



UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka
Kampus Bandaraya Melaka



INDUSTRIAL TRAINING REPORT

AT KOTRA PHARMA (M) SDN BHD

1 MARCH 2023 - 15 AUGUST 2023

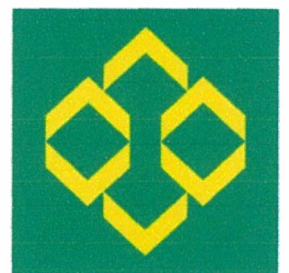
PREPARED BY

FATIN NABILAH BINTI JEFRI

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Prepared for: Puan Suhailah Kassim



**KOTRA
PHARMA**

ACKNOWLEDGEMENT

Firstly, I would like to thank Allah SWT because, with His mercy, I can complete my internship report to fulfil the requirements of the Human Resource Internship course. Then, I would like to thank Universiti Teknologi MARA (UiTM) for giving me the opportunity to do this internship. Most importantly, I would like to thank Kotra Pharma (M) Sdn Bhd for letting me do the internship at their Human Resource Department. I'd like to thank Ms.Robiaini, my internship supervisor for guiding me with the completion of this report and keeping me under their supervision and providing me with all the necessary information which has helped me in the completion of this report. I would also like to thank all the officials' member of the Kotra Pharma HR Department for allowing me to be an intern at their organisation and help with necessary information. Moreover, I want to express my sincere gratitude towards my helpful lecturer, Madam Suhailah Kassim, for the valuable guides, suggestions, comments, and moral support. She never failed to guide me and for being such a fantastic advisor to guide me until I managed to improve and finish my internship report. Therefore, this report may not be completed without the support from my family members. Lastly, I want to express my appreciation towards whoever that sincerely has been helping me throughout the time that I have been doing this report. Only Allah can repay all your kindness. I thank them all.

Fatin Nabilah Binti Jefri

May, 2023

Faculty of Business Management

Universiti Teknologi MARA Malaysia

EXECUTIVE SUMMARY

All undergraduate programmes in the Faculty of Business and Management's plan of study list internship as their last course. It is necessary for students to do internships or on-the-job training in fields relevant to their academic degree and subject of emphasis. This internship course provides a hands-on learning environment for a student to acquire real-world expertise and professional abilities that foster responsibility in completing duties provided by the employer. In order to complete the mission, it would improve practical abilities, knowledge, and attitude.

As a result, I have successfully completed this Industrial Training Report for the company where I have been selected, Kotra Pharma (M) Sdn Bhd, which is assigned in the department of Human Resource at the main headquarters in Cheng Melaka. In March 2023, I began working for this organisation since, in my opinion, it is the finest location for me to develop my career and my talents. To assist staff members' professional and personal requirements, Kotra Pharma is a pharmaceutical company that produces pharmaceutical products such as Appeton, Vaxcel, Axcel and many more.

Moreover, this internship task such as identifying the strength, weakness, opportunity and threat for this company also helps me to learn on how to implement SWOT analysis for this company. SWOT analysis offers advice on how to improve upon company strengths, fix their weaknesses, grasp fresh opportunities, and reduce risks. I also gained some soft skills during this internship such as I have improved my communication skills and management skills to a great extent. Besides, there were some important lessons that I learned from my mistake which will remind me to not do it anymore in the future. Lastly, I hope that this industrial training report may provide me with more information about the industrial world and details on how to be a good employee. I apologise to all other nameless people who provided me with assistance in many ways to produce this report.

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1.0 STUDENT'S PROFILE



FATIN NABILAH BINTI JEFRI
Bachelor's Degree in Business Administration (Hons) Human Resource Management

PROFESSIONAL SUMMARY

A fresh graduate with business administration in human resource education background. Do have recruiting skills and administrating experience. An excellent collaborator with a positive attitude. Seeking a job opportunity to gain work experience in a related field as well as give great contribution to the company.

EDUCATION

May 2021 — Present	Bachelor's Degree in Business Administration (Hons) Human Resource Management, UiTM Bandaraya Melaka <u>Current CGPA: 3.57</u> <u>MUET: Band 3</u>
Dec 2018 — Feb 2021	Diploma in Accountancy, UiTM Alor Gajah, Melaka <u>CGPA: 3.49</u>
Jan 2016 — Dec 2017	Highschool Accounting Stream, Smk Ghafar Baba <u>SPM: 3A 2A- 3B 1E</u>

AWARDS & ACHIEVEMENTS

Diploma	Dean's List Award (Semesters 2,4 & 5)
Bachelor Degree	Dean's List Award (Semesters 2,3 & 4)

WORKING EXPERIENCES

March – November 2021	PART TIME ONLINE BUSINESS, KEKASIH COSMETICS <ul style="list-style-type: none">● Promoting the company's products.● Manage the processes of promotion, selling and distribution.● Generate new ideas to appeal to the consumer.
August - September 2022	PART-TIME WORKER. WAKAKA FOOD AND BEVERAGES (F&B) <ul style="list-style-type: none">● Serve customers quickly and efficiently.● Responsible for making quality beverages and waffles.● Accurately handle cash payments, following appropriate cash-handling procedures.
March – August 2023	HUMAN RESOURCE INTERNSHIP, KOTRA PHARMA (M) SDN BHD <ul style="list-style-type: none">● Assist as a Recruitment position in handling internship candidates.<ul style="list-style-type: none">- Schedules interviews session with the head of department.- Prepare offer letter and industrial attachment if selected.- Calculate monthly intern allowance.- Do filing for all details and data of the intern.- Provide intern certificates for the last day of intern.● Cover for receptionist which have to answer and transfer calls.● Design (Canva app) and post monthly job poster advertisement.● Handling HR inductions every two weeks for new joiners.<ul style="list-style-type: none">- Prepare and making sure all documents for new joiners enough.- Make sure all documents are completed filled in.- Bring new joiners for a company tour.● Update company databases by inputting new employee's employment details.● Take part in handling open interview for every 3 months.● Take part in handling Kotra Hari Raya event.● Participates and assists in career days and company social networking events.

