



اَوْتِيْتِي تِكْنُوْلُوجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



aspiro™

INDUSTRIAL TRAINING REPORT

1 March 2023 - 15 August 2023

Prepared by:

**Syed Zainul Harith bin Syed
Zaifudin
2021117417
BA 246 5D**

Prepared for:

**Puan Norain binti Mohd
Nordin**

Abstract:

The report describes my responsibilities at Aspiro Sdn Bhd in Selangor and gives the internship a glowing recommendation. Aspiro is a shared service company with the stated goal of providing its clients with cutting-edge HR, IT, and digital service offerings. Our clients are mostly in the pulp and paper, forestry, and international shipping sectors, and we service them throughout Malaysia, Indonesia, China, and Australia. Our company was founded on April 13th, 2017. Before graduating from the International Business programme, I interned with Aspiro Sdn Bhd for six months, as documented in this report. Puan Norfadilah binti Mohd Nor, team lead for human resources, supervised the student for the duration of the six-month internship, along with other staff members including Siti Najihah binti Iskandar, Siti Aminah binti Abdul Hamid, Muhammad Azli bin Hamzah, and many more. In this report, I detail his or her internship experience, provide feedback on the company, and detail the actual tasks completed during the internship. I am given an overview of the company's Human Resources Department, which handles nonpayroll and the service desk for the companies that use the company's services. Furthermore, I am exposed to non-payroll processes. As a result of the in-depth nature of the assigned activities and the report, particularly the SWOT analysis, I was able to improve my analytic reasoning abilities. The appendices will provide extensive documentation of my participation in the programme, complete with images. In order to draw a conclusion, the report concludes with a critical analysis of the intern's practical experience.

Table Of Contents

ACKNOWLEDGEMET:	4
CHAPTER I	5
BACKGROUND OF ASPRIO SDN BHD	5
1.1 Company's Profile	5
1.2 History of Aspiro Sdn Bhd	6
1.3 Company Logo, Core Values, Vision & Mission.....	7
1.4 Company Organizational Structure.....	8
1.5 Aspiro Sdn Bhd Core Values	9
CHAPTER II	13
ASSIGNED ROLES AND RESPONSIBILITIES	13
2.1 Student's Profile.....	13
2.2 Tasks and Duties.....	14
CHAPTER III	16
TRAINING'S REFLECTION	16
3.1 Benefits	16
3.2 Personal Learning.....	18
3.3 Skill Gained.....	20
CHAPTER IV	22
SWOT Analysis	22
CHAPTER V	39
CONCLUSION	39
REFERENCES	40
APPENDICES	42

ACKNOWLEDGMENT:

First of all, Alhamdulillah, I'm happy that my six-month industry training is over. I would like to thank Aspiro Sdn Bhd. from the bottom of my heart for letting me do this 6-month industrial training from March 1, 2023, to August 15, 2023. I am very thankful to Puan Norfadilah binti Mohd Nor, who is the Human Resource Team Lead and the boss of this industrial training, for giving me the chance to learn about the industry and for guiding me. I must not neglect the members of my team, especially Siti Najihah binti Iskandar, Siti Aminah binti Abdul Hamid, Muhammad Azli bin Hamzah, and many others, who are willing to educate me and share their extensive knowledge in the Human Resource Industry.

Also, I would like to acknowledge my lecturer for Internship (MGT666), Puan Noorain binti Mohd Nordin, for all the information and help she gave me during my practical training term. For helping me along the way and making it possible for me to finish my report, she should be pointed out. I was able to finish this report correctly because she gave me clear directions and helped.

I would also like to say thanks to everyone else who helped make it possible, whether directly or indirectly. I really hope that this work has been used to its fullest extent. Additionally, I believe that this report will contribute to my grade in this Internship course.

Last but not least, I want to give thanks to my family and friends, who gave me a lot of emotional support during my workplace training. They were crucial in keeping me inspired during my internship, which I would not have finished without them.

CHAPTER I
BACKGROUND OF ASPIRO SDN BHD
1.1 Company's Profile



Figure 1: Aspiro Logo

Company Name	Aspiro Sdn Bhd
Company Type	MSC Malaysia
Founded	13 th April 2017; 6 years ago
CEO	Lee Teck Seng
Headquarters	Tower 9, UOA Business Park
Industry	Pulp & paper, forestry and international shipping industries
Customer Service	03-2262 0800
Website	https://www.aspiro.co/

Aspiro Sdn Bhd is a MSC Malaysia that serve business across Malaysia, Indonesia, China and Australia. It is also headquartered in Malaysia.

1.2 History of Aspiro Sdn Bhd

Aspiro was founded in 2017, and since then it has become a top shared service company that offers complete solutions in finance and accounting, human resources, information technology, and digital services. Aspiro has a strong foothold in Malaysia, Indonesia, China, and Australia. It works with companies in fields like pulp and paper, forestry, and foreign shipping. The company objective is to become the partner of choice for businesses seeking efficient, cost-effective, and high-quality shared services.

Aspiro's main office is located in Malaysia, a country with a thriving economy and a rich cultural background. There employees come from many different backgrounds and countries, which makes for a dynamic workplace that supports collaboration, new ideas, and new points of view. The rich variety of perspectives and experiences represented within our company strengthens our capacity to identify and meet the specific requirements of each client.

Aspiro, as a transformative force, enables our clients and staff to embrace agility and capitalize on technology. By staying on top of new technology, the company help their customers simplify processes, improve business efficiency, and reach long-term, high-performance goals. On the inside, the company give the workers the most up-to-date tools and systems so that they have everything they need to provide excellent services.

1.3 Company Logo, Core Values, Vision & Mission

1.3.1 Company Logo



Figure 2: Aspiro Logo

The reputation of Aspiro is intended to be represented through the logo of the firm. Indirectly, the colour **RED** signifies the potent, competent, and dependable technology utilised in all of our services to ensure long-term success and growth. The colour **BLUE** stands for the dependable, trustworthy, and digitised procedures that have been carefully selected and implemented in order to provide our clients with the very best service possible. The **YELLOW** at the bottom, which provides a good balance to the other two arms, is meant to reflect our knowledgeable staff, which is composed of people that are smart, active, and cheerful.

1.3.2 Company Vision & Mission

Vision

To be a leading global business services provider

Mission

To provide excellent service quality and efficiency to our customer through skilled people, technology and digitised process.

