the Account Receivable (AR) unit in the Accounting and Finance Department on my first day of my internship at QL Maxincome Sdn Bhd. I was reported under the supervision of Ms Nadzirah Husna and Ms Nur Ellina Alia.

There are 300 FamilyMart locations operating in Malaysia, including ones in Selangor, the Federal Territories of Kuala Lumpur and Putrajaya, Negeri Sembilan, Johor, Pahang, Pulau Pinang, Perak, and Terengganu. Each employee was given a range of 10 to 30 stores to reconcile.

We will copy the Open Statement (OS), which includes cash sales, credit card sales, and online mobile transactions like shopeepay, from Microsoft Dynamic NAV every morning and put it into the store reconciliation according to the store code and date.

The preceding date's sales report is included in the open statement, which will be utilised for bank reconciliation.

Following the copying and pasting of the bank statement from the master folder, we perform bank reconciliation for each store that had been allocated by looking up the cash and credit card transactions made using Visa, Mastercard, and American Express, and inserting the date 7 in accordance with the copied bank statement. We must follow up with the store management if there is a cash surplus or deficiency in order to resolve the situation as quickly as possible. If there are amounts that don't match up with our shop reconciliation, we must additionally notify the bank. Every store had a separate bank assigned to it, including Malayan Bank (Maybank), United Overseas Bank (UOB), Public Bank Berhad, CIMB Bank, and HSBC Bank.

I would then need to enter the transaction amounts for Visa, Mastercard, Debit, and UnionPay from the corresponding credit card statement. By comparing the POS End of Day with the credit card settlement, we need to thoroughly examine whether there are any void transactions or sales that are not recorded by the system.

After that, I accept all Open Statements at Microsoft Dynamic NAV without any reported issues. After completing the store reconciliation, we import the finished data from Microsoft Excel, carefully review it, and then publish it to Microsoft Dynamic NAV. The imported data must be posted before the 17th and 30th of every month because it will be double-checked before the end of the month. Last but not least, we use the EOD summary, bank in slip, cashier declaration, card settlement, safety check, POS EOD, and Z-report receipt to determine whether the uploaded EOD at the server has been completed or not. When it is finished, we report the status and insert the amount from the bank in slip into the Daily Bank In document.

4.3 Gains: Intrinsic & Extrinsic Benefits

In the current era of digitization, all data are stored electronically rather than on paper. Data storage and analysis are particularly effective since they require less time and space. Therefore, it is crucial for us to improve our skills, particularly in computer literacy. As I was exposed to my internship, I increased my computer skills in using Microsoft Excel and Microsoft Dynamic NAV. For instance, I became proficient in vlookup and pivot tables, which allow me to quickly locate data and organise it all in accordance with the descriptions I was given for a sizable data set. I also learned about the retail sector, where each transaction is summarised and examined by the store using Microsoft Dynamic NAV once the cashier enters the data from the POS (Point-of-Sale). Since I had learnt during my training, this will provide me an advantage when working in the retail sector for companies like Starbucks, 7-Eleven, and Tealive.

It is typical for most men to concentrate on one activity rather than multitasking. I first only focused on one task at a time, but it took a long time to do all nine tasks in one day. I sought advice from some of my female coworkers, who advised me to combine several tasks into one. After I put this behaviour into practise, it saved me a tonne of time, but it soon depleted my stamina and attention. I need to take good care of my health, get enough sleep, and eat well if I want to prevent this kind of feedback. Later, I understood why there are more women than men in my unit since multitasking comes naturally to women because the account receivable unit requires a lot of tasks to be completed manually. I was able to adjust to multitasking after 6 weeks of instruction, which will increase my productivity moving forward.

When it comes to extrinsic benefits, I have received a monthly allowance of RM1,000.00 by the company. The company is also generous in giving additional monetary gifts such as RM50.00 which was given due to it being Hari Raya Aidilfitri. The company is also big on celebrating holidays as they would hold dinners or lunches to celebrate the holiday. For example, the company had treated the entire staff to lunch to celebrate Hari Raya Haji.

