

FACULTY OF BUSINESS AND MANAGEMENT BACHELOR OF BUSINESS AND ADMINISTRATION (HONS.) FINANCE (BA242)

INDUSTRIAL TRAINING REPORT (MGT666) DAMANSARA SPECIALIST HOSPITAL 2 01 MARCH 2023 – 15 AUGUST 2023



PREPARED BY:

FATIN AIN BALQIS BINTI MOHAMAD SHAH

2021340699

PREPARED FOR:

MISS AMIRAH HAZIMAH BINTI BORHANORDIN

EXECUTIVE SUMMARY

My unforgettable internship journey began here at KPJ Damansara Specialist Hospital 2. Besides, KPJ is one of the organizations I always aspire to work for and gain experience in. They have more than 28 specialist hospitals spread out across the country. I feel so fortunate that my placement in the one of KPJ out of 28 hospitals and been assigned in department of finance, where it is related with the courses that I took. I learned about theories in university, but by doing an internship, I learned the practical approach in dealing with the real world. Even though it was not much, it had a significant impact on some aspects of my life. To be honest, when I entered the world of work, I discovered that I was still lacking as an individual and as an employee. Hence, through internship, it helps me to identify my weaknesses and strengths. A working life is very challenging because it requires dedication, effort, skills, and abilities for which I must be prepared and trained.

Besides, this report also consists a SWOT analysis KPJ Damansara 2 based on the current issues. All this information needs to be analysed and need to have a valid reason in every point. The strength highlighted for the company includes customer satisfaction and established brand in the market. Other than that, the weaknesses that have been pointed out are management and system problem and relationship with suppliers or key partners. Both weaknesses also highlighted the opposite side from strengths regarding the departments and have caused several effects on several parties, including management, other departments, and third parties.

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ACKNOWLEDGEMENT

Alhamdulillah, praise to Allah S.W.T, our creator. I feel incredibly blessed that, with His help, I was able to successfully complete my internship. Praise be to Allah for granting me with stable and good health as well as the ability to go through my internship peacefully and well.

I want to express my gratitude to UiTM for giving me the chance to gain experience and be able to choose to go for internship. Many thanks to my beloved advisor, Miss Amirah Hazimah Binti Borhanordin for assisting, advising, and guiding me in order to do and completing this report.

Moreover, I would like to thank my supervisor, Miss Sri Widani Buniran, the Senior Finance Manager, for allowing me to complete my internship at KPJ Damansara Specialist Hospital 2. Many thanks to all the staffs in Finance Department especially personal in charge for account payable, Miss Nurhasyimah Ismadi who has always taught me and provided me with information regarding all hospital issues. The hospitality that they have shown me makes me feel at ease and like I belong there.

I would like to send my appreciation to my family as well whom had been my backbones during my intern period by giving me everything I needed and wanted without any hesitation. They had been a great helper to me in completing my internship journey.



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SKILLS

Technical Skills

- Microsoft Word (Excellent)
- Microsoft PowerPoint (Excellent)
- Microsoft Excel (Good)
- · Adobe Photoshop (Basic)

Soft Skills

- Teamwork
- · Time management
- Organizational
- Adaptability
- · Openness to criticism

LANGUAGES

- Malay (Native Speaker)
- · English (Intermediate)

EXTRACURRICULAR ACTIVITIES & ACHIEVEMENT

- Emcee for a webinar program
 "Earn More, Live More" under Investment and Portfolio Analysis
 Course
- Multimedia Bureau for a webinar program "Trading with Technical Analysis"
- External Bureau for Hotel Professional Etiquette Program
- Participated in a choir competition under Warisan Kebudayaan Club
- Graduate with Vice Chancellor's Award

FATIN AIN BALQIS BINTI MOHAMAD SHAH

BACHELOR OF BUSINESS
ADMINISTRATION (HONS.) FINANCE

EDUCATION BACKGROUND

BACHELOR OF BUSINESS ADMINISTRATION (HONS.) FINANCE UNIVERSITI TEKNOLOGI MARA (UITM) BANDARAYA MELAKA, MELAKA (2021 - 2023) CGPA: 3.55

DIPLOMA IN BANKING STUDIES

UNIVERSITI TEKNOLOGI MARA (UITM) REMBAU, NEGERI SEMBILAN (2018 - 2021) CGPA: 3.60

SIJIL PELAJARAN MALAYSIA (SPM)

