



اَوْبُو سَيِّدِي تِي كُنُو لُو كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

UNIVERSITI TEKNOLOGI MARA (UITM)

KAMPUS BANDAR RAYA MELAKA, MELAKA

BACHELOR OF BUSINESS ADMINISTRATION (HONS.) FINANCE

(FACULTY OF BUSINESS AND MANAGEMENT)

INDUSTRIAL TRAINING REPORT (MGT666)



(1 MARCH 2023 – 15 AUGUST 2023)

REPORT TITLE:

INDUSTRIAL TRAINING AT STRATEGIC TRANSFORMS (M) SDN. BHD.

PREPARED BY:

MUHAMMAD SYAMIL AIMAN BIN ABDUL MUTALLIB | 2021101053 | BA242

PREPARED FOR:

ENCIK MOHD SUFIAN AB KADIR

SUBMISSION DATE:

29 JULY 2023

EXECUTIVE SUMMARY

This internship report describes a few tasks, in an attempt to test the theories learned in class within the practical surroundings, which I have experienced during the six months of internship. As a student of UiTM, undergoing industrial training is necessary to complete the need as a degree holder. I chose to conduct my industry training at STRATEGIC TRANSFORMS Sdn Bhd because I am interested in financing. The owner of the company owns a few companies such as a petrol station and cigar shop with different types of business while STRATEGIC TRANSFORMS Sdn Bhd is the HQ. The travel distance between my house and the location is 7 km equivalent to 12 minutes of travel time by car if the road is not jammed.

So, in the report's first section, a summary of my profile is provided. For the convenience of the hiring party, contact information, educational background, and employment history are included in the resume. References to important personalities are also provided. It is critical to draw attention to the details that will meet the hiring party's requirements for filling the position in the organization.

The second section of the report gathers general information about the company and its procedures. Primary and secondary sources play a significant role in acquiring these details. My six-month experience with them taught me the genuine meaning of the mission and goals for sustaining corporate objectives so that long-term goals can be seen.

In addition, during my 24 weeks here, I completed my industry training report assignment by analyzing the company's SWOT. By finishing the internship training, I feel that the student will be better able to adapt to and prepare for the real working environment. I also realized that students should better prepare themselves in language ability, particularly in Bahasa Malaysia and English, to improve their oral presentation and writing skills.

The company's strengths, weaknesses, opportunities, and dangers are further explored and investigated in the report based on economic, social, and technological variables that influence the awareness and impact of these factors. Based on journal findings, recommendations are made.

TABLE OF CONTENTS

NO.	CONTENTS	PAGE
	EXECUTIVE SUMMARY	1
	TABLE OF CONTENT	2
	ACKNOWLEDGEMENT	3
	STUDENT'S PROFILE	4
	COMPANY'S PROFILE	5 – 8
	TRAINING'S REFLECTION	9 – 10
	SWOT ANALYSIS	11 – 12
	DISCUSSION AND RECOMMENDATION	13 – 38
	CONCLUSION	39
	REFERENCES	40 – 41
	APPENDICES	42 – 43

ACKNOWLEDGEMENT

Alhamdulillah, thanks be to Allah, I feel incredibly fortunate that I was able to complete my industrial training in good health and that I could do so without incident. I am grateful to the Almighty for allowing me to complete this industrial training report. I want to thank my parents for never stopping to support me during my industrial training.

I would like to take this time to thank Mrs. Norliana, my supervisor, for her assistance with a lot of information, helpful feedback, exceptional direction, monitoring, and consistent support during my industrial training adventure. Not to mention, a special thanks to Mrs. Siti Azaridah and Ms. Nur'Ain Fatiah for providing valuable advice and direction throughout my practical training. I'd like to thank Dato' Ismail Bin Abdur Rahman for the friendliness that the company has shown me, making me feel at ease as an intern and as if I belonged there.

I would want to use this opportunity to express my gratitude to Encik Mohd Sufian Ab Kadir, my industrial training advisor, for always guiding me whenever I had questions during my industrial training journey. Aside from that, I sincerely appreciate his willingness to devote time to providing assistance and analyzing my industrial training report. His understanding, encouragement, and consistent help throughout the completion of this report are greatly appreciated. I also appreciate the efforts of all my friends who are eager to assist and encourage me during my industrial training adventure. I consider myself fortunate to have received their advice, knowledge sharing, and support during the last 24 weeks. It is the priceless experience of my life.

STUDENT'S PROFILE



PERSONAL PROFILE

Muhd Syamil Aiman Bin
Abdul Mutallib

Age : 27

Nationality : Malaysia

Marital status : Single

INTERNSHIP OBJECTIVE :

Energetic and passionate student aiming to use my knowledge where i can apply my abilities to fullfill the internship role and also to gain industry experience.

CONTACT



SKILL

- Microsoft Office
- Organizational and willing to multitasking
- Strong work ethics
- Time management
- Ready to learn new things

EDUCATION

University Technology MARA (UiTM)

Bachelor of Business Administration (Hons) Finance

March 2021 to August 2023 (anticipated)

CGPA: 3.51 Dean's List (SEM 2 & SEM 4)

MUET: Band 3

University Technology MARA (UiTM)

Diploma In Business Studies (Insurance)

November 2015 to February 2020

CGPA: 2.64

WORKING EXPERIENCE

Strategic Transforms Sdn Bhd

Internship

1 March to 15 August 2023

PERKESO, PUTRAJAYA

Clerical Assistrant

November 2020 to March 2021

RAMLY HALAL MART, BANDAR BARU BANGI

Mart Assistant

December 2015 to April 2016

LYN BAKERY & CAFÉ, BANDAR BARU BANGI (Already Closed)

Assits in managing family bakery café

January to December 2012

ACHIEVEMENTS

HOTEL PROFESSIONAL ETIQUETTE

TECHNICAL BUREAU

7 June 2022

VIRTUAL VIDEO COMPETITION INVESTMENT ACE (VVCIA) 2022

3rd Place

29 May 2022

COMMANDER LEADER KESATRIA UITM

2017 to 2019

Figure 1: Student's Resume

COMPANY'S PROFILE

Company's Name and Logo



Figure 2: Strategic Transform's Logo

General Business Activity

Dato Ismail Bin Abdur Rahman is the owner of Strategic Transforms Sdn Bhd. He owns several other companies that consist of other sectors such as gas stations, travel agencies, and cigar shops but he has dormant companies such as Ismail Holdings Sdn Bhd, Ihrif Ventures Sdn Bhd, and so on. The main nature of business for Dato Ismail Bin Abdur Rahman's business is gas stations.

Objective

- Achieve a specific percentage increase in revenue and profitability.
- Improve cash flow management and maintain a healthy financial position.
- Expand into new markets or geographic regions to diversify the customer base.
- Reduce employee turnover rate by creating a supportive work environment and providing opportunities for career growth.

Vision

To thrive in a rapidly changing business landscape by embracing agility and adaptability. The company seeks to anticipate market trends, respond quickly to emerging opportunities or challenges, and constantly evolve its strategies and operations.

Mission

Our mission is to create a supportive and inclusive work environment that encourages growth, creativity, and collaboration. We value our employees' well-being and professional development, fostering a culture of respect, diversity, and teamwork.