The overall working environment of the company was considerably comfortable as amenities were provided such as air conditioning, access to free their pantry for snacks and drinks, fast operating computers to ensure a smooth workflow, and a surau within the building to accommodate for their muslim employees.

5.0 SWOT ANALYSIS



SWOT ANALYSIS

QL MAXINCOME SDN BHD



- Strong financial performance

- Competent and well-trained staff



- Poor filing and storage of physical documents

- Lack of equipment for interns



- Expansion into new markets

- Growth in the convenience store sector



- Supply chain disruptions

- Intense competition in the convenience store sector

STRENGTH

- **Strong Financial Performance.**

QL Maxincome Sdn Bhd is a subsidiary of QL Resources Bhd which delves into a plethora of different sectors and industries such as Marine products and convenience stores. The company has a very strong financial performance due to its variety of business and revenue streams. As proof of their financial success, QL Resources are listed on Bursa Malaysia which is one of the largest bourses in the ASEAN countries. Bursa Malaysia's purpose is to function as the frontline regulator of the Malaysian capital market and ensures that securities and derivatives traded in the market are traded equally and efficiently.

As a subsidiary to QL Resources Bhd, QL Maxincome Sdn Bhd benefits a lot from having the opportunity to raise capital and minimise the risk of ownership amongst diverse shareholders through Bursa Malaysia. There are also other benefits from being a listed company under Bursa Malaysia. These benefits include market visibility and economic prestige, increasing the company's attractiveness to potential employees, the ability to gain extra funding by issuing more stocks, and economic leverage when requesting loans from banking institutions.

In 2020, QL Resources, a diversified conglomerate based in Malaysia, achieved several financial milestones. They announced total sales of MYR 3.84 billion, an 8.3% rise from the prior year. Additionally, the business reported a 7.5% higher net profit of MYR 371.4 million. By making investments in new facilities, growing its distribution network, and pursuing new markets, QL Resources pursued growth and expansion. Please take note that these numbers are based on data that is current as of September 2021 and could change. Refer to the official financial reports for 2020 from QL Resources for the most precise and comprehensive information.

- **Competent and well-trained staff.**

It is well known that the accounting department is one of the most crucial components of a company. The reasoning for this is because they are in charge of all financial matters that goes on within the company. The department is in charge of the revenue streams, capital management, financial reporting and analysis, and financial planning and budgeting. The competency of the department to a company will be a deciding factor in which determining the success of the company. Therefore, it evident that QL Maxincome's accounting department is well competent in managing the financing and accounting of the company, as it is well equipped with well-trained staff who are very effective and efficient in their work.

Training is important because it represents a good opportunity for employees to grow their knowledge base and improve their job skills to become more effective in the workplace. (Herrity, 2023). QL Maxincome Sdn Bhd is equipped with highly trained and experienced staff members based on their own respective fields. This is primarily because the company provides highly advanced training sessions that the staff can attend. Excluding the mandatory training required after entering the company, the staff are able to join different training sessions to further improve their knowledge and skills in regard to their profession. These training sessions are usually guided by people who are experts in their field which will produce the best knowledge received by the staff. Therefore, the overall competency of the staff can be increased through this method. Mistakes can be minimised, productivity increased, and in the case of the accounting department, their ability to conduct and manage their accounting responsibilities.

The accounts receivables department is detrimental to any finance division of the company. This department keeps track of all money that comes into the company on a daily basis. Accounts receivable is the lifeblood of a business's cash flow. It helps with cash flow management by telling you which clients owe you money and how much (Martin, 2023). Through this department, the company can identify payments from clients that are unpaid. With countless transactions coming into the company every day, it is important that the staff are accurate and efficient in their roles to ensure that no unpaid transactions are left unattended and are paid for immediately. This is made possible with competent staff within QL Maxincome Sdn Bhd through rigorous training to achieve maximum efficiency in conducting the assigned tasks.

WEAKNESSES

❖ Poor filing and storage of physical documents.