SEKOLAH MENENGAH KAMPUNG BARU SI RUSA, NEGERI SEMBILAN (2017) 4A 2B

WORK EXPERIENCE

INTERNSHIP (FINANCE DEPARTMENT) (MARCH 2023 - AUGUST 2023)

KPJ DAMANSARA SPECIALIST HOSPITAL 2, BUKIT LANJAN, KUALA

- Prepare invoices, receive and make payments, keep transaction records and send proof of payment to suppliers
- Ensure every document such as invoices, bills and memos are complete before making payment transactions
- Perform document filing tasks in accordance with established procedures
- Participating in the process of stock checking in all areas of the hospital, including the pharmacy, clinic, laboratory and ward

CASHIER

(JULY 2020 - SEPTEMBER 2022)

PETRONAS STATION, PORT DICKSON, NEGERI SEMBILAN

- Dealing with suppliers in terms of ordering goods and returning expired or damaged goods
- Prepare cheque to be given to suppliers
- Ensure the invoice from the supplier is complete with signature before recording every detail in the invoice
- Ensuring that the goods in the store are always tidy, undamaged, and not expired, while providing excellent customer service

REFERENCES

Mrs Sri Widani Buniran

Senior Finance Manager Finance Department, Kpj Damansara Specialist Hospital 2

Mr Amirudin Mohd Nor

Senior Finance Lecturer Program Coordinator BA242 (Finance), UiTM Bandaraya Melaka

Figure 1: Resume

2. COMPANY'S PROFILE

2.1 COMPANY'S NAME, LOGO, LOCATION, OPERATION HOUR



Figure 2: Company Logo



Figure 3: Location of KPJ Damansara 2

KPJ Damansara Specialist Hospital 2 (DSH2) is located at Bukit Lanjan, Kuala Lumpur. DSH2 is positioned to be a Smart Hospital and renowned as the Best Private Hospital in Damansara. As the business is in the healthcare industry, thus the operating hours are 24 hours a day, except for public holidays, when the hours may be differed.

VISION

The preferred provider of healthcare services

MISSION

Deliver quality healthcare services to our customers

OBJECTIVES

- Provide a full range of specialist, clinical and support services. Provide a safe, secure and
- conducive environment.
- Ensure that patients are cared for and serviced by well trained and
- competent professionals.

 Motivate staff by ensuring staff satisfaction, their well-being and enhancing career development through education and training.

2.3 BACKGROUND ESTABLISHMENT

KPJ stands for Kumpulan Perubatan Johor which mainly involved in private hospital care business. KPJ Healthcare Berhad is Malaysia's leading private healthcare provider. The Group has been at the forefront of the healthcare industry since the establishment of the first private specialist hospital in Johor in 1981.

KPJ's integrated network of more than 28 specialist hospitals is driven by its core values of Safety, Courtesy, Integrity, Professionalism, and Continuous Improvement. With its international expansion, the Group now has two hospitals in Indonesia, a significant stake in a hospital in Bangkok, and a hospital in Bangladesh.

KPJ also has investments in an Australian retirement and age-care resort as well as in Sibu, Sarawak, and Kuantan, as well as its own Senior Living Care (SLC) centre in Tawakkal Health Centre (THC) in Kuala Lumpur.

The extensive reach and presence of KPJ in the highly competitive private healthcare industry gives it a competitive advantage. With hospitals located throughout the country, the Group's hospitals are easily accessible and provide a wide range of medical specialist services, many of which are firsts in the country's healthcare industry.

KPJ Healthcare Bhd (KPJ), one of the country's major healthcare service providers, has set aside RM500 million for capital expenditure (capex) this year. DSH2 was part of KPJ Healthcare's ongoing effort to set the standard in healthcare services. The organization has set aside RM100 million for the development of DSH2, as well as RM400 million for the upgrade of its 28 other nationwide hospitals. DSH2 started its operation on September last year and it is official launched on 21 May 2023 this year by Johor's Sultan Ibrahim Ibni Almarhum Sultan Iskandar. DSH2 is positioned to be a smart hospital and renowned as the Best Private Hospital in Damansara.

