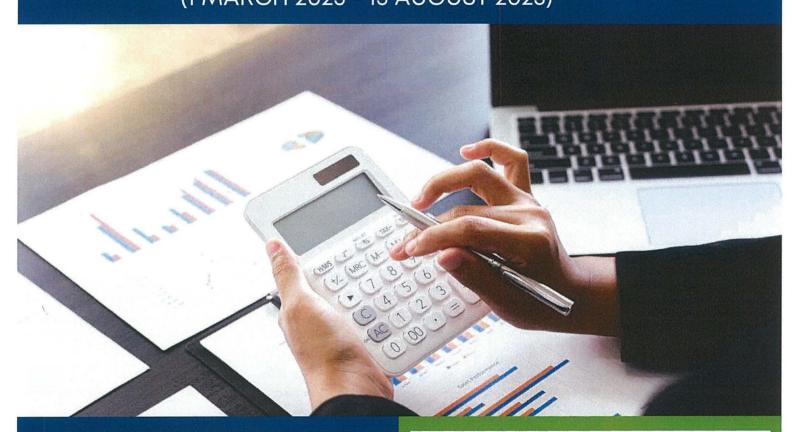


Cawangan Melaka Kampus Bandaraya Melaka

ACADEMIC CONSTRUCTS USING SWOT ANALYSIS AT GREEN TEAM CONSULTANT SDN BHD

INDUSTRIAL TRAINING REPORT (1 MARCH 2023 - 15 AUGUST 2023)



PREPARED BY:
NUR FATIN ZAHIDAH BINTI
ABDUL NASIR
2020459266
BA242



PREPARED FOR:
MISS AMIRAH HAZIMAH BINTI BORHANORDIN

EXECUTIVE SUMMARY

Green Team Consultant Sdn Bhd gave me an incredible and inspiring six months of practical training. During my six months as an accounting trainee at Green Team Consultant, I changed my view on the finance and accounting services sector. There is a high demand for financial professional services. Many people need professional assistance in accounting, auditing, taxes, and company secretarial work. We can obtain these four services at the Green Team Consultant. The firm is located at 2770-A, Jalan Changkat Permata, Taman Permata, 53300, Setapak, WP Kuala Lumpur, Malaysia. It operates from 9 am to 5 pm, Monday to Friday. My practical training provided me with invaluable hands-on experience that I would not have had the chance to gain otherwise. In this report, I have explained the job scope of accounting. This training also broadened my awareness of job requirements. Workplace theory differs from classroom theory. Furthermore, my skills and attitude have improved through this practical training. Talking to individuals of all ages and professions improved my social skills. I spoke to my supervisor and coworkers daily throughout practical training. I also met with the firm's top executives. Working in a genuine firm helped me develop functional and soft skills. Studying new accounting software, such as QuickBooks Pro and UBS Accounting Windows Versions, has been an excellent experience. I believe my computer skills, interpersonal relationships, communication, and self-management skills would all gain immensely through this fieldwork. I will definitely utilize all the knowledge and experience from this practical training in the future. This report also contains the Green Team Consultant's SWOT analysis to identify the internal and external factors affecting this firm. The elaborations in the SWOT analysis will help us understand how to build on strengths, minimize weaknesses, seize opportunities, and counteract threats.



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ACKNOWLEDGMENT

First and foremost, I would like to praise Allah the Almighty, the Most Gracious, and the Most Merciful, for His blessing given to me during my study in Bachelor of Business Administration (Hons) Finance and in completing my practical training at Green Team Consultant Sdn Bhd. May Allah's blessing goes to His final Prophet Muhammad (peace be upon him), his family, and his companions.

I am deeply grateful to Miss Amirah Hazimah Binti Borhanordin and Mrs. Nursahida Binti Ahmad Baki, my advisor and supervisor during this practical training, for their invaluable advice and guidance. Their industry experience and expertise helped me to understand the firm and the industry better and allowed me to make the most of my practical training. Throughout the practical training, Miss Amirah and Mrs. Nursahida provided valuable insights and guidance that helped me navigate my tasks and responsibilities. They were always available to answer my questions and provide support, and their wisdom and expertise helped me to grow as a professional. I am thankful for their time and support and for sharing their valuable insights with me.