An organization's operations and reputation may suffer as a result of poor filing procedures in the accounting department. Reduced productivity is the outcome of disorganised file systems that waste time searching for documents and are ineffective. Additionally, misfiled, or lost documents increase the likelihood of errors and blunders, which can result in inaccurate financial accounts and reports. When necessary documentation is absent or insufficient, there are compliance and legal risks, which could lead to fines or reputational harm. Additionally, bad filing procedures undermine stakeholder trust, make decisions more difficult to make, and make people more susceptible to fraud. Organisations should prioritise organised file systems, regular maintenance, staff training, and the use of digital document management solutions to mitigate these risks in order to increase operational effectiveness, accuracy, and efficiency in the accounting department.

The physical document also known as End of Day reports (EOD) are sent by each Family Mart store to the headquarters of QL Maxincome on a weekly basis. These documents are sent in large storage containers and were not sorted by the store prior to being sent to the Headquarters. Employees are needed to sort each and one of these documents based on the respective departments being accounts receivables and accounts payables. After sorting through the respective departments, the documents must then be sorted based on the store and month. When the documents are properly sorted, employees are then required to store the sorted documents in smaller boxes as to assist in locating the said documents when it is necessary.

The current method in sorting and filing these documents takes up a large amount of time as the work is quite tedious. This will not only take up the time needed by the employee to complete their daily records of cashflow, but it will overall decrease the productivity and efficiency of the employees. The reasoning for this is because it uses a lot of energy to lift the heavy storage boxes and sort the documents.

❖ **Lack of equipment for interns**

It is well known that for one to be able to do their job properly, one must be well equipped in order to carry out their task at the highest level of efficiency. However, QL Maxincome does not necessarily provide all the necessary tools in order to execute these tasks as quickly as possible for internship students. Permanent employees are given company laptops to do their work with. These laptops are equipped with high end components such as a Solid-State Drive (SSD) which assists in boosting the speed in which of booting up the laptop and opening and searching files. In comparison, interns are only given a desktop computer with slightly outdated hardware that could reduce the overall efficiency of conducting their daily tasks. These desktop computers use old Hard Disk Drives (HDD) which is quite slow in booting up the computer and opening files.

The usage of desktop computers arises a different problem altogether. Since these computers cannot be moved around the office, when an intern has troubles with dealing with an issue on a credit card dispute for example the intern would need to call out to their colleague or supervisor to come to their desk in order to assist with the problem. This situation potentially will take up extra time and effort by not only the intern but also the colleague that is assisting with this issue. This problem itself does not arise between permanent workers as they would be able to just walk over to their colleague's desk with the laptop to solve their problems rather than going back and forth between desks.

Moreover, since the usage of these desktop computers are only allowed at the office interns are required to accomplish their daily tasks in the same day by hook or by crook. This causes interns to stay back late over their working hours in order to complete their daily tasks so that it will not pile up and be a burden on the following days. Since each and everyone has different learning capabilities and abilities in accomplishing their tasks, some may be able to finish their work on time while others may not be able to do so. However, with laptops interns could possibly finish up their work at home instead of staying back late at the office. An example of a situation is during the holidays such as hari raya where we would need to cover work that has been added during the time of the holidays. Whereas employees could possibly take off some of the work during their time at home bit by bit.

OPPORTUNITIES

❖ Expansion into new markets

Expanding into new markets is a strategic growth opportunity for QL Resources that offers several advantages. By moving into uncharted countries, the company can broaden its customer base, tap into market development potential, utilise existing competencies, establish strategic relationships, tailor products, and explore international trade opportunities.

Entering new markets allows QL Resources to diversify its customer base beyond its present geographical reach. By expanding into new regions or nations, the company has access to distinct consumer categories with unique preferences and purchasing behaviors. This diversification reduces dependence on a single market and mitigates risks associated with regional economic fluctuations or regulatory changes.

Moreover, new markets often present tremendous growth possibilities. QL Resources can discover markets with growing economies, expanding middle-class populations, and increasing urbanization. These elements point to an increase in consumer demand for the business's goods, creating a foundation for revenue growth and market share gains. By strategically targeting these markets, QL Resources can position itself as a leading provider of agro-food products in new and thriving regions.

