

FELDA BUKIT
ROKAN

INTERNSHIP FINAL REPORT

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

**MGT666: INTERNSHIP
ACADEMIC CONSTRUCTS USING
SWOT ANALYSIS AT FELDA BUKIT ROKAN**

**PREPARED BY: FAIQAH ATHIRAH BINTI ZIN
ABDULLAH (2021118821)**

**PREPARED FOR: MISS AMIRAH HAZIMAH BINTI
BORHANORDIN**

EXECUTIVE SUMMARY

FELDA, short for the Federal Land Development Authority, is a government agency in Malaysia that was established in 1956 with the aim of eradicating rural poverty and developing the agricultural sector. It is one of the largest land development programs in the world and has played a significant role in the country's economic growth and development.

FELDA's main objective is to provide land and infrastructure to settlers for agricultural activities, primarily oil palm and rubber plantations. The agency identifies suitable land, develops it by providing basic amenities such as housing, schools, healthcare facilities, and road networks, and then allocates the land to settlers. These settlers are typically low-income families from rural areas who are given the opportunity to become landowners and earn a sustainable livelihood.

Over the years, FELDA has successfully resettled and developed thousands of hectares of land, creating thriving agricultural communities across Malaysia. The oil palm industry has been a key focus of FELDA, and it has contributed significantly to Malaysia's position as one of the world's largest producers and exporters of oil palm.

FELDA has not only uplifted the living standards of rural communities but has also played a crucial role in boosting Malaysia's economy. The agency has generated employment opportunities, improved infrastructure, and enhanced the country's foreign exchange earnings through oil palm exports. It has also diversified its operations into other sectors such as tourism, education, and renewable energy.

In summary, FELDA is a significant government agency in Malaysia that has played a crucial role in poverty alleviation and agricultural development. While it has achieved considerable success in uplifting rural communities and contributing to Malaysia's economy, ongoing efforts are necessary to address the challenges and ensure the sustainability of the program in the long run.

TABLE OF CONTENT

ACKNOWLEDGEMENT.....	i
1.0 STUDENTS'S PROFILE.....	1
2.0 COMPANY'S PROFILE.....	2
3.0 TRAININGS REFLECTIONS.....	13
4.0 SWOT ANALYSIS.....	18
5.0 DISCUSSION AND RECOMMENDATION.....	23
6.0 CONCLUSION.....	31
7.0 REFERENCES.....	32
8.0 APENDICES.....	34

ACKNOWLEDGEMENT

This report is the result of several months of internship work at the FELDA office in Bukit Rokan, which was completed to fulfil the internship requirement for the course MGT666. First, I'd want to thank Allah SWT for giving me the knowledge, bravery, and patience I needed to finish this program and for the chance to learn more about this subject. I put in the necessary work and effort over the course of the entire semester to successfully complete this program with a lot of excitement and make the most of the time allotted.

I also want to express my gratitude to my co-supervisor, Madam Norhasmidah binti Mansor, and my supervisor, Mr. Hamdan bin Mohd Nor, and not forgotten to the rest of the employees for their unwavering support, direction, and assurance during my industrial training adventure. This industrial training would have been useless without their aid. I would additionally like to thank my advisor, Miss Amirah Hazimah, for her assistance.

In addition, I want to express my gratitude to my family and best friend, whose emotional support was essential to the completion of this report. Finally, I want to express my gratitude to each person who helped finish this report in some way. Their suggestions and viewpoints have substantially accelerated the completion of this study.

1.0 STUDENT'S PROFILE



FRESH GRADUATE

CONTACT



SKILLS

- Teamwork
- Time Management
- Proficient in using Microsoft Office
- Verbal & Written communication
- Problem solving
- Financial skills
- Accounting skills

LANGUAGE

Malay ●●●●●●●●

Arabic ●●●●●●●●

English ●●●●●●●●

REFERENCE

Sir Amirudin Mohd Nor
Academic Advisor,
UiTM Cawangan Melaka, Kampus
Bandaraya Melaka.

FAIQAH ATHIRAH BINTI ZIN ABDULLAH

PROFESSIONAL PROFILE

An energetic and enthusiastic degree student who wants to advance in the industry while leveraging my financial knowledge to serve the company during the internship.

EDUCATION

**Bachelor in Business
Administration, Finance (Hons.)** 2021-Present

UiTM Bandaraya Melaka, Melaka

Diploma in Business Studies 2018-2021

UiTM Rembau, Negeri Sembilan

Malaysian Certificate of Education (SPM) 2016-2017
SMK Dato' Mohd Taha, Negeri Sembilan

WORKING EXPERIENCE

Seri D'Rokan

Cashier

- Pleasantly deal with customers to ensure their satisfaction
- Handle cash transactions
- Worked flexible hours to meet business needs

Pejabat FELDA Bukit Rokan (March 2023 - August 2023)

Admin Internship

- Checking bank transaction every months to track the flow of money
- Handling checks for the heirs of settlers
- Printing out payment voucher for every transaction regarding cash and bank

EXTRACURRICULAR

- Organizer of 'Navigating The Future' webinar
- Organizer Webinar 'Earn More, Live More'
- Organizer Webinar 'Wise, Worth, Wide'

