



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS AND MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION (HONS.) MARKETING
UITM KAMPUS BANDARAYA MELAKA



AGENSI PEKERJAAN DREAM-JOB SDN BHD

MGT666 – INDUSTRIAL TRAINING REPORT AT AGENSI PEKERJAAN DREAM-
JOB SDN BHD
(INTERNSHIP)

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SUBMISSION DATE:

24th JULY 2023

EXECUTIVE SUMMARY

This report is the culmination of my programme for internships as part of the Industrial Training Programme (MGT666). This report is the culmination of my six-month apprenticeship in the fields of marketing and sales at Agensi Pekerjaan Dream-Job SDN BHD. This is an overview report highlighting my real-life day-to-day involvement in the tasks assigned by the leader, my role of the Sales and Marketing field journey, and some of the business activities of Agensi Pekerjaan Dream-Job SDN BHD.

This internship report emphasises the major projects I accomplished, both academic and non-academic in nature. The objective of this final report is to recognise along with the details of the company's profile, training reflection, SWOT Analysis, discussion and recommendations, projects completed, experience gained, and accomplishments of the intern.

On the first of March 2023, I was assigned to Agensi Pekerjaan Dream-Job SDN BHD and will remain there until the 15th of August 2023 to complete my apprenticeship. I consider myself blessed to have worked in such a fantastic workplace as Agensi Pekerjaan Dream-Job SDN BHD, where I got exposed to new terms, technologies, and the reality of how business to business (B2B) operations work.

The assignments on which I concentrated undoubtedly assisted me to expand the depth of my real-world expertise in Sales and Marketing. The study and development tasks were especially valuable in growing my viewpoints on assisting providing information about manpower supply and the service we provide, improving conversation skills with prospects and always building and maintaining relationships with prospects.

Throughout my journey as an intern at this company, of course I have learned a lot of new knowledge, but there are also obstacles and difficulties that I must face from day to day. This problem has been taken as advice and used as a lesson to improve my knowledge and skills in the future. With this internship program, I have more experience and know about various information when conducting B2B business.

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1.0 ACKNOWLEDGEMENT

First and foremost, I would like to thank my university, Universiti Teknologi Mara (UITM) Kampus Bandaraya Melaka, for arranging this internship programme for me. I'm also grateful to Agensi Pekerjaan Dream-Job SDN BHD for giving me opportunity as an intern here.

I would like to thank Madam Noraishah Kamarol Zaman, my beloved advisor during my internship, for her kind support, guidance, and inspiration which has greatly boosted my confidence. She also motivated me to always think the good side that I get during my intern when I went through hardness.

I would like to take this opportunity to express my heartfelt appreciation and deep regards to Mr Sim Boon Hun, as director, for his exceptional guidance, monitoring, and constant encouragement throughout my internship. His blessing, assistance, and guidance to time will take me a long way in the life journey on which I am about to embark.

I would also like to express my heartfelt appreciation to Marketing and Sales Manager, Puan Norazah Binti Saiman for her warm support, valuable information, and guidance in completing my tasks at various stages.

I am eternally grateful and indebted to my internship members in this company, Nurul Aqilah Binti Zulkafly and Hana Nadzifah Binti Norazman for being a source of inspiration and constant support throughout my internship.

I am grateful to all of my team members and classmates for the valuable information they have shared in their respective fields. I am grateful for their cooperation throughout my internship. I am grateful to them for their ongoing constructive criticism and invaluable suggestions and assistance, which greatly benefited my intern. Furthermore, there are words of encouragement that are always a source of motivation for me.

“Last but not least, I wanna thank me. I wanna thank me for believing in me. I wanna thank me for all this hard work. I wanna thank me for having no days off. I wanna thank me for never quitting”. This words that I always hold onto to keep going and finish whatever I've started.

2.0 STUDENT'S PROFILE



ANISA ZURANI BINTI ABDULLAH

EDUCATIONAL BACKGROUND

Oct 2020 - now	UiTM Kampus Bandaraya Melaka Bachelor of Business Administration (Hons.) Marketing Current CGPA: 3.3
June 2018 - Dec 2019	SMK BATU KIKIR (MODEL KHAS) Sijil Tinggi Pelajaran Malaysia (STPM) CGPA: 2.83
2013-2017	SMK BATU KIKIR (MODEL KHAS) Sijil Pelajaran Malaysia (SPM) 5A2B1C

SKILL & PROFICIENCIES

- Social media marketing
- Proficient in MS Office application: Word, Powerpoint
- Good communication skills
- Flexible, responsible and open-minded person

LANGUAGES

- Malay
- English

EXPERIENCES

Mar 2023 - Aug 2023	AGENSI PEKERJAAN DREAM-JOB SDN BHD Internship as Sales & Marketing Department. I was assigned to promote agency's service to prospect about this agency supply manpower from local and foreign worker through call and emails. I also assigned to list manufactures in Malaysia and collect information to offer them worker. next, I was assigned to advertise advertisement about job vacancy. I also get the opportunities to deal with prospects and give idea to expand the market.
Oct 2021 - Feb 2022	MARCOM PROJECT ITTIHAD SDN BHD Work in group assignment and prepared marketing communication plan for ITTIHAD SDN BHD and presented it to the client during Semester 3.
Oct 2021 - Feb 2022	COLLABORATION BULU MATA HIJAB Work in group assignment, prepared promotional activities and handle their social media platform (Instagram) during Semester 3.
Oct 2021 - Feb 2022	VIRTUAL-MELAKA INTERNATIONAL INTELLECTUAL EXPOSITION Work in group assignment and prepared innovation product and presented during Semester 3.

RELEVANT EXPERIENCES AND AWARDS

Conducted and lead Campaign Saving Money with school children (2022)
Conducted and lead a Campaign Positive Mindset in school (2022)
Conducted and lead an event for faculty in campus (2022)
Participated in MASAVENTER and win silver award (2022)
Participated in VMIEX and win silver award (2022)
Participated in Marcom project with Ittihad SDN BHD and win silver award (2021)
Collaboration with industry Bulu Mata Hijab in promotion activities (2021)

REFERENCES

Mr. Sim Boon Hun

Director,
Agensi Pekerjaan Dream-Job Sdn Bhd
No 11A & 11B, Jalan Pendidikan 8, Taman
Universiti, Johor Bahru, 81300 Skudai,
Johor

Mrs. Norazah Binti Saiman

Marketing Manager,
Agensi Pekerjaan Dream-Job Sdn Bhd
No 11A & 11B, Jalan Pendidikan 8, Taman
Universiti, Johor Bahru, 81300 Skudai,
Johor

Mrs. Aemillyawaty Binti Abas

Academic Advisee,
Universiti Teknologi Mara (Melaka), Kampus
Bandaraya,
110 Off Jalan Hang Tuah
75300 Melaka

Sir Fairuz Bin Jamil

Lecturer Academic,
Universiti Teknologi Mara (Melaka), Kampus
Bandaraya,
110 Off Jalan Hang Tuah
75300 Melaka

Figure 1: Updated Resume

3.0 COMPANY'S PROFILE

This is an infographic from the company profile, which is the Company name, Logo, Location or Address, Mission, Vision, Office's number, Email Address and also Website.

Dream-Job SDN BHD is one of the earliest employment agencies to start operations in 2007 and is based in Johor Bahru. Armed with 15 years of experience in the field of recruitment also as a Recruitment Agency, this agency has provided many employees to companies throughout Malaysia and indirectly assisted the Malaysian government in dealing with unemployment and increasing the income of Malaysians. What they do is they help companies to get jobs and also help the unemployed get better jobs with decent wages. This company conducts business by offering services to prospects by providing local and foreign workforce covering various sectors and fields.

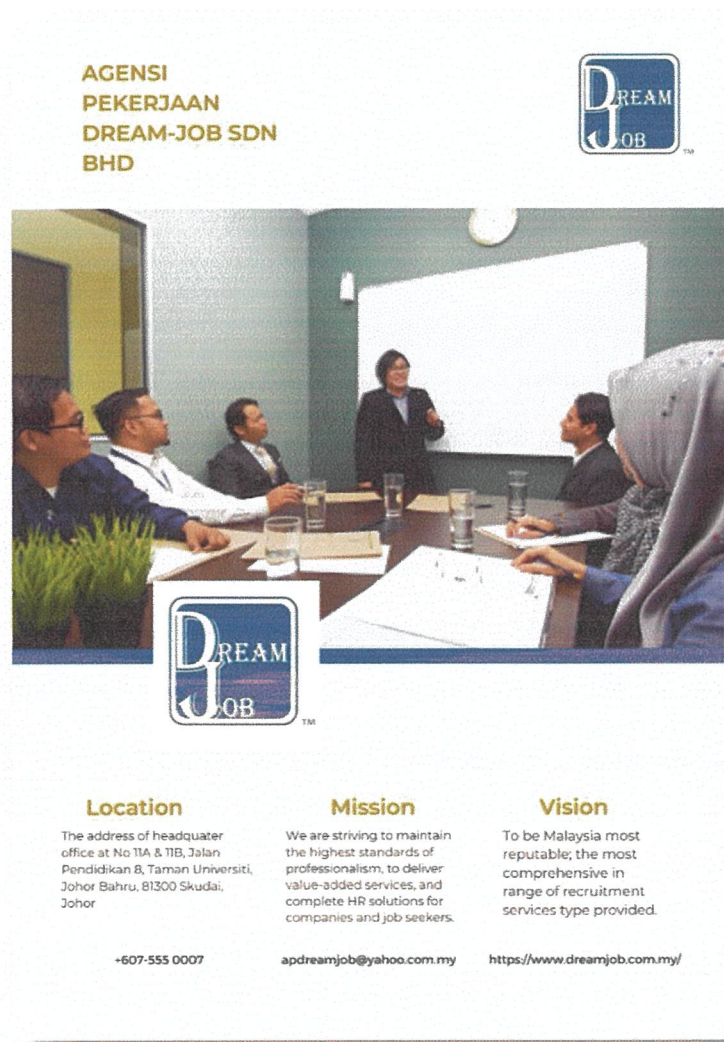


Figure 2: Company's Profile

Dream-Job Employment Agency has two main offices which are headquartered in Johor Bahru and Selangor. Here are the locations in Skudai, Johor and Selangor via Google Map display. At the office where I interned, which is in Johor, the journey from home to work takes about 20 minutes by car. For the office in Shah Alam, the office is located at the address B-02-01 & B-02-02, Block B Sekitar 26, Persiaran Hulu Selangor, Seksyen 26, Hicom Industrial Estate, 40400, Shah Alam, Selangor, near Taman Bunga Negara