❖ **Growth in the convenience store sector**

The FamilyMart retail chain is run by QL Maxincome and is a part of Malaysia's quickly expanding convenience store industry. The industry of convenience stores has grown significantly as a result of shifting consumer lifestyles and preferences. By growing its network of FamilyMart locations, introducing new product lines, and utilising the accessibility and convenience that these stores offer, QL Resources may take advantage of this opportunity. This enables the business to enhance its revenue from retail operations and take market share in the convenience store sector.

The sector of convenience stores has grown significantly as a result of shifting consumer lifestyles and preferences. In their shopping endeavours, consumers look for solutions that will save them time, provide convenience, and offer a variety of goods. Convenience stores, like the FamilyMart retail chain from QL Maxincome, offer groceries, ready-to-eat meals, snacks, beverages, and household goods, making them a one-stop shop for daily requirements. Convenience stores cater to the grab-and-go lifestyle and offer simple access for customers on their daily commutes or when they require instant purchases through extended working hours, smart locations, and ongoing innovation. By growing its FamilyMart network, improving product choices, and using the accessibility and convenience that convenience stores offer, QL Resources can take advantage of this expansion.

THREATS

❖ Supply chain disruptions

Supply chain disruptions have the ability to dramatically interrupt the flow of goods, resources, and information throughout the supply chain, which can have a considerable impact on QL Resources' operations. One important category of disruptions is natural disasters. Events like as hurricanes, earthquakes, floods, or wildfires can inflict catastrophic damage to transportation infrastructure, production facilities, and critical suppliers' operations. This might cause delays or interruptions in the sourcing of raw materials, manufacturing processes, and the distribution of final products at QL Resources. The company may experience challenges in sourcing necessary materials or inputs, resulting to potential production delays or limited product supply.

Quality or safety issues within the supply chain can further impede operations for QL Resources. Contamination or product recalls can compel the organisation to cease production, conduct investigations, or implement remedial steps. These disruptions might not only impair the company's capacity to meet client demand but also undermine its brand reputation and customer trust. Implementing strong quality control methods and ensuring compliance with food safety standards are vital to limiting the likelihood of such interruptions.

Moreover, QL Resources may suffer concerns connected to supplier or vendor issues. If a key supplier experiences financial difficulties, production problems, or fails to fulfil quality standards, it can cause supply chain interruptions. QL Resources may need to discover other suppliers or work closely with existing suppliers to address any concerns and ensure a continuing supply of raw materials. Building solid connections and maintaining open communication with suppliers are key in avoiding these risks.

❖ **Intense competition in the convenience store sector.**

In Malaysia, FamilyMart competes in a highly competitive convenience store business, including established players as well as local competitors. Major chains such as 7-Eleven, MyNews, and KK Super Mart have built a strong presence and brand recognition in the Malaysian market, making it tough for FamilyMart to obtain market share. These competitors have built consumer loyalty and established ties with suppliers, which can be a hurdle for FamilyMart to access the market effectively.

The fierce competition between convenience stores is mostly driven by price competitiveness. Consumers generally consider pricing when choosing a store, and competitors may provide discounts, promotions, or loyalty programs to attract price-sensitive customers. FamilyMart must strike a balance between competitive pricing and retaining profitability, as engaging in a price war can damage margins and profitability in the long run.

Another component of the fierce competition that FamilyMart faces is location competition. Customers are primarily motivated by convenience, thus rival businesses carefully place their establishments close to residential regions, transportation hubs, or commercial hubs. Because of the rivalry from established players and the high rental prices, obtaining ideal locations might be difficult. FamilyMart must carefully evaluate store locations to ensure visibility, foot traffic, and closeness to target clients.

For FamilyMart to stand out in a crowded market, differentiation is essential. To draw clients, rivals may provide distinctive product lineups, exclusive alliances, or cutting-edge services. To adapt to shifting consumer tastes and deliver a compelling value proposition, FamilyMart must continuously develop and differentiate its product offers. This can entail rolling out unique products, partnering with regional companies, or providing cutting-edge services that set FamilyMart apart from rivals.