Background of Establishment

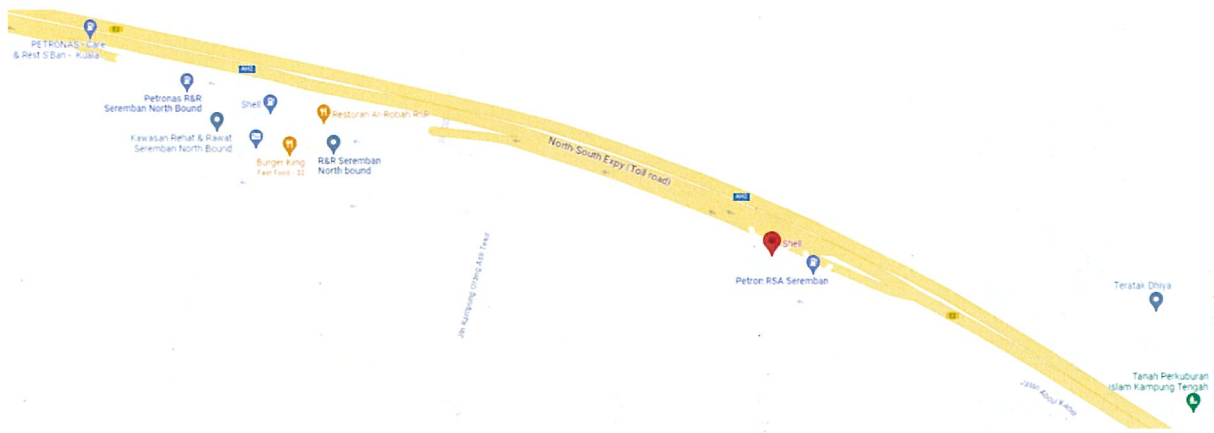


Figure 3: Location of The Strategic Transforms Sdn Bhd

Related company to Dato Ismail bin Abdur Rahman that operates until now.

1. BHP Pengerang (Melati Gemilang Enterprise)
 - PTD 1333, Persimpangan Jomis, Kampung Bukit Raja, 81620 Pengerang, Johor Darul Takzim.
2. BHP Parit Raja (Ismail Alliance Enterprise)
 - No.PTD 16120, Jalan Universiti 1, Taman Universiti, 86400 Batu Pahat, Johor Darul Takzim.
3. BHP Parit Yaani (Ismail Service Station)
 - PTD 19429, Batu 7^{1/2}, Jalan Yong Peng-Parit Sulong, 83700 Parit Yaani, Batu Pahat, Johor Darul Takzim.
4. Shell Parit Raja (Maddah Synergy Sdn Bhd)
 - Lot 6559, Batu 11, Jalan Kluang Kg Parit Raja Jelutong, 86400 Parit Raja, Batu Pahat, Johor Darul Takzim.
5. Shell Kluang (Ismail Kluang Station)
 - PTD 69536, Jalan Kota Tinggi, 86000 Kluang, Johor Darul Takzim.
6. Shell Seremban (Strategic Transforms Sdn Bhd)
 - Shell PT 34050, KM 2715 Lebuhraya Utara Selatan (Arah Utara), 71900 Labu, Negeri Sembilan
7. Caltex Layang (Ismail Petrol Station)
 - Caltex ISMAIL Layang-layang, Jalan Teck Wah Heng, Layang-layang, Kluang, Johor Darul Takzim.
8. Petron (Sri Gading Services Sdn Bhd)
 - No.2 Jalan Besar Parit Raja, 86400 Batu Pahat, Johor Darul Takzim.

- 9. Travel Agency & Visa (Mirasol Sdn Bhd)
 - No. 2A Jalan Perindustrian Suntrack, HUB Perindustrian Suntrack, OFF Jalan P1A, Seksyen 13, 43650 Bandar Baru Bangi, Selangor Darul Ehsan.

- 10. Route 19 Café @ Cigar
 - Fahrenheit 88 Unit B2. B3, B4 Mezzanine 179 Jalan Bukit Bintang, 55100 W.P. Kuala Lumpur.

Organizational/Department Chart

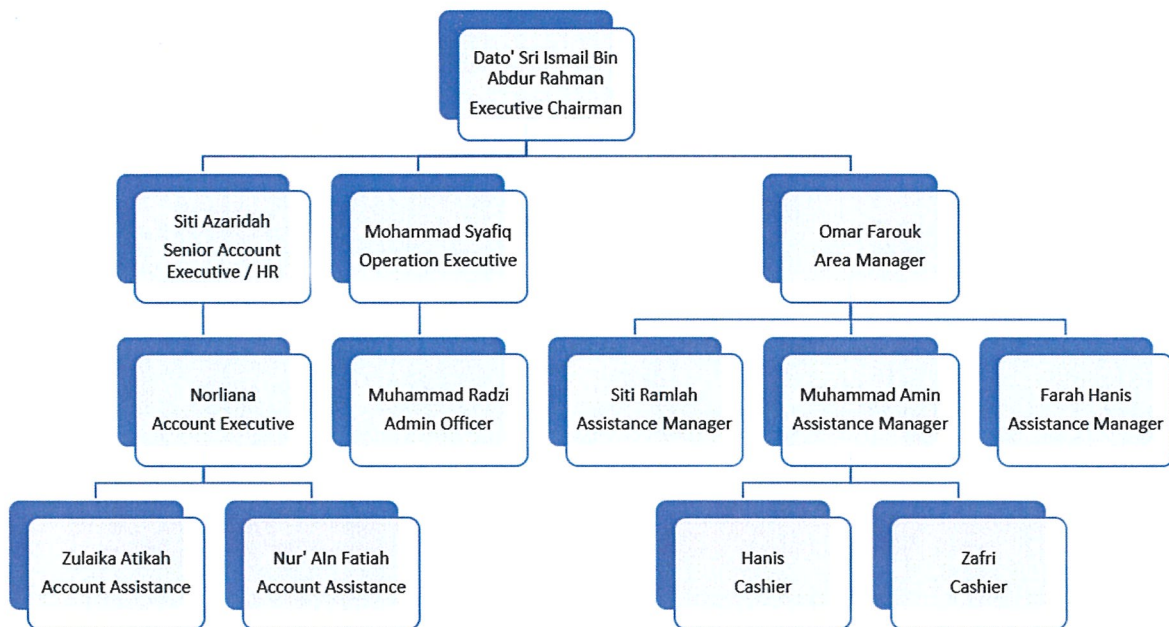


Figure 4: Organization Chart

Product/Services Offered



P.J.S.S Enterprise



		
MINIATURE ROLL VANILLA SULTANA RM1.80/ Promotion : 3 Pcs/RM4.50	CHOCOLATE ROLL RM 4.00	BANANA PUFF RM 4.00
		
SALMON PUFF RM 5.00	FIRECRACKER SAUSAGE RM 6.50	CHICKEN CURRY PUFF RM 4.00
		
TUNA PUFF RM 4.00	CHICKEN SAUSAGE D DOUGHNUT RM 4.50	SARDINE PUFF RM 4.00



Figure 5: Products Offered by Strategic Transforms

TRAINING'S REFLECTION

My industrial training starts on March 1, 2023, until August 15, 2023. My working days are from Monday to Friday while working hours are from 8:30 am to 5:30 pm. During these 24 weeks, I have been placed to undergo my practical training in the finance department at the Ismail Holding Company located at (2, Jalan P/1A, Kawasan Perindustrian Bangi, 43650 Bandar Baru Bangi, Selangor).