Figure 3: Location and Distance from House to Work

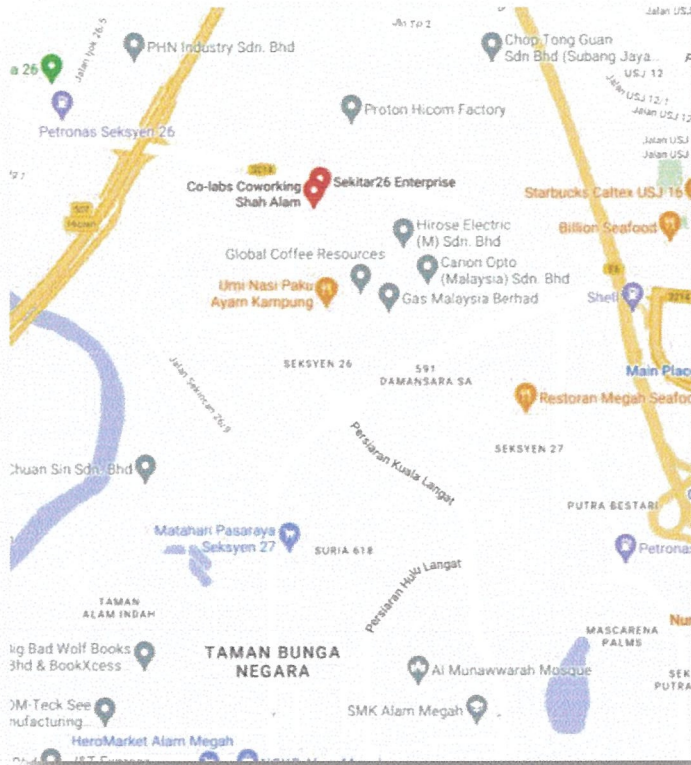


Figure 4: Location of Office at Shah Alam

Dream-Job Employment Agency SDN BHD has practiced the main six values during their operation. This value is a basic guide for them to always maintain the quality and quality of their business in order to always offer the best service to prospects and also candidates or employees under them. This is the six core values practiced by them.

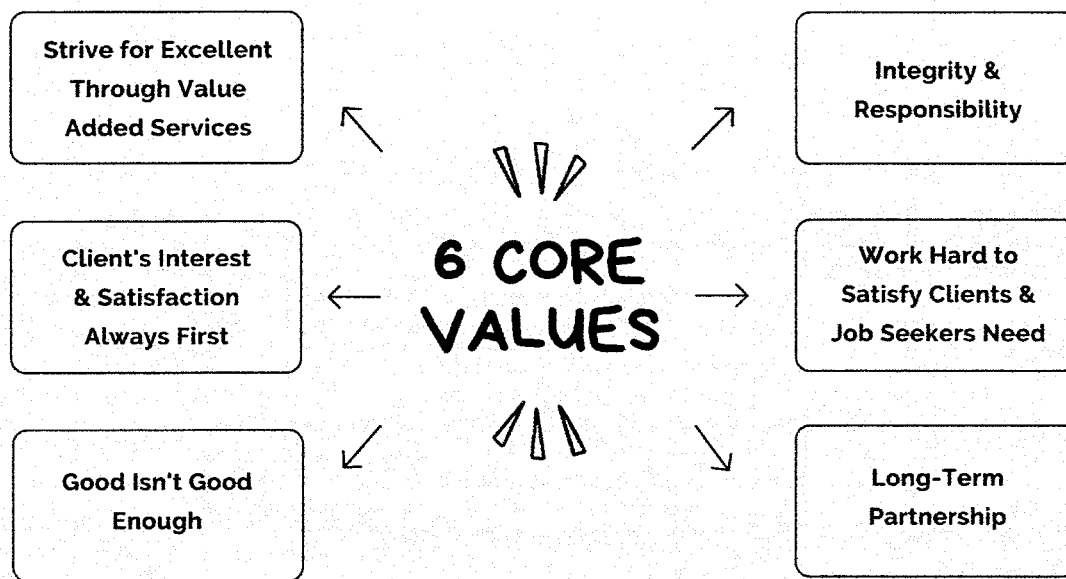


Figure 5: Six Value Core of Dream-Job

Next, in this company information there is also an organization chart of Dream-Job Employment Agency SDN BHD. There are several large positions in it and one position is responsible for the job scope that is important to always carry out. Each of them plays a very important role and has a huge responsibility in ensuring that this agency becomes a strong and stable employment agency from time to time.

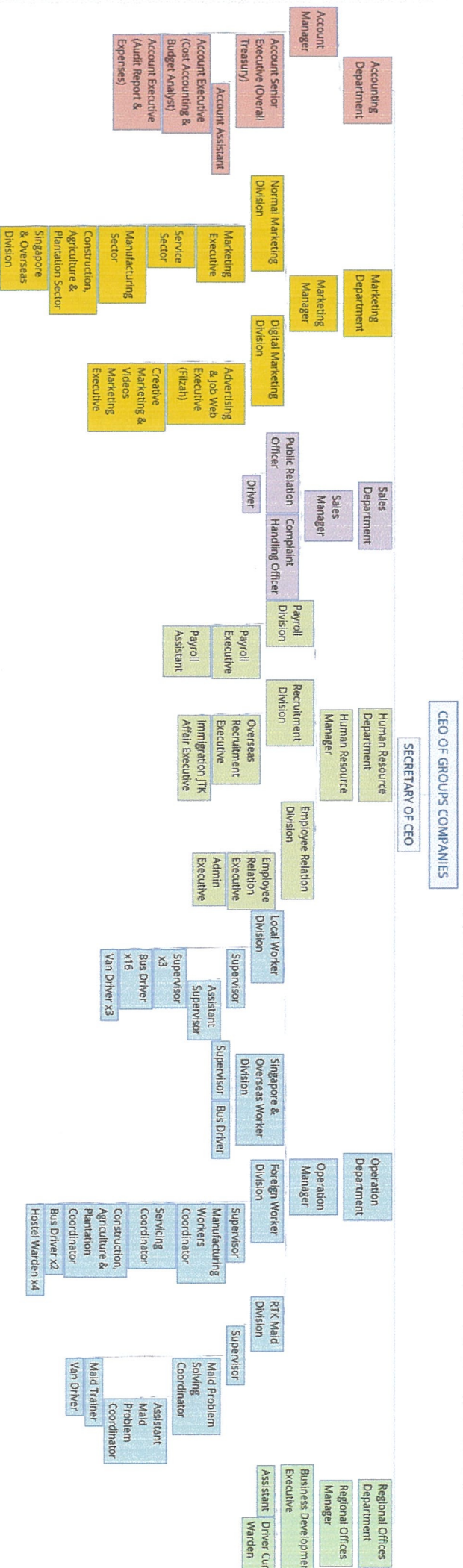


Figure 6: Organizational Chart of Dream-Job

4.0 TRAINING'S REFLECTION

As for training's reflection, I underwent this internship from 1st March 2023 to 15th August 2023, where I worked 5 days a week from Monday to Friday, only if there was a need I would work on Saturday. Working hours start at 8.30 AM to 5.30 PM. The specific department and roles I were assigned the Sales and Marketing Department. During this internship, there are various tasks that I have learned and done.

Among them are sourcing details of companies that potentially need workers, scraping details of vacancies that need workers on web jobs such as Jora, Mau Kerja, MYFuture Job, and so on, while scraping is also done on web jobs and Facebook through the Facebook Group about jobs. the latest vacancies that are suitable for candidates who want to be offered to companies and factories.

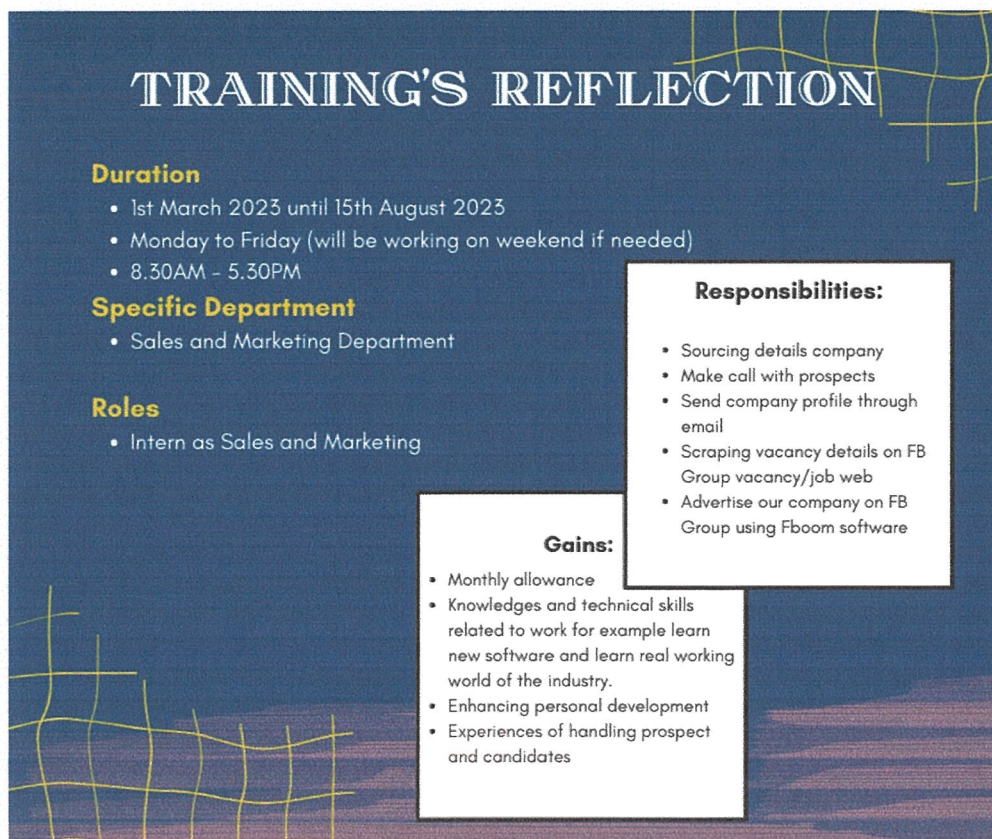


Figure 7: Training Reflection at Dream-Job

After making sourcing information for the appropriate company or manufacturer, I was assigned to make a call with the company and asked to ask if they needed workers. Usually this matter will be discussed with the company's Human Resources (HR). If they show interest, I will send 'Company Profile' 'Introduction Manufacturing/Serviceing' and 'Business Card' as a reference if the company or factory wants to use agency services to find employees. The diagram below shows the workflow and tasks I did while at Dream-Job Employment Agency SDN BHD. There are also prospects who show interest or just want to see the quotation we offer first before proceeding to the next level. If the quotation has been given, we will follow-up with the prospect again to discuss the price set, here the negotiation with the prospect takes place regarding the price and also the terms we set. We ensure that the price offered is appropriate and the terms set are fair, i.e. 'Win Win Situation' for both parties between us and the prospect. This negotiation process necessarily takes time because the prospect needs to discuss first.