COURSE-RELATED PROJECTS

December 2020	<p>GLOBAL VIRTUAL STUDENT INVENTION. INNOVATION, DESIGN AND EXHIBITION (GV-SIIDE)</p> <ul style="list-style-type: none"> ● Positioned as a project leader. ● In-charged leads team members and makes sure a project is carried through. ● Develop an innovative modern hijab, 'Unique Hijab' proposal and video presentation. <p>PARTICIPATION IN FRISBEE FOR SUKAN ANTARA PROGRAM (SUPRO) PARTICIPATION IN FUTSAL FOR SUKAN BAKAT BARU (UNIVERSITY LEVEL)</p>
January 2022	<p>VIRTUAL TALENT TALK BATTLE 2022 (VETTLE 2022) SERIES-2, UNIVERSITY LEVEL</p> <ul style="list-style-type: none"> ● Creating a forum video presentation entitled "Unemployment: Who to Blame?". ● In-charged of making the battle video presentation. ● Obtained a silver award under the talent talk.
June - July 2022	<p>VIRTUAL MELAKA INTERNATIONAL INTELLECTUAL EXPOSITION 2022, UNIVERSITY LEVEL</p> <ul style="list-style-type: none"> ● Develop an innovative Smart Appraisal Form (S.A.F) in Microsoft Excel form. ● In-charged of making the product video presentation. ● Obtained a silver award under the invention track. <p>VIRTUAL MELAKA INTERNATIONAL INTELLECTUAL EXPOSITION 2022, UNIVERSITY LEVEL</p> <ul style="list-style-type: none"> ● Develop an innovative scented face mask, 'Breathe Wear' proposal. ● In-charged of making the product video presentation. ● Obtained a silver award under the endemic track.
October 2022	<p>SEMINAR PROJECT: PEMANTAPAN MINDA CILIK</p> <ul style="list-style-type: none"> ● Positioned as treasurer ● In-charged in manages the finances of the club. ● Responsible for handling the safety of the money received by the club for obtaining maximum benefit.
November 2022	<p>WEBINAR PROJECT: EQUITY AND DISCRIMINATION ISSUES IN RECRUITMENT</p> <ul style="list-style-type: none"> ● Positioned as a project leader. ● In-charged leads team members and makes sure a project is carried through. ● Engages the team, motivating them, taking care of their needs and maintain a friendly and productive work environment.
December 2022	<p>WEBINAR PROJECT: MALAYSIA LABOUR LAW REFORM: THE GOOD AND BAD FROM INDUSTRIAL RELATIONS PERSPECTIVE</p> <ul style="list-style-type: none"> ● Positioned in a registration and certificate bureau. ● In-charged with setting up a google form for registration purposes and preparing participants' certificates. ● In-charged with setting up a google form for student feedbacks after the webinar ends.

SKILLS	Microsoft Office	Skillful	Canva	Skillful
	Dropbox	Experienced	Google Drive	Skillful

LANGUAGES	B.Melayu	Native speaker	English	Proficient
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REFERENCES	Hidayah Zaini Academic Advisor UiTM Bandaraya Melaka	Roblaini Bidin Internship Supervisor Kotra Pharma (M) Sdn Bhd
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2.0 COMPANY'S PROFILE

2.1 About Kotra Pharma (M) Sdn. Bhd.



The company I chose to do my internship program is Kotra Pharma (M) Sdn Bhd. Kotra Pharma located at Kotra Technology Center (Block B) 1, 2 & 3, Industrial Estate, 75250, Jalan Ttc 12, Malacca. Their operation hours are from 8 a.m. until 6.15 p.m. Meanwhile the production department is working for 24 hours unless there is a public holiday, the operation will be closed. Kotra Pharma is an innovative Malaysian pharmaceutical company involved in research and development, manufacturing and marketing of pharmaceutical and health supplement products. We believe that everyone deserves a healthier tomorrow. That is why at Kotra Pharma, we believe that every individual has the right quality and accessible healthcare.

2.2 Kotra Pharma's Vision

Humanising Health- Everyone deserves a healthier tomorrow

Understand and address the healthcare needs of society, through the innovation and availability of products by harnessing the combined skills and expertise of our human capital and technology.

2.3 Kotra Pharma's Mission

To be the centre of excellence for the pharmaceutical industry.

- **Manufacturing Excellence:**

To continuously meet the world standard in pharmaceutical manufacturing.

- **Research and Development Excellence:**

To continuously invest not less than 3% of our sales revenue into the enhancement of our research and development.

- **Global Pharmaceutical Excellence:**

To be available in four continents by 2030 (Africa, Europe, Asia and Australia)

- **Brand and Marketing Excellence:**

To be a trusted household name in countries where we have a presence.

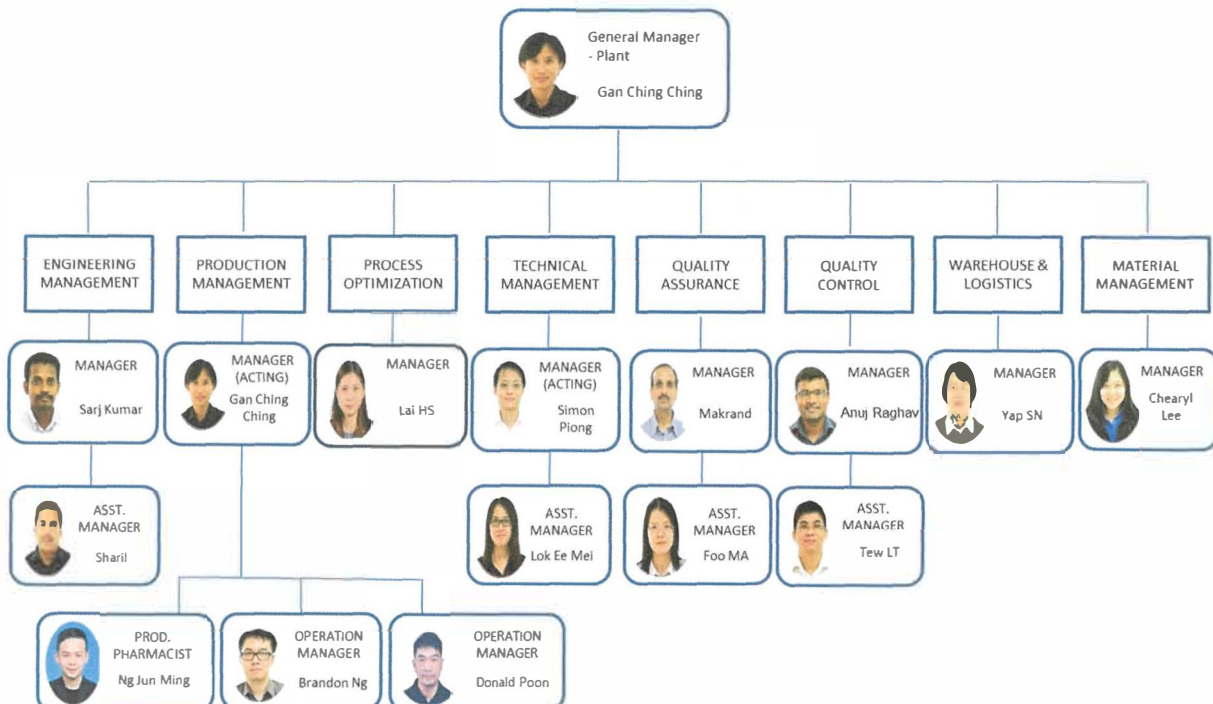
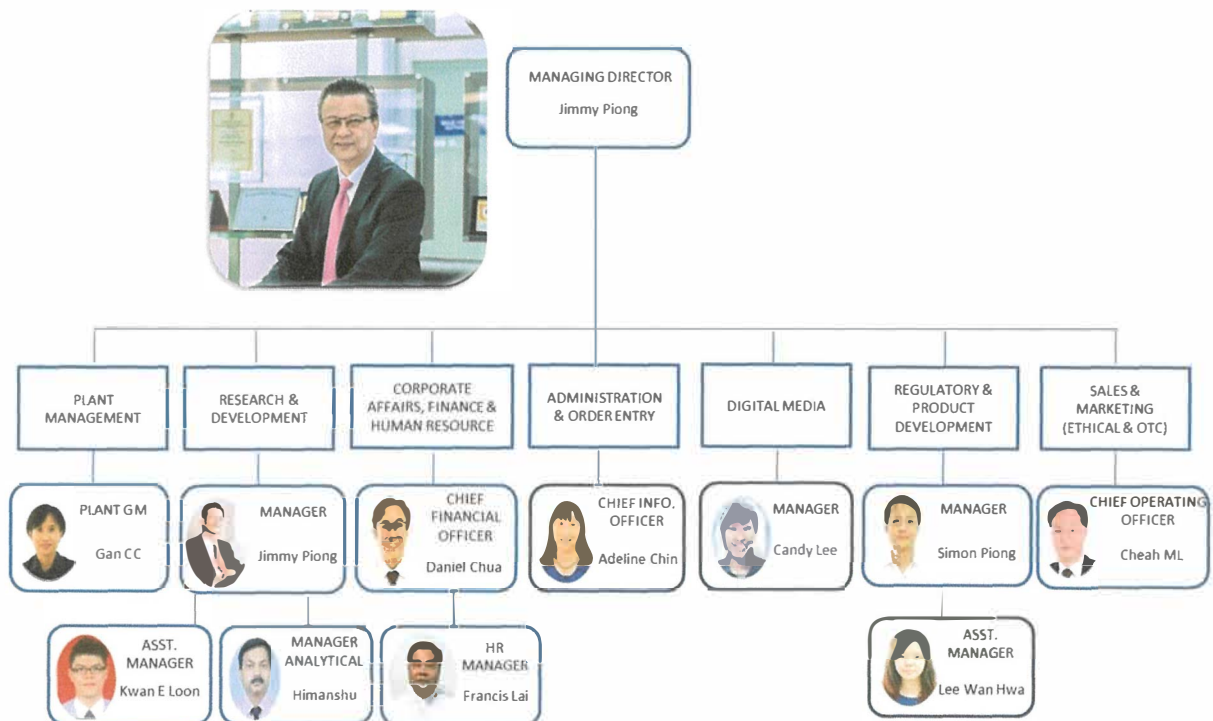
- **People Excellence:**