The reason I did my training at a different place was that the Ismail Holding Company was not functioning because it was no longer doing business and as a result, the company Strategic Transforms Sdn Bhd rented the place to be used as a finance department or HQ for another company. In the finance department, I worked as an intern to learn how to manage basic accounts for several companies.

Starting 26 June 2023 - 14 July 2023, for 3 weeks I was sent to undergo industrial training at Strategic Transforms Sdn Bhd (Shell PT 34050, KM 2715 Lebuhraya Utara Selatan (Arah Utara), 71900 Labu, Negeri Sembilan) so that I could be exposed to how the company operates. Here the working hours are slightly different, which start from 8 am until 5 pm.

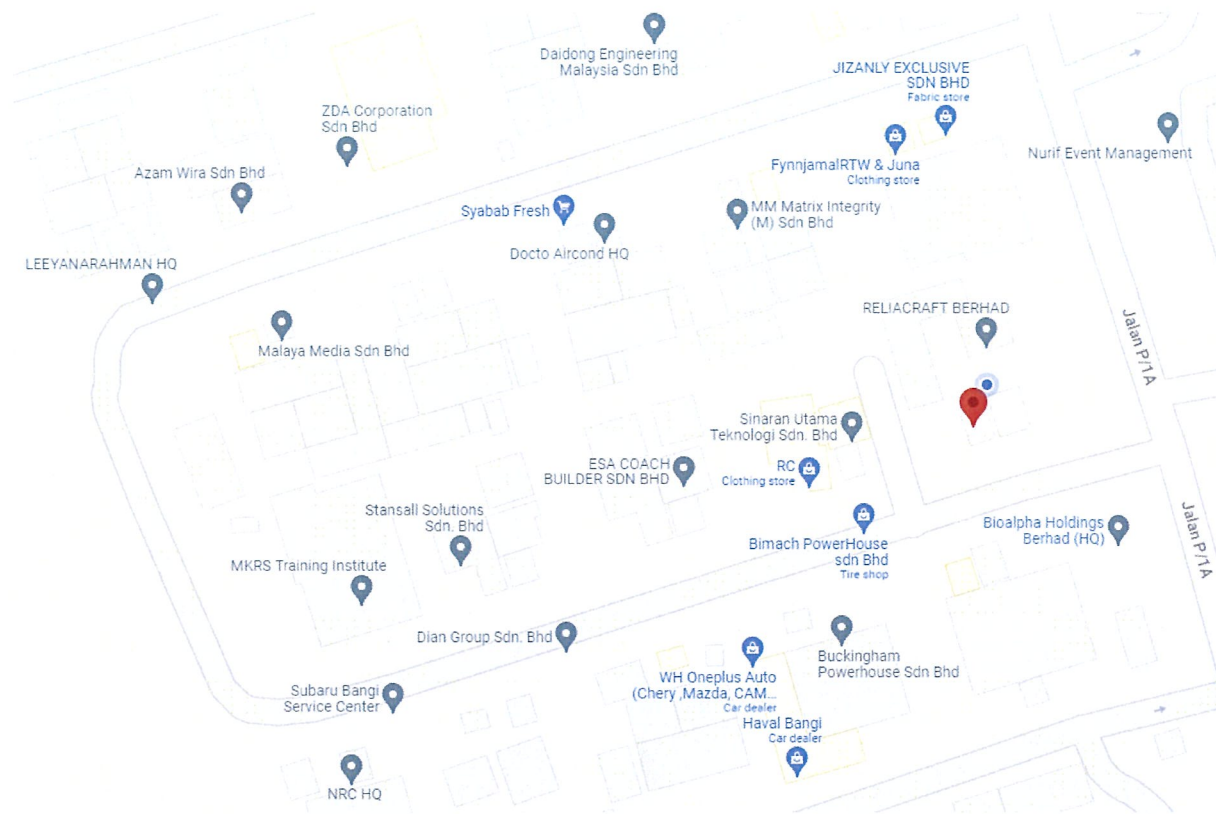


Figure 6: Location of The Ismail Holdings

Roles, Responsibilities, and Assignments

- Learn how to make a management report
 - Learn how to create management reports manually.
 - Standardize the filing for each company because many documents have been mixed with other documents.
 - Learn how to make a customer and supplier aging report.
- Assist finance department in accounting reports.
 - Manually prepare basic full chart accounts starting from journal documents, ledgers, income statements, and trial balances for the company.
 - I was comparing company bank transactions and accounting reports for each month to check for losses and profits.
 - Checking every customer account whether they have completed the payment or still got an overdue payment.
 - Checking and comparing petty cash companies include other companies owned by the owner.
 - Assist in doing bank reconciliation work while checking whether the transaction is being correctly recorded or not.
 - Assist in checking salary payments including overtime payments, EPF, and SOCSO for each station employee of Strategic Transforms Sdn Bhd.
 - Assist in key supplier invoices and payments while checking whether the company still has a bad debt with the supplier or not.
 - Key in transaction sales for each month.
- Handle in-station accounting.
 - Key in (E-payment, Grabpay, and Touch 'n Go eWallet) that the customer paid use which is under the GHL category in the SQL.
 - Key in all credit card (Hong Leong Bank) transactions in the SQL system that the customer has paid for the items.
 - Key in the company's station daily sales summary (D.S.S) transaction data.
 - Assist the assistant manager to meet with suppliers to check the amount of stock sent for the mart stock and the amount of stock being returned.
- Assist in data entry in Red Prairie (R.P)
 - Key in z-report of pump attendant under CRIND Attendant system, which is a different system from finance department use where they use SQL system.

SWOT ANALYSIS

<p>Internal Factors</p>	<p>STRENGTHS (S)</p> <ol style="list-style-type: none"> 1. Being smaller, the company can provide more personalized attention and cater to specific customer needs. 2. The company can closely monitor and control its costs, ensuring efficiency and profitability. 3. The company invests heavily in advanced financial systems and technologies. 	<p>WEAKNESSES (W)</p> <ol style="list-style-type: none"> 1. Due to its smaller scale, the company may have a limited portfolio, which can restrict market reach. 2. The company may heavily depend on the skills and expertise of key individuals, posing a risk if they leave the company. 3. Depending on the size of the gas station, the finance department may have a limited number of staff members, which can lead to an increased workload and potential resource constraints.
<p>External Factors</p>	<p>OPPORTUNITIES (O)</p> <ol style="list-style-type: none"> 1. As the adoption of electric vehicles increases, the company can invest in EV charging infrastructure, positioning itself as a convenient and reliable charging destination. 2. Collaborations with food and beverage franchises open up avenues for joint marketing and promotional activities. 3. Exploring strategic partnerships with financial institutions can lead to improved cash management, enhanced financial services, and access to new financing options. 	<p>THREATS (T)</p> <ol style="list-style-type: none"> 1. Economic downturns, fluctuations in fuel prices, or changes in consumer spending habits can affect the profitability of the company. 2. Changes in government regulations and policies related to energy, emissions, or transportation can significantly affect the profitability of the company. 3. Expansion of Competitors 4. The finance department may face potential threats from cyber-attacks and data breaches, highlighting the need for robust

		security measures to protect sensitive financial information.
--	--	---

Strengths and weaknesses are controllable factors that originate from within the company. (Szum & Nazarko, 2020). In contrast to weaknesses, which prevent an organization from performing at its peak and point out advantages that strengthen the organization, strengths describe what an organization excels at and what advantages it has. To remain competitive, there are some areas where an organization needs to make improvements.