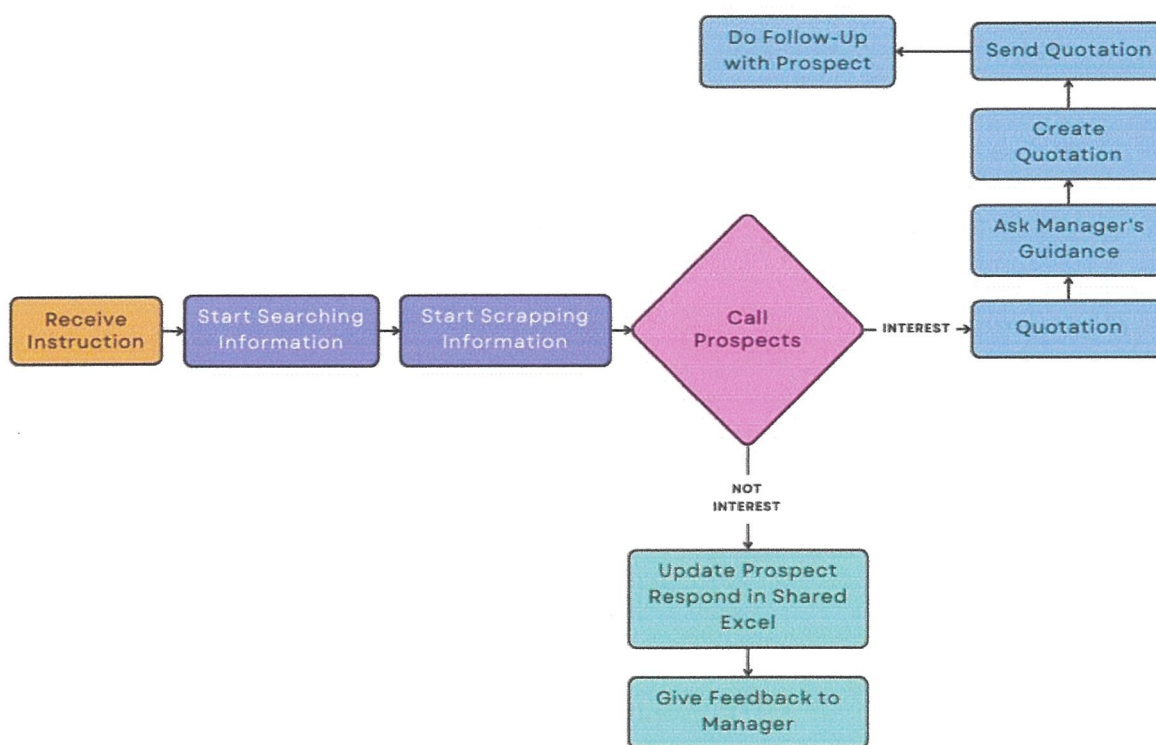


Figure 8: Workflow as Sales and Marketing Department

5.0 SWOT ANALYSIS

SWOT analysis is a framework for identifying and analysing an organization's strengths, weaknesses, opportunities, and threats. The primary goal of SWOT analysis is to increase awareness of the factors that go into making a business decision or establishing a business strategy. Founded by Albert Humphrey, who tested the approach in the 1960s and 1970s at the Stanford Research Institute. SWOT analysis was originally developed for business and based on data from Fortune 500 companies.

5.1 STRENGTH:

The definition of strength is internal attributes and resources that support a successful outcome. It describes what an organization excels at and what separates it from the competition, for instance, a strong brand, loyal customer base, a strong balance sheet, unique technology, and so on. For example, a hedge fund may have developed a proprietary trading strategy that returns market-beating results. It must then decide how to use those results to attract new investors.

5.1.1 Have 16 years experienced in field of supplying manpower:

For Agensi Pekerjaan Dream-Job Sdn Bhd, one of their strengths is that their company has been operating for more than 16 years, starting in 2007 in the field of offering labour to companies and also providing job opportunities for unemployment, whether local or foreign. Not only that, but it also provides employees and jobs that cover many sectors such as manufacturing, construction and service. Under the sub-sector service includes jobs such as cleaning, food and beverages, gardener, and so on. The employees offered by this company to their clients are very qualified and experienced. This is because, Dream-Job Sdn Bhd will get details about the employee criteria desired by client companies, in terms of experience, education background, personality, and so on. All will be emphasized and ensure that they offer perfect candidates for clients. They will also offer suitable job opportunities to the unemployed. Naturally, this helps the country in reducing the unemployment rate and gives light to those who are in dire need of a job.

5.1.2 Multi racial staff that create strong backbones of the company:

In addition, one of its strengths is having staff from various racial backgrounds, from all over Malaysia, which makes this company able to establish strong relationships and help each other. Although this company has many staff all over Malaysia, it is divided into two main backbones that lead in Dream-Job, namely efficient management and operational efficiency. Management of Dream-Job consists of account, payroll, human resources, marketing administration and promotional department. Each of them is very efficient in carrying out their duties and ensuring that the operation and flow of the company runs smoothly every day. They are the ones who will ensure that their clients are satisfied with the service offered, ensure that the quality of the workers provided is very good and ensure that the workers are happy in the field of work at the clients' company. Therefore, the staff of this company is the main backbone. This is because they often give encouragement and motivation to the employees located under this agency so that they are always happy and enthusiastic at work for clients' companies. Indirectly this gives a very good image and widens the net for this agency in the eyes of clients and candidates who want to find a job using the services provided.

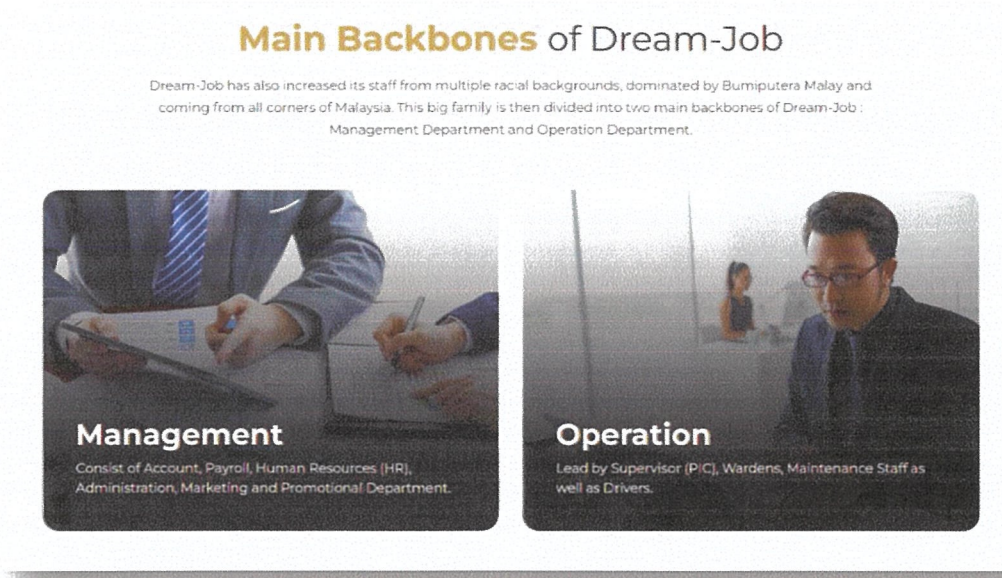


Figure 9 : Dream-Job's Backbone



Moral Support & Finances

Dream-Job also has provisions for workers who suffer from disasters such as accidents, illnesses or deaths of immediate families. Dream-Job will help in terms of moral support and finances to relief their burdens.



Provide Assistance For Employees

Dream-Job also provides allocation to provide food, accommodation or advance money for unemployed workers until they get a permanent job. Supervisors will be responsible to identify workers who do not have enough money and provide the assistance to them in terms of food supply or financially in accordance with the conditions set by the company.



Provide Assistance For Company

Dream-Job is honored to provide assistance in terms of energy or financially, if there is a request from factory to contribute for staff activities such as Annual Dinner, tele-match inter-company staff and other voluntary activities likes Corporate Social and Environmental Responsibility.



Improve Our Quality

Dream-Job provides medical subsidies to employees. We are willing to improve our quality of services and increase the existing benefits offered for our employees' convenience.



Ability To Satisfy Customers

Dream-Job has the ability in terms of meeting the quota or demand from the client. We are always ready to ensure that these items are well-maintained.

Figure 10 : Main Factors of Dream-Job Succeed

5.2 WEAKNESSES:

Weaknesses stop an organization from performing at its optimum level. They are areas where the business needs to improve to remain competitive: a weak brand, higher-than-average turnover, high levels of debt, an inadequate supply chain, or lack of capital. It is something that business needs to improve to remain competitive: a weak brand, higher-than-average turnover, high levels of debt, an inadequate supply chain, or lack of capital or even lack or miscommunication that happen between them inside the business will cause weakness and troubles toward the business.

5.2.1 No encouraging returns:

Of course, every small or large business will definitely face various problems in the organization. Not to be outdone, Dream-Job Employment Agency Sdn Bhd also often faces problems within its company. Among them, there is no encouraging returns after spending a high amount of cost to advertise on the social media platforms they have. This is further reinforced by a conversation from the director of Dream-Job himself, Mr. Sim, who said that he had spent RM 10,000 every month for advertisements on the Facebook platform, but the results found were not encouraging in terms of likes and comments from social media users compared to with advertisements of other companies that get a lot of likes and comments due to that he stop use facebook Ads immediately.