6.0 DISCUSSION AND RECOMMENDATIONS

Strength

❖ Strong Financial Performance

The financial performance tells investors about the general well-being of a firm. It's a snapshot of its economic health and the job its management is doing (Kenton, 2023). Financial strength is vital for a business to be successful. It is a key component necessary for a business to sustain, grow and ultimately return capital to owners. It draws in investors, expands financing options, raises staff morale, offers a competitive edge, inspires confidence in stakeholders, and facilitates strategic decision-making. It reveals the company's profitability, cash flow, and capacity for paying debts. The success, expansion, and market stability of the organisation are all influenced by its financial performance.

Recommendations:

The company should concentrate on revenue production through efficient pricing strategies, sales growth opportunities, and client acquisition and retention initiatives in order to improve financial performance. Reviewing pricing tactics, locating areas for sales expansion, and boosting client acquisition and retention through targeted marketing and enhanced customer experiences are all part of this.

The company's financial performance can be better understood with the use of accurate financial reporting and in-depth analysis. Organisations should make sure that the information their financial reporting systems generate is accurate and timely. Key performance indicator (KPI) analysis of financial data aids in the discovery of trends, opportunities, and areas for development. This makes it possible to make decisions based on facts and manage financial performance effectively.

Last but not least, it is critical to promote a culture of innovation and constant development. Driving innovation and improvement activities can be accomplished by encouraging suggestions and feedback from employees at all organisational levels. Regular strategy, process, and performance evaluations assist spot areas for improvement and maintain the company adaptable and responsive in a fast-paced commercial environment.

❖ **Competent and well-trained staff**

Competent employees have been trained to be able to do their jobs properly. Competency requires the development of knowledge and skills combined with certain other attributes. Education without training leads to disordered work outcomes (Chandrakumara, 2021). An organisation can only succeed if its employees are capable and well-trained. They improve performance, boost output, boost customer happiness, adapt to change, address issues successfully, lower risks and errors, promote staff retention, and foster innovation and continuous improvement. Organisations can guarantee their workforce has the skills, knowledge, and expertise needed to propel growth and achieve long-term success by investing in staff training and development.

Recommendations:

A methodical approach to employee development and training is necessary to ensure that the workforce is competent and well-trained. Finding the organisational training needs and the skills and knowledge gaps among staff members is the first step in the process. From there, a thorough training plan may be created, including the precise courses and exercises that will close the gaps and support the company's objectives. A robust orientation and onboarding procedure for new hires lays a strong basis for the development of their competencies.

The company should establish formal training programmes, such as workshops, seminars, and online courses, to build the requisite knowledge and abilities. It is essential to promote a culture of continuous learning, support staff members' participation in conferences, webinars, and certification programmes, and encourage professional development opportunities. Pairing experienced staff members with less experienced ones through coaching and mentoring programmes can promote skill development and knowledge transfer.

To ensure the impact of training programmes and make necessary adjustments, it is crucial to measure and evaluate their effectiveness. The principle of lifelong learning is further reinforced by praising and recognising staff employees who actively participate in training and exhibit increased competency. Finally, promoting a learning culture within the company fosters collaboration, information exchange, and a dedication to continuous development.

Weaknesses

❖ Poor filing and storage of physical documents.

For companies, keeping a solid filing system for physical papers is essential. It fosters efficiency and organisation, guarantees adherence to legal requirements, makes it simple to retrieve information and manage knowledge, reduces risks, safeguards historical records, supports business continuity, protects intellectual property, encourages collaboration, makes the best use of available space, and improves the organization's reputation. Effective filing systems ensure the systematic preservation of relevant information as well as their efficient retrieval (Hadley, 2021).

Recommendations:

Improving a physical file system entail using several strategies to improve company, efficiency, and accessibility. First and foremost, it's crucial to evaluate the current file system and create a thorough plan for improvement. Documents should be categorised and labelled with distinct and consistent labels to facilitate quick identification and retrieval. An overview of the documents in the system can be obtained by creating a file index or master list, which helps with management and tracking.