1.4 Company Organizational Structure
1.4.1 Leadership Team

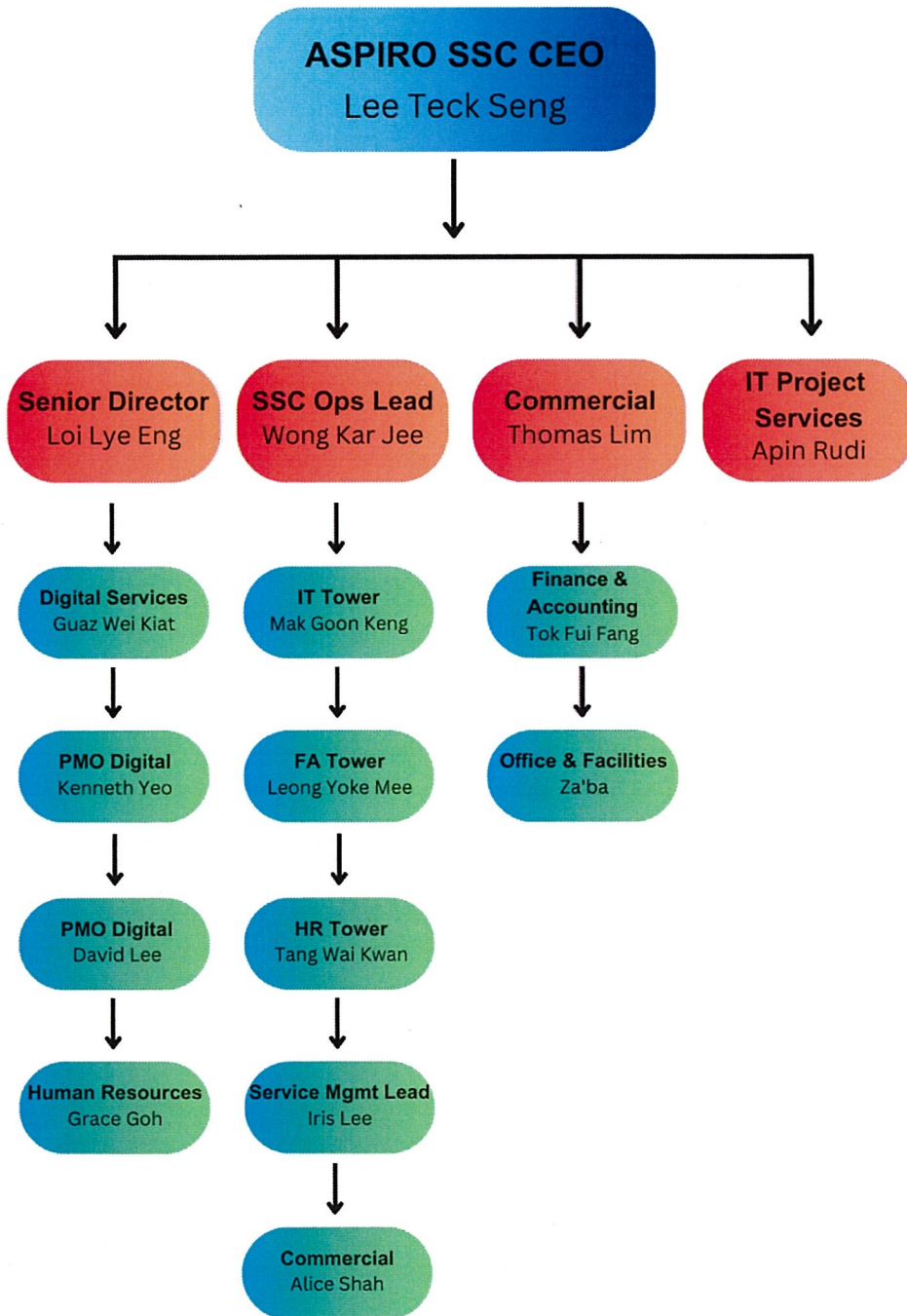


Figure 3: Aspiro group organizational structure

1.5 Aspiro Sdn Bhd Core Values

1.5.1 Accountable

Accept responsibility for fulfilling our obligations to one another and to our clients, and to do it with a "can do" spirit that draws on all of our resources and ingenuity. For example, my coworker is responsible for what he or she says and does and is proud of the results.

1.5.2 Service Excellence

Improve our customers' business operations while supplying them with first-rate support using cutting-edge technology and established best practises. For instance, my coworkers always provide high-quality, efficient, and timely services because they appreciate our customers' needs.

1.5.3 People First

Through an environment of trust and autonomy, we will maximise the talents of our employees and help them grow professionally.. For instance, my coworkers prioritise each other's happiness and development.

1.5.4 Integrity

Create an atmosphere that is honest and trustworthy to gain the confidence of our clients and the public. As an example, my coworker earns people's trust by being forthright and responsible.

1.5.5 Respect

Appreciate the value of many perspectives in the workplace and work to ensure that everyone has equal access to opportunities. For instance, my coworker respects others and welcomes their unique qualities.

1.5.6 One Team

To foster an atmosphere of cooperation and harmony under the banner of "One Team." For example, my coworker works together to get things done.

1.5.7 Unit Organization Chart

During my's time working as an intern at Aspiro Sdn Bhd, I was placed in the Human Resources HQ/Tjiwi Department, which was headed by Team Lead named Puan Norfadilah binti Mohd Nor. Within this department, there was 4 distinct teams: Payroll, Compensation and Benefit, Time Management and Nonpayroll team. I was allocated to nonpayroll teams. The organizational structure of the Human Resources HQ/Tjiwi Department is laid out in the organization chart that can be seen below.