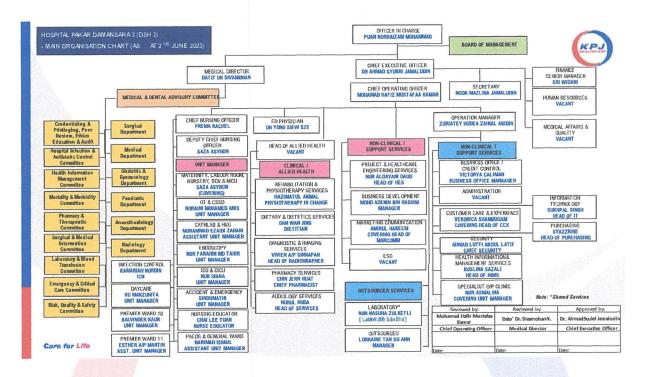


Figure 4: Organizational Structure of KPJ Damansara 2

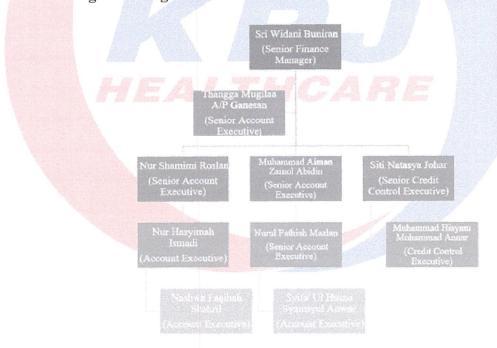


Figure 5: Organizational Structure of Finance Department



Figure 6: Product or Services Offered by KPJ Damansara 2

3. TRAINING REFLECTION

3.1 DURATION

The internship will last six months, from 1 March 2023 until 15 August 2023. Depending on the employer's policy, the intern is expected to work 9 hours per day, Monday to Friday, from 8.30 a.m. until 5.30 p.m. However, during end of March up until end of April, all the staff can choose to work either from 8.00 a.m. until 4.30 p.m. or start at 8.30 a.m. and end at 5.00 p.m. The working hours is altered for 31 days only due to the holy month of Ramadhan. As for Saturday, the Finance Department will be work from home and the working hours is from 8.30 a.m. until 12.30 p.m. Any issues regarding works can be discussed through Whatsapp or any other form that appropriate. During the internship, the trainee will receive several tasks by the supervisor and other staff that related to the field of studies.

3.2 SPECIFIC DEPARTMENT

The trainee has been assigned in the Finance Department and need to assist personal-incharge for account payable. Generally, the finance team is responsible for variety of task including recordkeeping, cash flow, and accounting. The team must make sure that company's daily operations is organized. There is one manager, two Account Executives, six officers, one clerk, and one intern in the Finance Department. Basically, every employee has a specific role and responsibility. There will be one person in charge of accounting in general, one person in charge of cash management, one person in charge of consultant, two people in charge of accounts payable and two people in charge of accounts receivable.

3.3 ROLES, RESPONSIBILITIES, TASKS AND ASSINGMENTS

The manager has assigned the intern to assist the personal-in-charge for account payable. The job includes key in and verifying the invoices that has been received from two department which are Pharmacy Department and Purchasing Department. Not only that, all the memo and bills also need to verify first into the system before the personal-in-charge for account payable can make a payment. The job of verifying all the invoices, memo and bills will be done through the system that called as 'HITS2'. All the employees of KPJ Damansara will used the same system in order to do their job. HITS2 is a new system which replace SAGE System. Hence, the trainee and other staff need to attend meeting that held for less than one week to learn on how to use the HITS2. Basically, the system is quite useful and convenient as the employee does no need to entry data manually. Other than

that, manager also will do a meeting every end of month to monitor and discuss each other part and roles. Moreover, the trainee also needs to answering calls and replying emails from the suppliers who asking regarding their payment. Filing and updating file is the other duties that need to be done every month. The job includes arranging the files by creating folders and sub-folders to successfully locate files by the team. All the invoices, memo, bills and claims will be filing into separate files.

3.4 BENEFITS GAINED

Allowance

All the intern students are eligible for the KPJ Damansara 2 benefit which is they will get allowance RM500 per month. Besides, the company also provides an annual leave 1 day per month throughout the internship period.