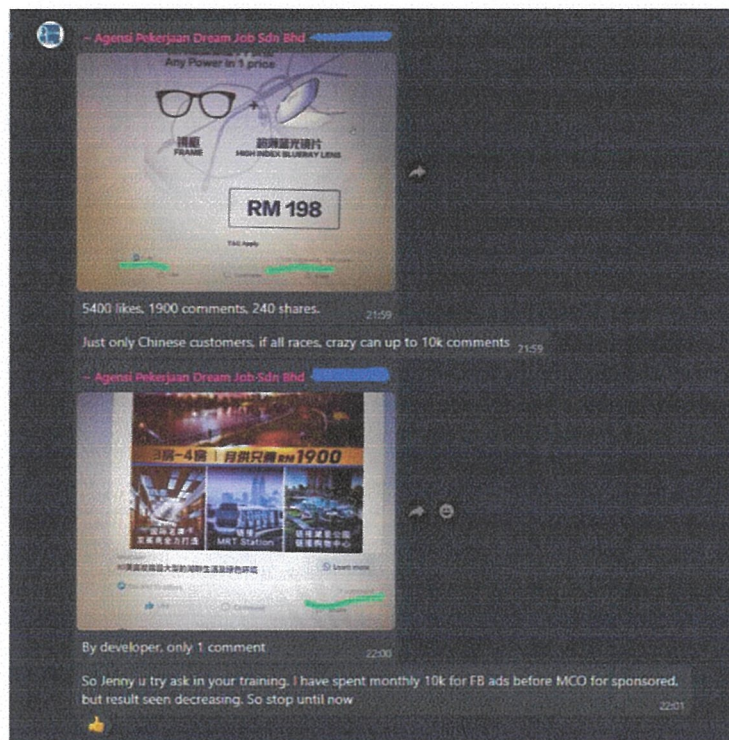


Figure 11: Director showed Differentiate from Other Company's Ads

5.2.1 Not actively on social media platform:

Next, the problem faced by this company is that the social media platform they use as a place for advertising about their company or service that they provide is not actively at all. To ensure and further expand the company's marketing network, Dream-Job should use social media platforms as much as possible and often look for various alternatives to attract the attention of social media users to view the advertisement and give encouraging responses or feedback. Nowadays, any type of business company is very concerned about strengthening their brand image and increasing their brand awareness on social media in various ways. As you can see, Dream-Job has a social media account on Facebook, Twitter, and even TikTok, however, the last update is quite long, and their latest posting was about months ago. It makes potential clients and candidates not really know about the existence of Agensi Pekerjaan Dream-Job Sdn Bhd even though it has been in existence for 16 years in this industry.

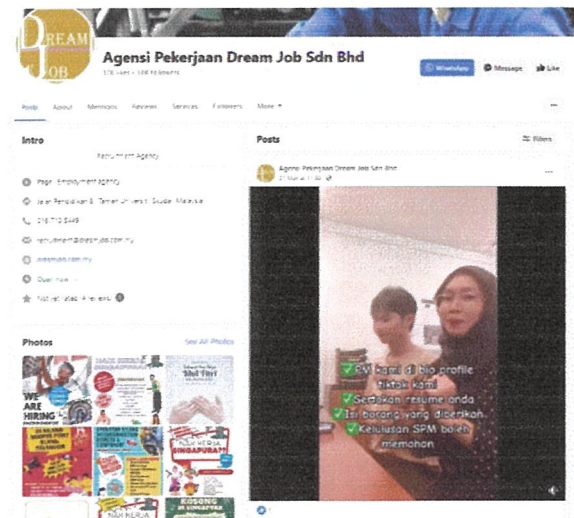


Figure12: Facebook Page not Active



Figure 12.1: TikTok Account Not Active



Figure 12.2: Twitter Account Not Active

The last update for these three main social media of Dream-Job is quite long. For Facebook and TikTok the last post and update was on 21st May 2023 meanwhile for Twitter the last update or post was on 17th February 2023. This shown that Dream-Job not actively using social media for advertising the company.

5.2.3 No interaction with other users:

Not just that potential candidates also complain and sigh on their posting regarding there's no feedback or response from Dream-Job team whenever candidates ask further inquiries to them. This screenshot was taken at the comment section of the latest posting by Dream-Job. One of the comments stated that every time she messaged the team through social media, she got no response at all even after waiting for a long time. This causes potential candidates to no longer want to connect with Dream-Job and look for other agencies to help them. Because of this, the response from users on every post made is not encouraging even though the cost is high especially on Facebook, because users assumed they will not get any response from the team. This shows that this behavior needs to be changed to further improve the quality of the Dream-Job agency.

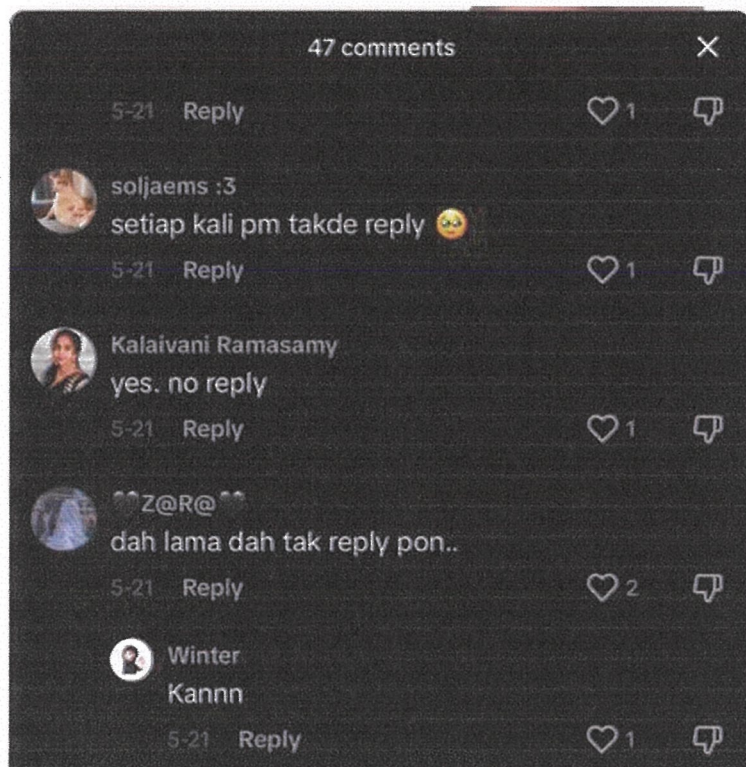


Figure 13: People Leave Negative's Comment

5.2.4 Lack of responsibilities and professionalism from staff:

In addition, there are also other problems which are from employees under the agency making complaints and giving bad reviews on 'Google Review' regarding bad management for not contributing to the 'Kumpulan Wang Simpanan Pekerja' (KWSP/EPF) since starting work, when making a complaint to agency, the response received was inadequate and there was no

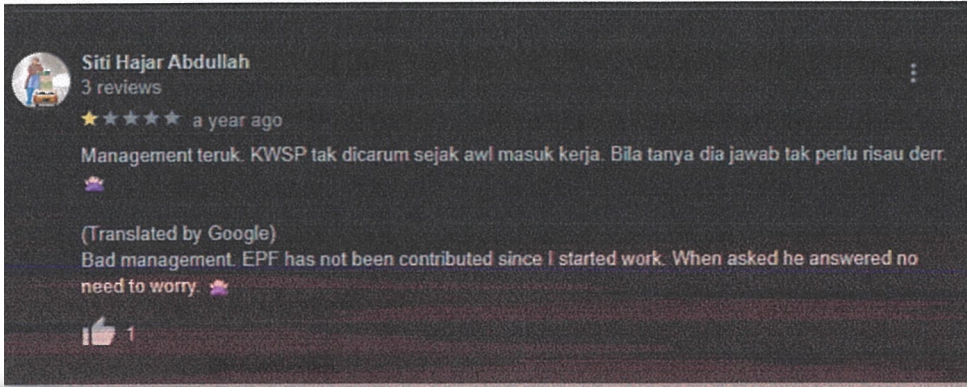


Figure 15: People Commented About Poor Management

of the Dream-Job Employment Agency. Things like this should not happen and management needs to be aware and take swift action if this happens, if this employee has made a complaint on Google Review, this will obviously give a negative view and worsen the brand image of Dream-Job in the eyes of those who see it.

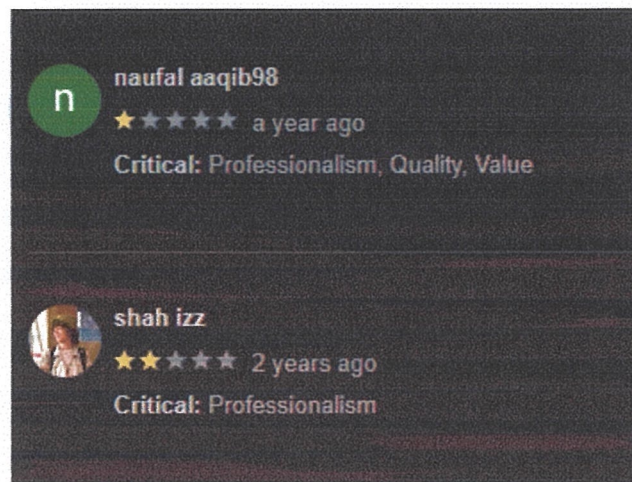


Figure 14.1: People Left Bad Ratings due to Professionalism

Obviously less interaction with audience on social media platform will cause less engagement even though several costs have been incurred for Facebook ads and so on. Interaction with the audience as well as ethics and professionalism in work need to be emphasized for the long term and improve the brand image in the minds of prospects and potential candidates.

5.3 OPPORTUNITIES:

Opportunities refer to favourable external factors that could give an organization a competitive advantage. Opportunities are seen as an opportunity for a company or business to increase its marketing power with the use of high technology in order to compete with other competitors. Among other examples is the person who sees an opportunity and tries various alternatives to penetrate the market in expanding the business and organization.

5.3.1 Utilising the usage of marketing's software:

For Agensi Pekerjaan Dream-Job Sdn Bhd, various opportunities are taken and done to expand the market in improving brand image and brand awareness among prospects especially in business to business (B2B) as well as potential candidates under the banner of Dream-Job. Various alternatives are used in advertising job opportunities, introducing this organization to prospects from various sectors within Malaysia and also outside Malaysia. Among the opportunities used to expand its marketing is the use of high technology at an optimistic level. Dream-Job takes advantage of a wide variety of apps and software to promote their company on every digital platform such as Facebook, WhatsApp and Outlook.