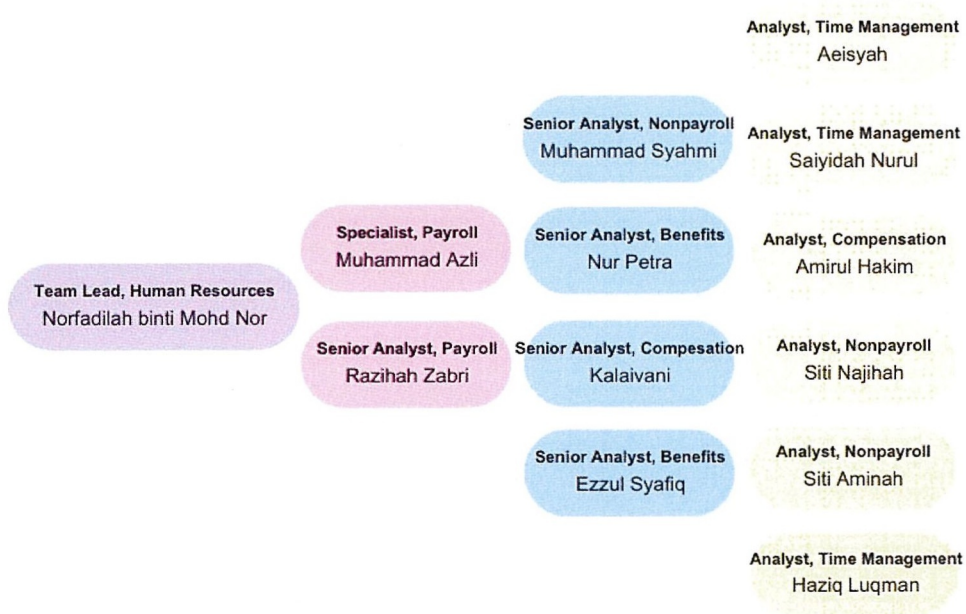
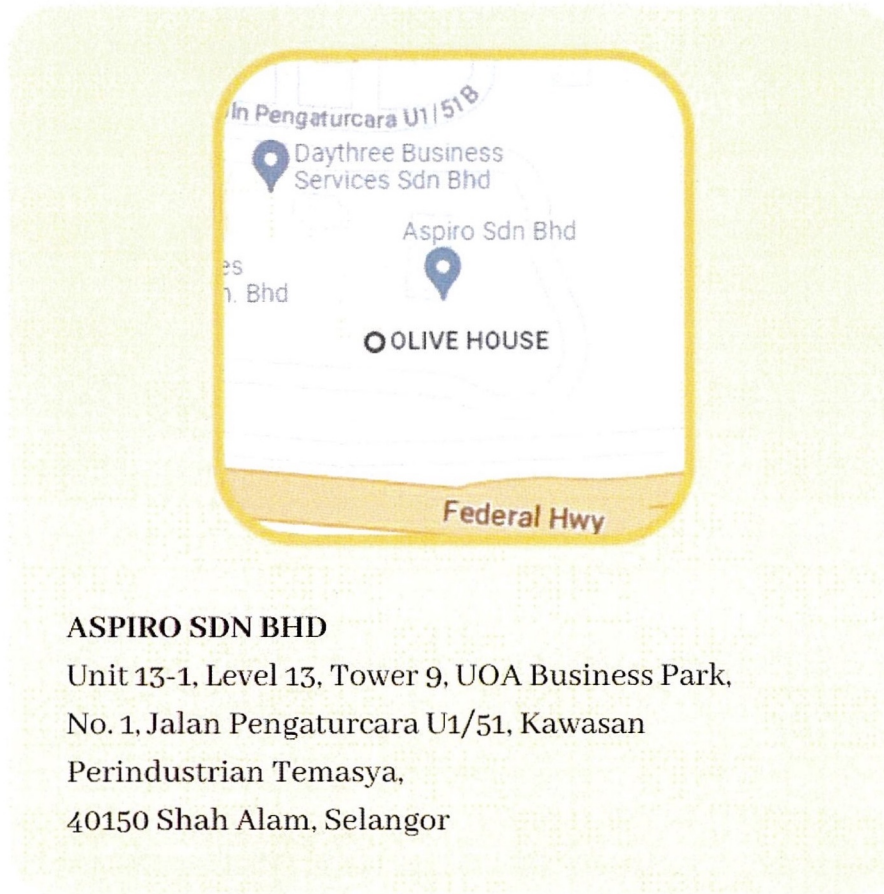


Figure 4: Team organization structure

1.5.8 Location of the Centre



ASPIRO SDN BHD

Unit 13-1, Level 13, Tower 9, UOA Business Park,
No. 1, Jalan Pengaturcara U1/51, Kawasan
Perindustrian Temasya,
40150 Shah Alam, Selangor

Figure 5: Aspiro location

1.5.9 Working Hours

Days	Times
Monday – Thursday	9.00 a.m. – 6.00 p.m. Break hour: 12.00 p.m. – 1.00 p.m.
Friday	9.00 a.m. – 6.00 p.m. Break hour: 12.00 p.m. – 2.30 p.m.

Figure 6: Trainee's working hours

CHAPTER II

ASSIGNED ROLES AND RESPONSIBILITIES

2.1 Student's Profile



EDUCATION

- **Universiti Teknologi MARA (UiTM)**
Bachelor in International Business
2021 - Current
CGPA: 3.59 (Current)
- **Universiti Teknologi MARA (UiTM)**
Diploma in Business Management
2017 - 2020
Final CGPA: 2.81

SKILL & PROFICIENCIES

- Fluent in Bahasa Melayu & English
- Software proficiency (Microsoft Words, PowerPoint, Excel & Outlook)
- Teamwork and collaboration
- Critical Thinking

REFERENCES

Dr. Mohd Halim Mahphoth

Assistant Rector

Phone: +606 285005

Email: mohdhalim282@uitm.edu.my

Syed Zainul Harith bin Syed Zaifudin

PROFILE

An intellectually curious and self-motivated International Business graduate with passion for a meaningful role to begin a career in Human Resource Department and make a positive impact on the organization. Skilled at problem-solving and strategic thinking with willingness to travel and grow through continuous personal and professional development.

WORK EXPERIENCE

Aspiro Sdn Bhd | Intern - Human Resource

2023 - Present

Maintaining employee records, managing HR databases, and handling administrative tasks such as generating employment contracts and HR reports. Backup service desk by answering call, make a ticket, assign ticket and make a report.

Fedex - TNT Ship Center | Part Time - Handler

2022

Identify packages need by Customs and use advanced scanning technology to allow customers to track their packages.

Mr. Diy (M) Sdn Bhd | Part Time - Retailer

2021

Work as a retailer, which includes managing Mr. Diy's store.

Zalora Malaysia | Part Time - Warehouse Assistant

2020

Prepare item ordered by customer for postage.

PROJECT/ COURSE EXPERIENCE

Duniya Ki Pyaar Charity Programme

Project Leader

9/2019 - 1/2020

- Identified problem areas and instituted large-scale project campaigns to address them.
- Developed team resources to ensure quality contributions.