2.0 COMPANY'S PROFILE

2.1 BACKGROUND OF ESTABLISHMENT

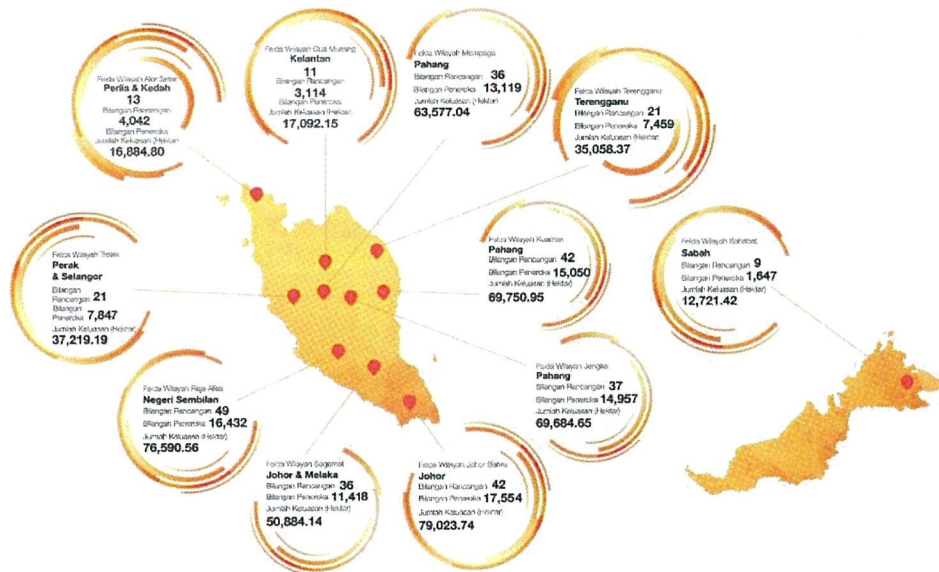
The Federal Land Development Authority (FELDA) was established on July 1 in accordance with the Land Development Ordinance of 1956 to develop land and relocate people with the aim of eradicating destitution through the production of oil palm and rubber. It is the responsibility of the FELDA to implement initiatives related to the agricultural, commercial, and industrial social economies, as well as land development.

1990 marked the end of FELDA's new settler program. The government has given FELDA the power to become a statutory entity that can independently raise funds to support a variety of development programs through several enterprises. The government stopped sponsoring the activities in 1996 as a result.

To safeguard the full value chain of its primary business operations as part of its attempts to generate money, FELDA developed a number of private corporate companies. The three biggest businesses are FELDA Holdings Berhad, Felda Global Ventures (FGV), and Felda Plantation Sdn Bhd. Koperasi Permodalan Felda (KPF), which was initially connected to Felda Holding, was founded to guarantee an increase in settlers' income. Following the launching of FGV on Bursa Malaysia in June 2012, FELDA also created Felda Investment Corporation (FIC).

Today, Felda continues to play an important role in bridging the gap between urban and small urban areas by providing adequate and modern facilities on the schemes, ensuring that the next generation of explorers is educated to improve socioeconomic and quality of life, and ensuring that the schemes can generate diverse economic activities.

MAKLUMAT ASAS WILAYAH FELDA



2.2 COMPANY'S INFORMATION



Company's Nama	Pejabat FELDA Bukit Rokan
Nature of Business	Cluster of Raja Alias Province that
Telephone	06-4316248
Working Hours	Monday to Friday (8.00 a.m. to 5.00 p.m.)
Location	<p>Pejabat FELDA Bukit Rokan, Felda Bukit Rokan, 73200 Gemencheh, Negeri Sembilan</p> 



Figure 1 Staff of FELDA Bukit Rokan

2.3 VISION, MISSION GOALS AND ACHIEVEMENTS

2.3.1 Vision - To become a driver in the progressive development of the nation's settlements.

If FELDA's aim were to be to promote growth, progress, and advancement in the nation's settlements, it would probably include seeking to be at the forefront of that effort. FELDA may operate as a driving force behind the implementation of cutting-edge and sustainable practices, policies, and programs that aid in the general development of rural communities and the settlements that comprise them.

FELDA would need to actively pursue initiatives to improve the settlements' social welfare, economic prospects, infrastructure, agriculture, education, and healthcare to realize this vision. The main objective of FELDA would probably be to create an environment where rural communities may flourish and have access to resources, technology, and facilities that raise their level of living.

Taking the lead in the progressive development of the country's settlements may also indicate that FELDA sees itself as a force for good, working with a number of organizations to create inclusive and sustainable settlement development models. Local governments, businesses, and non-profit organizations are examples of these parties.

In the end, FELDA's vision of influencing the nation's settlements shows a dedication to directing and influencing the destiny of rural communities in order to ensure their long-term growth, prosperity, and sustainability.

2.3.2 Mission - To add value for settlers' interest.

FELDA's mission is "**To add value for settlers' interest**", which implies that it seeks to improve the prosperity and well-being of settlers within its settlements by giving them access to opportunities, resources, and support that promote their overall welfare and growth.

The mission of FELDA is to develop plans, initiatives, and activities that help the settlers in real ways.

The first is the creation of economic opportunities. FELDA works to give settlers access to contemporary agricultural practices, education, and tools to increase output and revenue creation. FELDA may also provide funding for initiatives that support entrepreneurship, job creation, and skill development in order to improve the settlers' economic prospects.

The settlers' social welfare and advancement are the main concerns of FELDA. These may include initiatives in the fields of community development, housing, healthcare, and education. The establishment of social support networks, healthcare facilities, educational possibilities, and infrastructure development by FELDA could raise the quality of life for the settlers.

Furthermore, FELDA may prioritize sustainable practices within its settlements in order to further its goals of environmental preservation and ensuring the long-term profitability of agricultural endeavors. This could comprise educating settlers about environmental concerns, sustainable farming practices, and conservation efforts.