For Facebook apps as we already know it has many users. According to Business of Apps (2023), as at year 2023 Facebook charted third place of 'Most Popular Apps 2022 (Global)' with 449 million downloads. Besides that according to the Oberlo blog, statistics found that Facebook age demographics shows that the age group with the highest number of Facebook users is 25 to 34. 30% of all active Facebook users fall within this range, which totals 596.8 million

people. This shows that despite reports of younger people ditching Facebook over the past couple of years, the younger generation continues to be one of the biggest users of the Meta-owned platform. Because of that, Facebook is one of the applications that is suitable to be used to

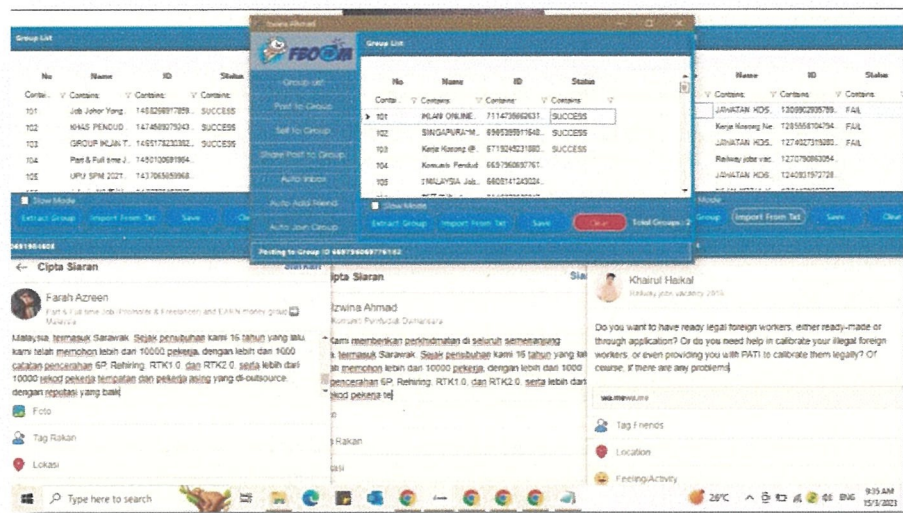


Figure 15: Utilising Marketing's Software (Fboom)

market job vacancies that are requested by prospects to be filled. The majority of company prospects that cooperate with Dream-Job want young employees between the ages of 20 - 45 years. To ensure that the advertisement is spread quickly and reach the audiences is to use a software called FBoom. By using this software, the Dream-Job team can quickly blast ads in every vacant job group on Facebook. Facebook apps are mostly used to advertise their services to businesses or other companies that need workers from both local and foreign countries.

In addition, among the opportunities used in terms of technologies is that the Dream-Job team also uses Whatsapp Blast apps or software to spread their service advertisements directly to business owners who leave their phone numbers in the vacancy group to find employees. With that directly, business owners who need employees and who want to use agency services will directly contact Dream-Job to find out more information. But this activity is only done by Dream-Job's marketing staff. This is an example of text and image ads that are spread through WhatsApp.

24 Top Free Bulk WhatsApp Sender Tools Online for Marketing



Figure 17: Utilising Marketing's Software (WhatsApp Blast)

Forwarded

OUR PRICE IS ONLY HALF OF THE MARKET PRICE

- Ready to work. Permohonan segera diterima dan diproses.
- Pekerjaan sesuai dengan undang-undang di Malaysia.
- Berapa pun gaji untuk perusahaan, aplikasi ini akan membantu Anda.

Hi, Bos, Mdm,

Masih mengambil Pekerja Tempatan? Kos, termasuk EPF, capai RM3000. Kami ada Pekerja Asing sedia ada pelbagai negara.

Rajin bekerja. Gaji bermula RM2300++. Bertutur English dan Melayu.

Caj pekerja sedia ada dengan RTK 2.0 (proses RTK 2.0 sendiri) max RM1500 (bayaran sekali sahaja).

Alternatif, permit pembersihan sedia ada, kos max RM3995 (sewa selama 1 tahun), termasuk permit.

Untuk pertanyaan, wasap.my/60173176231/query

~

Are you still hiring local workers? The cost, including EPF, to be RM3000. We have ready For...
[Read more](#)

11:30 AM

Figure 16.1: Poster and Caption Used for WhatsApp Blast

Next, Dream-Job also applies the use of 'Email Blasting' by using Outlook. In order to increase the market and introduce Dream-Job agencies and services, we have sought opportunities by introducing agencies to factory companies from Japan by emailing several documents as an introduction to the company. Among the documents are, 'Company Profile', 'Introduction Service for Manufacturing and Servicing Sector' and 'Business Card'. The following is a list of Japanese manufacturing companies located in Malaysia, the purpose of this list is to blast emails to their companies regarding the workforce we can offer.

No.	First No.	Last Name	Last Name	Email address	Country	Task Name	Responsibility	Company Name	State	Contact number	Manufacturing Category
1	HR	DEPARTMENT	hsh@hsh.com.my	ANSA				TONBO TEXTILE (MALAYSIA) SDN BHD	KANGSAR, PERAK	+60 305 776 1388 / 1895 / 1838	TEXTILE
2	HR	DEPARTMENT	hsh@hsh.com	ANSA				KIDAN BINAWAREBENI BHD	PAHANG BUKIT, JOHOR	07-3333333	TEXTILE
3	HR	DEPARTMENT	hsh@hsh.com	ANSA				Fina Paper Taisan (M) Sdn Bhd	KUALA LUMPUR	+603 9205 1930	TEXTILE
4	HR	DEPARTMENT	hsh@hsh.com	ANSA				JAPANESE PULP & PAPER (M) SDN BHD	Kuala Lumpur	603-2381 2389	TEXTILE
5	HR	DEPARTMENT	hsh@hsh.com	ANSA				Daiichi Seramik Sdn. Bhd	Bintulu, Sarawak	84-640088	TEXTILE
6	HR	DEPARTMENT	hsh@hsh.com	ANSA				CONE PULP (M) SDN BHD	Pantai Outling	00773 03846	TEXTILE
7	HR	DEPARTMENT	hsh@hsh.com	ANSA				PANASONIC MANUFACTURING MALAYSIA	Shah Alam, Selangor	+603 5993 5000	ELECTRONIC
8	HR	DEPARTMENT	hsh@hsh.com	ANSA				PANASONIC APPLIANCES (M) SDN BHD	Shah Alam, Selangor	483 5984238	ELECTRONIC
9	HR	DEPARTMENT	hsh@hsh.com	ANSA				LOGOP ENERGY MALAYSIA SDN BHD	Shah Alam, Selangor	+60 3 276 7154	ELECTRONIC
10	HR	DEPARTMENT	hsh@hsh.com	ANSA				KONICA MINOLTA BUSINESS SYSTEMS (M) SDN BHD	Kuala Lumpur	03-2828281	ELECTRONIC
11	HR	DEPARTMENT	hsh@hsh.com	ANSA				KOBAYASHI (M) SDN BHD	Ayer Keroh, Melaka	+603 9399 8029	ELECTRONIC
12	HR	DEPARTMENT	hsh@hsh.com	ANSA				KONICHI ELECTRONICS (M) SDN BHD	SELANGOR	0603 322 8825	ELECTRONIC
13	HR	DEPARTMENT	hsh@hsh.com	ANSA				RIECH (MALAYSIA) SDN BHD	Petang, Penang	68 4 3999881/2/3	ELECTRONIC
14	HR	DEPARTMENT	hsh@hsh.com	ANSA				MITSUBI (M) SDN BHD	Negeri Sembilan	606 677 7611	ELECTRONIC
15	HR	DEPARTMENT	hsh@hsh.com	ANSA				HOKUEN (MALAYSIA) SDN BHD	Dandar Tenggara, Johor	072963200	ELECTRONIC
16	HR	DEPARTMENT	hsh@hsh.com	ANSA				HITACHI CHEMICAL (JHORN) SDN BHD	PAHANG CENANGI	07-232426	ELECTRONIC
17	HR	DEPARTMENT	hsh@hsh.com	ANSA				HIROSE ELECTRIC (M) SDN BHD	Shah Alam, Selangor	03-5151 2833	ELECTRONIC
18	HR	DEPARTMENT	hsh@hsh.com	ANSA				JOHNSON CONTROLS HITACHI AIR CONDIT	Selangor	+603 7628 4300	ELECTRONIC
19	HR	DEPARTMENT	hsh@hsh.com	ANSA				HITACHI AGA (M) SDN BHD	KUALA LUMPUR	0320382751	ELECTRONIC
20	HR	DEPARTMENT	hsh@hsh.com	ANSA				HIKONI (MALAYSIA) SDN BHD	PAHANG JOHOR	07392345	ELECTRONIC
21	HR	DEPARTMENT	hsh@hsh.com	ANSA				HIGASHIFUJI (MALAYSIA) SDN BHD	PORT KLANG SELANGOR	031672795	ELECTRONIC
22	HR	DEPARTMENT	hsh@hsh.com	ANSA				HITACHI ELECTRONIC PRODUCTS (M) SDN BHD	Bandar Baru Bangi, Selangor	803 8025 9236	ELECTRONIC
23	HR	DEPARTMENT	hsh@hsh.com	ANSA				FANUC MECHANICS (M) SDN BHD	Klang, Selangor	800 3-3082 1222	ELECTRONIC
24	HR	DEPARTMENT	hsh@hsh.com	ANSA				FURUTSU (MALAYSIA) SDN BHD	Selangor	603-8230 4188	ELECTRONIC
25	HR	DEPARTMENT	hsh@hsh.com	ANSA				FD INDUSTRI (MALAYSIA) SDN BHD	SELANGOR	034374872	ELECTRONIC
26	HR	DEPARTMENT	hsh@hsh.com	ANSA				CASIO MALAYSIA SDN BHD	KUALA LUMPUR	603-2777 8222	ELECTRONIC
27	HR	DEPARTMENT	hsh@hsh.com	ANSA				CLARION MALAYSIA SDN BHD	Petang, Penang	604-6428-9884/30-763	ELECTRONIC
28	HR	DEPARTMENT	hsh@hsh.com	ANSA				CARON ELECTRONICS (M) SDN BHD	Petai, Penang	604-3860277	ELECTRONIC
29	HR	DEPARTMENT	hsh@hsh.com	ANSA				CHI ODA RITEGORE CO (JHORN) SDN BHD	Petrolubutan, Tebrau JV	60-7-3549716	ELECTRONIC
30	HR	DEPARTMENT	hsh@hsh.com	ANSA				CHI ODA RITEGORE CO (M) SDN BHD	Shah Alam, Selangor	03-584 8718	ELECTRONIC
31	HR	DEPARTMENT	hsh@hsh.com	ANSA				SATO MALAYSIA ELECTRONICS MANUPAC	Kuala Lumpur	0119136958	ELECTRONIC
32	HR	DEPARTMENT	hsh@hsh.com	ANSA				AGBA ELECTRONICS CO (M) SDN BHD	Selangor, Malaysia	600-80422111	ELECTRONIC
33	HR	DEPARTMENT	hsh@hsh.com	ANSA				AGAN BEST BASE SDN BHD	Selangor, Selangor	26-18-8306	ELECTRONIC
34	HR	DEPARTMENT	hsh@hsh.com	ANSA				S & O ELECTRONICS (MALAYSIA) SDN BHD	SUNGAI PETANJ, KEDAH	04-223854	ELECTRONIC
35	HR	DEPARTMENT	hsh@hsh.com	ANSA				SHARP MANUFACTURING CORPORATION (I) BAITU PAHAT JOHOR	Selangor, Selangor	074458400	ELECTRONIC
36	HR	DEPARTMENT	hsh@hsh.com	ANSA				SHN ELECTRONICS (M) SDN BHD	Selangor, Selangor	603 8766166 ext 146	ELECTRONIC
37	HR	DEPARTMENT	hsh@hsh.com	ANSA				SANRIO SANRIO CO (M) SDN BHD	Shah Alam, Selangor	03-5331331	ELECTRONIC
38	HR	DEPARTMENT	hsh@hsh.com	ANSA				SHINETSU (MALAYSIA) SDN BHD	Shah Alam, Selangor	03-5191 2233	ELECTRONIC
39	HR	DEPARTMENT	hsh@hsh.com	ANSA				HOLLAND MANUFACTURING MALAYSIA SDN BHD	Petaling Jaya, Selangor	03 7895 3063	ELECTRONIC
40	HR	DEPARTMENT	hsh@hsh.com	ANSA				PANASONIC ENERGY MALAYSIA SDN BHD	KULIM, KEDAH	04-681 0300	ELECTRONIC