Opportunities and threats are external factors that are outside the control of the company. (Szum & Nazarko, 2020). It refers to favorable external circumstances that could give an organization a competitive advantage and a positive influence, whereas a threat refers to external elements that have the potential to negatively harm the business.

Since STRATEGIC TRANSFORMS (M) SDN. BHD. is an established business, it has a large number of experienced employees that help it preserve its foundation and continue its steady expansion. The fact that the manager and assistant managers at STRATEGIC TRANSFORMS (M) SDN. BHD. come from a variety of backgrounds and provide a variety of knowledge to the management of the company and improve the organization. Additionally, a beneficial impact on the business is made by the employees' great teamwork, and a positive work atmosphere fosters the development of long-lasting relationships between employees from various departments.

Any time there are strengths, there are also flaws. Weaknesses typically have a negative effect, such as technical issues and errors that take time to fix. Other than that, tightening security is a good idea for a business to retain confidential documents and prevent them from leaking out; but, when security is too strict, it will cause an inconvenience for the staff.

Last but not least, the supplier's expectation that the owner will accept the covering applied due to the implications of fraudulent documents and behavior would be pretty inconvenient for both parties. Since the owner hired many foreign workers into the station due to the bad economy, the company had to bear to solve the problems found by the foreign workers as a result of them not extending their work visas while they were working in the previous company.

DISCUSSION AND RECOMMENDATION

STRENGTHS

1. Being smaller, the company can provide more personalized attention and cater to specific customer needs.

Discussion

A recent study, as social actors, SMEs are shaped by networks of social relationships, which play a central role in their day-to-day operations. (Westman, L., Luederitz, C., Kundurpi, A., Mercado, A. J., Weber, O., & Burch, S. 2018). Visitors can choose from an extensive choice of different types of things at Strategic Transforms Sdn Bhd. The primary location for relaxation is known to be Strategic Transforms Sdn Bhd. Additionally; Strategic Transforms can effectively offer a range of marketing promotions to encourage customers to frequent the location.

Strategic Transforms Sdn Bhd has a reputation for getting many people throughout the week as well as on the weekends. The station features several well-known international brands, whose goods range from Starbucks to different well-known names. It also provides a wide selection of food to eat, including Costa, tasty snacks, several kinds of bread from other businesses, and desserts. People are free to bring everything they require and desire to take pleasure in excellent facilities and a fantastic purchasing experience. Strategic Transforms Sdn Bhd is remodeling its station to make it larger due to the rise in demand for gasoline and diesel, which has shown to be strategically positioned for businesses to expand and become popular stops for many people.

Strategic Transforms Sdn Bhd offers a variety of promotions through the Bonus link card to maintain the loyalty of its visitors. The management has worked diligently to make sure that Strategic Transforms Sdn Bhd remains the best gas station in Malaysia and that visitors keep returning for all of their shopping and purchase needs. The visitor may work with a Bonus link card to encourage the members to spend more to be rewarded with coupons, discounts, and rebates to make one station more attractive than other stores. If a visitor has a Bonus link card, they will have a greater selection of stations to shop at and enjoy their experience more.

Recommendation

I suggest Strategic Transforms Sdn Bhd continue providing quality management services to ensure that customers continue to be happy when they purchase at Strategic Transforms Sdn Bhd-owned stores. Making sure station operations function properly depends on effective management. This will ensure that Strategic Transforms Sdn Bhd can run smoothly and that customers feel satisfied purchasing there. Customer satisfaction is the level of state of one's feelings, which is the result of a comparison between the assessments of the performance/final product with customer expectations.

Cleaning, maintaining, and security of the gas station are all services that fall under the supervision of management employees. To raise perceived value, managers should assess how well various aspects of service quality are doing. According to (Bayad Jamal Ali, Bayar Gardi, Baban Jabbar Othman, etc, 2021, May 27), if service quality matches the consumer's expectation, the customer will be satisfied. Nevertheless, in the hospitality industry meeting customer's expectations is hard enough.

2. The company can closely monitor and control its costs, ensuring efficiency and profitability.

Discussion

Although Strategic Transforms Sdn Bhd is not a large company, it has been established for several years. Because of this, it is easy for company owners and management to monitor the flow of financial transactions. Although there are often problems in the company's financial transactions, the company's owner and management can easily solve the problem with the experience they have gone through.

The management can ensure the efficiency of all employee work so that it runs smoothly because the company does not have too many employees. Because of that, the cost of expenses can be minimal and the profit will increase.

In addition, Strategic Transforms Sdn Bhd has implemented a targeted marketing strategy to attract customers and build loyalty by creating Bonuslink Cards. This bonus link card is one of the strategies carried out by Shell to attract more visitors to come to Shell Station, one of which is Strategic Transforms Sdn Bhd. These incentives are important and need to be identified as they usually attract customer attention, and are seen as important from the customer's perspective. In addition, they encourage customers to enroll in loyalty programs and sign long-term contracts with suppliers easily (Alshurideh, M., Gasaymeh, A., Ahmed, G., & Alzoubi, H. (2020).

Recommendation

To help Strategic Transforms Sdn Bhd closely monitor and control costs by implementing a robust accounting system where the company uses reliable accounting software to track all income and expenses accurately. This will provide real-time visibility into financial transactions, help identify cost trends, and enable better decision-making. According to (Faccia, A., & Roxana Mosteanu, N. (2019), the third public ledger allows for both books to reconcile their ledgers and make sure all three records are in a consensus and it is showing all transactions and all debits and credits involved can be seen. It is how the salient feature of double entry bookkeeping lies in the integration of flow accounts with stock accounts, its logical extension to triple-entry bookkeeping becomes clear, subsequently an integration of a new set of accounts designed to explain changes in flow accounts.

Strategic Transforms Sdn Bhd can also conduct periodic reviews of all cost elements, including fuel procurement, maintenance, supplies, and labor. Analyze cost data to identify areas of inefficiency or overspending and take corrective actions accordingly. They can invest in training and staff development for the staff to be well trained and motivated so they can contribute to cost control efforts. Provide ongoing training to employees on cost-conscious practices, efficient customer service, and proper maintenance procedures. Incentivize employees to identify and suggest cost-saving measures. With this, the company doesn't need to hire another employee because the company has to send their employee to go for training and save more cost.

STRENGTHS

3. The company invests heavily in advanced financial systems and technologies.

Discussion

Strategic Transforms Sdn Bhd has invested quite a bit in financial systems and advanced technology. This greatly helps the finance department with the latest tools for financial analysis, reporting, and risk management, increasing efficiency and accuracy. A system like this can help the finance department in making proactive decisions in financial data. As a result, Strategic Transforms Sdn Bhd can make informed strategic planning and resource allocation by identifying trends, opportunities, and potential risks promptly.

Using a system like this, helps the Finance Department speed up previously manual tasks, reduce human error and save valuable time to achieve maximum results. Additionally, these systems often include reporting templates that can be customized by the Finance Department as well as ensure compliance with regulatory requirements and provide stations with clear and transparent financial information.