I would also like to thank my colleagues and the Green Team Consultant Sdn Bhd staff for their warm welcome and assistance during my practical training. It was a pleasure to work with such a talented and supportive team. From the moment I arrived, my colleagues quickly introduced themselves and made me feel welcome. They were always willing to share their knowledge and expertise and were patient in answering my questions and helping me to understand the firm and industry. In addition to my colleagues, the Green Team Consultant Sdn Bhd staff were always helpful and efficient in assisting me with any needs or questions. I am grateful for the opportunity to work with such a dedicated and professional team.

I also thank my lecturers and UiTM for allowing me to pursue a Bachelor of Business Administration (Hons) in Finance successfully. Last but not least, my special appreciation also goes to the most influential persons in my life, my beloved family, especially my parents, for their support and help and for providing facilities for me during my practical training.



STUDENT'S PROFILE









SKILLS

- Microsoft Excel
- Microsoft Words
- · Power Point
- · Accounting Software QuickBook Pro
- Tableu
- Canva

LANGUAGES

Malay

Native or bilingual proficiency

English

Full professional proficiency

PERSONAL REFERENCES

Mrs. Aida Shazreena Binti Mohammad

HR Green Team Consultant Sdn Bhd

Dr. Nur Hayati Binti Abd Rahman | Deputy Rector Research and Industrial Linkages Research and Industrial Linkages Division UiTM Cawangan Melaka

NUR FATIN ZAHIDAH BINTI ABDUL NASIR

FRESH GRADUATE

PROFILE SUMMARY

I'm a recent graduate looking to start a profession and improve my knowledge in finance. I am an excellent team player as well as skilled, independent, and self-reliant. Additionally capable of serving as a team leader, working well with others, and being willing to take on any challenge or task. As a result of my financial studies, I hope to gain helpful information and skills.

EDUCATIONAL BACKGROUND

Bachelor of Business Administration (Hons.) Finance

(2020 - 2023)

UiTM Kampus Bandaraya Melaka CGPA: 3.76

Matriculation in Accounting

(2018 - 2019)

Penang Matriculation College CGPA: 3.96

CO-CURICULAR ACTIVITIES, UITM

- Project Leader for Discover, Generate, Innovate: Leveraging Entrepreneurial Finance & Innovation Towards Brighter Future Event
- Participated in Discover, Generate, Innovate: Leveraging Entrepreneurial Finance & Innovation Towards Brighter Future
 Won Gold Award
- Participated in Number Analyst FSA Poster Competition Won Juniors Choice For Best Presentation
- Participated in Virtual-Melaka International Intellectual Exposition (VIIMEX 2022) - Won Silver Award
- Multimedia and Promotion Bureau for Breaking Down The Financial Barrier Event
- Registration Bureau for Virtual Video Competition Investment Ace (VVCIA) 2022
- Participated in Fly-High Careers In Financial Securities
- · Participated in Bring To Light The Investment Portfolio

WORKING EXPERIENCE

Intern as an Account Trainee, Green Team Consultant Sdn Bhd (March 2023 - August 2023)

- Assisted in conducting research, filings, data entries, recording and maintaining accurate and complete financial records
- Prepared financial reports, such as balance sheets and income statements, invoices, and other documents
- Handled sensitive and confidential clients information with honesty and integrity
- · Worked with bookkeeping software such as QuicbookPro.

COMPANY'S PROFILE



Green Team Consultant Sdn Bhd is located at 2770-A, Jalan Changkat Permata, Taman Permata, 53300, Setapak, WP Kuala Lumpur, Malaysia. The firm operates from 9 am to 5 pm, Monday to Friday. It was established in 1998 under the name Prime Tax Consultant and Management Services, meaning the firm has operated for over two decades. In 2002, the Company Secretarial Service unit developed enough independence to become a distinct practice under the direction of Green Team Consultant. These two practices are regarded as the same for contact and liaison purposes, and the division is only for administrative efficiency.