To be The Reference Centre for Talent Development and People Excellence








2.4 Kotra Pharma Core Value

- We act with integrity
- We deliver on commitment
- We are customer oriented
- We work with passion and strong team spirit
- We believe everything is possible

2.5 Organisational/Department Chart



2.6 Kotra Pharma's Products

No.	Kotra Brands	Description
1.		<p>A household name for health supplements that champions a healthier future and promotes better quality of living for everyone.</p>
2.		<p>Axcel pharmaceutical products specialise in oral & topical preparations with distinctive focus on paediatric care, dermatological care, anti-infective and gastroenterology.</p>
3.		<p>Vaxcel specialises in sterile injectable pharmaceutical products with notable focus on anti-infective, gastroenterology, anti-coagulants, anaesthesia and anti-emetics.</p>
4.		<p>Arite specialises in respiratory devices, such as metered dose inhaler (MDI).</p>
5.		<p>Creobic Cream Range specialises in eliminating and treating fungal infection from its root.</p>
6.		<p>An alcohol free solution used topically for the treatment of hair loss for both male and female.</p>
7.		<p>AxPain is an over-the-counter product which can help relieve pain and fever.</p>

3.0 TRAINING'S REFLECTION:

During my internship, I decided to work for Kotra Pharma (M) Sdn Bhd of Cheng Melaka. I have had a great experience working for this company as I glimpsed what type of job is like. I have learned a lot throughout my internship, from meeting friends to how to apply what I have learned in my studies to my work ethic. The duration that I carried out for my internship is for six months, starting from 1 March 2023 until 15 August 2023. I have been assigned to a recruitment position in the Human Resources Department. My primary role in this position is to handle receptionist and anything related to intern candidates, from hiring them until their last internship period.

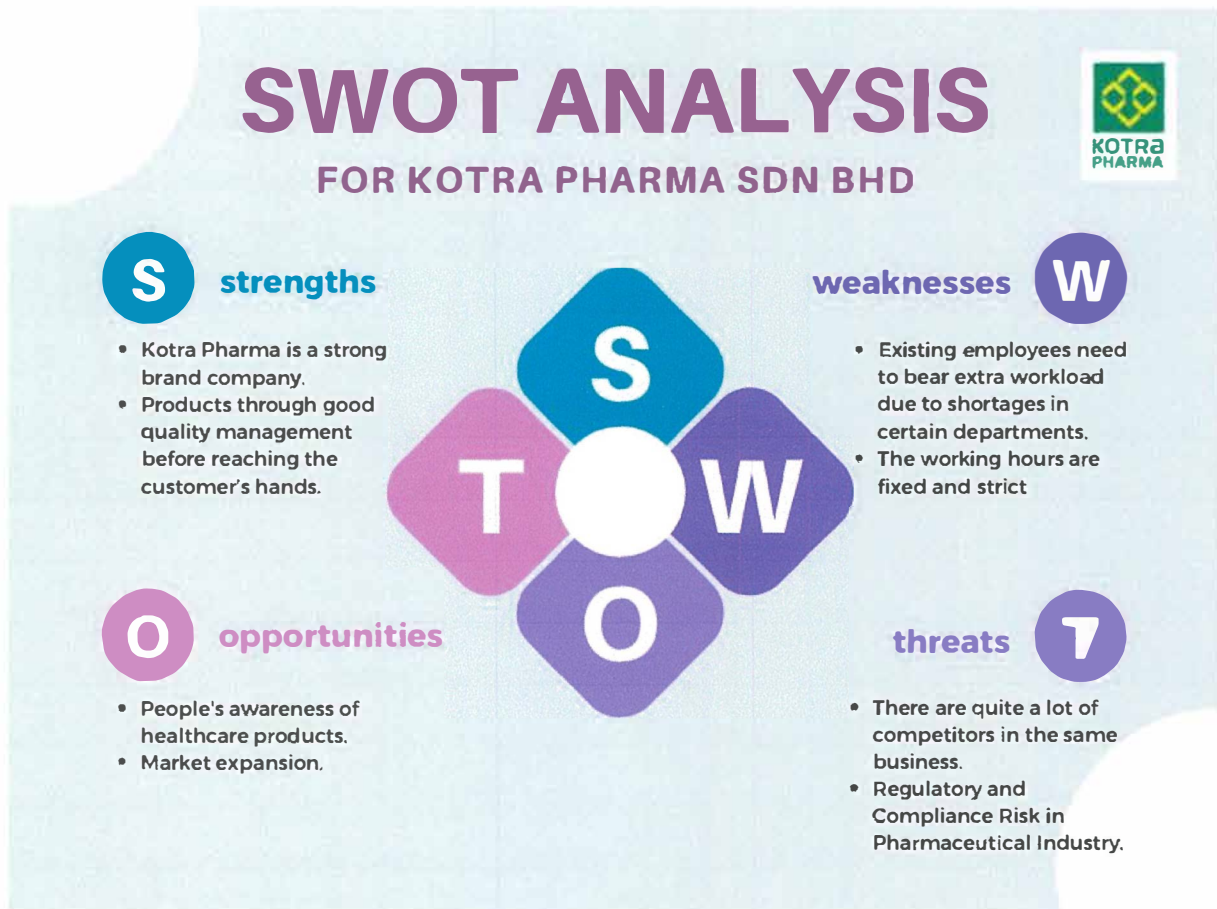
Next, my job description as an intern in this human resource department is that I specialise in handling internship candidates from the interview session until their last day in Kotra Pharma. Since the current Covid-19 endemic, the interview session is held in two ways, either by face-to-face or online sessions, depending on the request by the department. Firstly, I have to schedule and confirm interview sessions by email with any intern that the department shortlists. A phone call will notify the successful candidate within two weeks after the interview session. Before the candidates join for their internship, I have to update their internal database and prepare some documents for their HR induction on the first day. Then, at the beginning of every month, all interns will be given allowances; therefore, I have to prepare their cheques allowances and ensure they are received. Lastly, all the hard copy data of the interns will be kept in the file.