Facilities

There are many facilities that provided at KPJ Damansara 2. All floors have their own facilities. Prayer rooms have been provided at level 1 and 5 to Muslim man or woman employees to pray. Pantries have been provided at each level from level 1 up until level 11. In each pantry have water filter from Coway, fridge and microwave. Free parking for the staff at basement 3 and basement 4 where basement 1 and 2 are made up for visitors. The company also have conference hall and board room if the staff wanted to do a meeting or any event.

4. SWOT ANALYSIS

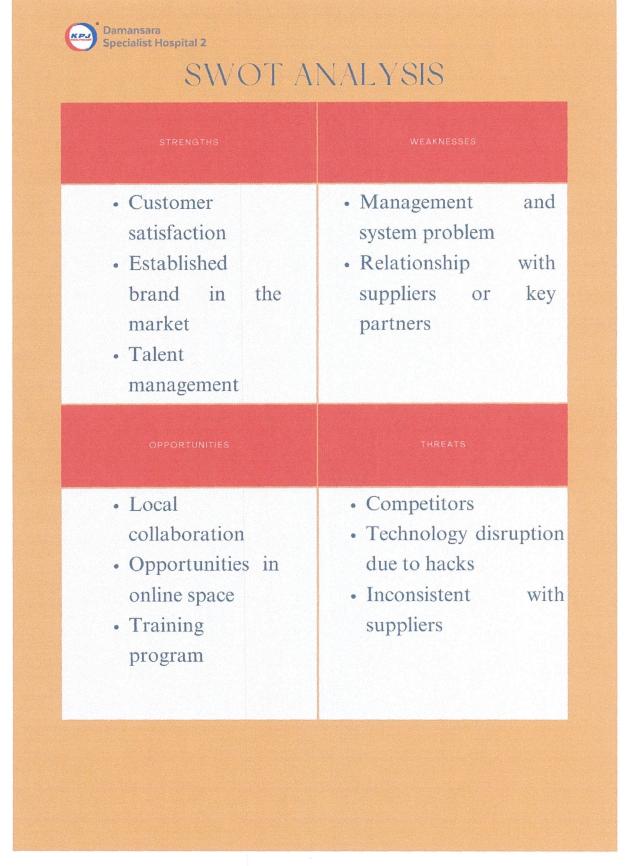


Figure 7: SWOT Analysis of KPJ Damansara 2

4.1 Strengths

Customer satisfaction

KPJ Damansara 2 provides a variety of amenities to ensure the convenience and comfort of its patients. These include EV Charging Stations for Electric Vehicles in the Basement Parking at B1, Premier Wards with Smart Tablets for patient management and entertainment at level 10 and 11, a Premier Lounge, a healing and calming environment throughout the hospital, a herb garden at level 6, flexible clinical appointments, and an express inpatient registration and discharge system that ensures a streamlined process for patients. The hospital also provides prayer room, pharmacy, café such as Starbucks, O'Briens and Dome at level 1. Furthermore, customer care and experienced staff in the main lobby have been trained to approach and provide the best customer service to all customers who visit. They will provide as much information as the customer requires. If any mistakes are made by the staff, the patient will also receive a bouquet of flowers from the hospital. KPJ Damansara 2 consistently exceeds customers' expectations by offering the best services and amenities.

• Established brand in the market

The company can continue acquiring new customers and establishing profitable relationships with both the new and the loyal customers because its brand is well-known and well-recognized among both current and potential new customers. People will have no hesitation when it comes to KPJ since it is established brand in healthcare industry. Despite being a new hospital built in an area where many people cannot afford its services, KPJ Damansara 2 still receive customers every single day. This is because KPJ is a reputable hospital and most people had faith in their knowledge and abilities.

4.2 Weaknesses

Management and system problem

Despite of the company provide a good service to the customers; they still have an issue between the employee and management. Besides, system issue is the main highlight that affecting the internal environment. KPJ Damansara 2 previously used a SAGE System to enter data, but the management decided to switch to the new system. The current system known as 'HITS2' is quite inconvenient for some employees. Furthermore, all employees must attend training to learn how to use the new system. This will cost a lot in terms of both money and labour. As a result, all the projects will be delayed, negatively impacting the internal environment. It took several times to migrate all the data from the old system to the new one, which is making it difficult for several employees because they must work overtime to ensure that the work that has been pending can be completed.