Green Team Consultant can provide various services to corporate, institutional, and personal clients through these two practices. Green Team Consultant's standard operating procedure is to work with clients to develop a desired business solution through ongoing communication. Green Team Consultant's connection with the client continues after the first assignment; Green Team Consultant will continue to deliver services as needed.

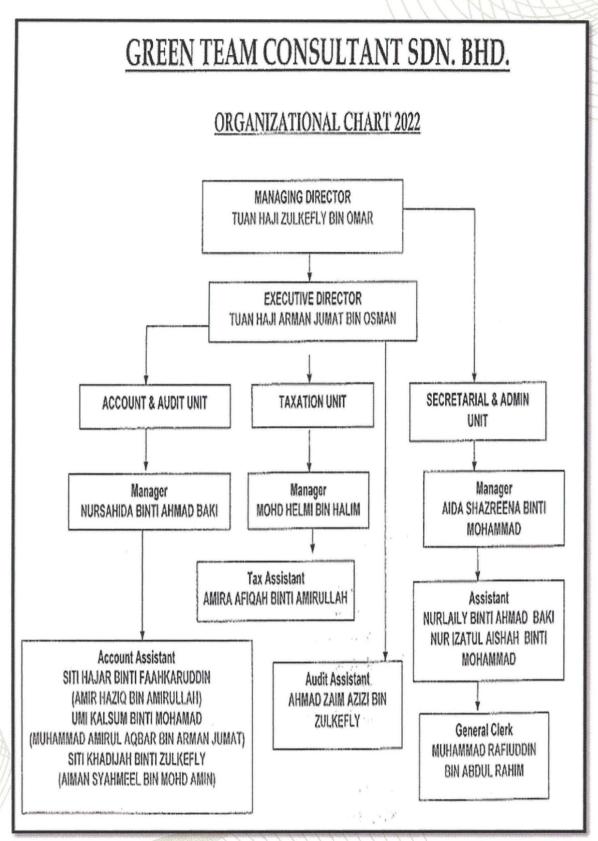
Mission

Green Team Consultant seeks to provide the highest quality professional services to meet the needs of its clients through mutual financial success

Vision

To be the most trusted and respected firm by providing innovative and practical services that contribute to clients' success in an exceptional team environment





Green Team Consultant Sdn Bhd's organizational structure



SERVICES

- Accounting
- Statutory Auditing
- Tax Consultations
- Company Secretarial
- Other Related Service

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Other 4		
Financing		
Short-term de	Till Long	
maturities of 9	and the	0
Common stock issue		208
Common stack repurchased		(1,042
Common stock cash dividends paid		(1,683)
Net cash used in financing		(2,513)
recession used in financing		(2,323)
Investing		
Investing Additions to property and equipment		(408)
Investing Additions to property and equipment Acquisition of companies, net of		(498)
Investing Additions to property and equipment Acquisition of companies, net of cash acquired, and purchases of		
Investing Additions to property and equipment Acquisition of companies, net of cash acquired, and purchases of intangible and other assets		(8,627)
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Additions to property and equipment Acquisition of companies, net of cash acquired, and purchases of intangible and other assets Purchases of investments Maturities of investments Sales of inve	s	7,835 (292)











TRAINING'S REFLECTION



9 am - 5pm Monday to Friday



Four main departments:
Accounting, Statutory Auditing,
Tax Consultations, and
Company Secretarial



Engaged mainly in accounting work

I report to work at Green Team Consultant Sdn Bhd at 9 am every Monday to Friday and finish at 5 pm. There are four main departments in Green Team Consultant consisting of Accounting, Statutory Auditing, Tax Consultations, and Company Secretarial Department. I was attached to the Accounting Department under the supervision of the Account Manager, Puan Nursahida. In my six months of practical training at Green Team Consultant Sdn Bhd, I engaged mainly in accounting work. So far, I managed to prepare and complete 10 company files.