It's essential to standardise filing procedures to ensure consistency across the board. An organised system is maintained by instructing staff members on proper filing techniques, including naming conventions and file management regulations. The system stays clutter-free while keeping crucial records when unneeded or old documents are routinely deleted, and an archiving procedure is established.

Sensitive or confidential papers should be protected by security measures, such as rules for handling and discarding private data and restricted access to filing locations. Regular upkeep and evaluations keep the filing system organised and reveal any shortcomings or adjustments.

By putting these strategies into practise, businesses can greatly strengthen their physical file systems, which will improve staff accessibility, efficiency, and document management.

❖ **Lack of equipment for interns**

For accuracy, efficiency, compliance, financial reporting, data security, process optimisation, scalability, audits, and cost savings, the accounting department must have the right tools. They decrease manual errors, expedite procedures, and automate calculations. Accounting software offers powerful reporting and analytical features that support data security and regulatory compliance. They facilitate cooperation and workflow, provide for scalability, and support internal controls. In the end, these technologies help the organisation succeed overall by saving time, cutting expenses, and increasing efficiency.

For interns, a lack of appropriate tools might limit their ability to learn, be inefficient, limit their options for collaboration and communication, frustrate and demotivate them, and result in inconsistent learning experiences. Organisations should give interns access to the tools and resources they need to meet these obstacles so they may participate successfully and achieve their full learning potential.

Recommendations:

Companies should be proactive in making sure they get the resources they need to succeed in order to offset the lack of tools for interns. Understanding the tasks that interns will be expected to undertake, and the resources needed to complete those jobs successfully will help you determine their unique needs in the first phase. This may entail speaking with managers, mentors, or former interns to get advice on the equipment and sources that would improve their efficiency and learning environment.

Companies should invest the necessary resources to provide interns with access to the relevant tools once the needs are determined. This could entail setting aside money for software licences, buying supplies, or creating accounts on the necessary platforms. It is imperative to check that the resources offered match the organization's capabilities and the unique requirements of interns.

Opportunities

❖ Expansion into new markets

Forward motion is necessary to create a successful business. Improving internal productivity and effectiveness while building your brand's credibility and integrity are key drivers for success. Once you've mastered both, you may focus core talents on brand-new applications and markets. Growth plateaus are common, even for healthy and strong midsize enterprises, and they occur when firms seem to have exploited all available opportunities in current industries. To grow, managers should encourage their firms to find ways to transfer their capabilities to new industries (Wolvers, 2021).

In order to grow, raise market share, diversify risks, gain access to new customers, innovate, gain a competitive edge, establish a global presence, and maybe achieve economies of scale, businesses must expand into new markets. It enables businesses to take advantage of untapped potential, diversify their clientele, and adjust to shifting market dynamics. Organisations can achieve long-term success and maintain a competitive edge in a dynamic business climate by broadening their reach.

Recommendations:

Market expansion demands a deliberate approach. To find possible target markets that fit with the goals of the organisation, extensive market research is the first stage. Following the identification of the target markets, businesses must create a market entrance strategy that details the most effective way to enter and build a presence in each market. Partnerships, distributors, or direct sales may be involved.

It is essential to modify goods and services to fit the target market's unique needs and preferences. This could entail making new products, customising existing ones, or both. Creating strong relationships with local businesses that are knowledgeable about the target market can help provide insightful information and ease market access.

The key to success in the new market is forging strong bonds with stakeholders, partners, and clients. Excellent customer service, involvement in the neighbourhood, and open communication with the public all contribute to increased brand reputation and customer loyalty.

❖ **Growth in the convenience store sector**

Your goal is to deliver the right information, at the right time, to the right person, on the right platform (Burgess, 2018). This is how convenience is best described. For a number of reasons, the convenience store industry's growth is crucial. Consumers may access it easily, and it satisfies their shifting requirements and tastes. The development of the sector benefits nearby communities, boosts the economy, and brings in money. Convenience stores promote industry innovation by adapting to changing consumer behaviour. Furthermore, sector expansion may result in market consolidation, boosting both operational effectiveness and competitiveness. Overall, the convenience store industry is extremely important for addressing consumer needs, offering convenience, and promoting economic progress.