2.3.3 Goals of FELDA

FELDA's main goal is to develop and manage land-schemes that provide landless rural farmers in need with resources and land for agricultural use. A list of the specific goals of FELDA is provided below:

1. Ease Poverty: FELDA intends to improve the economic circumstances of settlers by giving land and resources for agricultural development, thereby dramatically reducing poverty rates among Malaysians living in rural areas.
2. Boost Agricultural production: FELDA aims to boost agricultural production by promoting the use of contemporary farming methods, enhanced crop varieties, effective resource management, and access to pertinent technical assistance and training.
3. Empower Rural Communities: To promote sustained economic growth, FELDA works to empower rural communities by promoting them with

entrepreneurship, offering education and skill-building programs, and facilitating access to markets, financing, and other support services.

4. Sustainable Resource Management: To safeguard biodiversity, also to protect the environment, and ensure the long-term profitability of agricultural activities, FELDA is dedicated to promoting sustainable land and natural resource management techniques to settlers.

5. Development of Rural Infrastructure: To improve living conditions and increase access to essential services for rural communities, FELDA works to build and maintain vital infrastructure in rural areas, such as transportation networks, educational institutions, healthcare facilities, and community centers.

6. Diversify Income Sources: FELDA promotes the growth of high-value crops, livestock farming, agro-tourism, and agro-processing industries to encourage settlers to diversify the income that they received to the sources beyond traditional agriculture. This reduces reliance on a single crop and improves income stability.

2.3.4 Achievements of FELDA

The Federal Land Development Authority, also known as FELDA, is a 1956 establishment of the Malaysian government. The main goals of FELDA are to reduce rural Malays' poverty and develop land for agriculture. Even though FELDA has not been recognized for any honors or accomplishments, it has made a major contribution to Malaysia's socioeconomic development. Here are some significant FELDA-related accomplishments and landmarks.:

1. Successful Rural Development: FELDA was instrumental in altering Malaysia's rural areas, especially through the implementation of land settlement programs. These programs have given rural communities access to resources and land, allowing them to practice agriculture and earn their own income to survive. Many Malaysians now live in higher levels of living thanks to the work of FELDA for years.

2. Oil Palm Production: FELDA has been crucial in encouraging Malaysia to grow oil palm. FELDA has pushed smallholder farmers to plant oil palm through its land settlement programs, that then lead to make Malaysia one of the top producers of oil palm in the world. Rural communities have benefited economically from this, and it has helped the nation's export revenues.

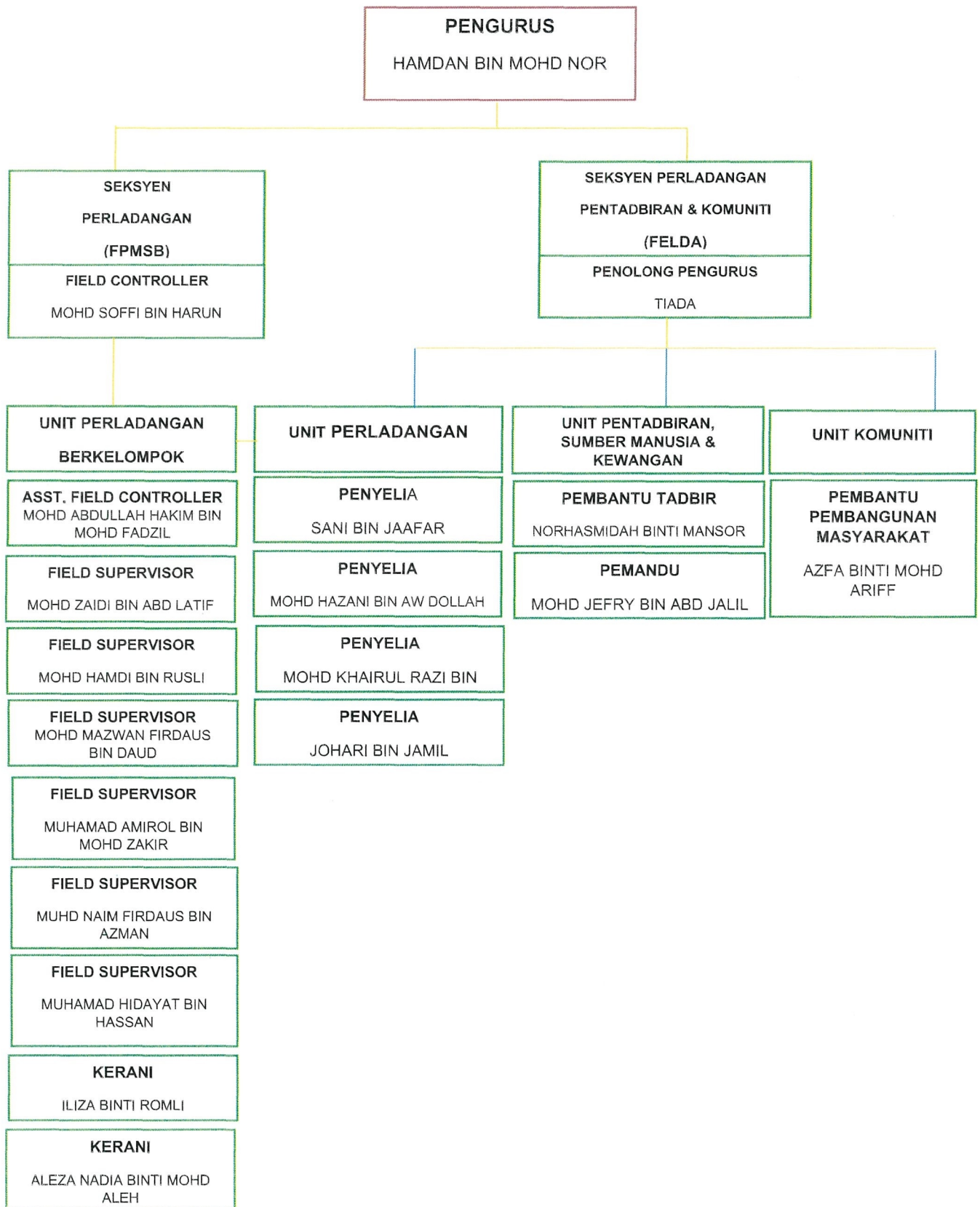
3. Economic Impact: FELDA's programs significantly impacted the Malaysian economy. The oil palm industry has produced significant income and job opportunities to many parties, spurred in part by FELDA's efforts. The land development initiatives carried out by FELDA have boosted rural economies and advanced the nation.