Recommendation

Before implementing any new financial system or technology, I suggest that Strategic Transforms Sdn Bhd should carry out a comprehensive needs assessment. This assessment is very important to financial professionals and company owners so that they can identify weak points, inefficiencies, and areas for improvement in Strategic Transforms Sdn Bhd. By understanding the specific needs and challenges faced by the finance department, they can advise company owners to align Strategic Transforms Sdn Bhd's investments with the most critical needs, ensuring maximum return on investment.

To fully utilize the capabilities of advanced financial systems and technology, the owner of Strategic Transforms Sdn Bhd should prioritize a comprehensive training program for its financial professionals. The owner can send the finance department to training sessions and workshops on the effective use of new tools so that understanding and use will increase. According to (Swati Bhatia. (2020, June), proving the training efficiency and effectiveness is very important which is not limited only to justify the expense done on training but the main motive of carrying it out.

WEAKNESS

1. Due to its smaller scale, the company may have a limited portfolio, which can restrict market reach.

Discussions

One of the weaknesses of Strategic Transforms Sdn Bhd with a limited portfolio is its limited market reach, which can lead to reduced customer retention, resulting in lost business opportunities. The company only offers a limited range of products and services, due to which the company struggles to attract customers and tourists both domestically and abroad. Most customers who want to find the desired products are not sold or facilities such as cafes or massage chairs are not provided, causing customers and tourists to choose other stations that provide better facilities and a variety of products that can be chosen by them.

Furthermore, the limited portfolio makes Strategic Transforms Sdn Bhd more vulnerable to market fluctuations and changes in consumer preferences. The company needs to find an alternative income stream when there is a decrease in demand for the products or services offered and this factor will increase the business risk of Strategic Transforms Sdn Bhd. According to (Purohit, Santanu & Jain, Arvind. (2021), service quality constructs, petrol station image, location, additional services, and promotional programs do not have a significant influence on consumer choice. This is due to certain current conditions. In the petrol retail industry.

Recommendation

To overcome the limitations imposed by a smaller scale and expand market reach, Strategic Transforms Sdn Bhd should diversify its product and service portfolio. By offering a broader range of products and services, the company can attract a wider customer base and cater to different consumer needs. Introduce food and beverage options within the petrol station premises, such as a café or quick-service restaurant. This will not only provide additional revenue streams but also encourage customers to spend more time at the station, increasing the likelihood of fuel purchases.

Strategic Transforms Sdn Bhd can set up a car wash and detailing service within the petrol station to cater to customers' vehicle maintenance needs. Many drivers appreciate the convenience of getting their cars cleaned while refueling, saving them time and effort. According to (Monney, I., Donkor, E. A., & Buamah, R. (2020, May) in São Paulo, available literature indicates that cost savings of about 32% for car wash operators can be achieved by the installation of carwash wastewater recycling systems. Therefore, apart from contributing to environmental sustainability, car wash stations can also increase their profit margins by installing wastewater-recycling systems.

2. The company may heavily depend on the skills and expertise of key individuals, posing a risk if they leave the company.

Discussions

The success of Shell Station heavily relies on the expertise and skills of key individuals who hold pivotal positions. Strategic Transforms Sdn Bhd has several important people in the company such as several assistant managers who manage transactions in and out of the company, deal with suppliers, and manage local and foreign workers. According to (Vinícius Barreto Klein, & José Leomar Todesco. 2021, March 10), Lay-offs due to financial impacts, or even missing key personnel to the coronavirus, can pose serious trouble for SMEs. In the worst-case scenario, the loss of a key employee can put the SME's survival at risk.

The Finance Department also plays an important role in the company apart from the assistant manager. They become the backbone of the company's owners because they manage the company's accounts. They are not only bound by managing company accounts where if the assistant manager cannot solve the problem at the station, the Finance Department will take care of it. They also become financial advisors to company owners if there are suspicious transactions in the company's account.

Recommendation

Strategic Transforms Sdn Bhd needs to promote a culture of knowledge sharing among employees and ensure important individuals in the company document their expertise and processes. This can help in transferring their knowledge to other employees in the organization. With the occurrence of this matter, it can reduce the cost of expenses for the company where the company does not need to increase the cost of expenses to send their employees to undergo training. According to (Nasser Abdul, Ghani Al-Saffar, & Abdallah Mishael Obeidat. (2019, August), the importance of individual knowledge sharing is in helping individuals to perform their functions more effectively, helping them to stay in their jobs, promoting career advancement and personal development, and a sense of satisfaction for employees because of their contribution to their knowledge.

Strategic Transforms Sdn Bhd can form a collaborative work environment between them so that the work gets smoother without depending on one individual. Companies must encourage effective teamwork, communication, and collaboration to minimize the impact of any individual leaving the company.

WEAKNESS

3. Depending on the size of the gas station, the finance department may have a limited number of staff members, which can lead to an increased workload and potential resource constraints.

Discussion

Limited staffing in a shell station's finance department can lead to a significant increase in workload for available staff. That is what happened to the finance department where they had to manage company accounts for stations other than Strategic Transforms Sdn Bhd. With limited staff, tasks such as bookkeeping, accounts receivable and payable, financial analysis, payroll processing, and compliance reporting become increasingly burdensome as the Finance Department struggles to meet deadlines, leading to potential errors and inefficiencies. Because of the increased workload, the finance department was unable to make a comprehensive financial analysis for each station, which resulted in the company's financial transactions being affected.

Furthermore, the absence of sufficient staff in the finance department due to having to manage other stations can create a higher risk of errors and inefficiency in the financial operations of Strategic Transforms Sdn Bhd. This results in companies not being able to record accurate financials, delayed payments to suppliers or employees, and an increased chance of non-compliance with financial regulations.

Recommendation

To strengthen the finance department, Strategic Transforms Sdn Bhd can invest in training and development programs for existing staff. Providing opportunities for continuous learning and skill improvement to equip all finance departments with the necessary knowledge and tools to be able to manage the company's financial system more smoothly. Training programs can include areas such as financial regulation, software efficiency, data analysis, or strategic planning. Although Strategic Transforms Sdn Bhd had to invest in employee development, it was able to ensure that the finance department remained up-to-date with industry trends and best practices, leading to improved performance and increased job satisfaction.

In addition, cross-training employees in different finance functions can provide flexibility to the finance department so that it can easily deal with resource constraints. When all finance department staff members have a basic understanding of the various finance roles, they can help each other during peak periods or in the absence of key staff. Cross training can further enhance teamwork and create a more agile finance department. It also enables professional development opportunities for employees, as they gain exposure to different aspects of finance, thereby increasing their skill sets and growth potential. According to (Sree, Vasanthi & Basariya, s. Rabiyyathul. (2018), cross training enables an employee to perform effectively in a team environment. It also makes the employee improve his knowledge to practice different skills and makes him perform effectively in a team environment.

OPPORTUNITIES

1. As the adoption of electric vehicles increases, the company can invest in EV charging infrastructure, positioning itself as a convenient and reliable charging destination.

Discussion

Nowadays, there is an increase in electric vehicles on the highway. However, there are several problems for electric vehicle users, one of which is that they find it difficult to find a place to charge their vehicle. Because of this, Strategic Transforms Sdn Bhd can take this opportunity to provide a place for electric vehicle users to charge their vehicles. Opportunities like this can generate more profits for the company in addition to raising the company's name to foreign tourists if they come to visit Malaysia using electric vehicles. According to (Matteo Muratori, Marcus Alexander, and Doug Arent, etc 2021, March 25) extensive research is being done to address the diverse challenges that are posed by a transition from fossil-fuelled ICEVs to EVs and the special role of charging infrastructure in this transition.