Figure 17: Number of Emails That I Get to Send Company Profile use Outlook's Features

By using email blasting, document delivery can be done quickly and is a great opportunity to introduce the agency to companies from abroad. This is the body email that we use to email the HR Department of the company as well as the context document introduction in Japanese is included because there are some emails from their own head quarters in Japan.

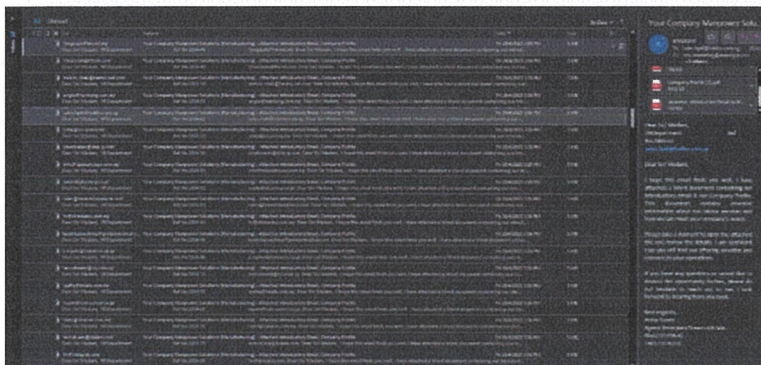


Figure 17.1: Number of Emails That I Get to Send Company Profile use Outlook's Features

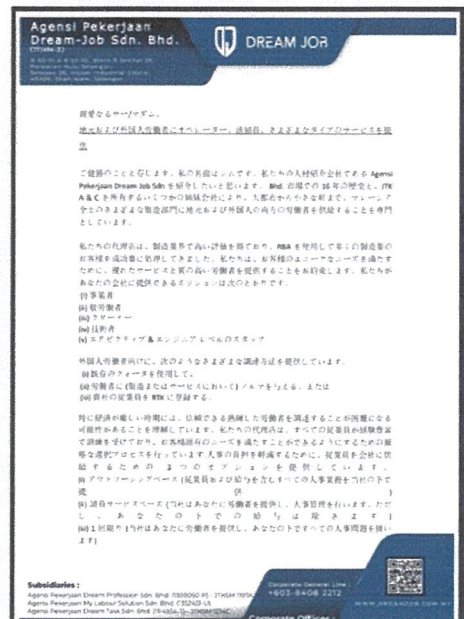


Figure 17.2: Example of Company Profile I Send to Japanese' Manufactures

Octoparse software is also one of the high technologies used as an opportunity for the Dream-Job agency to use to expand its business and try to penetrate various sectors of the prospect company. Octoparse is a cloud-based web data extraction solution that helps users extract relevant information from various types of websites. It enables users from a variety of industries to scrape unstructured data and save it in different formats including Excel, plain text and HTML.

The reason why Dream-Job uses it is to make it easy to extract all the important information about the prospect's company that is on the job web or business directory. Using Octoparse saves time and can extract a lot of information in less than 10 minutes. As users, we can also choose the information we want to take and what we don't need. Here is the logo of the software used along with how it processes the information that needs to be extracted.

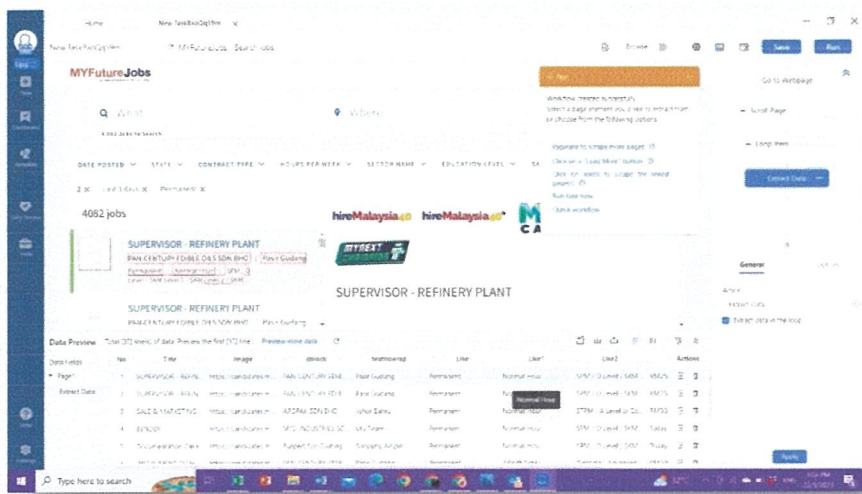


Figure 18: Marketing's Software (Octoparse) use to Collect Data in Short Time

5.3.2 Always fast finding other alternative to expand business:

The information obtained or that needs to be extracted depends on the instructions of the director of Dream-Job, namely Mr Sim. As a director, he often looks at and studies various alternatives and opportunities to expand his business. He will provide guidance on which sectors have high opportunities that currently require a lot of workers. For example, this is a conversation via WhatsApp, Mr Sim asks the marketing department to extract information and try to contact every company available, and introduce the agency and the service offered.

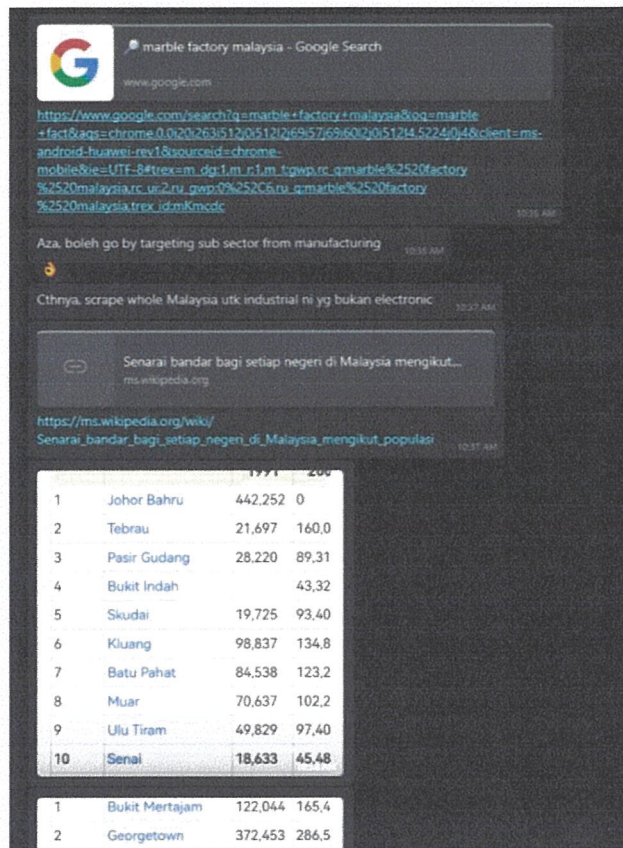


Figure 19: Mr. Sim Update New Opportunities and Target's Area

5.4 THREATS:

Threats refer to factors that have the potential to harm an organization. For example, a drought is a threat to a wheat-producing company, as it may destroy or reduce the crop yield. Other common threats include things like rising costs for materials, increasing competition, tight labour supply, and so on. Threats are focus on things that could harm the organization, more likely some that organization couldn't control. For instance, government regulation, competitors' strength, economic downturn and so on.

5.4.1 Expensive price rate:

The first most that become as threat towards Agensi Pekerjaan Dream-Job Sdn Bhd is price rate too expensive than other competitors. This is the first threat because the competitor's price or rate is something that cannot be controlled by the agency itself. This rate is something that depends on the type of service offered by the agency itself. This is because each agency has its own service charges. For Dream-Job, the price they offer is an affordable price that can be paid as a one-time off payment or in installments according to the agreement of the agency and also the prospect himself, even so, the price offered is still negotiable where the prospect can request to be given a reduction to the point of 'Win Win Situation'.

Although it is negotiable, there are other competitors who are able to give a much more reasonable price at the beginning of the price which makes the prospect accept it without the need for a long discussion. This is proven because one of the prospects has refused to use the services of this agency because the price is high compared to the agencies they have used, they have also given the agency's rate, and made the Dream-Job agency must give up the opportunity because the price is indeed much cheaper than the market. Here is a price comparison between our agency and competitors.