4. Social Empowerment: By giving rural Malays the opportunity to own land and grow economically, FELDA's land settlement programs have strengthened their social position. In addition to raise their standard of living, this has promoted social cohesiveness and a sense of community. FELDA has aided in building self-sufficient neighborhoods where locals have access to important services like healthcare and education.

5. International Cooperation: FELDA has actively participated in international alliances and partnerships, especially in the agricultural industry. It has collaborated with other nations, groups, and stakeholders to promote sustainable farming methods, exchange expertise, and increase the competitiveness of the oil palm business on a worldwide scale.

Even though FELDA may not have won any particular awards, its contributions to the development of rural areas and communities, also the reduction of poverty, and the oil palm industry have been acknowledged as major contributions to Malaysia's socioeconomic environment.

2.4 ORGANIZATIONAL STRUCTURE



2.5 PRODUCTS OR SERVICES

The Federal Land Development Authority (FELDA) is a government organization in Malaysia that prioritizes the development of rural areas and the welfare of settlers in rural areas. FELDA mostly works in the agriculture industry and provides a range of products and services to benefit rural areas. The following are some of the main products and services provided by FELDA:

1. **Oil Palm Plantations:** FELDA is well-known for its vast oil palm plantations, which greatly support Malaysia's oil palm industry. They offer land, facilities, and technical assistance to smallholder farmers that engaged in oil palm farming.
2. **Rubber Plantations:** FELDA promotes rubber farming by giving farmers who produce natural rubber access to land and other resources.
3. **Plantations for Cocoa:** FELDA encourages cocoa farming by providing support, education, and infrastructure to farmers that cultivate the crop.
4. **Poultry and Livestock:** To increase the income of rural people, FELDA promotes poultry and livestock cultivation. In industries including raising chickens, raising cattle, raising rabbit and fishing, they offer support, training, and help.
5. **Agro-based enterprises:** FELDA offers incentives, finance, and technical support to help agro-based enterprises get off the ground. They want to increase the value of agricultural products and offer rural communities job prospects.
6. **Education and Training:** To give rural settlers the abilities and knowledge required in agriculture, entrepreneurship, and other pertinent fields, FELDA conducts educational programs and training initiatives.
7. **Infrastructure Development:** To enhance living conditions and promote agricultural activities, FELDA focuses on creating infrastructure in rural areas, including roads, irrigation systems, housing, and utilities.

8. Financial Support: To aid rural farmers and business owners in their agricultural activities, FELDA offers financial support in the form of loans, grants, and subsidies to the settlers that are eligible.
9. Social Welfare Programs: FELDA implements social welfare programs, such as healthcare services, community development initiatives, and poverty eradication programs, to improve the wellbeing of communities in rural areas.

3.0 TRAINING'S REFLECTION

3.1 DURATION AND GAINS

TRAINING'S REFLECTION

Duration

The industrial training program at FELDA's Bukit Rokan office lasts 24 weeks. My internship trip began on March 1, 2023, and will end on August 15, 2023. The company's hours of operation are 8:00 a.m. to 5:00 p.m from Monday till Friday.



Knowledge and Technical Skills

Regarding technical abilities, I am currently studying about the FELDA System, which is an integrated computer system. I also learned on how to resolve settlers' income-related issues. In addition with experiencing accounting system experience in an actual organization.

I learnt how to keep a strong relationship with settlers and staff, multitask, and the importance of teamwork over the course of 24 weeks. I've been more disciplined and confident in interacting with others since joining this office.

Benefits

- Higher involvement: Helps me feel more connected to the training and the organization, which being a part of campus official and unofficial events can lead to higher engagement and motivation.
- Self-awareness: Helps me evaluate my skills and flaws, which can lead to increased self-awareness and personal improvement.
- Improved learning: As it allows me to absorb and assimilate the knowledge I've learnt, I'm able to retain and grasp the subject better. That can be developed for future employment following practical training.

3.2 ROLES, RESPONSIBILITIES, TASK AND ASSIGNMENTS

ROLES, RESPONSIBILITIES, TASK & ASSIGNMENTS



Although I was still a student at the time of my internship, I considered it a great experience because being a professional today is not easy.

During the training, I was assigned to the administrative and given the required responsibilities. One of my first jobs was to compile a list of the names of settlers who were unable to get their income or subsistence allowance since the name change issue for each FELDA land had not been resolved. I learnt something new about FELDA because I was unaware that the headquarters might withhold funds for settlers who haven't solved the inheritance problem. This is due to FELDA's desire to make the move towards cashless payments.