Accounting work began with setting up the company file containing administrative information. Green Team Consultant Sdn Bhd used account software such as UBS Accounting Windows Versions and QuickBooks Pro Version to maintain client accounting records. First, after setting up the file, I will prepare a cash book from an available source of documents from the client. Secondly, I have to reconcile the cash book balance with the bank statements on a monthly basis. This stage, I believe, is crucial and takes a long time since I need to thoroughly key in all of the facts because they will affect the next phase.

Thirdly, I have to prepare a general ledger of the company, including the debtor's and creditor's ledgers. A company's double-entry accounting system is built on the general ledger. The income statement, balance sheet, and other financial reports require full transaction data, which is contained in general ledger accounts. The transactions are subsequently closed off or summarized in the general ledger, and the system creates a trial balance, which is a summary of the balances of each ledger account.



Next, I have to prepare a trial balance, profit and loss account, and balance sheet on a monthly basis. The trial balance is reviewed for inaccuracies and changed as needed by posting more entries, and the corrected trial balance is then utilized to compile the financial statements. Subsequently, I have to make a sales report using Microsoft Excel to analyze the company's sales, operating overheads, and profit by comparing monthly and yearly. When everything is done, I will submit my work to the account manager to be reviewed and finalized before the file is passed for the annual audit. In addition, I also learned how to photocopy all the documents properly, which will be kept in the file as the client's accounting record. I've also had the experience of interacting with clients when they don't provide a comprehensive document.

Completing my practical placement at Green Team Consultant Sdn Bhd was the best opportunity because the environment aided my growth. My skills and attitudes have improved as a result of this practical training. I improved my social and communication skills by communicating with people of all ages and occupations. During my practical training, I communicated with my supervisor and coworkers daily. In any case, I also had to meet with the firm's directors. I also worked in a real industrial environment, which enabled me to develop and strengthen my functional and soft skills in various ways. I feel fortunate to have had the opportunity to learn new accounting software that I had never used before, such as the QuickBooks Pro Version and UBS Accounting Windows Versions. Computer skills, interpersonal skills, communication skills, and self-management abilities are among the talents and skills I can improve well during the practical training. Last but not least, I also received a token of appreciation in the form of an allowance every month.





SWOT ANALYSIS

SWOT ANALYSIS GREEN TEAM CONSULTANT



Strength

- All professional services are conveniently housed under one roof
- A certified partner and experienced staff member



Opportunities



- There are very few competitors in the area
- High demand for financial professional services



Weaknesses

- Lack of social media exposure
- Shortage of skilled employees in accounting, auditing, and taxation





Threats



- Getting new clients is tough
- Cyber security threat

STRENGTHS

1. All professional services are conveniently housed under one roof

As mentioned, Green Team Consultant provides various services, such as accounting, statutory audits, tax consulting, and company secretarial services. These services are conveniently offered in one location. The main goal of this one-stop shop business strategy is to improve convenience and operational efficiency for their clients. This strategy will help to build customer loyalty and generate revenue. Customers will enjoy high convenience by accessing all services in one place, eliminating the need to search for them elsewhere. Utilizing a one-stop shop can offer several benefits to clients, such as time savings and a comprehensive understanding of their affairs. In order to sustain themselves in the industry and be the client's choice, Green Team Consultant is recommended to provide their clients with superb service and competitive pricing to fulfill their needs. With a competitive pricing plan, we can offer a lower price than our competitors or run a loss leader sales campaign to attract more customers, generate more leads, and boost sales (Darmawan & Grenier, 2021).

2. A certified partner and experienced staff member

The firm's partners, Tuan Haji Zulkefly and Tuan Haji Arman Jumat are both certified accountants who are recognized by professional authorities. The employees also are highly experienced, with the majority having at least six years of experience in their respective fields. Some of them have also been certified by professional bodies. The firm needs experienced staff members since they can help improve its understanding of the industry, develop relevant skills, and build a strong professional network. It is highly recommended that Green Team Consultant use mentoring approaches to increase and expand staff development. Mullen and Klimaitis (2021) suggest that ongoing mentoring is a highly effective method for team member development. This approach offers several benefits, including increased knowledge transfer, improved job satisfaction, developing leadership skills, and reduced employee training costs. A firm with excellent employees can confidently sustain itself in the industry without any concerns.