Moreover, I was also given tasks other than handling intern candidates, such as designing monthly job hiring and open interview posters. I used Canva as my main platform to create the sign since it has many good designs and is easy to use. Meanwhile, my supervisor will give me the list of job vacancies based on the staff requisition form requested by the other department. Next, the new joiner will have an HR induction, and the human resource will handle this. As an intern, my task for this induction is to prepare documents for new joiners, ensuring all essential documents are enough and completed. This HR induction will begin with an overview of an organisation's history, products and services, culture and values, workplace orientation, meetings with key staff, how the employee fits into the business, and any benefits and policies. At the end of the induction, we will complete it by having a company tour and sending them to their department.

Furthermore, there are some special occasions that I have handled during my internship in this company. Firstly, handling and celebrating Eid in Kotra Pharma was a truly memorable experience. I had the opportunity to work together with the department and to be an emcee for this occasion, even though it was held informally, as it is the culture of this company. However, we faced some issues, such as deciding the menu for the Hari Raya because it can be sensitive if we served the wrong food for different cultures, but we managed to serve them well. Secondly, I got to handle the career fair that Perkeso organised at University Teknikal Malaysia. Kotra Pharma is one of the listed companies for open interviews for maintenance and production line technicians. My task during this event was to take note of all the candidates' information during the interview session. I also made some connections with other companies during this event and it is an opportunity for my future.

Lastly, the workplace culture is really positive and beneficial for me because my colleagues, regardless of race or religion, are always happy to assist if I don't know anything or am uncertain of something. As a result, every day is an opportunity for me to learn more about how to become a better human resource. Additionally, the benefit of working here that I received is a monthly allowance which is quite a lot and comparable with the job given to me. Besides, I have gained some new knowledge and skills related to my work and also personal development. Firstly, doing an internship in this company shows me to learn the real world of working in the human resource industry for the factory sector. It helps me to show a direction for my career path in the future. Secondly, I've learned to pay attention to detail through my experience in this position. Especially in updating company databases about new employees which I have to keep private and confidential. This is an essential job skill, particularly when dealing with various departments. In my line of business, interacting with people should come naturally to me. To maintain a positive firm reputation, I will constantly need to do every task properly. As a result, I have improved my time management and multitasking abilities. Since, this job requires me to deal with people. It has improved my communication skills, problem solving, technical skills and honesty.

4.0 SWOT ANALYSIS, DISCUSSIONS AND RECOMMENDATIONS.



4.1 Discussions

4.1.1 Strengths

1. Kotra Pharma is a strong brand company.



In order to provide more than just goods and services, a strong brand must have recognisable, consistent business expressions. A successful brand strategy produces a strong brand, which in many ways serves as an important component of a company's success. Based on true faith in products and services over the last 39 years, Kotra Pharma has established a solid reputation in the pharmaceutical sector, as well as among patients, customers, and thousands of families in their homes by providing its clients with a variety of healthcare products. This offer gives the customer a benefit because Kotra Pharma Berhad uses an over-the-counter supplement method, which enables the customer to buy medications without a prescription or authorization from a doctor from any pharmacy that sells them in different forms and dosages. Besides, this company still built stronger even due to the country's change to the endemic phase of COVID-19, the Group had a respectable revenue rise of 30%, from RM159.6 million in the prior financial year to RM207.9 million. 71% of the revenue was obtained from local sales, while the remaining 29% came from the export market (Kotra Pharma, 2022). Currently, Kotra has built market presence in more than 30 countries as a major participant in the industry. According to New Straits Times, Kotra Pharma is also estimated as the second-largest locally-listed manufacturer of Over The Counter pharmaceutical products by 2021 revenue on the main market of Bursa Malaysia (NST Business, 2022). As for recommendation, Kotra should have to stay consistent in its focus strategy to improve branding. Kotra Pharma must continue to prioritise the quality of its products. They may thus contribute to the development of trust and faith in the brand by providing high-quality products (Chatha, 2023).

2. Products through good quality management before reaching the customer's hands.



Research & Development

We strive to ensure every patient is accessible to quality healthcare by investing 3% of our annual turnover in research and development. We have succeeded in developing innovative formulations and delivery systems, such as pre-filled syringe & metered-dose inhaler.



Our team is in constant pursuit for perfection to deliver quality, safety and efficacy of pharmaceutical products to your door step.

Kotra Pharma has 208 products registered with National Pharmaceutical Regulatory Agency (NPRA). All manufactured products comply to international standards of Good Manufacturing Practices (GMP), Pharmaceutical Inspection Convention / Scheme (PIC/S). We are also certified with UKAS ISO9001:2000. To enhance the process of pharmaceutical development, we are adopting QbD (Quality by Design) concept. Quality by Design (QbD) is a systematic approach for development and manufacturing. It is meant to ensure that the intended performance of a final drug product is as expected, both in terms of purity and efficacy.

Maintaining quality at every level is essential for the success of the company. High-quality brand sellers often invest more to get customers to test their products. This is because customers are more likely to make repeat purchases from businesses that are good at satisfying them during their first interactions with a product (Carmelo, 2023). Kotra Pharma products are produced in full accordance with the global The Pharmaceutical Inspection Co-operation Scheme (PIC/S) standards for Good Manufacturing Practices. Kotra Pharma has been certified to ISO/IEC 17025 and has ISO 9001:2015 Quality Management System and MS2424:2012 Halal Pharmaceuticals certifications. In order to establish their brand name and make goods available to everyone, this organisation continually seeks to broaden its horizons and increase its efforts to deliver products. Kotra Pharma constantly invests in Research & Development operations to increase their product range to meet market demands based on their production capabilities, in keeping with the mission and vision of the Group. Their committed Research & Development team is always working to create new goods and enhance present products. The group works on establishing procedures including, but not limited to, stability research, formulation development, and analytical development. This organization keeps up with the most recent developments in science and technology in order to strengthen our R&D staff by improving their skills and expertise. As a result, Kotra Pharma has earned the trust of many with its safe, high-quality wellness supplements and prescription medicine. These will reinforce their position as a key player in the global pharmaceutical industry and increase their opportunities to build their export operations and participate in international commerce.

4.1.2 Weaknesses

1. Existing employees need to bear extra workload due to shortages in certain departments.

A high rate of employee turnover may ruin a strong organisation. The loss of too much talent may cause considerable damage, even though turnover is a regular component of every organisation. One of the reasons for talent intention is happening in the organization due to the workload. Losing talented employees will cost the company a loss in experience, skill, knowledge in addition to loss in productivity and revenue. Meanwhile, the existing employees need to bear extra workload. For example, Kotra Pharma is currently facing this issue in certain departments especially for the regulatory affairs. This is because the amount of work that a typical regulatory affairs manager is expected to do in a given week may be severe. The sensation of an endless daily grind gets worse by meetings, phone calls, coaching, submissions, response preparation, team management, and hundreds of emails (Savic, 2019). Besides, there are too many rules and regulations that have to be followed and if the process constraints, it could not be done immediately. In addition, it will be more of a burden for this employee with the resignation of the worker from this department. It could be hard to find a replacement for the position in a short time. Workload can lead to burnout. This could affect the employees' motivation to work. Moreover, an employee shortage might potentially affect the hiring procedure. Companies may struggle to fill available positions when there is a limited pool of skilled and qualified candidates. As a consequence, the hiring process may take longer, cost more money, or even include the acceptance of candidates who are not the best fit for the position (Nagy,2023). Thus, the company can have trouble achieving its goals since its employees might not be appropriately trained to do the required duties.