Sawadeeka Land of Smile: Wonders of Hatyai

EXCO Logistics

11/2022 - 1/2023

- Established and supervised direction while maintaining positive communication within team members.
- Plan the transportation requirements for the university trip.

Lets Communicate & Connect

Assistant Treasurer

9/2022 - 11/2023

- Analyzed, monitored, and completed the event's financial reporting.
- Assists the treasurer in ensuring proper use of funds.

2.2 Tasks and Duties

I was assigned responsibilities in accordance with the sector for which the timetable was set up. My daily assignments are determined by the SNOW ticket I receive. My primary responsibilities include facilitating the Employment Verification, Offer Letter, and Hiring Process phases. I also has other duties, such as answering calls, assisting with tickets, and writing reports.

2.2.1 Non Payroll Team

- i. Verification of Employment (VOE)
- ii. Offer Letter (Agreement and Rekening Bank)
- iii. Hiring Process (NiK)

2.2.2 Additional Roles and Responsibilities

Throughout the course of the six-month internship, I was also given the chance to do additional duties, including;

- Assign tickets

All > Active = true > Assigned to = Syed Zainul Harith Bin Syed Zafudin > State != Resolved											
Number	Raised By	Assigned to	Assignment group	State	Short description	Personal Area	Priority	Opened	Description	Work notes	Raised For
HRC0793285	PAULUS ANDY KURNIAWAN	Syed Zainul Harith Bin Syed Zafudin	HR:Aspire SSC-Data Management ID HQ	Pending	Request for VOE	CMTH	2 - High	2023-07-05 09:40:01	Processing Verification of Employment (V...	2023-07-07 11:05:10 - Syed Zainul Harith	PAULUS ANDY KURNIAWAN
HRC0771765	JONATHAN JEFFERSON JAMES MARAMIS	Syed Zainul Harith Bin Syed Zafudin	HR:Aspire SSC-Recruitment Administration...	Pending	Request NIK - Doddy Setiawan	IKSP	2 - High	2023-05-19 14:54:26	Join- 03 Juli 2023	2023-05-19 15:23:08 - Syed Zainul Harith	JONATHAN JEFFERSON JAMES MARAMIS
HRC0764650	JONATHAN JEFFERSON JAMES MARAMIS	Syed Zainul Harith Bin Syed Zafudin	HR:Aspire SSC-Recruitment Administration...	Pending	Request NIK - Rudyanto	IKSP	2 - High	2023-05-05 16:45:55	Join- 01 Agustus 2023	2023-05-08 09:01:14 - Syed Zainul Harith	JONATHAN JEFFERSON JAMES MARAMIS
HRC0795310	WEE NAI SONG	Syed Zainul Harith Bin Syed Zafudin	HR:Aspire SSC-Data Management ID HQ	Pending	Request for VOE	IKSP	2 - High	2023-07-07 09:41:19	Processing Verification of Employment (V...	2023-07-10 11:18:10 - Syed Zainul Harith	RAHUL SAXENA
HRC0794404	ANDI SUPRIADI	Syed Zainul Harith Bin Syed Zafudin	HR:Aspire SSC-Data Management ID HQ	Pending Approval	Request for VOE	IKSP	2 - High	2023-07-05 17:43:02	Processing Verification of Employment (V...		ANDI SUPRIADI
HRC0795230	LODY LUKMANTO	Syed Zainul Harith Bin Syed Zafudin	HR:Aspire SSC-Data Management ID HQ	Pending Approval	Request for VOE	UNIXB	2 - High	2023-07-10 10:16:45	Processing Verification of Employment (V...		LODY LUKMANTO

- Sending report such as Ticket, Telephony, FA MDM

- Service Desk

HR Cases Search for text search

All > State = Assigned .or. State = Pending Approval .or. State = Draft > Assignment group = HR-Aspiro SSC-Service Desk .or. Assignment group is empty

	Number	Raised By	Assigned to	Assignment group	State	Short description	Personal Area
<input type="checkbox"/>	HRC0796227	廖子心	(empty)	HR-Aspiro SSC-Service Desk	Draft	工资发放明细	XJMY
<input type="checkbox"/>	HRC0796341	CHANDRA WIBOWO DHARMAWAN	(empty)	HR-Aspiro SSC-Service Desk	Draft	Mohon terminasi Aji	IKSR

- Answering phone calls

CHAPTER III

TRAINING'S REFLECTION

3.1 Benefits

3.1.1 Equipment, Software and Tools Provided

i. Office Desktop

I was provided with a workstation for use in the performance of my duties. This is because using the company's system for things like SAP software, personal email, the corporate calendar, and the leave application system is strictly forbidden on any personal device. There is no need for me to go out of my way to track out and set up a different system or programme because all these options are already present on the desktop.

ii. Personal Workspace Area

Everyone in our department, including me, is given a workstation that we are required to use. Since I'll be using the provided desktop to write reports and input required data, having my own place is very helpful. There is more than enough room for me to have my own desk and do my work in peace. The fact that I don't have to compete with other workers for desk space makes this workplace exceptionally conducive to my work.

iii. Aspiro directory ID and mail

I also got my own ID number and the company's email address to use on the computers and workstations that the company gave me. Each member of the Aspiro team is issued an Aspiro ID and can access company issued Aspiro mail. The employee's identification, often known as their IT access, is necessary for safety reasons. Without the ID number, the organisation's security can be easily compromised, and outside parties can have undue influence.

3.1.2 Extrinsic Benefits

i. Allowance

In accordance with the terms of the company, I was provided with a claim for an allowance on a monthly basis during the period of six months of training. Additionally, the company has also granted me the opportunity to take one day off work while still being compensated for my time. Nonetheless, the claim does not include non-working days such as weekends and holidays.