PROGRAM REKALIBRASI 2.0 (RECAP) TENAGA KERJA PENDATANG ASING
TANPA IZIN (PATI)
TAHUN 2023
JABATAN IMIGRESEN MALAYSIA

SEKTOR				
PEMBINAAN	PERKILANGAN		PERKHIDMATAN (RESTORAN SAHAJA)	
INDIVIDU	COMPANY			
DEPOSIT (Registration online) No refund money. Jika gagal Saingan Kupon tidak bisa di withdraw kouta memo diri	Rm	500	DEPOSIT (Registration online) No refund money. Jika gagal Saingan Kupon tidak bisa di withdraw kouta memo diri	Rm 500
THUMPRINT & COMPOUND Set appointment	Rm	1,500	THUMPRINT & COMPOUND Set appointment	Rm 1,500
FOMEMA Medical check (up)	Rm	200	FOMEMA Medical check (up)	Rm 200
LEVY Government fee	Rm	1,850	LEVY Government fee	Rm 1,850
PLKS, PROCESS & VISA Government fee Visa medical insurance	Rm	250	PLKS, PROCESS & VISA Government fee Visa medical insurance	Rm 250
INSURANCES Insurance policy for foreign	Rm	250	INSURANCES Insurance policy for foreign	Rm 250
PERKESO – 12 MONTHS Caruman skim keselamatan kehidupan pekerja	Rm	168	PERKESO – 12 MONTHS Caruman skim keselamatan kehidupan pekerja	Rm 168
APPROVAL DAN KOUTA Biaya sumber sahaja	Rm	1,200	APPROVAL DAN KOUTA Biaya sumber sahaja	Rm 1,200
MAJIKAN (PROSES Tumpang majikan)	Rm	600	MAJIKAN (SENDIRI)	Rm PERCUMA
JUMLAH KESELURUHAN /TOTAL PER-HEAD Anggaran/Estimate	Rm	6,518	JUMLAH KESELURUHAN /TOTAL PER-HEAD OWN COMPANY Anggaran/Estimate	Rm 5,918

BIL	DESCRIPTION	QTY	UNIT PRICE	AMOUNT
1	Bayaran pertama- pendaftaran	1	Rm 1,500	Rm 1,500.00
2	Bayaran kedua- Semasa pendaftaran cap jari di JIM	1	Rm 3,000	Rm 3,000.00
3	Bayaran akhir-Proses Permit PLKS,medical dll.	1	Rm 2,018	Rm 2,018.00
	Sub Total			Rm 6,518.00
	Discount			Rm
	Tax			Rm
	TOTAL VALUE			Rm 6,518.00

NOTE:
Authorized Signature

Figure 20: Dream-Job Sdn Bhd's Price Rate for Foreign Worker Per Pax

Direct ask him, how much his agent offer, I can offer lower

update info: I called Mr Kalai to follow up, he said our rate is quite expensive compare to his current agent. he gave me his agent pricing quotation.

10:59

Figure 20.1: Other Agencies' Price Rate for Foreign Worker Per Pax

5.4.2 Government regulations and laws:

Next, government regulations changes are also one of the threats to all sectors of the company including employment agency companies that supply manpower from local or foreign workers. This is because changes from the government, especially in the foreign employment sector, change according to time and situation.

Regulation from foreign countries also results in difficulty for the Agensi to bring in workers from those countries. There are some countries that require a lot of documents and take a long process to be approved. Not only that, but the required documents are also very complicated for recruitment in that country to require the help of other more expert parties to complete them so that they can be easily approved. This is proven by Mr Sim himself that the workers he wants from Nepal go through difficulties in documentation.

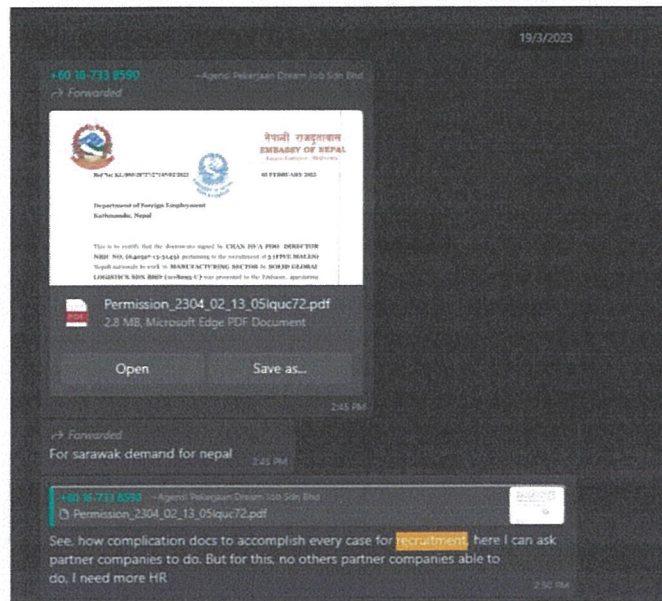


Figure 21: Mr. Sim Mentioned About Nepal's Documentation Complicated

6.0 DISCUSSION AND RECOMMENDATION

6.1 Recommendation for strengths:

6.1.1 Practice good environment in workplace to keep sustaining in business

In my opinion, sustaining in business for a long period of time, i.e., more than 10 years, is to practice good environment and rational workloads in the office or workplace. There is no doubt that in B2B business operations there are also sales targets that need to be achieved. In order to achieve longer sustainability, the sales target that needs to be achieved by each employee, especially those in the sales department, must be suitable and not difficult to achieve, and in achieving the target, the working conditions in the office must also be in a harmonious and happy state. For example, not setting an unexpected and irrational amount of sales. According to (Frye et al., 2020; Osuji, et al., 2014, Wong & Wong, 2013) harmonious and tolerant working environment for employees to create a cordial "family" atmosphere as a potent tool to retain staff. Meanwhile (Wright, 2019; Kucukusta et al., 2014) stated in the studies that six employees reported that the stress comes from meeting tough sales targets. This is very important and needs to be emphasized because when employees work in a happy state, it will motivate employees to help the company in achieving the company's targets and goals. However, if employees work in disharmonious and toxic conditions, there are often fights and disagreements, it will indirectly affect the performance of employees to achieve the set targets. Over time, employees also decide to stop working because they experience stress and do not enjoy working. Obviously, improving and practicing good environment at workplace and rational workloads are very important in maintaining business for a long period of time.

6.1.2 Multi racial worker enhance work quality and company performance

Multi racial in the workplace is also the reason why a business is able to survive for a long time. This is because by being multi-racial, it is indirectly open to open minded and open discussion in improving the company's performance and profits. With the existence of multi-racial, there are various ideas from various perspectives from various multi-cultural that can be used as an idea to attract the attention of prospects and also candidates to see our company as a company that practices the concept of openness regardless of race and religion, skin color, and etc. Indirectly, it will give a positive view in the eyes of the community that Dream-Job Agensi Pekerjaan Dream-Job Sdn Bhd is very open to other nations. This also improves the

company's business performance because there are various alternatives in the company's productivity. This is reinforced by Fredman (2001), who states that diversity is a recognizable source of creativity and innovation that can provide a basis for competitive advantage. Not just that according to diversity leads to synergy among the different skills and competencies inherent in the organization, this tends to encourage collaborative work situation, drive productivity and lead to excellent business performance (Tamunomiebi & John-Eke, 2020). It also helps enhance network collaborations and team working and participation in the company's decision-making process.

6.2 Recommendation for weaknesses:

6.2.1 Enhance social media usage for better returns for company

On the point above, I stated that this agency is facing the problem of return on capital or low profit by using Facebook Ads. As a result, the return on investment is very low. After researching this problem, it stems from the problem of the use of social media that is not optimal and comprehensive even though the advertisement uses a high amount of capital. Agensi Pekerjaan Dream-Job Sdn Bhd should optimize the use of social media as best as possible by hiring employees in the field of digital marketing who are highly experienced to maintain the company's base on social media. According to the writing of an article by Dissanayake D.M.R., Siriwardana A, Ismail N (2018) titled "*Social Media Marketing and Customer Engagement: A Review on Concepts and Empirical Contributions*" that social media is one of the most important and essential marketing tools nowadays because it is marketing communication related to brand-related consequences such as brand awareness, engagement (Bento, Martinez, & Martinez, 2018; Kim & Yang, 2017; Larsson, 2017). In addition, the content that you want to post on social media also plays a very important role in attracting the attention of customers and it is able to influence the company's promotional strategies to facilitate interactive options for consumers to engage with firms, brands and even related communities with no time and place complexities.

Companies should strategically manage online channels to get the competitive edge in promoting brands whilst maintaining positive client relationships by optimizing the usage of social media (Siriwardane & Dissanayake, 2018). As we know social media is indeed able to help every individual or businesses to strengthen their relationship with each other with its high level of accessibility. So, if Dream-Job takes good care of their social media base, they will certainly not suffer losses and even gain profits and beneficiaries in the long term.

6.2.2 Actively on social media to strengthen company's base

Although we have and use various types of social media, if we do not understand and use its functions in a general way, especially in business, it may not have an impact and give a positive effect in the near future. For those who run a business and use social media to increase brand awareness and build relationships with customers, it should be social media that makes things easier. Without social media, creating brand awareness may be a little difficult and time-consuming to place in the minds of users and customers. Not only that, but promotional activities are also difficult to do, time-consuming and also involve high costs because it is necessary to make posters, advertise using traditional marketing channels such as newspapers, posters, television and so on. The level of accessibility is very low and limited because it is only focused in certain areas and only certain groups can. For example, if a furniture business wants to promote its sales at a cheap price, it needs to spend a lot of money on advertising through posters, flyers, etc. It also takes a lot of effort to prepare and distribute the advertising material to the local community. In addition, the business only develops or is known by the local community only, for example the business is in the Kuala Pilah district, so only the residents of Kuala Pilah, as well as the surrounding areas know and maybe not all residents know and buy furniture from the business.

Nowadays with digital marketing and social media platforms, it is easier for businesses to run their business face-to-face or online only. Promotional activities such as advertising are much easier, cheaper and more effective than using traditional marketing channels. Advertising that is blinded on social media can be seen by various people from various places, it can also expand the market of the entire area. In addition, even if the customer lives far from the business premises, with the presence of social media, two-way communication can be done quickly.

Because of that, in my opinion Dream-Job Employment Agency Sdn Bhd needs to first strengthen their online base on the social media they have, even if they only use one social media which is Facebook, but if it is used as best as possible, and be active on social media it is not impossible that this company will become more famous and have cooperation with companies or factories that have a big name in manpower supply. This is supported by the writer Dissanayake D.M.R., Siriwardana A, Ismail N, KJM, 2019, 08 (01), in his article stating that Facebook has more than 1.96 billion dynamic clients consistently attributing the quantity of Facebook business pages have now outperformed 50 million. Those clients make 2.5 billion remarks on business pages every month, and consumers share many engaged thoughts and links providing evidence on the power of social media in businesses. Definitely, being active in social media plays an important role for the business of Agensi Pekerjaan Dream-Job Sdn Bhd so that it can increase brand awareness in the minds of the public and social media users.