Next, I had to check the details of the settlers, their heirs, and the amount of their income or subsistence for the purpose of requesting for money after the Raja Alias Regional office handed the names of the settlers who had passed the regional document screening. Following the deposit of funds into this office's account, checks for these heirs must be issued because no cash payments can be made in accordance with FELDA's policy of moving toward cashless payments.

I also generate payment vouchers from the FELDA system for every check and payment made, and I compare the cash flow statement with the bank account transactions for this office. Aside from that, I need to identify checks that have been cleared from bank account transactions so that the bank statement report and the uncleared checks can be issued at the start of each month.

In addition, I was able to participate in various activities arranged by this office. Among those held is the Aidilfitri Open House, which is hosted by the office and organized in collaboration with the highest bodies in this field. Another program that will take place and be presented by the office is the People's Games, which will coincide with the recent 60th Settlers' Day Celebration. During my internship tour, I would say that it was a nice experience for me to learn new things in a practical setting that was obviously different from what I did at university.

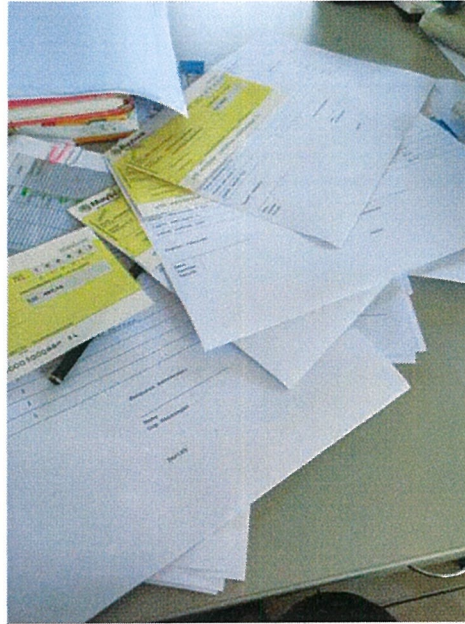


Figure 6 Issuing check



Figure 7 Hand over the check to the person concerned

4.0 SWOT ANALYSIS

SWOT ANALYSIS

A SWOT ANALYSIS IS A SIMPLE TECHNIQUE TO IDENTIFY THE STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS OF INDIVIDUAL, GROUP OR ORGANIZATION.

STRENGTHS

- STABLE STATUTORY BODY - A VERY STABLE STATUTORY BODY BECAUSE IT HAS BEEN ESTABLISHED IN MALAYSIA FOR A LONG TIME
- STRONG AND CONFIDENTIAL FELDA'S INTEGRATED COMPUTER SYSTEM - BECAUSE IT CAN ONLY BE ACCESSED BY CERTAIN PEOPLE

WEAKNESSES

- LIMITED FINANCIAL AND BUDGET - NEEDS TO ACCOMMODATE EVERY PLAN AND PROGRAM MANAGED UNDER FELDA
- NOT USING THE AVAILABLE ASSETS COMPREHENSIVELY - DOESN'T FULLY USE THE ASSETS IT OWNED TO GENERATE INCOME

OPPORTUNITIES

- 'PROJEK RINTIS FELDA BUKIT ROKAN' IMPLEMENTED CAN BE DEVELOP - BECAUSE IT GIVES RETURNS TO MANY PARTIES
- COLLABORATE WITH EXTERNAL OR PRIVATE AGENCIES TO INCREASE PROFITS AND FUNDS FOR FELDA - TO IMPLEMENT SOME PROJECTS SUCH AS PROJEK RINTIS FELDA

THREATS

- DATA BREACH - FELDA SYSTEM IS ALSO AT RISK OF INTRUSION BY OUTSIDE PARTIES
- UNSTABLE POLITICAL INTERFERENCE - POLITICAL INSTABILITY ALSO AFFECTS FELDA A LOT BECAUSE EACH GOVERNMENT HAS DIFFERENT PLANS AND BUDGETS.



4.1 STRENGTHS

Stable statutory body

In Malaysia, FELDA is a stable statutory body. This is since it has been in operation since 1956, which was quite some time. FELDA has also accomplished some notable achievements, including reducing poverty in Malaysia and having a significant impact on the economy of this country and particularly the FELDA settlers' economies.

It serves as a parallel to and demonstration of the primary reason that FELDA was established in the first place, namely, to eradicate rural community poverty and provide land for agricultural growth. FELDA is essential to Malaysia's rural development, agricultural output, and land development.

Because FELDA is a statutory body, it was created and is governed by laws or statutes of the government. FELDA's activities and functions are stable and consistent since it is a stable statutory entity, which suggests that it has a solid institutional foundation and legal framework.

Strong and confidential FELDA's integrated computer system

FELDA has a unique system for them to use which is known as an integrated computer system. They may employ FELDA's special integrated computer system, which is regarded as unique. Given that it has its own access, the system is incredibly secure and private. Only a limited number of people, which is the FELDA employees, have access to this system. Every individual has their own username and password, which gives them access.

An integrated computer system could boost productivity, data management, decision-making, and overall operations for businesses like FELDA by reducing procedures and fostering greater communication across various divisions or branches.

4.2 WEAKNESSES

Limited financial and budget

Each FELDA plan has a limited financial budget for its annual activity. The funds and budget made available will be utilized to pay for all programs, including entertainment events like banquets and community sports. In the middle of each year, a request for the upcoming budget is typically made.