3.1.3 Others

In addition, the following items were also provided to me throughout my internship:

- Notebook & stationaries
- Desktop

3.2 Personal Learning

i. Cohesiveness

Interning at Aspiro Sdn Bhd, I have learned the importance of being a team player by making an effort to get to know my coworkers and establishing an atmosphere that encourages cooperation and productivity. As an intern, I prioritise establishing strong connections with my colleagues and teams, engaging in productive collaboration, and developing emotional intelligence to navigate relationships and conflicts. By prioritising open and honest communication, providing assistance to my coworkers, and showing flexibility, I help foster a cooperative and encouraging atmosphere at the shared service firm. I actively seek and provide feedback, continually endeavour for improvement, and cultivate essential interpersonal skills that facilitate harmonious collaboration. By demonstrating teamwork during my internship, I hope to improve morale, raise the company's profile, and pave the way for my own professional development.

ii. Professionalism

Being professional during my internship at Aspiro Sdn Bhd meant always acting in a businesslike manner and treating my coworkers and supervisors with respect. It requires me to be on time, trustworthy, and responsible in all I do. As an intern, I place a premium on professionalism by following all of the company's rules, keeping all information secure, and never revealing any secrets. Professionalism at the company entails qualities such as the ability to effectively communicate and listen, as well as respect for one's superiors and peers. In addition, I work hard to complete tasks on time, assume responsibility for my actions, and always provide superior outcomes. Maintaining a professional demeanour throughout my internship will help me make a great impact on my team, boost my standing in the industry, and pave the way for a successful career with the shared service provider.

iii. Self-confidence

Having confidence in my skills, education, and worth as a professional is essential for my internship at Aspiro Sdn Bhd. Through taking risks, showing initiative, and making the most of my internship experience, I've been able to boost my sense of self-worth and confidence. Having a constructive outlook, actively seeking criticism, and taking responsibility for my work all help me feel more confident in myself. Having faith in myself has helped me interact positively with my coworkers and superiors, participate in group discussions, and highlight my strengths and accomplishments. By exhibiting self-confidence throughout my internship, I not only boost my own personal growth but also make vital contributions to the organisation by demonstrating my strengths and potential.

iv. Attentive

Taking an attentive approach during my internship at Aspiro Sdn Bhd entails actively participating in my duties, initiatives, and overall work environment. It requires keeping an eye out for new information, paying close attention to details, and actively searching out ways to grow and make a difference. My knowledge and abilities are improved when I take an active interest in seeing how activities are completed, when I work together with my coworkers, and when I seek feedback from my superiors and mentors. In addition, I actively seek out resources and learning opportunities to increase my knowledge by reflecting on my experiences, pinpointing areas for development, and then acting on what I've learned. By being careful during my job, I can learn as much as possible, contribute to the success of the company, and lay a strong foundation for my future professional growth within the organisation.

3.3 Skill Gained

i. Multitasking

My internship provides me with invaluable practise in multitasking, a skill crucial to effectively managing a variety of jobs. Working on a variety of tasks has helped me develop skills in prioritisation, organisation, and resource allocation. To multitask well, one must be able to shift between activities, keep track of time, and keep their attention on many different things at once. By doing things over and over again and getting more experience, I improve my ability to handle multiple requests and stay productive while making sure the quality of my work stays high. In addition to demonstrating my flexibility and ability to work well under pressure, the fact that I was able to develop my multitasking abilities throughout my internship shows that I can manage a wide variety of duties. These abilities will be useful as I advance in my profession, where multitasking is frequently a required competency in dynamic work environments.

ii. Time management skills

Time management skills are crucial for keeping track of several projects and establishing priorities, both of which I can work on and improve throughout my internship. By carefully planning, setting goals, and making a schedule, I learn to use my time wisely, making sure I meet targets and do good work. By developing my skills in time management, I am better able to prioritise my work, limit interruptions, and complete everything on my to-do list. In addition, I improved my ability to prioritise and organise my work. In addition to helping me do well in my internship tasks, learning how to effectively manage my time will set me up for future success in any professional setting.

iv. Computer skills.

This internship gives me the chance to learn and practise the computer skills that are essential in today's office. Working with the many programmes, databases, and other technologies essential to my job has helped me become proficient with them. It helps me become more proficient with various operating systems, spreadsheet editing, presentation making, and word processing. I may also be able to improve my skills in data analysis, programming, or the use of industry-specific applications. In addition to improving my efficiency and effectiveness at work, gaining solid computer skills during my internship will provide me with important technical experience that is in great demand. Given the pervasive nature of technology in the modern workplace, I am certain that these abilities will serve me well throughout my career.

CHAPTER IV

SWOT Analysis

An excellent method for gaining a deeper comprehension of how to enhance a business plan is to do a SWOT analysis, which stands for a company's Strengths, Weaknesses, Opportunities, and Threats. It may be used by both start-ups and long-running corporations. Opportunities, threats, strengths, and weaknesses are the four elements. A thorough SWOT analysis requires input from all relevant stakeholders, including the company's original creators. They need to be completely forthright in their analysis.



Figure 7: Aspiro SWOT Analysis

4.1 Strengths Analysis

i. Strategic partnership

Aspiro Sdn Bhd. may stand to gain a variety of advantages from entering into strategic partnerships. To begin, they permit the growth of existing markets. Aspiro Sdn Bhd is able to expand its business and reach a wider range of customers by forming partnerships with more well-known corporations. The firm may extend its market presence and customer base by utilising the partner's preexisting connections and channels (A. Hindsman, 2019). Aspiro Sdn Bhd's competitive edge is bolstered by its strategic relationships. Working with other market leaders or related companies helps the firm grow (Leslie Kramer, 2023). There might be synergies resulting from the agreement, such as greater market share, access to new technology, or joint advertising campaigns. These elements help set a business apart from the competition. Access to resources and knowledge is greatly enhanced by strategic alliances. Aspiro Sdn Bhd is able to use the knowledge, resources, and expertise of its partners through its collaborations. The firm is able to leverage the partner's expertise and resources, which speeds up product development and innovation and yields better results.

Recommendation

I recommend that the company actively pursue strategic partnerships in order to capitalise on the numerous benefits they provide. By building partnerships with well-known companies, the company can open up possibilities for market growth and development. These collaborations will allow them to access a broader spectrum of clients and expand their market presence by using the partner's existing connections and channels. Aspiro may get an upper hand in the industry and differentiate itself from rivals by forming strategic partnerships with dominant players and similar businesses. They should strive to achieve synergies via these agreements, such as increasing market share, acquiring access to new technologies, or executing joint advertising campaigns. The company may get far better access to resources, information, and skills by forming strategic collaborations with other companies. Making use of their collaborators' skills and means will speed up product development, stimulate creative thinking, and provide better outcomes. Aspiro may strengthen their market presence, accelerate product development, and maintain rapid growth and commercial success by aggressively pursuing and cultivating these strategic relationships.

ii. Skilled workforce

One of the reasons this firm has been so successful is because of the talented and dedicated staff they have on board. Throughout my time here as an intern, I've seen that every full-time employee at Aspiro Sdn Bhd has a solid grasp on their respective responsibilities.