6.2.3 Improve interaction skills on social media

Communicating with customers or anyone in social media is very important and plays a very important role in maintaining brand image and increasing brand awareness and increasing profits for the company. Communication or interaction between two parties, especially from the company's side, will reflect the company's personality, whether the company has staff who are friendly and easy going with customers or vice versa. For example, if the customer service performance of a company is good, the service provided is very satisfactory, it will give a positive image of the company. If the treatment provided is otherwise, then the company's image is also affected, and it may result in a long period of time because it can be seen and reviewed through social media and digital platforms.

The problem for Dream-Job Employment Agency Sdn Bhd is that their staff lack interaction with other social media users when they are asked questions on their advertisement posts. For example, Agensi Pekerjaan Dream-Job Sdn Bhd uploads new job advertisements obtained from prospects to find suitable candidates, but when a candidate leaves a question in the comments regarding the advertisement, there is no feedback from the staff. This makes their social media engagement fall because they do not interact with potential candidates who want to try. For this reason, when there is another advertisement posting or the latest one, many people leave comments and indirectly it results in the brand image of this company being scratched.

Therefore, the problem of interaction skills needs to be overcome, the staff needs to be more friendly and provide good service to those who have questions. This is because nowadays social media is one of the essentials for every business and is also able to exert a lot of influence on brand image company. As we know customers can also see comments, reviews, and surveys through social media only, if there are negative comments it will affect the perspective of potential customers who want to deal with us. This is supported through articles written by Oncioiu, I.; Capus,neanu, S.; Topor, D.I.; Tamas, , U.S.; Solomon, A.-G.; Danescu 2021 entitled "*Fundamental Power of Social Media Interactions for Building a Brand and Customer Relations*". In this article, the author says that the company should create a society where the company and the consumer have constant communication so that they can build a relationship. This is because in the author's opinion social networks will not only increase sales, but also increase attention, brand page traffic, and customer loyalty. In addition, interactive potential of social media based on dialogue-oriented communication and the quality of relationships with online customers according to him. Obviously improving and improving interaction skills is very important for a business because it involves long-term success and business image.

6.2.4 Be more responsibilities during carrying out duties

Professionalism in the workplace refers to the way in which an employee carries themselves, the attitude they convey, and the way they communicate with their co-workers and clients. In other words, it is the conduct, attitude, and behavior of a worker. From your first day on the job to the day you retire, and sometimes even afterwards, you need to be aware of the quality of your workplace professionalism. A professional attitude must be present in employees when doing work, especially when in front of or in coordination with prospects. It is very important because as employees we are a representative and a reflection of the company when dealing with prospects. So our service or attitude and speech should be professional and trustworthy in carrying out our responsibilities. Not to mention when it involves other people's affairs, the entrusted work needs to be carried out as best as possible and as soon as possible.

So, in my opinion, staff from Agensi Pekerjaan Dream-Job Sdn Bhd need to improve and behave more professionally in the workplace as well while on duty and when dealing with prospects. Among them, they can improve or improve their attitude through improving or building relationships with people around them, such as colleagues, customers, and prospects,

so that work will be smoother and more effective because they have strong networking and relationships. It is something important and important in business without good networking and relationships, it will cause conflict throughout our work. In addition, we need to understand that maintaining relationships with customers nowadays is very important because any positive and negative feedback from customers can be seen and can be reached anywhere on any social media platform. Thinking as a potential customer or prospect they will see or ask first honest reviews, opinions or seek information or feedback from customers who have tried to deal with our company. If a customer previously shared a bad experience while dealing with us, it will affect the brand image that has been built even though it has been established since 2007 because people will see the staff or the company abdicating responsibility and not trusting when doing work. This is supported through "Why Professionalism Matters in B2B Marketing" (2021) by Content Marketing Institute. This article argues that professionalism is essential for B2B marketers who want to build trust and credibility with prospects and customers.

6.3 Recommendation for opportunities:

6.3.1 Optimising the usage of social media platform and marketing software to penetrate the market

The use and strengthening of the business base with social media platforms is very important nowadays. Especially now, everything is at the fingertips where all business information such as products and services sold, about the company, the company's annual report and so on are available on the internet by just browsing social media or the business website. Not only that, but businesses are also now making social media an essential marketing tool in promotional activities. As we all know without social media now, we may be completely dependent on traditional marketing tools which are costly, time consuming and ineffective. Therefore, at the present time businesses need to seize and make the best use of the use of social media which indeed brings benefits and profits to the company.

As I mentioned above where the Dream-Job really takes advantage of the use of technology and the use of marketing software in facilitating their marketing workflow. However, in my opinion, these agencies need to maintain their momentum in the use of social media and various software because this really facilitates their business in spreading advertisements about vacant jobs or the services they do very quickly. For example, with the use of bulk whatsapp, FBoom and email blasting in promotional activities, Dream-Job can share their job information and services to their target in a short time and it is effective because potential prospects will know that Agensi Pekerjaan Dream-Job Sdn Bhd provides services offers employees in various economic sectors and indirectly increases brand awareness and brand equity of this agency. According to Mohammed Saleh Salem; Sulaiman Althuwaini; Sufyan Habib (2018) marketing software has its impact towards people that get the message that we delivered. This means that every advertisement that is spread covers almost all companies and large or small factories in Malaysia and Singapore. Obviously taking advantage of the existing use of social media and marketing software needs to be maintained by Agensi Pekerjaan Dream-Job Sdn Bhd.

6.3.2 Keeping pace with the needs of various sectors is essential

In my opinion, businesses in the employment agency sector really need to move quickly and seize all vacancy opportunities as soon as possible. Like the director of Agensi Pekerjaan Dream-job Sdn Bhd, Mr. Sim often sees opportunities that they can penetrate and

gives guidelines on how we can offer employees to these companies or factories. This is because at certain times, especially the manufacturing sector, workers are needed in large quantities and need them in a short period of time to launch production and completely new projects. Because of that there are some manufacturing companies that need the help of an employment agency to help their company find workers who meet their criteria in a quick period. So, if the employment agency is not alert to the current situation or overlooks the needs of workers in the industry, it will be a considerable loss for the agency company.

In addition, for manufacturing companies, for example, if they do not use agency services, it is also a loss in terms of time and money because it is not easy to get a large number of employees in a short time and candidates who match the required criteria. Naturally, this matter will disrupt the production activity of the factory and will indirectly lead to incurring a number of losses. This is because as an employment agency, we have experience in recruiting and screening suitable employees. Employment agencies also have a large number of candidates available who can directly supply manufacturing companies that need employment agency services. According to OnHires 2022, states that recruitment agencies play a very important role in recruiting because they will fully fulfill the requirements and criteria that the company needs and they can fill the vacant position in less than 14 working days. So indeed moving in tandem with business needs in various sectors is very important to maintain.

6.4 Recommendation for threats:

6.4.1 Change prospect's mindset regarding price rate

In my opinion, the price offered by Dream-Job Employment Agency Sdn Bhd is very reasonable and affordable for every business that needs employees, even if it is a large or small company, and the price offered is still negotiable and does not harm either party. However, there are several other employment agencies or other competitors that offer cheaper prices than Dream-Job Sdn Bhd, causing prospects to consider using the services of other cheaper agencies. So, Dream-Job needs to change the mindset of their prospects that the price they offer is not expensive by prioritizing or highlighting the benefits, advantages and also the warranty offered by the agency itself. Dream-Job Sdn Bhd employment agency prioritizes prospects and takes care of them, they offer benefits such as "Free of Charge Replacement", "One off Time Payment", "Outsource/Contract Servicing" and a long payment period for their prospects to make payments. The company should prioritize the benefits behind this price before stating the price. After all, these agencies also need to provide the best possible guarantee that the benefits they offer exceed the cost of the price offered. According to Chen, Ying-Ju and Zenou, Yves and Zenou, Yves and Zhou, Junjie, *Competitive Pricing Strategies in Social Networks* (March 12, 2018), this pricing strategies are essential to change the prespective or people's mindset about price that already set up so that it can cover all the cost that we already expenses.

6.4.2 Obey towards government regulations and laws

Government regulations and laws are something that cannot be controlled and are beyond the control of the company. Laws and regulations that have been established and amended must be obeyed to avoid any problems and chaos within a certain period of time. In Malaysia we have rules and laws that need to be obeyed to avoid wrongdoing or getting caught up in crime just like in other countries they have their own laws that we need to follow and respect even from developed or developing countries. For example, according to writings from the International Labor Organization, 2018, to hire foreign workers from Indonesia, the regulatory framework imposes obligations on agencies to submit detailed work plans with marketing targets and anticipated placement figures as a precondition for renewing their licenses after the first year of operation. In the Philippines, on the other hand, agencies operating for the first year are granted a provisional license before being granted a full four-

year license pending satisfactory performance. Private employment agencies also need to meet several criteria before being allowed to operate, namely from having a valid certificate, having stable finances, market and management. So, there are indeed many things that need to be fulfilled and perfected when becoming an employment agency in a private body to go through the recruitment process. When all criteria are met for both countries it will facilitate the processing of hiring foreign workers into our country.

CONCLUSION

As a conclusion, throughout the period of industrial training at Agensi Pekerjaan Dream-Job Sdn Bhd gave me a variety of learning and new experiences that I got and learned especially how Business-2-Business companies operate as well as culture and work environment. There is no denying that during this internship, various new knowledge was learned apart from what was learned during lectures. In addition, I was also able to put into practice the knowledge I learned and applied in this company. I can also feel the real experience when working where it is necessary to work under pressure, do tasks given in a certain period of time, give ideas and views to improve from time to time and so on.

In addition, throughout the internship at this agency, I was also able to identify the problems and weaknesses, strengths and advantages, opportunities and threats that exist in this company. There is no denying that every business has its ups and downs as well as its advantages. I can identify this by using SWOT Analysis (Strength, Weaknesses, Opportunities, Threats). Through the SWOT Analysis that has been listed, I have also included recommendations that Dream-Job Employment Agency Sdn Bhd can do to become better and improve their weaknesses and become one of the influential and great agencies in the future.

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