2. The working hours are fixed and strict.

Researchers from the Australian National University urge for a limit of no more than 39 hours per week despite the fact that typical working hours vary significantly across nations. Working more than that might be harmful to physical and emotional health (Rebollido, 2023). Meanwhile, Kotra Pharma working hours are fixed from 8am until 5:45 pm for admin departments and 8 am until 6.05 pm for plants every weekday and the schedule does not change. In addition, they still need to work on Saturday according to the schedule given for the admin department. This shows that the working hours are 45 hours which is more than 39 hours per week which is too long for the employees who work in the company. The employees also could go out during the working hour as they need to apply for gate passes first which require the approval from the head of department before going out to settle things. Depending on how bad rush hour traffic in the employee area may be, the stress of the daily commute might wear them out long before the employee reaches the office, which is not a good start for any worker who has a full day of work ahead of them. Especially during bad weather when traffic is slow and congested and getting to and from work becomes difficult, absenteeism and tardiness may become the norm. Fixed working hours might be easier to schedule and conduct team meetings and training when all members have common work hours. However, it may result in health issues including heart disease, stroke, and back pain. The employee's mental health will certainly suffer as well, over time making them more liable to stress, anxiety, and depression. Not all employees now seek a fixed work schedule, despite previous generations' appreciation for its dependability. Some people become tired with the sameness and want adaptability and regular upgrades. It keeps things feeling fresh to switch around the time, place, and shift. They want to spend less time each day trapped at work.

4.1.3 Opportunities

1. People's awareness of healthcare products.

The COVID-19 pandemic has also caused Malaysians to become more health-conscious and take preventative steps to strengthen their immune systems, with 71% of Malaysians becoming supplement users in 2021. Meanwhile, the Malaysian market for health supplements has increased by around 50% from RM 2.07 billion in 2014 to RM 3.1 billion in 2019, and it is anticipated that it would continue to expand at a higher pace during the epidemic and in the near future (Vodus, 2021). Consumer behaviour has changed as a result of COVID-19. Many of the changes could last beyond the epidemic, including changing how people see healthcare. Consumers are rethinking how they will handle issues with their physical and mental health, how they will get healthcare, how they will manage their care requirements, and how they anticipate doing business with healthcare organisations. The healthcare industry would probably benefit by quickening the transition towards making care simple and personalised, using omnichannel strategies for reaching customers when and how they want, and enhancing transparency to assist in decision-making.

In addition, the pandemic has influenced how consumers view and consume healthcare. This would be an opportunity for Kotra Pharma to expand and diversify its product range through the people's awareness of healthcare products because people will seek for the products for the trustworthy products especially for their healthcare. For instance, Kotra offers a broad selection of healthcare items including pharmaceuticals, nutritional supplements, and over-the-counter ("OTC") supplements in various dosages and kinds and the most well-known which is Appeton products. For the last 30 years, Appeton has continuously innovated safe, high-quality, and effective healthcare solutions to enhance people's quality of life and enable them to live longer, healthier, and more productive lives. This brand has a variety range for age from the kids until the oldest can consume it such as child health, adult health and nutritions. This includes vitamin and multivitamin tablets and pastilles for the young, folic acid, teen growth and activ-c for adults and also weight gain, wellness recovery and diabetic for the nutritions. All these kinds of supplements help to take care of the body and are also easy for people to get at the counter in any pharmacy. Hence, this will be an opportunity for this company to save people's lives by producing good healthcare products.

2. Market expansion.

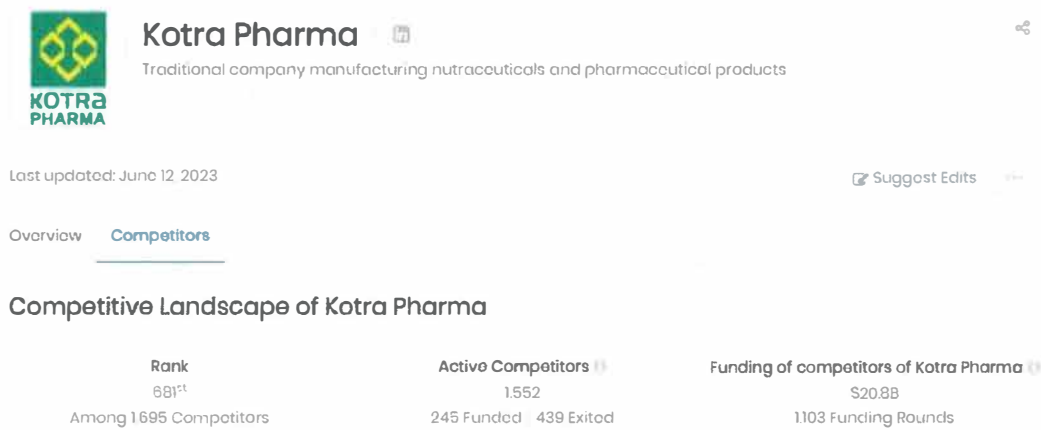
A growth strategy known as "market expansion" is bringing the current product or service to a new market. Kotra Pharma has a lot of potential clients in emerging economies with their growing markets and rising healthcare demands. In addition to investing in local production facilities and distribution networks, the corporation may enter these markets by creating and marketing goods that specifically address the requirements of these populations. Even though this company has over 30 foreign markets, this company still has many to explore.



Millions of people now have access to it, allowing them to live longer, healthier, and more fruitful lives. The businesses of Kotra Pharma, which compete on the international market and are a rival in the pharmaceutical sector, have the chance to grow. The three primary brands of Kotra Pharma, APPETON, AXCEL, and VAXCEL, have grown to be some of the most recognisable healthcare brands in Malaysia. These three major brands are already aiming to gain market share both domestically and internationally. Therefore, to be competitive in the market, Kotra Pharma is increasing the quantity and variety of their products while also improving their quality with the high technology that they have. There are 195 countries in this world. Therefore, by entering into the new line market for example, this company can reach and explore more countries to promote their pharmaceutical products. To attract new consumers, Kotra Pharma can expand their product lines by adding new products for the new countries, which is known as product-line extension.

4.1.4 Threats

1. There are quite a lot of competitors in the same business.



Competition in pharmaceutical companies is intense. The pharmaceutical sector is crucial to enhancing healthcare. The Group faces stiff and heavy competition from local and foreign players with resources significantly greater than the Group (Kotra Pharma, 2022). For employees and customers, competition in the workplace is beneficial. Understanding competition is crucial, particularly when developing drugs since it's not only about finding the best product or treatment for a problem but it is also about researching the industry and figuring out who your rivals are. According to the Tracxn article, Kotra Pharma has been ranked 681st among the 1,695 all over the world. Even in Melaka itself, there are some other pharmaceutical companies that have been competing with Kotra Pharma such as Xepa, Apex, and Unison Nutraceuticals which some of them have been operating longer than this company. These competitive companies compete in terms of product range, quality of products, talent and skilled resources and number of workers. People will seek for the affordable price range, good quality and familiar brand name since these companies produce some of the same product. If this company does not react to this competitive climate appropriately, it might endanger their sales and profit margin.