Electric Vehicles (EV) charging infrastructure can improve the overall customer experience at Strategic Transforms Sdn Bhd. EV owners can charge their vehicles while taking advantage of existing facilities such as convenience stores, toilets, and food options sold there. This convenience factor can differentiate Strategic Transforms Sdn Bhd from other competitors and encourage customers to choose it as their preferred charging destination.

Recommendation

My recommendation is that Strategic Transforms Sdn Bhd offers a valuable service to EV owners by building an EV charging infrastructure to further increase their footprint and potentially foster long-term customer loyalty. EV owners can choose Strategic Transforms Sdn Bhd over other competitors because of the availability of charging infrastructure, creating recurring revenue opportunities.

As the demand for traditional fossil fuels may decrease over time because of the increase in EVs, Strategic Transforms Sdn Bhd may try to invest in EV charging infrastructure to increase the company's opinion. By embracing the growing EV market, the company can adapt to changing consumer preferences and position Strategic Transforms Sdn Bhd as a forward-thinking energy company. According to (Matteo Muratori, Marcus Alexander, and Doug Arent, etc 2021, March 25), National Research Council (2013) identifies EVs as one of several technologies that could put the U.S. on a path to reducing transportation-sector GHG emissions to 80% below 2005 levels in 2050.

2. Collaborations with food and beverage franchises open up avenues for joint marketing and promotional activities.

Discussion

I suggest that Strategic Transforms Sdn Bhd collaborate with food and beverage franchises to open space for joint marketing and promotion activities such as KFC and MCD. The average number of visitors who come consists of foreign tourists such as Singapore. They come to the Shell Station to not only fill up their cars but also want to buy food and drinks when they continue their journey. With the cooperation of food and drink franchises, there is room for joint marketing and promotion activities. Strategic Transforms Sdn Bhd can also take advantage of the popularity and brand recognition of this franchise and can engage in joint advertising campaigns, cross promotions, and loyalty programs. Additionally, co-branded promotional materials and events can create a buzz in the local community, attract attention, drive traffic to gas stations, and franchise establishments.

Recommendation

The food and beverage franchise has established a brand identity and wide marketing reach, making them valuable partners for Strategic Transforms Sdn Bhd. The collaborative effort enables Strategic Transforms Sdn Bhd to benefit from the visibility and recognition of the franchise brand. The advantage of this collaboration can attract more visitors to come to Strategic Transforms Sdn Bhd because there are still many who do not know about the existence of the company even though it has been established for several years. This increased visibility can lead to an increase in foot traffic and fuel sales while increasing the franchise brand's presence in the area.

OPPORTUNITIES

3. Exploring strategic partnerships with financial institutions can lead to improved cash management, enhanced financial services, and access to new financing options.

Discussion

The finance department can collaborate with financial institutions to gain access to this technology solution, which can streamline cash flow management, automate financial transactions and provide real-time insight into the company's financial position. With a system like this in the finance department, it can lead to better efficiency in managing cash and optimizing working capital, ultimately resulting in better financial stability and profitability.

Furthermore, this kind of partnership can bring more benefits to the company by offering access to a wider range of financial services. Examples of services available are treasury management, risk management, and investment advice. Collaborating with financial institutions can give companies access to this specific service, benefiting Strategic Transforms Sdn Bhd so that the company does not lag with current systems and technology.

Recommendation

In my view, finance department will take advantage of this opportunity by forming a partnership with a financial institution that offers businesses access to various specialized financial services that go beyond traditional banking. Cooperation like this can provide many benefits to finance department because they can offer their knowledge and experience so that the financial transaction flow of finance department can be completed more effectively. Treasury management services help optimize liquidity, minimize risk exposure and improve financial strategy. Additionally, investment advisory services provide expert guidance on investment opportunities and help align financial objectives with market conditions.

In addition, to ensure that finance department cash management becomes smoother and more effective, this kind of collaboration with financial institutions needs to be established. Through such partnerships, the finance department can improve working capital management, increase the accuracy of cash flow forecasts and make informed decisions based on accurate financial data. This ultimately results in better liquidity, increased operational efficiency, and reduced financial risk.

THREATS

1. Economic downturns, fluctuations in fuel prices, or changes in consumer spending habits can affect the profitability of the company.

Discussions

The economic recession has a direct impact on the profits of Strategic Transforms Sdn Bhd due to a decrease in economic activity and a reduction in consumer spending. During a recession or financial crisis, most individuals and businesses try to cut expenses, including fuel consumption, to save money. This decrease in demand for fuel may result in lower sales volume at Strategic Transforms Sdn Bhd, reducing their revenue and profits. In addition, economic downturns often result in higher unemployment rates, which can further reduce consumer spending and negatively affect Strategic Transforms Sdn Bhd's profits.

Strategic Transforms Sdn Bhd's profits are threatened when there are fluctuations in fuel prices because fuel prices are subject to various factors such as global oil supply and demand dynamics, geopolitical tensions, and natural disasters. According to (Zhijie Jia, Shiyang Wen, & Boqiang Lin. (2021, November 15), by splitting the impact of the COVID scenario into the CSMP scenario and the INP scenario, it is shown that residents' consumption habits have little impact on purchasing power, and the primary source of the decline in purchasing power caused by the pandemic is income stagnation caused by enterprises shut down and layoffs. Most users look for other alternatives to go to one place or share a vehicle to save money. Sometimes Strategic Transforms Sdn Bhd had to bear losses because profits did not reach the target when they had to pay the cost of oil with a low selling price due to the drop in oil price demand.

Recommendation

To reduce dependence on fuel sales alone, Strategic Transforms Sdn Bhd should explore diversifying their income streams. This can be achieved by expanding convenience store offerings, collaborating with food and beverage brands, or providing additional services such as car washes, vehicle maintenance, and repairs. By doing so, Strategic Transforms Sdn Bhd can attract a wider customer base and generate income even if fuel sales are affected. Additionally, in response to fuel price fluctuations and growing environmental concerns, Strategic Transforms Sdn Bhd should consider incorporating alternative energy solutions into its operations. This could involve installing electric vehicle (EV) charging stations, hydrogen refueling infrastructure, or exploring renewable energy sources such as solar energy.

In an uncertain economy, maintaining customer loyalty is important. Strategic Transforms Sdn Bhd should invest in a customer relationship management system to gather data and gain insight into consumer preferences and behavior. By leveraging this data, Strategic Transforms Sdn Bhd can create personalized experiences, offer tailored promotions, and reward loyal customers. Implementing a loyalty program that provides incentives such as discounts, exclusive offers or partnerships with other businesses can further increase customer retention.

THREATS

2. Changes in government regulations and policies related to energy, emissions, or transportation can significantly affect the profitability of the company.

Discussion

Government policies and regulations not only shape the energy landscape but also influence consumer choices such as the expansion of public transit, cycling infrastructure, or car-sharing programs, which can reduce dependence on private vehicles and, consequently, reduce demand for fuel. Because of this, Strategic Transforms Sdn Bhd will suffer a loss, which will result in a reduction in the use of petrol and diesel. To adapt to changing consumer needs, Strategic Transforms Sdn Bhd may need to diversify its offerings, incorporate electric vehicle charging infrastructure and explore opportunities in alternative energy sources.