Therefore, to ensure that the budget is enough, FELDA's must carefully plan all the programs that will be carried. However, keep in mind that not every budget request will be granted because the headquarters must handle the finances and budget for all FELDA programmes in addition to those carried out at the national level, such as the settler's day program.

Not using the available assets comprehensively

Since its founding in 1956, FELDA has been a legally recognized organization in this nation. As a result, FELDA owns a variety of assets that it has owned since its founding. Land is one of FELDA's possessions. Each FELDA plan includes land that will be used to build mosques, schools, clinics, and other structures. Nevertheless, a sizable portion of FELDA-owned land is still uncultivated.


As example, many areas of this FELDA Bukit Rokan are left unoccupied despite the fact that they may be used for a variety of purposes, including generating cash. It is a vulnerability since it demonstrates that Felda is not making wise use of its resources.

4.3 OPPORTUNITIES

 'Projek Rintis FELDA Bukit Rokan' implemented can be develop

FELDA has a project known as 'Projek Rintis FELDA' where this project is carried out in certain plans. 'Projek Rintis FELDA', a project of FELDA, outlines the specific details for how this project will be carried out.

FELDA Bukit Rokan is one of the FELDAs working on this project. The projects being worked on at this FELDA include those using chili, cucumber, and mushrooms. The output is subsequently offered for sale to wholesalers. It should therefore be developed further because it does not do harm to any party.

 Collaborate with external or private agencies to increase profits and funds for FELDA

FELDA has many opportunities and space to collaborate with external or private parties. The cooperation will be able to benefit FELDA directly. Collaboration on the "Projek Rintis FELDA," which has been successful and has been worked on, is one of the things that can be done. Through cooperation with outside parties, funds for such initiatives are larger and can aid in completing significant projects.

Additionally, the partnership between FELDA and an outside party may draw in more investors to contribute money to the project that FELDA is working on. FELDA won't have to worry about financial problems or having an adequate budget to complete projects if it receives funding from outside sources.

4.4 THREATS

Data breach

As is already known, FELDA operates a variety of operations, stores settler data, and does other tasks using an integrated computer system. The used system is dependable and private. However, because technology has been involved in this system, there are still possibility for data breach.

There are numerous ways to obtain the private information of other individuals in our advanced technological age. Hacking, virus attacks, and other methods are some of them. The system's storage of settlers' personal information, including bank account information and tax card numbers, makes it a risk. If this type of information is made public, it will have an impact on the parties involved, namely the settlers, and damage FELDA's reputation.

Unstable political interference

Another threat to FELDA is political instability. Depending on the type and severity of the political instability, government organizations like FELDA may have a variety of repercussions.

Political instability will have an on the budget and funding of FELDA. Budget approval and funding distribution for numerous government agencies, including FELDA, may be delayed during times of political instability. This may make it more difficult for it to implement its development plans and provide assistance to rural settlers.


Governmental decision-making could stall in an uncertain political environment. This can cause delays in the approval of projects, the acquisition of necessary permissions, or the implementation of significant initiatives, which might impede the development of FELDA. For instance, the prime minister recently announced the cancellation of settler debt, but due to political gamesmanship, it is still unclear if this would be done or not.

5.0 DISCUSSION AND RECOMMENDATION

	Strengths <ul style="list-style-type: none"> • Stable statutory body • Strong and confidential FELDA's integrated computer system 	Weaknesses <ul style="list-style-type: none"> • Limited financial and budget • Not using the available assets comprehensively
Opportunities <ul style="list-style-type: none"> • 'Projek Rintis FELDA Bukit Rokan' implemented can be develop • Collaborate with external or private agencies to increase profits and funds for FELDA 	SO Strategies <p>'Projek Rintis FELDA' can be further develop because FELDA has a strong reliable name. (S1, O1)</p>	WO Strategies <p>Use existing assets to attract the attention of investors. (W2, O2)</p>
Threats <ul style="list-style-type: none"> • Data breach • Unstable political interference 	ST Strategies <p>Only staff members have access to the integrated computer system used by FELDA, data breaches may be prevented. (S2, T1)</p>	WT Strategies <p>The need to have sufficient finances to avoid being affected by political instability. (W1, T2)</p>

Table 1

5.1 SO Strategies

 'Projek Rintis FELDA' can be further develop because FELDA has a strong reliable name. (S1, O1)

Discussion

The Federal Land Development Authority (FELDA) of Malaysia is known for its development projects, which are referred to as the 'Projek Rintis FELDA'. FELDA is a government organization in Malaysia that is in charge of planning and maintaining agricultural and settlement zones.

The 'Projek Rintis FELDA' often entails infrastructure development in the areas that FELDA oversees. This can involve building roads, installing irrigation systems, increasing agricultural production, granting access to healthcare and educational facilities, and fostering economic development in those areas.

'Projek Rintis FELDA' may also include community development initiatives aiming at promoting well-being and economic self-sufficiency, home construction for farmers and locals, and enhancing accessibility to city centres and marketplaces.

The Koperasi Permodalan FELDA (KPF) Bukit Rokan, a subsidiary of FELDA, oversees the 'Projek Rintis FELDA' being conducted here. Since a few years ago, this project has been engaged in the cultivation of chili, cucumber, and mushrooms. These initiatives are all being carried out on FELDA Bukit Rokan land, which was once undeveloped FELDA assets. Profits from this project are distributed to KPF, FELDA, and the settlers who have an interest in its success.