Everyone here does a fantastic job, especially when it comes to solving problems with tickets. They are well-rounded workers who excel in several areas rather than mastering just one. To back up my assertion, I saw that the vast majority of the permanent staff routinely and without stress tackled and managed every new task that had been assigned to them, even when they still had other open-ended chores or awaiting obligations to fulfil. My staff is able to keep me under supervision and provide assistance despite our hectic schedules because of this.

In my perspective, a diverse team of employees is more effective. It will push the limits of the company's production and expand its capacity. The worker's success in the economic area will depend on his or her capacity to increase their knowledge and skills while meeting the challenges of modern society (CFI Team, 2023). A well-led team is essential to the smooth operation of any firm and will contribute to its continued success and expansion.

Recommendation

In my opinion, Aspiro should make it a top priority to maintain its commitment to developing a talented and committed team. The firm's present success is due in large part to the hard work and dedication of its staff. The following recommendations should be implemented to the company to further strengthen their workforce. To begin, provide resources for training and education initiatives that encourage employees' ongoing development and improvement. Employees may improve their performance and the company's bottom line by taking advantage of available training, courses, and certifications. Second, support cross-functional training to encourage people to extend their capabilities and diversify their talents outside of their main tasks. This all-around method will make them more flexible and able to meet the changing needs of the organisation. Third, create a setting that welcomes and respects employees with varying backgrounds and viewpoints. Aspiro can boost creativity, teamwork, and employee happiness by creating a welcoming and accepting workplace. Communication and leadership skills are also essential. Open and transparent lines of communication develop trust and provide outlets for criticism and growth, while strong leaders inspire and drive their teams. Last but not least, encouraging and rewarding exceptional performance via a thorough performance review process may raise morale, increase employee engagement, and solidify an organisation-wide commitment to quality. Aspiro may improve its workforce, encourage employee development, and create a friendly workplace by following these recommendations.

4.2 Weakness

i. Heavy workload

It is common knowledge that when individuals have a lot of work to complete, they experience increased levels of stress and are less productive. I learned that several of the employees there had multiple roles. They are probably burdened with inefficient assignments, and many of their duties go beyond the scope of their actual positions. Poor time management skills, isolation, burnout, incompetence, negativity, and stress at work or home all contribute to excessive workloads (Mary Dowd, 2020). One's value and ability to attract businesses increase when they are able to effectively manage a large workload. Employees are expected to multitask as well as possible while remaining cognizant of their own limitations. While it's true that people can get things done without relying on others if they can handle a lot of work at once, doing so comes with a variety of drawbacks, including increased stress, sadness, and burnout on the job. The effects of job load on employee productivity should not be underestimated. An excessive workload increases stress and anxiety, which in turn increases the risk of stress fractures, health problems, and diminished productivity.

Recommendation

To overcome the obstacles created by a severe workload and encourage employee well-being, I propose using the following strategies. To begin, it would be beneficial to undertake a thorough workload evaluation to identify sources of inefficiency and excess. Eliminate any duplication or wasteful steps from current processes. The result will be a more reasonable amount of work for each employee. Second, assist workers in being more efficient and productive by providing training and tools for better time management. To avoid burnout and establish a good work-life balance, it's important to encourage frequent breaks and stress-management practises. Thirdly, encourage good interactions by encouraging open dialogue, teamwork, and mutual support. Motivate their staff to open up about their workload problems and be ready to step in with extra help or a reshuffle of responsibilities. The demands and desires of employees may be met via the use of remote work and other forms of flexible scheduling. Finally, it is important to analyse the effect that workload has on workers' health and happiness on a regular basis. Seek input from workers and make appropriate improvements to job distribution and resource allocation. By taking these suggestions into account, the company will be able to provide its workers with a more positive and balanced work environment, reducing the stress caused by overwork and increasing morale and output.

ii. Weak conclusion to external customer's communications

A major flaw of a shared service is poor external customer communication, which can result in lower customer satisfaction, a tarnished reputation, and a loss of business. Customers might become frustrated with a firm and their inability to use its services to their full potential if the organisation does not respond quickly enough, conveys confusing messages, or provides inconsistent communication. As a result, the likelihood of keeping existing customers and attracting new ones is diminished, which can result in lost revenue from upselling and cross-selling. Weak communication with customers outside the company leads to internal inefficiencies like misunderstandings and overexertion (Anne Kinsey, 2019). The organisation may strengthen its customer service by putting more effort into its lines of communication, its responsiveness, the clarity and consistency of its messages, the preparation of its front-line employees, and the active solicitation and implementation of customer feedback. The shared service organisation may increase customer happiness, safeguard its standing in the market, and make the most of prospects for expansion by stepping up its outreach to its clients.

Recommendation

To address the problem of poor communication with external customers, I suggest the organisation adopt the following steps. First, improve contact routes by investing in strong tools and systems that make it easy to talk to customers, such as customer relationship management (CRM) software or a customer help site. Second, make timely communication with consumers a top priority by setting explicit service level agreements (SLAs) and response time objectives. Set up reliable escalation mechanisms for dealing with pressing or difficult questions or problems. Third, create standardised communication templates and rules to guarantee that all customer communications are crystal clear and consistent, no matter what channel they are received. Keep these materials under constant evaluation and revision to accommodate any changes to your services or products. Lastly, it's important to actively seek and incorporate customer feedback by setting up processes to receive input on the customer's experience and utilising that information to find areas for improvement. By adopting these changes, the organisation will be able to vastly improve its customer service capabilities, external communication, customer satisfaction, and reputation, all while drawing in and keeping more customers to fuel long-term growth.

4.3 Opportunities

i. Cross-Selling and Upselling

Opportunities for a shared service company to increase revenue can be found in the form of cross-selling and up-selling. From a competitive advantage standpoint, the company's current clientele and network can be mined for information about unmet demands and the opportunity to upsell or provide supplementary products and services (Ben Hartmere, 2019). Cross-selling enables the business to increase revenue by expanding its offerings to existing customers, thereby maximising the value derived from each customer relationship. By offering a wide range of services, the company can present itself as a one-stop shop, which will make customers happier and more loyal. In addition to generating additional revenue, cross-selling and upselling allow businesses to demonstrate their worth to their customers. Weaknesses may include difficulties in communicating clearly with customers and ensuring that the supplementary services provided are tailored to their individual requirements. A thorough consumer analysis, targeted marketing, and consistent communication with clients can help the company adapt to changing needs and address any concerns. Providing comprehensive solutions to satisfy clients' shifting demands is one way in which the shared service company can stand out from the competition, grow its revenue, and strengthen its relationships with existing customers through cross-selling and upselling.