WEAKNESS

1. Lack of social media exposure

When searching for Green Team Consultant on any search engine, there is a scarcity of information available about the firm. The firm can only be contacted through email, which makes it challenging for clients to gather more information about its activities. I experienced this situation while researching information about the firm for my practical training. This situation could have an impact on the overall visibility of the firm, especially among potential clients. Other websites offer a concise summary of the firm's corporate profile. Unfortunately, the provided information lacks detail and does not offer much assistance. I recommend that the administration staff extend social media and use various platforms to advertise the firm to make it more discoverable to potential clients. Regular updates on the firm's activity may also help to attract new clients. For example, one way to promote the firm is by utilizing TikTok to share creative videos about its services. It is widely recognized that TikTok is currently one of the most influential apps among people (Tang, 2019).

2. Shortage of skilled employees in accounting, auditing, and taxation

Green Team Consultant comprises four central departments: accounting, statutory auditing, tax consultations, and company secretarial. Despite accounting, the accounting department is also in charge of calculating taxes for businesses, which the tax department should handle. This situation is due to a lack of staff in the tax department, which now has just two staff who are experts in managing business tax. In certain instances, the audit department requested that the accounting department prepare the client's account. This issue has caused significant delays in the completion of account-related tasks. It has made accountants' jobs more challenging because they cannot focus solely on their primary responsibility of accounting for the firm. It is highly recommended that the staff at Green Team Consultant consider referring potential candidates for hiring or promoting career opportunities through social media platforms. Hiring and recruitment can help the firm find suitable candidates for vacant positions, adapt to change, reduce turnover, improve morale, and reduce worker shortage (Griffin et al., 2020).

OPPORTUNITIES

1. There are very few competitors in the area

Green Team Consultant, located in Taman Permata, Hulu Kelang, Kuala Lumpur, is among the few firms that provide a similar service. Green Team Consultant offers a comprehensive range of services, including accounting, statutory audits, tax advice, and business secretarial, all conveniently available in one place. However, other firms only provide one or two of the four services. Green Team Consultant is a Bumiputra Muslim-owned firm located in the neighborhood, which is unique considering that most local firms are not. The Green Team Consultant gained an advantage over the competition in these two situations. To attract clients' attention since few firms provide similar services, Green Team Consultant is recommended to use the competitive pricing strategy. For example, the Green Team Consultant services prices should be lower than the competitors' prices within the area. Implementing a low-cost strategy allows the firm to offer its product or service at a reduced price relative to its competitors, owing to lower production costs. Consequently, this affords the firm a competitive advantage (Nagle et al., 2023). Thus, Green Team Consultant can take advantage of this opportunity by setting a lower price.

2. High demand for financial professional services

Accounting, auditing, taxation, and company secretarial services are among several professional services offered by the Green Team Consultant. This is because an accounting firm may adequately serve other companies' organizational objectives and goals, regardless big or small. Hence, the firm will be able to remain relevant for a long time as long as there is a demand for its services. For Green Team Consultant to sustain themselves in the industry and take advantage of this opportunity, it is recommended to have a good website. The firm's website will be one of the most critical assets in the professional service marketplace today. It is more than just a digital billboard, as many companies previously believed. A good website is central to a service firm's online presence and an info-rich projection of the firm's expertise in the marketplace (Panda & Mishra, 2022). Therefore, a good website will make things easier for the clients to know details about the firm.



THREATS

1. Getting new clients is tough

Obtaining new clients is one of the Green Team Consultant's biggest challenges. They were not concerned about keeping existing clients. However, they were concerned about acquiring new ones, especially when in-person networking is no longer a viable client acquisition strategy. Consequently, finding new clients is tricky, especially without the chance to network in person. Nevertheless, the firm needs to find new clients as clients play a crucial role in the prosperity of the accounting firm, serving as the primary source of sustenance for the firm. Clients are the primary catalyst for the firm's achievements, facilitating its expansion. Its clients' quantity and quality determine a firm's overall reputation. I highly recommend that Green Team Consultant invest in digital marketing strategies to effectively attract new clients to establish and promote the firm brand. Digital marketing enables us to reach our target audience online through various channels and platforms (Alghizzawi, 2019). Digital marketing covers social media marketing, content marketing, SEO, PPC, web design, and more. For instance, Green Team Consultant should consider hiring a skilled website designer who can create a visually appealing and user-friendly website. It should be designed to be clear, wellstructured, and responsive on mobile devices, catering to the firm's target audience. Another option is to use social media marketing to demonstrate the firm's expertise and increase brand awareness as a team of knowledgeable and trustworthy advisors.