Recommendations


This project can be developed further because FELDA is a reliable name that has been well-known in Malaysia for a long time. The stable name makes it simpler to create trust and confidence to move this project forward and bigger (Yusmizal, 2020).

There are some recommendations for this strategy. The first recommendation that could be given is by doing agricultural diversification. Investigate ways to expand into other agricultural products or plant crops with strong demand to diversify your

agricultural operations. To make more money, consider businesses like aquaculture or poultry farming.

The next one that I could recommend is adding value to agricultural products by turning them into higher-value finished items that known as value-added processing. For instance, fruit such as watermelon and pineapple can be processed into juices or processed foods. Not only that, but chili can also be turn into chili paste or sambal. Profitability and selling prices may increase as a result.

5.2 ST Strategies

 Only staff members have access to the integrated computer system used by FELDA, data breaches may be prevented. (S2, T1)

Discussion

As is common knowledge, a data breach happens when unauthorized people or organizations unlawfully access sensitive or confidential information. Personal, financial, or business data may be compromise, stolen, or exposed as a result. Data breaches can occur for a number of causes, such as system weaknesses, human error, or cyberattacks.

Data breaches may expose a variety of data types, including personally identifiable information (PII), financial data, intellectual property, or trade secrets. Numerous factors can cause data breaches. Cybercriminals regularly employ techniques like hacking, phishing, virus attacks, or ransomware to prey on flaws in computer systems. Human error, such as losing equipment or inadvertently releasing sensitive information, can also result in data breaches. Insufficient security measures, outdated software, and weak passwords may also make systems more vulnerable to invasions.


Data breaches can have serious repercussions for both people and businesses. Personally, those who are impacted might experience identity theft, financial ruin, reputational harm, or even emotional anguish. Data breaches for businesses can result in regulatory fines, prospective legal actions, financial losses, loss of trust, and reputational damage.

Recommendation

I would like to recommend that FELDA need to take extra prevention and security measures. As only staff can have the access to integrated computer system of FELDA this entails employing strong passwords that are only known to the user. Not only encrypting sensitive data, updating software and systems frequently, putting in firewalls and intrusion detection systems, training staff members on cybersecurity best practices, and conducting routine security audits and vulnerability assessments that could be done to prevent those problem from happening (Fareez, 2021).

Not only that, but staff members also need to be trained on security best practices since they can access this system with permission. Inform your staff about data security, the dangers of data breaches, and how to spot and report potential security hazards including phishing emails and ominous activities. Provide lucid safety regulations and standards and hold regular training sessions.

5.3 WO Strategies

 Use existing assets to attract the attention of investors. (W2, O2)

Discussion

We should be aware that, if correctly farmed, assets like land can generate money. FELDA may be able to make money from land that is underutilized (Irwan, 2023). For commercial purposes such as agriculture, or other business endeavours, land might be leased to third parties. The land's owner will generate a steady income from it by properly using and managing the property.

FELDA is one landowner who needs to make long-term plans for their assets. In order to choose whether they want to use the land themselves or sell it in the future, they must first evaluate their own needs and goals for it. Making decisions on how to use the land and maximize its value and advantages will be aided by a long-term plan.


Owners can optimize the worth and advantages of their assets by prudently planning and managing their land. If FELDA uses its resources wisely, it may be able to exploit resources like land to draw in investors and secure funding for a project that benefits both parties.

Recommendation

There are few recommendations that could be given for this strategy. First, it is crucial that we explain to investors the benefits and potential of land assets in detail. This is why, I would recommend that FELDA create a compelling investment proposal. Create a convincing investment proposal for potential investors. The prospective uses for the land, potential financial gains, and outlook for long-term profitability should all be covered in detail in the proposal. Include pertinent information and data, such as market analysis, revenue projections, and growth forecasts.

Offer projects that benefit both parties, such as fruit and vegetable projects that can be carried out on FELDA-owned agricultural land (Irwan, 2023). The breeding of meat rabbits, which can later be sold to butcher that sell rabbit meat, is another project that can be carried out if you are not interested in the vegetable and fruit project. Given that rabbits reproduce more quickly, breeding them can bring in many profits.

5.4 WT Strategies

-  The need to have sufficient finances to avoid being affected by political instability. (W1, T2)

Discussion

It is crucial to keep in mind that the effect of political unrest on your money might change based on several variables, including your location, the health of the local economy, and the precise financial and investment holdings you have. Additionally, if you are a government-affiliated statutory body like FELDA (Mastura, 2022).

The amount of funds and support FELDA receives from the government might have an impact on its financial status. The amount of funding the government provides FELDA with could change during periods of instability in politics based on changes in leadership, goals, or policies.

Not only that, but instability in politics may also worsen market turbulence, which includes the oil palm industry. The revenue from oil palm sales generated by FELDA may be impacted by fluctuations in commodity prices, changes in demand and supply dynamics, or interruptions in international trade.

Political instability can also result in the delay or termination of infrastructure development initiatives, land purchases, or other investment plans. Government commitment, funding, or policy uncertainty may impede FELDA's efforts to expand and have an adverse effect on its financial prospects.

Recommendation

I'd like to make a few recommendations that might aid FELDA's in raising money and achieving financial stability, so they won't be negatively impacted by future political unrest. First, FELDA can investigate ways to expand beyond oil palm as a source of revenue. This may entail making investments in non-agricultural industries like renewable energy or tourism as well as diversifying into other agricultural industries like cocoa, or timber. By reducing reliance on a particular commodity, diversification helps lessen the effects of market volatility.