Besides that, government incentives for alternative energy sources pose another threat to Strategic Transforms Sdn Bhd such as renewable energy or electric vehicles, which can encourage consumers to switch from traditional fossil fuels. According to (Sarah LaMonaca, & Lisa Ryan. (2021, November 3), for example, in 2015, Kansas City Power and Light (KCP&L) became one of the first US utilities to launch a public charging network, and in 2016 was third among fifty US cities in charging infrastructure availability and the city has since doubled EV deployment

Although electric vehicles have not yet been developed in Malaysia, they will affect the company's business to some extent. This shift in consumer choice could pose a major threat to the profitability of Strategic Transforms Sdn Bhd. In addition, subsidies and tax incentives for the purchase of electric vehicles can influence consumer choice towards EVs, potentially reducing demand for traditional fuels and thus affecting Strategic Transforms Sdn Bhd's profits.

Recommendation

Given the increasing emphasis on reducing carbon emissions, Strategic Transforms Sdn Bhd should invest in renewable energy infrastructure. This could include installing solar panels on station roofs, implementing energy-efficient technologies, or participating in community renewable energy projects. Investing in renewable energy not only helps reduce environmental impact but also positions Strategic Transforms Sdn Bhd as a sustainable and forward-thinking business.

Besides that, Renewable energy technologies have experienced significant advancements in recent years, leading to cost reductions and improved efficiency. Installing solar panels on station roofs can provide a reliable and cost-effective source of electricity, reducing dependence on the grid and lowering operational expenses for Strategic Transforms Sdn Bhd. The transition to renewable energy is an investment in the future. By proactively embracing renewable energy infrastructure, Strategic Transforms Sdn Bhd can position itself as a resilient business capable of adapting to changing energy trends. As fossil fuel reserves decline and renewable energy become more prevalent, stations that have already made the transition will be well positioned for long-term success.

THREATS

3. Expansion of Competitors

Discussion

In recent years, several major oil companies and alternative energy suppliers have entered the market, intensifying the competition faced by Strategic Transforms Sdn Bhd. These competitors have significant financial resources and the ability to invest in advanced technology, offering consumers a wider range of fuel options and services. This not only creates a more challenging operating environment for Strategic Transforms Sdn Bhd but also creates the risk of losing market share to these aggressive new players.

One of the main advantages of these competitors over Strategic Transforms Sdn Bhd is their large financial resources and their ability to invest in advanced technology. This allows them to innovate and offer customers a wider range of fuel options and services, including renewable energy sources and electric vehicle charging infrastructure. By leveraging their financial muscle, these companies can rapidly expand their operations, gain market traction, and potentially overtake Strategic Transforms Sdn Bhd in terms of technological advancement.

Recommendation

To take advantage of Strategic Transforms Sdn Bhd's strengths and overcome competitive challenges, company owners should seek cooperation and partnership with relevant stakeholders. This may involve collaborating with electric vehicle manufacturers, renewable energy suppliers, or technology companies to develop joint initiatives that benefit both parties. Cooperation can facilitate the expansion of charging infrastructure, promote alternative energy solutions and drive innovation in the sector.

Other than that, Strategic Transforms Sdn Bhd can actively invest and promote its alternative energy solutions so that the demand for alternative energy sources is increasing. For example, by expanding its portfolio to include renewable energy options and electric vehicle charging infrastructure, Strategic Transforms Sdn Bhd can meet the growing preferences of environmentally conscious consumers. This strategy not only helps retain existing customers but also attracts new customers looking for sustainable fuel alternatives. Besides that, Strategic Transforms Sdn Bhd can build a charging station for electric vehicles to attract more customers. By creating this facility, company owners can further increase the company's profits.

THREATS

4. The finance department may face potential threats from cyber-attacks and data breaches, highlighting the need for robust security measures to protect sensitive financial information.

Discussion

Currently, with increasingly advanced technology and systems, many large companies such as Malaysia Airlines, Foodpanda, and so on improve their systems so that there are no problems. Small companies like Strategic Transforms Sdn Bhd are also trying to do the same thing even though their systems are not as sophisticated as big companies. However, with the advancement of technology and current systems, there are still data breaches involving financial information that can have severe consequences, including financial loss, reputational damage, and legal consequences. According to (Narendra Sharma, Ebere A. Oriaku, & Ngozi Oriaku. (2020, January 21), asserted that depending upon the organization and information breached, the affected organization may lose its financial sustainability in one extreme to not being an issue at all in another extreme of the spectrum. Although the name Strategic Transforms Sdn Bhd is not as grand as a large company is, this company is still a threat for data breaches against outsiders. Disclosure of such sensitive information held by a company can lead to identity theft, financial fraud and erode the trust of customers and suppliers.

In addition, cyber-attacks, such as malware, ransomware, and phishing, pose a great significant risk to the finance department. Although the finance department has upgraded its systems and technology and installed the latest anti-virus, malware can still infiltrate the organization's system, which affects the integrity and confidentiality of financial data. External people or companies often carry out Phishing attempts by sending illegitimate emails or websites, to trick the finance department into revealing sensitive information to give cyber criminals access to accounts and financial systems.

Recommendation

I recommend Strategic Transforms Sdn Bhd's regular data backup is essential to reduce the potential impact of a data breach or ransomware attack. Implement a robust backup strategy; including on-site and off-site backups, ensuring financial data is recoverable in the event of an incident. Regular testing and verification of backups should be done to guarantee their integrity and effectiveness.

Besides that, Strategic Transforms Sdn Bhd needs to participate in industry information-sharing initiatives to provide valuable insights into emerging cyber threats and effective defense strategies. Collaborating with peers, sharing best practices, and staying up-to-date with the latest cybersecurity trends can strengthen the finance department's security posture.

CONCLUSION

To summarize, doing industrial training in this firm allows me to improve and expand my skills, abilities, and knowledge. The 24 weeks I spent at Strategic Transforms Sdn Bhd were an unforgettable experience for me. It was eye opening to see how real-world activities are handled, and the exposure to both field and office work was beneficial. My valuable experiences and knowledge will be beneficial to my future job. In the finance department, I am taught to multitask and to have confidence in my future job.

Aside from that, the working environment here is quite enjoyable, with all staff members being supportive, making it less stressful to work with the positive vibes of the work environment. The company's treatment was equitable and professional. I am grateful to my supervisor and the employees at Strategic Transforms Sdn Bhd for the experiences and relevant instruction. They also assisted me in dealing with some of my limitations and offered me advice whenever I needed it. I am grateful for the opportunity provided to me as a member of Strategic Transforms Sdn Bhd for the 24-week industrial training.

I am open to any opportunities that may emerge in the future since I see myself as a successful man in anything I do. I take pride in my adaptability and flexibility. I believe that the greatest approach to planning is to make the most of the present. In five years, I hope to be on a career path that leads to a supervisory role, with the long-term goal of eventually rising into upper management.

REFERENCES

1. Szum, K., & Nazarko, J. (2020, November 16). Exploring the determinants of Industry 4.0 development using an extended SWOT ANALYSIS: A regional study. MDPI. <https://www.mdpi.com/1996-1073/13/22/5972>
2. Westman, L., Luederitz, C., Kundurpi, A., Mercado, A. J., Weber, O., & Burch, S. (2018). Conceptualizing businesses as social actors: A framework for understanding sustainability actions in small- and medium-sized enterprises. *Business Strategy and the Environment*, 28(2), 388–402. <https://doi.org/10.1002/bse.2256>
3. Risnawati, H., Eka Sumarga, H., & Purwanto, S. (2019, October 2). The effect of service quality prices and location of companies on customer satisfaction Implications on customer loyalty - ProQuest.