2. Cyber security threat

Accounting firms frequently encounter cybersecurity vulnerabilities posed by cybercriminals due to many factors. Accounting firms are responsible for managing a significant volume of personally identifiable information and financial data. Moreover, those firms that adhere to a more conventional organizational structure may exhibit a higher susceptibility to insufficient data security protocols, thereby increasing the risk of unauthorized access. Due to the reliance of the Green Team Consultants on computer-based work and internet usage, they are susceptible to becoming targets of cybercrime. Therefore, it is highly recommended that Green Team Consultant invest in cybersecurity for their firm. The firm needs accounting cybersecurity practices to ensure that the firm protects sensitive data, not only for its compliance but for the safety of the clients entrusted with their financial, personal, and professional information (Woody & Ellison, 2020). Investing in cybersecurity will help the firm overcome the cybersecurity threat.

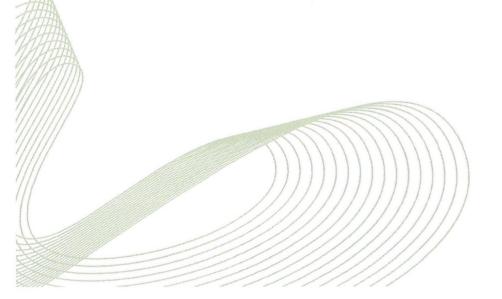
GREEN TEAM

Consultant Sdn Bhd

CONCLUSION

During my six months of practical training at the Green Team Consultant, I confirmed that the firm has no significant or urgent problems. I am honored and appreciative to have the opportunity to complete practical training at such a reputable and well-run firm. The task scope given to me was also pertinent to my line of work and helped me expand my accounting knowledge and skill. As we all know, what we learn in the classroom and what we do in the workplace are frequently two different things. This is because there is a greater emphasis on theory and calculations in university, whereas, in practical training, I learn how to get practical experience. Apart from that, the practical training allows me to use the abilities I have learned in university. As a result, the practical training made me aware of the working environment's surroundings.

Besides, my practical training at Green Team Consultant Sdn Bhd allowed me to flourish. It also enhanced my abilities and attitude. Communicating with many ages and professions boosted my social and communication abilities. I spoke with my boss and coworkers every day during my practical training. I also worked in a real industrial environment, which enabled me to develop and strengthen my functional and soft skills in various ways. I am grateful to have learned new accounting software like QuickBooks Pro and UBS Accounting Windows Versions. Among the talents and skills I can develop throughout the practical training are computer skills, interpersonal skills, communication skills, and self-management abilities. I will definitely utilize all the knowledge and experience from this practical training in the future. To sum up, Green Team Consultant is an excellent firm for students who just graduated from university to learn new skills and experience and start their careers.