Recommendations:

A planned approach is essential for the convenience store industry to see success. To find development prospects and comprehend consumer wants, a thorough market analysis must be conducted first. It is crucial to create a clear expansion strategy, one that includes picking the appropriate areas and deadlines. Functionality and a positive shopping experience should be prioritised in store layout and design. The idea is to provide a well curated product selection that considers regional tastes.

The importance of convenience and excellent customer service should be highlighted, along with longer business hours and quick checkout procedures. Customer engagement is increased by developing a strong online presence across websites and social media platforms. Collaboration with nearby businesses, distributors, and suppliers can result in more exposure and joint marketing campaigns.

Making decisions based on data helps to streamline processes and raise customer satisfaction. It's crucial to maintain continuous improvement through personnel training, feedback, and keeping up with market trends. Customer relationships are strengthened and repeat business is encouraged by the use of loyalty programmes.

Threats

❖ Supply chain disruptions

Events or occurrences that stop the flow of materials, information, and goods via a supply chain network are referred to as supply chain disruptions. Natural catastrophes, transportation problems, world crises, worries about quality or safety, or difficulty with suppliers or vendors are just a few of the things that can lead to them. These delays, higher costs, and customer unhappiness can result from these interruptions, which can have a considerable influence on the sourcing, production, and distribution processes. Supply chain disruption mitigation calls for proactive risk management, resilience-building strategies, stakeholder collaboration, and emergency planning.

Recommendations:

QL Resources has a number of strategic options available to reduce the effects of supply chain disruptions. First, to lessen sensitivity to interruptions, diversifying sources is essential. The risk of disruptions brought on by supplier problems can be reduced by QL Resources by locating and establishing partnerships with alternative suppliers.

It's crucial to establish trusting connections with suppliers. To comprehend the capabilities of their suppliers, foresee issues, and collectively create contingency plans to efficiently handle disruptions, QL Resources should encourage open lines of communication and collaboration.

For preparedness, it is essential to put risk assessment and contingency planning into practise. Risk assessments are often conducted to assist find potential disruptions and their potential effects on the supply chain. To lessen the effects of disruptions when they happen, QL Resources should create thorough contingency plans that detail alternative sourcing choices, backup manufacturing facilities, and logistics solutions.

Monitoring and adaptation must always be done. Because of the dynamic nature of the business environment, potential disruptions can happen at any time. The supply chain, market conditions, and developing threats should all be continuously monitored through a system that QL Resources should put in place. This enables the business to modify its strategies, take proactive measures to deal with anticipated interruptions, and seize opportunities.

❖ **Intense competition in the convenience store sector.**

Competition is an essential part of our everyday lives, and indeed the lives of everything around us as well (Arun, 2018). There is fierce competition in the convenience store industry. Market share is fiercely contested by both national players and regional rivals. The main forces influencing this competition include price competition, product differentiation, strategic location selection, changing consumer trends, and ongoing innovation. Convenience store chains must set themselves apart from the competition with distinctive products, prioritise the customer experience, pick store sites carefully, adjust to shifting consumer tastes, and promote an innovative culture. Convenience store chains can prosper and take market share in the fiercely competitive industry by putting successful ideas into practise.

Recommendations:

QL Resources can use a variety of tactics to combat the fierce competition in the convenience store sector through FamilyMart. FamilyMart distinguishes itself from rivals in the first place by uniqueness through distinctive offerings including cutting-edge food and beverage selections, exclusive partnerships, and practical services. Customer loyalty is increased when great service, a welcoming retail environment, and personalised interactions are provided. Maximising visibility and customer reach requires thoughtfully choosing strategic store sites in high-traffic regions and examining consumer demographics.

To keep one step ahead of the competition, constant innovation is essential. FamilyMart may encourage an innovative culture by frequently presenting new goods, services, and ideas. A new and interesting consumer experience is made possible by keeping an eye on market trends, developing new products, and working with regional suppliers.