Additionally, FELDA might concentrate on enhancing operational effectiveness to reduce costs and boost productivity. This may entail improving agricultural techniques, leveraging automation and technology, and streamlining the supply chain. FELDA can increase its output and decrease inefficiencies to strengthen its financial performance and stability.

6.0 CONCLUSION

In a nutshell, finishing my industrial training at this organization has been incredibly beneficial for improving and broadening my knowledge, skills, and talents. I once in a lifetime got the chance to work for 24 weeks at the FELDA office in Bukit Rokan. Observing how actual activities are carried out is instructive, and becoming familiar with both office and outdoor work is beneficial. The priceless experience and information I have learned will be extremely helpful in my future professional endeavours.

Furthermore, the staff is all very encouraging, which reduces my nervousness about the workplace because it is so new to me. The company provides thorough and knowledgeable service. I value the guidance and experience that my supervisor and the FELDA Bukit Rokan staff have provided for me. They also gave me guidance whenever I needed it and assisted me in overcoming some of my limitations.

I am grateful for the opportunity to participate in the 24-week industrial training program provided by the FELDA office in Bukit Rokan. They support me and treat me as if I was a part of their regular staff and their own sibling, as a result, they are like family to me. If the chance to work with them ever arose, I would grab the chance to do so. I see myself working with financial institutions in the coming five years and reaping the advantages of what I've been able to achieve through perseverance.

7.0 REFERENCES

- Aling, Y. D. (2020, November 17). Felda Fokus Tingkatkan produktiviti [METROTV]. Harian Metro. <https://www.hmetro.com.my/mutakhir/2020/11/642752/felda-fokus-tingkatkan-produktiviti-metrotv>
- Astroawani.com. (2023, June 30). <https://www.astroawani.com/berita-malaysia/penstrukturan-semula-kewangan-felda-beri-manfaat-besar-kepada-peneroka-426049>
- Astroawani.com. (n.d.). <https://www.astroawani.com/gaya-hidup/bagaimana-mengelak-serangan-siber-penggodam-ini-yang-anda-perlu-tahu-280196>
- Bernama. (2023, May 10). EU envoy: Palm oil produced by FELDA smallholders not affected by EUDR ... <https://api.nst.com.my/news/nation/2023/05/907915/eu-envoy-palm-oil-produced-felda-smallholders-not-affected-eudr>
- Felda facing financial problems since listing of FGV. www.thesundaily.my. (2019, April 10). <https://www.thesundaily.my/local/felda-facing-financial-problems-since-listing-of-fgv-NE776492>
- Husain, N. H., & Yahya, R. (2020, October 18). Felda Perlu Pembaharuan Untuk kembali Jadi Lombong Emas. Sinar Harian. <https://www.sinarharian.com.my/article/105827/BERITA/Nasional/Felda-perlu-pembaharuan-untuk-kembali-jadi-lombong-emas>
- Langsung Belanjawan 2023 | Berita Harian. (n.d.). <https://www.bharian.com.my/berita/nasional/2023/02/1068636/langsung-belanjawan-2023>
- Mahanum, A. A. (2022, February 17). Peneroka FELDA RAIH RM12,000 Sebulan harga sawit tinggi. <https://www.bharian.com.my/bisnes/lain-lain/2022/02/923722/peneroka-felda-raih-rm12000-sebulan-harga-sawit-tinggi>
- Malay Mail. (2023, February 8). Budget 2023: FELDA hopes to be given allocations to develop infrastructure in settlements. Malay Mail.

<https://www.malaymail.com/news/malaysia/2023/02/08/budget-2023-felda-hopes-to-be-given-allocations-to-develop-infrastructure-in-settlements/53977>

Mark, R. (2019, October 16). FELDA's turnaround plans remain uncertain after 6 months. <https://themalaysianreserve.com/2019/10/16/feldas-turnaround-plans-remain-uncertain-after-6-months/>

Peruntukan Khas RM21 Juta bangun Tanah Rancangan Felda. (2022, July 14). <https://api.bharian.com.my/berita/nasional/2022/07/976238/peruntukan-khas-rm21-juta-bangun-tanah-rancangan-felda>

Sejahan, Z. H. (2023, January 15). Harga getah Jatuh dipengaruhi Faktor Luar. Utusan Malaysia. <https://www.utusan.com.my/berita/2023/01/harga-getah-jatuh-dipengaruhi-faktor-luar/>

Suradi, M. (2022, March 3). ISU Felda modal politik Yang Tidak diselesaikan - anwar. Utusan Malaysia. <https://www.utusan.com.my/nasional/2022/03/isu-felda-modal-politik-anwar/>

Tanah Felda umpama "Lombong Emas" | Berita Harian. (2020, July 19). <https://www.bharian.com.my/berita/nasional/2020/07/712520/tanah-felda-umpama-lombong-emas>

User, S. (n.d.). *Manual SKB. FELDA.* <https://www.felda.gov.my/petugas/dokumen/manual-skb>

User, S. (n.d.-a). *About Felda.* FELDA. <https://www.felda.gov.my/en/public/felda/about-felda>

Zaidi, I. I. (2016, January 14). FELDA: From humble agency to conglomerate | new straits timesiSMAIL. <https://www.nst.com.my/news/2016/01/122057/felda-humble-agency-conglomerate>

8.0 APPENDICES



Figure 8 Eid al Fitr Open House



Figure 9 Eid al Fitr Open House



Figure 10 Settler's Day Celebration



Figure 11 Settler's Day Celebration