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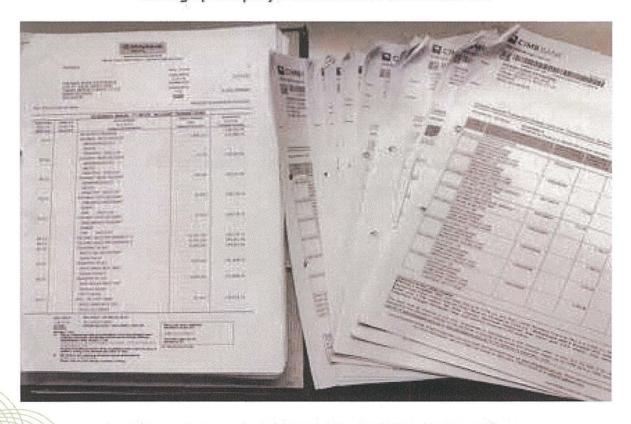
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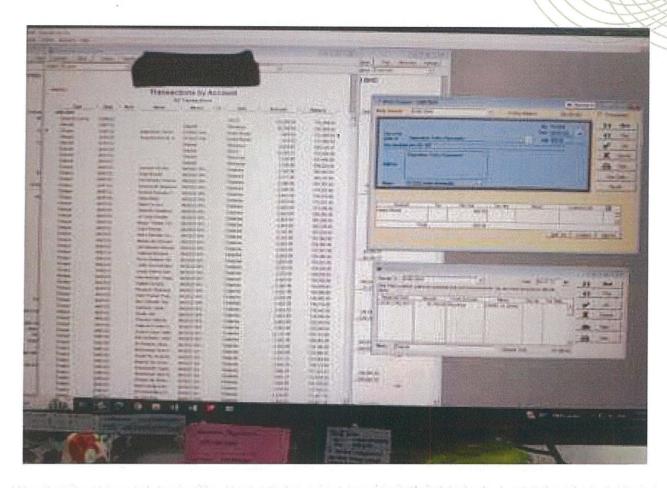
APPENDICES



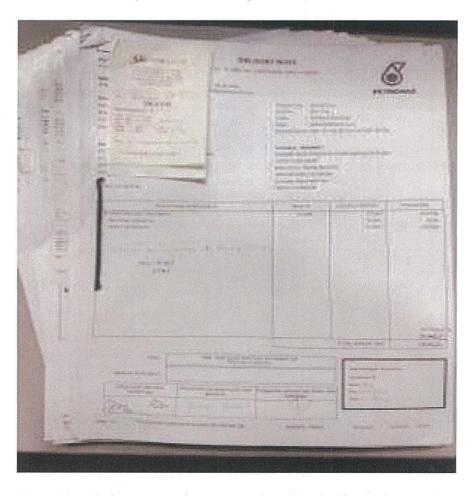
Setting up company's administrative information file.



Entering bank statement data into the QuickBooks Pro software.



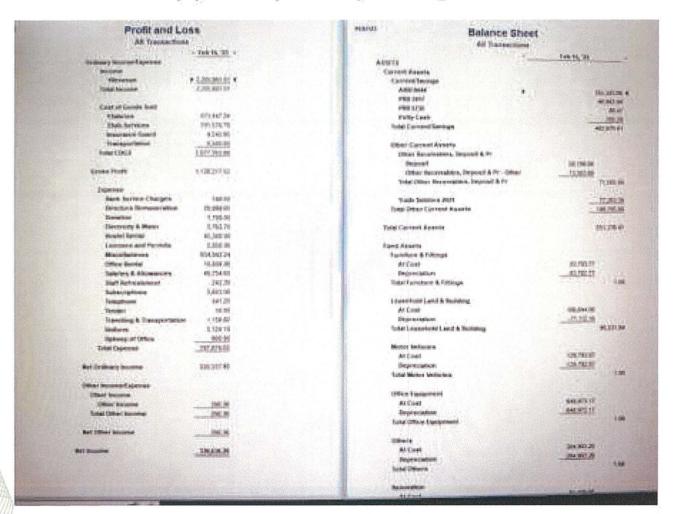
Enter the company's debit and credit transactions in QuickBooks Pro. Write cheques is for debit transactions, while make deposits is for credit transactions.