2. Regulatory and Compliance Risk in Pharmaceutical Industry.

Regulatory compliance is a crucial aspect of all pharmaceutical companies' daily operations. Regulatory compliance guarantees that all applicable laws, rules, and standards are followed by the company's operations and procedures. According to the Within3 article, laws and regulations have a big impact on how fast and how easily pharmaceutical businesses may sell their products. Pharmaceutical operations are subject to regulatory inspection in all areas, including preclinical research, manufacturing, medication pricing reporting, patient privacy, clinical trial operations, and sales and marketing. As a result, corporations now place pharma compliance at the top of their priority list. Meanwhile, according to Kotra Pharma 2022 annual report, it stated that this business has an inherent risk of regulation and compliance. The overall cost of manufacturing might go higher as well as the time needed for product registration in a particular area where the Group does business if regulatory requirements in that market change. In this scenario, increased expenses or prolonged product registration times may result in lower profits or lower sales volumes in the relevant market for the Group (Kotra Pharma, 2022). This risk can lead to loss of manufacturing capability which leads to business interruption, quality problems, financial insecurities and demand for adequate risk management. Companies may lower their risk of penalties or legal action due to non-compliance while also safeguarding customers from potentially hazardous goods or services by remaining informed of regulatory developments and having a clear awareness of their duties under relevant laws (Palmer,2023).

4.2 Recommendations

1. Improve work management and self-awareness.

It's simple to say about accomplishing more with less, but when the workplace is understaffed, even completing the same amount of work may be challenging. Many employees and employers struggle with having too much work and not enough personnel. It may be necessary to make certain concessions in order to resolve the issue without growing the team. First and foremost, it is very important for the Kotra Pharma employer to reduce and control employee turnover. Employers should feel empathy to listen to the employees problems, receive employee feedback and help prioritise the workload. It may not seem like something exceptional or beneficial to just listen. However, according to a Gallup article, workers are 62% less likely to get burnt out if their superior is consistently open to hearing about their work-related issues. In other words, listening is important for retaining employees. Additionally, it gives workers a sense of value for their voice and opinions (Pendell, 2021).

Next, employees in Kotra Pharma themselves need to prioritise, in terms of managing tasks at work and also their personal life. Knowing how to prioritise the overwhelming workload might assist the employee divide the tasks into manageable groups. By scheduling the work, the employee may practise selecting the priorities among tasks. By setting aside time slots to complete particular tasks, the employee can manage their workload. The employee may schedule a work plan that promotes productivity and job satisfaction by knowing when they are most likely to finish certain activities. If, for instance, they are most creative in the mornings, plan solo work for those hours and save the afternoon for meetings (Herrity, 2022). If they are still having the workload, it is a must for them to ask for help. Therefore, collaborating and communicating might lessen the burden after delegate the work.

Lastly, if both employers and employees improve the work management together it will lead to an increase in employees' happiness and they will be more productive to work in the company. The most effective labour shortage solutions not only assist organisations in finding the ideal candidates, but also guarantee that staff members at all career levels feel appreciated team members. Kotra Pharma should still retain and recruit new employees for better organization management. Hence, the problem of employees facing workload due to shortage can be settled.

2. The implementation of flexible working hours.

Flexitime, often known as flexible working hours, allows for flexibility with regard to start and end timings. According to their preferences and what best fits their demands and personal lifestyles, workers may choose to start work sooner or later. Employees who participate in flexible work arrangements may choose their own schedules and patterns of work. There are various options, including working from home, working part-time, or working less hours. Nowadays, flexible working is becoming more and more common since it has many advantages for both businesses and workers. There are a few advantages of flexible working, better work-life balance, more productivity, and fewer absences (Janza, 2021). Due to the growing need for flexible workspaces, it may also lead in attracting and keeping talent. Additionally, the company will also profit from this flexible working hours. It may result in considerable savings on your overhead costs if staff work elsewhere. Office space, energy costs, and electricity. Employees won't need to come into the workplace every day, and everything will start to fall apart. Therefore, Kotra Pharma should start to implement flexible working hours for their workers. This company may implement hybrid working or remote work. Hybrid working is when the worker combines work from home with work from the office meanwhile, remote work is when the majority of workers work a portion of their day outside of their employer's office (Janza, 2021). Working on the go or remotely is also known as mobile or teleworking, and it may be done from anywhere. Last but not least, Kotra Pharma employees should have the freedom to arrange their schedules to suit their requirements and obligations. They have a balanced life outside of work, and they are very satisfied with how they handle their many responsibilities. Their ability to successfully manage work and personal obligations has a direct impact on how engaged they are at work.

3. Kotra Pharma should participate in more community outreach and CSR activity.

In today's world, selling the right products or services alone isn't enough to thrive in the long run, putting time and effort into CSR activities is essential. There are some reasons for Kotra Pharma to embrace CSR practices. Firstly, CSR can improve customers' perception with the Kotra Pharma brand. It's becoming more and more crucial for businesses to convey an image of social responsibility. When selecting a brand or business, consumers, workers, and stakeholders place a high value on CSR. They also hold businesses responsible for bringing about social change through their values, operations, and profits. Next, CSR can increase appeal to investors. Company is destined to gain favour with both present and potential investors. This is because it helps a business build trust with its target market and keep consumers. These are branding's two major aims. Investors naturally value these types of businesses. Most investors think that having a strong CSR strategy may aid companies in gaining trust and devoted clients.

Next, it is a big opportunity for Kotra Pharma to gain more profit and at the same time do charity work for the community. Kotra Pharma should diversify other than sponsorship such as they have to participate in more community outreach and CSR activity such as volunteering in the community, scholarship offering for students and investing sustainability campaigns (Normand, 2022). Firstly, Kotra Pharma can do volunteering programs with the workers because it is a worthwhile activity that will deepen the connections to your neighbourhood. Additionally, by including the workers physically, volunteering will increase the employees' experience of professional purpose while fostering the growth of crucial soft skills and strengthening cooperation. Next, this company can offer a scholarship programme to support financially for students especially for the pharmaceutical or science background. This not only increases brand awareness among the target audience but it also can attract new talent for the company. Lastly, Kotra Pharma can invest in sustainability measures or environmental activities. This company may promote environmental sustainability towards the community for example, by sharing powerful messaging and eco-friendly tips through social media channels or giving flyers in the public place. Hence, this can help this company to break the barrier between business and consumer when this company invests in the local community. Kotra Pharma can also win the competition between the other pharmaceutical competitors since there will be more people aware of this company's name.

4. Enhance competitive advantage.

An excellent marketing strategy is able to find a way for achieving an advantage over competitors in the same field of operation. Providing lower prices on goods or providing targeted incentives to customers might help businesses gain a competitive advantage by providing better value to customers. A company with a competitive advantage may maintain earnings that are higher than those of other companies operating in the same sector. Such a competitive advantage has to be long-lasting. Additionally, a competitive advantage must be distinctive and applicable to the sector (Stone, 2022). Innovation, cost advantage, and brand equity are a few important sources of competitive advantage for a company in the pharmaceutical sector.