Recommendation

I recommend implementing the following strategies to effectively leverage cross-selling and upselling opportunities and fuel revenue growth at the shared service organisation. First, the company need to do some serious digging into their existing clientele and connections to find gaps in service and opportunities for upselling and cross-selling. This will help them to better understand their customers' tastes and needs. Second, create personalised marketing and communication efforts to effectively promote goods and services to clients. Customer engagement and conversion rates may be improved by using concise and appealing content in conjunction with relevant offers. Third, customise the suggestions for each consumer based on their unique requirements, so that the supplemental solutions meet their demands. Effective data management and customer relationship management (CRM) tools can help with this. Fourth, communicate with customers in a proactive and consistent manner to build trust and loyalty. Communicate with clients often in order to keep up with their changing requirements and proactively address their concerns. Finally, it is important to regularly assess the results of company cross-selling and upselling efforts and make any required modifications in light of client feedback and market developments. The shared service organisation may increase income, improve customer connections, and take advantage of cross-selling and upselling possibilities by applying the suggestions.

ii. Customer Experience Enhancement

Improving the customer experience presents a shared service company with numerous opportunities. Putting the customer first is one of the company's strengths since it helps the business form deeper connections with its customers, boosts loyalty, and sets it apart from the competition. The company can boost its reputation and gain new customers through word of mouth if its service goes above and beyond. Improving the customer experience can also lead to higher levels of customer loyalty and repeat purchases, which in turn can boost income over the long term (Patricia Rioux, 2020). It may be difficult to allocate resources, train employees uniformly, and execute best practises for providing a positive customer experience. Although these are vulnerabilities, they can be remedied by the shared service provider through the introduction of process-streamlining technologies and systems, the provision of personnel training, and the use of customer feedback to continually enhance the quality of service offered. Overall, working on improving the customer experience gives the shared service company the chance to increase customer loyalty, gain a competitive edge, and drive sustainable business growth.

Recommendation

I suggest that the shared service company use the following tactics to improve the customer experience. To begin, make the client the focus of all your efforts by making decisions based on their needs and wants. Map the customer's experience to discover problems and opportunities for growth, and always be open to feedback to learn more. Second, spend money on technology and automation solutions to simplify and speed up tasks. Provide customised experiences and spot areas for service improvement with the use of customer relationship management (CRM) software, self-service tools, and data analytics. Thirdly, promote a culture of superior customer service by giving all workers extensive training. Prepare them to provide exceptional service by teaching them to empathise with customers, listen carefully to their concerns, and provide effective solutions quickly. Motivate staff to provide exceptional service above and beyond what is expected. Fourth, keep your consumers informed and involved via consistent, proactive communication. Build trust and loyalty by keeping people up-to-date and listening to their issues. Finally, the company should monitor and analyse indicators related to the customer experience in order to establish benchmarks for future growth. Always be one step ahead of your customers' expectations by keeping up with industry best practises. The organisation may build a customer-focused culture, provide remarkable experiences, and promote long-term success by adopting certain practises.

4.4 Threats

i. Risk of reputation damage from service quality issues for negative customer reviews.

For shared service companies operating in today's competitive business environment, the risk of reputational harm from service quality issues or negative customer reviews is of paramount concern. Risks of this nature can have long-reaching effects that go well beyond their monetary costs. It will have a significant effect on consumer perceptions of the brand. The success of shared service organisations depends greatly on the trust and confidence their clients have in them (Jonathan Steffen, 2021). Damage to a company's reputation and trustworthiness due to poor service quality or unfavourable customer evaluations may swiftly spread through several digital mediums. A single incident of poor service quality or an unfavourable review might put doubt on a shared service provider's capacity to reliably and efficiently serve a wide variety of clients. There is a risk of losing customers' respect and confidence. Customers go to shared service providers for their knowledge, efficiency, and low prices. Existing and future customers may lose faith in the shared service organisation as a whole if there is ever a drop in service quality or unfavourable evaluations (Hossam Haddad, 2019). As a result of not being able to rely on your business, you may see a drop in client loyalty, fewer repeat purchases, and even the loss of some of your most important customers.

Recommendation

The following are some measures I believe should be taken to lessen the blow to the company's image that might result from complaints about the quality of their services or reviews that are critical of those services. First, the company need to set up a solid quality assurance programme to guarantee constant, high-quality service. Establish and track relevant KPIs, audit often, and rectify any mistakes with immediate corrective action. Second, make it a top priority to listen to and incorporate the suggestions of your customers. To better understand customers and their needs, it is important to implement feedback systems like surveys, reviews, and customer satisfaction ratings. Use this feedback to drive efforts to keep improving. Third, put money into programmes that will help your staff members grow professionally. Emphasise customer-centric principles, clear communication, and problem-solving abilities to equip them to provide exceptional service. Make sure your staff has what they need to respond to consumer issues quickly and effectively. Fourth, create an active method of communication to update and involve your customer base. Maintain consistent communication with customers on service enhancements, updates, and any other relevant information. In the face of consumer complaints or criticism, respond quickly and openly to show that you care about finding solutions and keeping your customers happy. Finally, use case studies and testimonials from satisfied customers to demonstrate your business's effectiveness. Spreading these testimonies throughout the web can help you gain credibility and boost your brand's image. These suggestions can help your shared service firm protect its name, increase client retention, and lessen the likelihood of negative publicity.

ii. Potential negative impact of economic downturns or recessions on consumer spending.

The company may face risks when economic downturns or recessions threaten consumer spending. A drop in demand for the company's offerings is possible since consumers are more likely to cut back on discretionary spending when circumstances are tough (Jaana Remes, 2021). As a result of consumers cutting back on their expenditures, the company may see a drop in revenue and earnings. It's also possible that enterprises in a wide range of sectors will have to make changes to their budgets, which might mean less money for outsourcing and fewer requests for shared services. Additionally, potential clients may delay or cancel projects due to the increased caution and uncertainty that an economic downturn might bring, which in turn reduces the company's growth chances. The shared service company needs to be ready to deal with these threats by carefully managing costs, expanding its client base, and changing its services to keep up with how the market is changing.