• Relationships with suppliers/key partners

Since KPJ Damansara 2 is a new hospital, hence there is few things that they still rely on KPJ Damansara 1 including access of fund to pay the suppliers. The Finance Department is responsible for paying the suppliers after 30 days; however, because there are many orders from other departments, it has affected the finance department, as the suppliers will continue to call and email in order to chase their payment as soon as possible. The final option is they will block the company account and stop sending the ordered items. Because there are more than 40 vendors or suppliers to deal with, it is difficult to clear all payments at once.

4.3 Opportunities

Local collaboration

KPJ has been collaborate with the other brand which is Christy Ng. One of the local brands that selling variety of handbags KPJ has worked with Christy Ng on special occasions such as Nurses Day and Malaysia Day. The current collaboration trend is inspired by the colours of KPJ, with a modern twist on a combination of streetwear and functionality. As for KPJ Damansara 2, it is available in the hospital itself, located at KPJ Healthshoppe at level 1 or people could purchase it directly through the website. KPJ could have more collaboration with digital health influencer as an alternative to promote the business and increase exposure.

Opportunities in online space

KPJ Damansara 2 currently have Facebook and Instagram as a medium for them to market or advertise their business. It is a good platform as Facebook is massive. The business could reach the target audience by age, gender, work, income, political affiliations, interests and other factors. Besides, Instagram is also helpful as the staff can post the facilities and services that provided from KPJ Damansara 2. Even though KPJ's primary line of business is providing healthcare services, but they can attract more customers to visit the hospital by posting news, information, or any discounts on social media.

Training program

Division's KPJ Damansara 2 includes nursing, allied health and support service. Each division play a vital role in order to ensure the business operating and running smoothly. There have more than 200 staff in KPJ Damansara 2, thus, the training program could be implemented as an alternative to achieving business goals. Training that focuses on developing technical and soft skills is appropriate for KPJ Damansara 2. This is due to the most of the staff are newbie and freshie. They must take courses in leadership, problem-solving, teamwork, and other topics to advance their skills and knowledge.

4.4 Threads

Competitors

Thomson Hospital and Sunway Specialist Centre Damansara are two nearby private hospitals and clinics to KPJ Damansara 2. The distance between hospitals is not prohibitively long. Those two hospitals or any private clinics may offer similar services or products. The only distinctions are the prices, products and amenities that they will offer. Nonetheless, people will choose a hospital that is close to their home because it is easier and more convenient for them to get to wherever they have an emergency. Furthermore, the business's location is not particularly strategic, as it is close to Kampung Sungai Penchala, where the people are classified as B40. They prefer to go to the government hospitals because they are less expensive, even if the services are not as good as those provided by private hospitals.

Technology disruption due to hacks

The colonial pipeline served as an example of how open modern organizations are to intrusion by foreign hackers and other miscreants. Data leaks and interruptions in cyber security pose a serious threat to the organization's ability to expand in the future. KPJ Damansara 2 used several systems to do their work. User name and password were needed to access the system. Anyone working from home and wishing to access the system must first install a VPN in their laptop before can entry the system. However, once the system disrupts, all employees will experience difficulties because there are no backups for the system and all work will be pending.

5. DISCUSSION OR RECOMMENDATION

	 Customer satisfaction Established brand in the market Talent management 	WEAKNESSES 1. Management and system problem 2. Relationship with suppliers or key partners
OPPORTUNITIES 1. Local collaboration 2. Opportunities in online space 3. Training program	SO STRATEGIES 1. Increase public exposure (S2 O2) 2. Collaborate with influencers (S2 O1)	WO STRATEGIES 1. Develop training program for employee (W1 O3)
THREATS 1. Competitors 2. Technology disruption due to hacks 3. Inconsistent with supplier	ST STRATEGIES 1. Maintaining facilities and excellent customer service (S1 T1)	WT STRATEGIES 1. Build strong relationship with supplier (W2 T3)

Figure 8: Discussion and Recommendation of KPJ Damansara 2

Develop training program for employee

Training program is essential in every company. It will improve the employee's abilities and allow them to work more efficiently. Because KPJ Damansara uses a variety of systems to enter data, new employees should be trained first so that they recognize and understand how to use those systems. Management should invest more in training to improve employees' skills and knowledge. Because KPJ Damansara 2 hires more freshies and newbies, they should determine what the most effective training should be. The most appropriate types of training that a company can implement are induction programs, technical skill development, and soft skill development. Accounting, taxation and billing software are the examples of training programs under technical skill development training. Business office department who involved with billing must be responsible with their job as they will pass the job into the finance department. However, an issue arose when some of them were unclear about what they did, which had an impact on the other department. Because each division is interdependent on the others, employees must recognize their own weaknesses in order to avoid bothering others.