Next, Kotra Pharma needs innovation if they want to rise above its competitors. Product, process, organisation, and marketing are a few of the areas under which innovation may be categorised. The pharmaceutical industry's activities are driven by product innovation, which enables enhancements in the beneficial, pharmacokinetic, and pharmacodynamic aspects of pharmaceuticals and medications (Santos, 2022). For example, Kotra Pharma can do some innovation by introducing new product ranges such as beautician supplements and deworming tablets since it will have high demand from buyers. The value chain of an organisation affects things like cost or distinctiveness. The total cost of carrying out all of a company's value-adding operations in comparison to competitors is reflected in its cost position. Cost drivers control the possible sources of a cost advantage for each value-adding activity. Lastly, brand equity is the worth of having a recognisable and well-recognized brand as well as the amount of influence a brand name has on customers' thoughts. According to marketing evolution, brand equity is often developed by awareness-raising initiatives that appeal to the values of the target consumer, fulfilling promises and qualifications when customers use the product, and loyalty and retention initiatives. For example, Kotra Pharma can offer loyal customers loyalty incentives like points that can be traded for discounts or a free product on their birthday. Therefore, they are more likely to stick with Kotra Pharma's products. Hence, it is important for Kotra Pharma to have competitive advantage and by enhancing it can create high profit margins and at the same time compete with the other competitors.

5.0 CONCLUSION

In a nutshell, firstly, as a student at the University of Technology Mara, I would like to express that this training programme is an amazing opportunity for me to get on the ground floor and experience things that we wouldn't have learned by entering the workforce right away. I'm appreciative that Kotra Pharma and the University of Technology Mara gave us this wonderful opportunity. The primary goal of industrial training is to provide students the chance to recognise, observe, and apply how human resources are used in the actual industry. It is important to engage with coworkers and observe management procedures in addition to gaining knowledge with technical procedures. I have learned a lot throughout my six-month industrial training at Kotra Pharma Sdn Bhd and gained a lot of progress. This internship has improved my understanding of how crucial a company's success is. I am glad that I have been assigned in a recruitment position as it matches my career background which is Human Resource. I had used all my knowledge in administration and human resources to settle my tasks. I learned the real task and gained some working experience that I may face in my future career. Meanwhile, as a continuous pharmaceutical manufacturer, Kotra Pharma has potential benefits over batch processing in terms of process development and production for the pharmaceutical industry. These advantages include possible flexibility, quality, and cost savings. Kotra Pharma continuously aspires to keep its workforce content, its brands current, and its client base in high-quality connections. A successful firm stands out from its rivals by facing and conquering challenges. Lastly, working with software like Microsoft is simple, but working with people is more difficult. The industrial training phase is the sole opportunity a student has to get this experience. I believe I benefited the most from that experience. I also learned about the organisational structure, the value of punctuality, the need for full dedication, and the value of teamwork.

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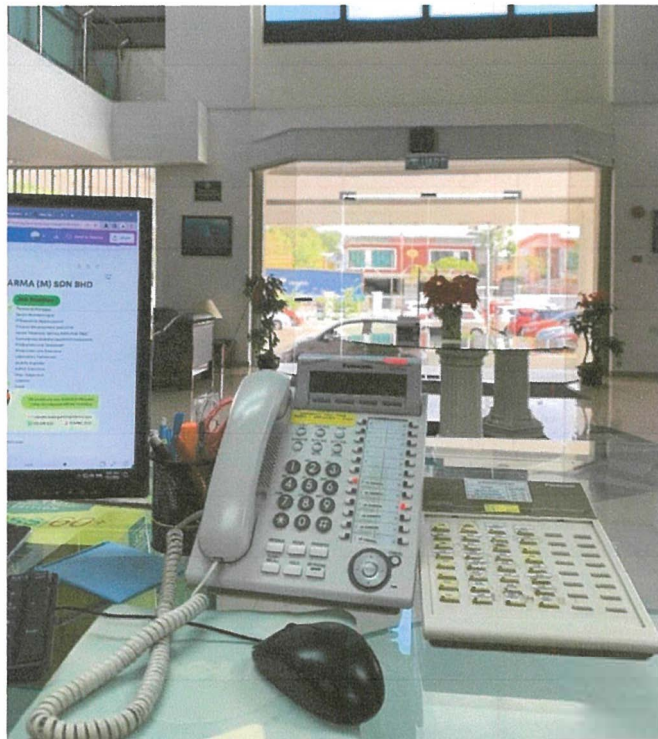
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7.0 APPENDICES

Kotra Pharma Human Resource and Payrolls Members



Receptionist Duty





Handling Career Fair in Universiti Teknikal Malaysia (UTEM)





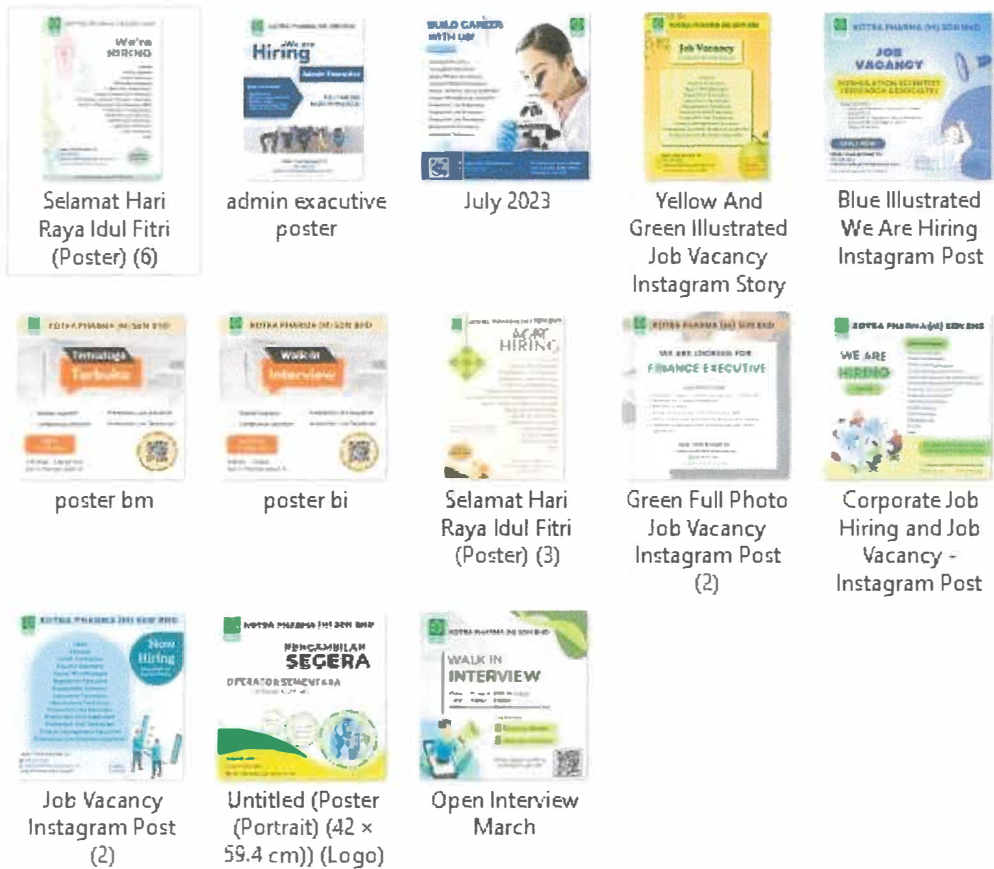
Handling New Joiner Candidates First Day of Work