Recommendation

It is my opinion that the following measures should be taken to reduce the effect of economic downturns and recessions on consumer expenditure. To begin, the company should create a solid backup plan that details what to do in the event of economic downturns. This strategy should include steps to control expenses, broaden the company's income base, and adjust to the ever-evolving marketplace. Conduct scenario analysis and stress tests in order to identify potential vulnerabilities and develop the most suitable mitigation strategies. Second, put the client first by keeping tabs on market movements and making adjustments to product lines to accommodate shifting preferences and price points. Communicate with buyers to learn how their interests and values evolve over time. The firm has been successful despite the economic downturn because it offers both innovative solutions and adaptable pricing. Finally, always keep financial house in order by carefully watching your cash flow and using sound financial planning. In order to provide sufficient liquidity during economic downturns, it is important to maintain enough reserves and investigate options to get extra financing or credit facilities. These suggestions will help the shared service firm weather economic downturns and recessions, lessen the blow to consumer spending, and set the stage for sustained growth and prosperity in the future.

CHAPTER V

CONCLUSION

Based on the SWOT analysis, the most impactful analysis is the threat of risk of reputation damage from service quality issues for negative customer reviews because it can hurt a company's image and reliability, especially if the service isn't good or if unhappy customers leave bad reviews that can quickly spread through several digital channels. A single case of bad service or a negative review could make people question a shared service provider's ability to serve a wide range of clients consistently and well.

The Internship at Aspiro is an opportunity for students to study and acquire practical office industry experience. First and foremost, the Internship assists the student in adjusting to and becoming more prepared for the actual working environment. The student had the opportunity to practise the fundamental abilities that are required in the industry, which was very helpful.

After completing a six-month internship at the firm, the student's perspective on human resources has evolved since he now has a greater understanding of the various options that are open to him inside the organisation. In addition, the student's vision of human resources has changed as a result of the fact that he is now more aware of the organisation's culture. The training has made the student want to find out more about her possibilities for work in the working world. Overall, working at Aspiro is a great way to learn more about the human resources field. Because the company offers so many different kinds of internships, I strongly recommend any potential interns who are thinking about applying to do so.

REFERENCES

- Anne Kinsey. (2019, January 31). *The effects of poor communication in business*. Small Business - Chron.com. <https://smallbusiness.chron.com/effects-poor-communication-business-345.html>
- CFI Team. (2022, November 14). *Knowledge workers*. Corporate Finance Institute. <https://corporatefinanceinstitute.com/resources/valuation/knowledge-workers/>
- Hindsman, A. (2019, June 8). *How to improve your business strategy and increase growth*. Sage Advice Malaysia. <https://www.sage.com/en-my/blog/how-to-improve-your-business-strategy-and-increase-growth/>
- Hossam Haddad. (2019, February 20). *The service quality dimensions that affect customer satisfaction in the Jordanian banking sector*. MDPI. <https://www.mdpi.com/2071-1050/11/4/1113>
- Jaana Remes. (2021, March 17). *The consumer demand recovery and lasting effects of COVID-19*. McKinsey & Company. <https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/the-consumer-demand-recovery-and-lasting-effects-of-covid-19>
- Jonathan Steffen. (2021, August 11). *Human verification*. Human Verification. <https://ssonetwork.com/global-business-services/articles/implementing-shared-services-in-a-world-turned-upside-down-2>

Leslie Kramer. (2023, April 8). *What strategies do companies employ to increase market*

share? Investopedia. [https://www.investopedia.com/ask/answers/031815/wh
at-strategies-do-companies-employ-increase-market-share.asp](https://www.investopedia.com/ask/answers/031815/what-strategies-do-companies-employ-increase-market-share.asp)

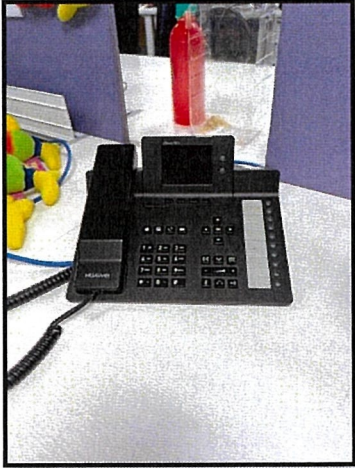
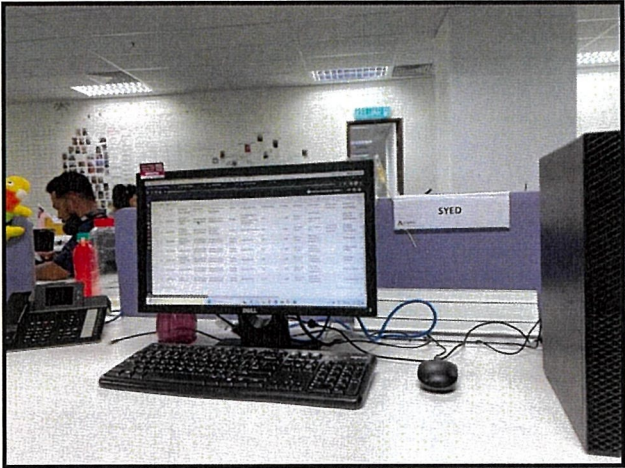
Mary Dowd. (2020, September). *Negative effects of a heavy workload*. Work - Chron.com. [https://work.chron.com/negative-effects-heavy-workload-
10097.html](https://work.chron.com/negative-effects-heavy-workload-10097.html)

Patricia Rioux. (2020, January 29).

Forbes. [https://www.forbes.com/sites/forbesagencycouncil/2020/01/29/the-
value-of-investing-in-loyal-customers/?sh=6d12f02b21f6](https://www.forbes.com/sites/forbesagencycouncil/2020/01/29/the-value-of-investing-in-loyal-customers/?sh=6d12f02b21f6)

APPENDICES

i. Aspiro Sdn Bhd (Location & Facilities)



Appendix 1: Trainee's workplace

ii. **Aspiro Engagement Event (Hari Raya Food Sharing)**



Appendix 2: Invitation to Aspiro Group Engagement Event



Appendix 3: HQ/Tjiwi Team's