Maintaining facilities and excellent customer service

KPJ Damansara 2 received a lot of feedback regarding the services that they provided to its customers. This is due to the all the staff is well-trained and the facilities that the company provided also excellent. The other private hospital such as Thomson, Columbia or other private clinic might not have a complete facility like KPJ Damansara 2 offers. However, the price or services that other hospital provided could be the same. KPJ Damansara 2 need to ensure that they can attract more customers by providing the best services and facilities to its customers. Upgrading assets and equipment is one way they can improve the facility. The company should keep an eye out for emerging technologies that will have a significant impact on building operations. Furthermore, conducting a customer satisfaction survey could aid in measuring customer satisfaction. The surveys will assist the company in better understanding the reasons for customer satisfaction or dissatisfaction. Furthermore, KPJ Damansara 2 could leverage the expertise of some 150 residents, sessional and visiting consultants who would have access to some 1,500 other consultants, including facilities from the other KPJ hospitals (Md Ariff, 2023).

Increase public exposure

Creating other social media platform could increase the exposure of the business. KPJ Damansara 2 only have Facebook and Instagram to market its firm. They could create other social media platform such as Twitter and TikTok. These two applications are very useful and low-cost operating. Twitter is a platform where KPJ Damansara 2 could spread news or information regarding the business while TikTok is a platform where they can promote the business by records and shares the videos. Exposure helps to encourage repeat customers as well as generate new revenue for the business.

Collaborate with influencers

Collaboration with influencers can transform a company's marketing reach. It is an effective method of engaging with the target audience. Nowadays, there are many digital health influencers who constantly spread health information via social media platforms. KPJ Damansara 2 could work with those influencers to create a video and share it on social media. The video's content could be about health in general, such as a healthy diet or a healthy lifestyle. The company's exposure could grow as a result of the posting video, which could also draw clients. Furthermore, working with influencers can help improve brand loyalty and advocacy in a variety of ways. It contributes to the development of trust and credibility in the company's brand because followers of the influencer are more likely to trust their opinions and recommendations.

Build strong relationship with supplier

Suppliers are essential to a business because they are integral to the life cycle of a product. To produce the best products, each company needs to have a strong working relationship with its supplier. Suppliers play a crucial role in a business's ability to meet customer demand, execute the supply chain, and operate profitably. KPJ Damansara 2 has an issue with suppliers as the company is always late in processing payment. Due to the hospital's need to manage more than 40 suppliers, it is challenging to clear the payment all at once. KPJ Damansara 2 should clear and consistently communicate with the supplier and state the issue that arise. Moreover, the company should never overpromise the supplier to pay them on time.

6. CONCLUSION

To conclude, Industrial Training encourages students to learn more about the company's culture, jobs, and surroundings. The industrial training rule requires students to update all logbook activities in order to meet internship goals. This is because keeping a logbook allows students to recall the job scope and tasks during the internship, which can help them elaborate on the experience in the next interview for future endeavours. I have gained a lot of experience here that will help me improve my communication, problem-solving, time management, and teamwork abilities. Aside from that, as a finance student, it is an honour for me to have the opportunity to intern at Malaysia's best and most well-known private hospital. Indeed, this invaluable experience has resulted in a positive change and has assisted me in becoming a better version of myself. Furthermore, KPJ Damansara 2 is still in its early stages, and there are still many things that need to be developed and improved. Nonetheless, it cannot be denied that the services they are provided are excellent and deserve a high rating. KPJ is a good company with a fast-paced environment that can help employees grow and improve their leadership skills. According to the SWOT analysis, KPJ has a significant opportunity to improve its performance in the healthcare industry as well as its financial performance in the coming years.



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APPENDICES



Figure 9: Website, Facebook and Instagram of KPJ Damansara 2



Figure 10: Stock-take for a week



Figure 11: Official launched of KPJ Damansara 2





Figure 12: Jalinan Kasih Raya of KPJ Damansara 2