<https://www.proquest.com/openview/670d7c6235860da3796a017908f60634/1?pq-origsite=gscholar&cbl=816339>

4. Bayad Jamal Ali, Bayar Gardi, Baban Jabbar Othman, Shahla Ali Ahmed, Nechirwan Burhan Ismael, Pshdar Abdalla Hamza, Hassan Mahmood Aziz, Bawan Yassin Sabir, Sarhang Sorguli, & Govand Anwar. (2021, May 27). Hotel Service Quality: The Impact of Service Quality on Customer Satisfaction in Hospitality. *Hotel Service Quality: The Impact of Service Quality on Customer Satisfaction in Hospitality* by Bayad Jamal Ali, Bayar Gardi, Baban Jabbar Othman, Shahla Ali Ahmed, Nechirwan Burhan Ismael, Pshdar Abdalla Hamza, Hassan Mahmood Aziz, Bawan Yassin Sabir, Sarhang Sorguli, Govand Anwar :: SSRN. Retrieved July 18, 2023, from https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3851330
5. Alshurideh, M., Gasaymeh, A., Ahmed, G., & Alzoubi, H. (2020). Uncertain Supply Chain Management. *Loyalty Program Effectiveness: Theoretical Reviews and Practical Proofs*, 8(3). <https://doi.org/10.5267/j.uscm.2020.2.003>
6. Faccia, A., & Roxana Mosteanu, N. (2019). Accounting and blockchain technology: from double-entry to triple-entry. *The Business and Management Review*, 10. https://cberuk.com/cdn/conference_proceedings/2019-07-12-18-10-20-PM.pdf
7. Purohit, Santanu & Jain, Arvind. (2021). The Science of Choice: Demystifying Consumer Preference in Indian Petro-Retail. 14. 17-27.
8. Monney, I., Donkor, E. A., & Buamah, R. (2020, May). Clean vehicles, polluted waters: empirical estimates of water consumption and pollution loads of the carwash industry. *Heliyon*, 6(5), e03952. <https://doi.org/10.1016/j.heliyon.2020.e03952>

9. Vinícius Barreto Klein & José Leomar Todesco. (2021, March 10). COVID-19 crisis and SMEs responses: The role of digital transformation. *The Journal of Corporate Transformation*. <https://doi.org/10.1002/kpm.1660>
10. Nasser Abdul, Ghani Al-Saffar, & Abdallah Mishael Obeidat. (2019, August). The effect of total quality management practices on employee performance: The moderating role of knowledge sharing. ResearchGate. Retrieved July 15, 2023, from https://www.researchgate.net/publication/335220202_The_effect_of_total_quality_management_practices_on_employee_performance_The_moderating_role_of_knowledge_sharing
11. Matteo Muratori, Marcus Alexander, Doug Arent, Morgan Bazilian, Pierpaolo Cazzola, Ercan M Dede, & John Farrell. (2021, March 25). The rise of electric vehicles—2020 status and future expectations. *Progress in Energy*, 3(2), 022002. <https://doi.org/10.1088/2516-1083/abe0ad>
12. Sarah LaMonaca, & Lisa Ryan. (2021, November 3). The state of play in electric vehicle charging services – A review of infrastructure provision, players, and policies. *The State of Play in Electric Vehicle Charging Services – a Review of Infrastructure Provision, Players, and Policies - ScienceDirect*. <https://doi.org/10.1016/j.rser.2021.111733>
13. Zhijie Jia, Shiyang Wen, & Boqiang Lin. (2021, November 15). The effects and reactions of the COVID-19 pandemic and international oil prices on energy, economy, and environment in China. *ScienceDirect*, 302. <https://doi.org/10.1016/j.apenergy.2021.117612>
14. Swati Bhatia. (2020, June). THE IMPACT OF MID-LEVEL MANAGEMENT TRAINING PROGRAMS ON ORGANIZATIONAL CULTURE AND PRODUCTIVITY: AN EMPIRICAL STUDY. *International Journal of Management (IJM)*, 11(6). <https://doi.org/10.34218/IJM.11.6.2020.133>
15. Sree, Vasanthi & Basariya, s. Rabiyaathul. (2018). EMPLOYEE CROSS-TRAINING AND ITS IMPACT ON EMPLOYEE PERFORMANCE. 10.13140/RG.2.2.33517.23525.
16. Narendra Sharma, Ebere A. Oriaku, & Ngozi Oriaku. (2020, January 21). Cost and Effects of Data Breaches, Precautions, and Disclosure Laws. ResearchGate, 8. <https://doi.org/10.20448/2001.81.33.41>

APPENDICES

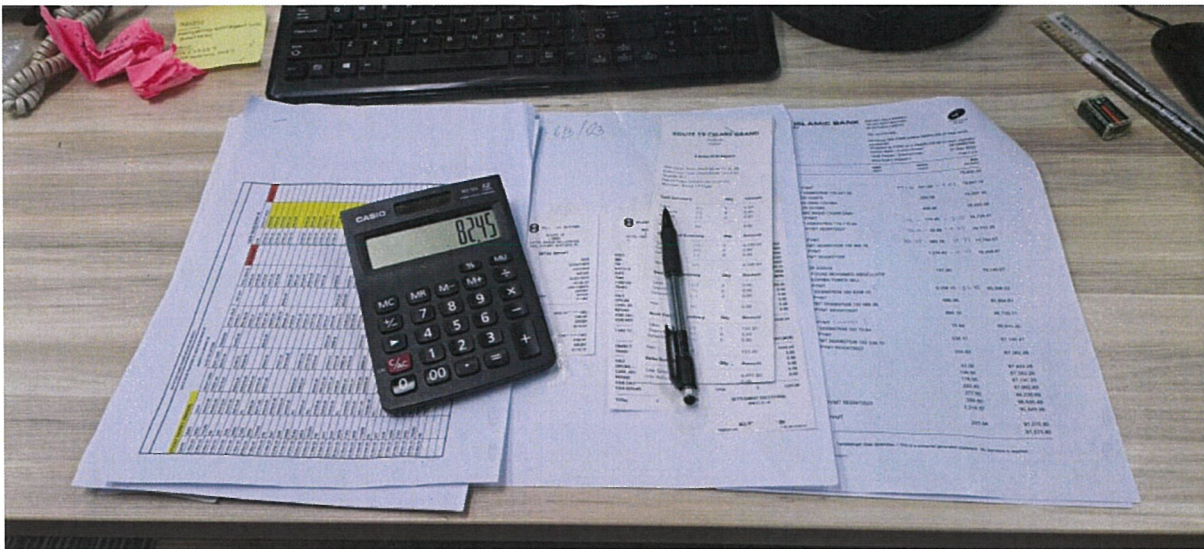


Figure 7: Show the Company Monthly Report That I Need to Check



Figure 8: Give A Small Presentation Among Other Colleague



Figure 9: Invited to Attend the WAWA Company Event



Figure 10: Shows A Photo of Me and My Colleague Having a Farewell for Other Internship Student