QL Resources can efficiently change their solutions to match customer expectations thanks to ongoing market research and consumer insights that help them comprehend changing customer preferences. Competitive pricing tactics draw price-conscious customers and boost customer loyalty, along with targeted promotions, loyalty programmes, and discounts. Effective marketing initiatives that make use of local and internet advertising increase public knowledge of FamilyMart's distinctive benefits and services.

7.0 CONCLUSION

In conclusion, an internship is a pretty wonderful programme that exposes us to real-world work and how things operate. Along with the knowledge and experience we received, our skills and abilities reached a level we never imagined.

From 1 March 2023 to 15 August 2023, a total of 24 weeks were needed for this industrial training to be effective. In summary, it can be said that the information given to students during this industrial training is very helpful and must be used correctly in the future. I'd like to take this chance to thank everyone who has offered insightful commentary, whether they were personally involved or not.

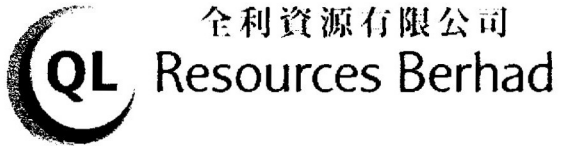
Internship with QL Maxincome was such a special experience with kind and considerate coworkers who looked out for and treated their interns well. They would guide me properly whenever a problem arises and be stern and scolded me when I have made a mistake. This had thought me to be more careful and attentive not only when I am doing my tasks, but also in life. The things I have learned during my time at QL Maxincome Sdn Bhd albeit was slightly difficult to comprehend during the first few weeks had ended up being easier over the course of time. I hope that I am able to fully utilize this new profound knowledge and skills that I have gained during this internship period during my time when I have obtained an actual job.

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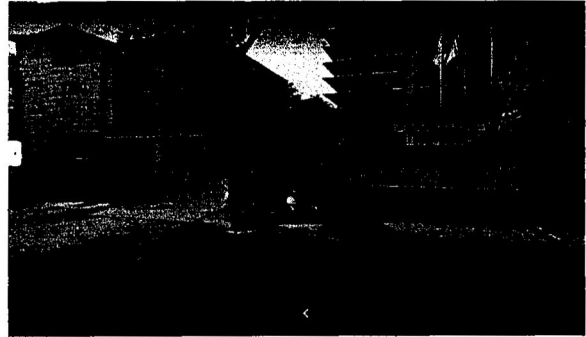
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9.0 APPENDICES



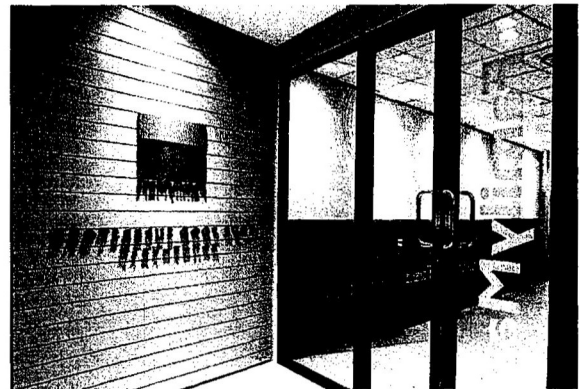
(QL Resources Sdn Bhd Logo)

(QL Resources Sdn Bhd Building)



(Family Mart Logo)

(Family Mart Office)





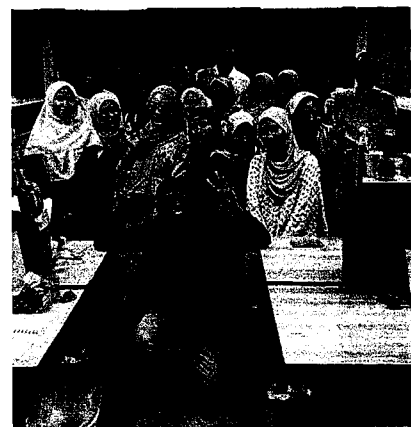
(Hari Raya Aidilfitri Celebration)

(Staff Farewell Lunch)



(Received Duit Raya)

(Hari Raya Haji Celebration)





(Unboxing EOD Reports)

(Veg Run Event)



(Family Mart Vending Machine)