Intern Candidates Summary

ID	Date of Birth	Gender	Name	Education	Institution	Status	Reporting Date	IV Time	Sex	Remarks
1	07/08/23	POC	Uyana Nabila A Y Azzahra	12	Universitas p	Completed	2023/12			
2	08/05/23	POC	Uyana Nabila Putri Almuqaddis	12	Universitas p	Completed	N/A	4pm		
3	14/09/23	POC	Uyana Yoon Su Wic	12	Universitas p	Completed	N/A	4:30pm	Mr. Arsy	Personality test
4	09/02/23	BMPO	Muhammad Hafid Al-Azhar	12	Universitas p	Completed	N/A	2pm		
5	14/02/23	POC	Uyana Nabila A Y Azzahra	12	Universitas p	Completed	2023/12			
6	24/02/23	POC	Uyana Nabila A Y Azzahra	12	Universitas p	Completed	2023/12			
7	14/02/23	POC	Uyana Nabila A Y Azzahra	12	Universitas p	Completed	2023/12			
8	14/02/23	POC	Uyana Nabila A Y Azzahra	12	Universitas p	Completed	2023/12			
9	14/02/23	POC	Uyana Nabila A Y Azzahra	12	Universitas p	Completed	2023/12			
10	27/03/23	POC	Uyana Nabila A Y Azzahra	12	Universitas p	Completed	2023/12			
11	27/03/23	POC	Uyana Nabila A Y Azzahra	12	Universitas p	Completed	2023/12			
12	27/03/23	POC	Uyana Nabila A Y Azzahra	12	Universitas p	Completed	2023/12			
13	07/04/23	POC	Uyana Nabila A Y Azzahra	12	Universitas p	Completed	2023/12			
14	14/04/23	POC	Uyana Nabila A Y Azzahra	12	Universitas p	Completed	2023/12			
15	14/04/23	POC	Uyana Nabila A Y Azzahra	12	Universitas p	Completed	2023/12			
16	16/04/23	POC	Uyana Nabila A Y Azzahra	12	Universitas p	Completed	2023/12			
17	14/04/23	POC	Uyana Nabila A Y Azzahra	12	Universitas p	Completed	2023/12			
18	11/09/23	POC	Uyana Nabila A Y Azzahra	12	Universitas p	Completed	2023/12			
19	14/09/23	POC	Uyana Nabila A Y Azzahra	12	Universitas p	Completed	2023/12			
20	14/09/23	POC	Uyana Nabila A Y Azzahra	12	Universitas p	Completed	2023/12			
21	14/09/23	POC	Uyana Nabila A Y Azzahra	12	Universitas p	Completed	2023/12			
22	14/09/23	POC	Uyana Nabila A Y Azzahra	12	Universitas p	Completed	2023/12			
23	14/09/23	POC	Uyana Nabila A Y Azzahra	12	Universitas p	Completed	2023/12			
24	14/09/23	POC	Uyana Nabila A Y Azzahra	12	Universitas p	Completed	2023/12			
25	14/09/23	POC	Uyana Nabila A Y Azzahra	12	Universitas p	Completed	2023/12			
26	14/09/23	POC	Uyana Nabila A Y Azzahra	12	Universitas p	Completed	2023/12			
27	14/09/23	POC	Uyana Nabila A Y Azzahra	12	Universitas p	Completed	2023/12			
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29	14/09/23	POC	Uyana Nabila A Y Azzahra	12	Universitas p	Completed	2023/12			
30	14/09/23	POC	Uyana Nabila A Y Azzahra	12	Universitas p	Completed	2023/12			

Creating Monthly Job Hiring Poster



Internship Allowance Calculation

Wednesday, May 03, 2023

KOTRA PHARMA (M) SDN BHD

Daily In / Out Report

From : 01/04/2023 To 30/04/2023

Staff No	Staff Name	Date	Work In	Work Out	Remarks
Department : QC					
P000320	SITI NURINA BINTI MD ISA	03/04/2023 (Mon)	07:57:41	18:45:38	+ OT 1 hr
		04/04/2023 (Tue)	07:46:16	18:43:20	+ OT 1 hr
		05/04/2023 (Wed)	08:00:26	18:45:48	+ OT 1 hr
		06/04/2023 (Thu)	07:45:46	18:47:58	+ OT 1 hr
		07/04/2023 (Fri)	13:13:12	18:40:28	+ half day OT 1 hr
		10/04/2023 (Mon)	07:54:50		
		10/04/2023 (Mon)	07:54:52	18:41:00	+ OT 1 hr
		11/04/2023 (Tue)	07:53:01	17:41:44	
		12/04/2023 (Wed)	07:56:36	18:40:30	+ OT 1 hr
		13/04/2023 (Thu)	07:52:51	17:41:53	
		14/04/2023 (Fri)	07:54:07	17:45:00	
		17/04/2023 (Mon)	07:56:07	18:42:09	+ OT 1 hr
		18/04/2023 (Tue)	07:41:11	18:40:29	+ OT 1 hr
		19/04/2023 (Wed)	07:39:40	18:04:08	
		20/04/2023 (Thu)	07:40:06	17:42:04	
	26/04, 27/04	28/04/2023 (Fri)	07:44:55	20:07:00	+ OT 2 hrs
		29/04/2023 (Sat)	07:53:11	17:06:32	+ OT 8 hrs

OT April 2023 : 19 days x 7.5
: RM 142.50

* Public holiday Hari Raya
21/04, 24/04 } 25/04

OT

- 03/04 - 1hr
- 04/04 - 1hr
- 05/04 - 1hr
- 06/04 - 1hr
- 07/04 - 1hr
- 10/04 - 1hr
- 12/04 - 1hr
- 17/04 - 1hr
- 18/04 - 1hr
- 28/04 - 2hrs
- 29/04 - 8hrs
- 19 hrs

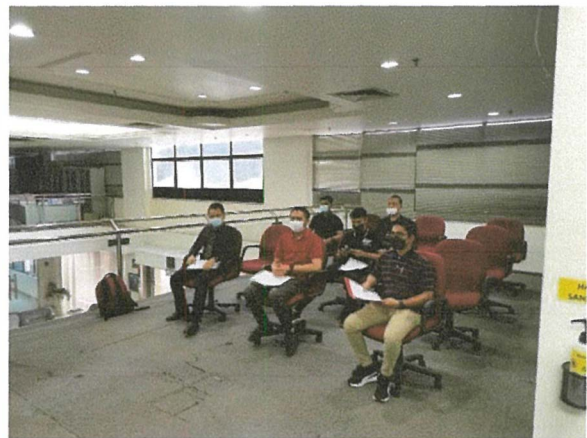
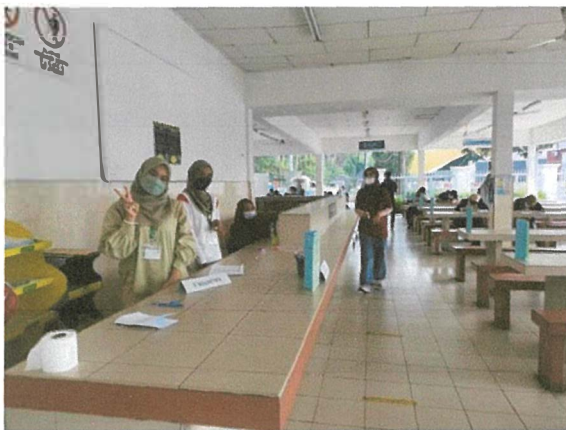
$\frac{27}{2} \times RM 750 = RM 687.50 + RM 142.50$
30
RM 830

half day - 07/04

public - 26/04, 27/04

Close

Handling Kotra Pharma Open Interview



Kotra's Hari Raya Celebration