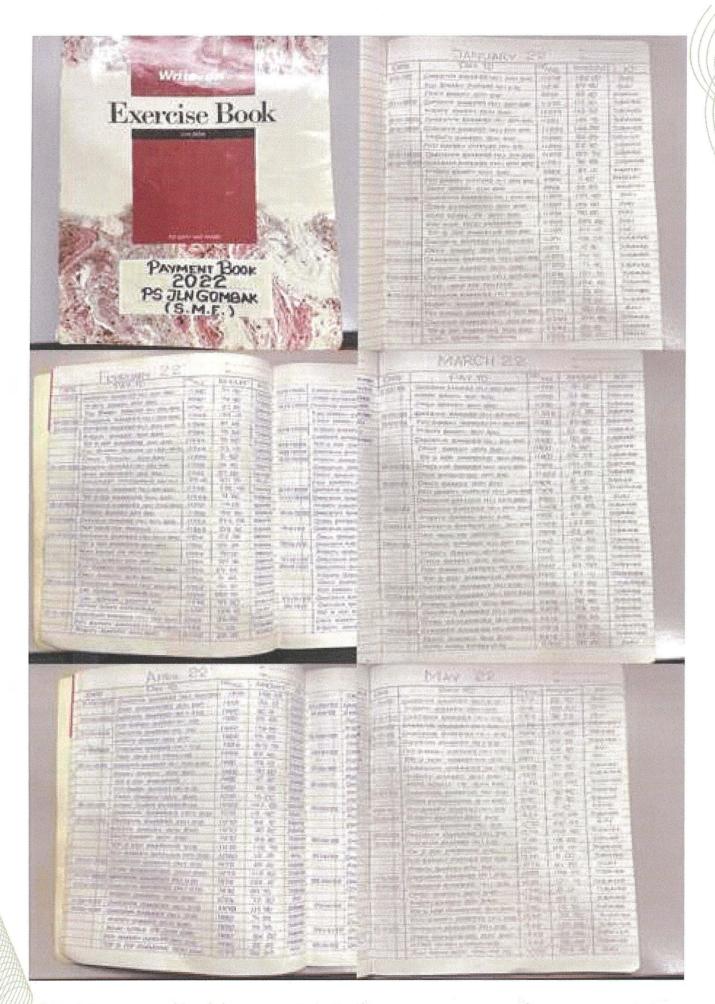


Enter the delivery note for a petrol station in QuickBooks Pro.



Enter each payment receipt into the system through QuickBooks Pro.





Check the payment book to ensure that all of the company's expenditures are recorded in the accounting software, QuickBooks Pro.

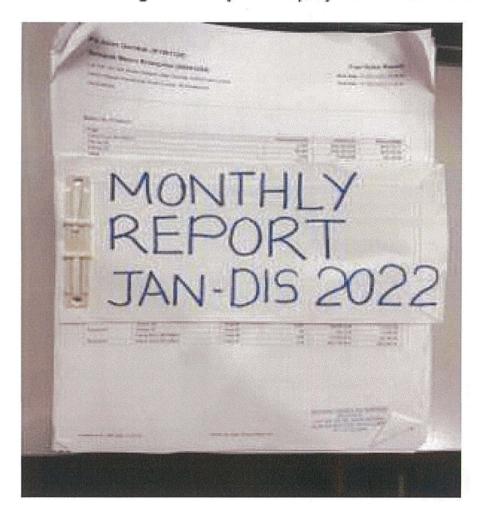


Record and categorize all payment receipts in the system's QuickBooks Pro with specified expenditure accounts.

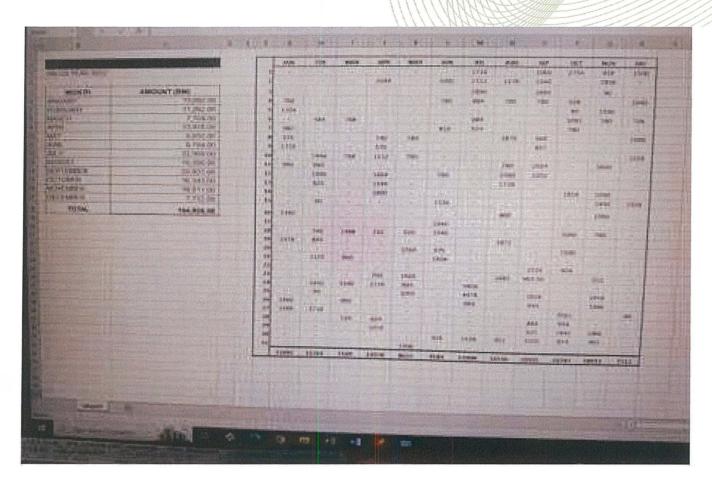
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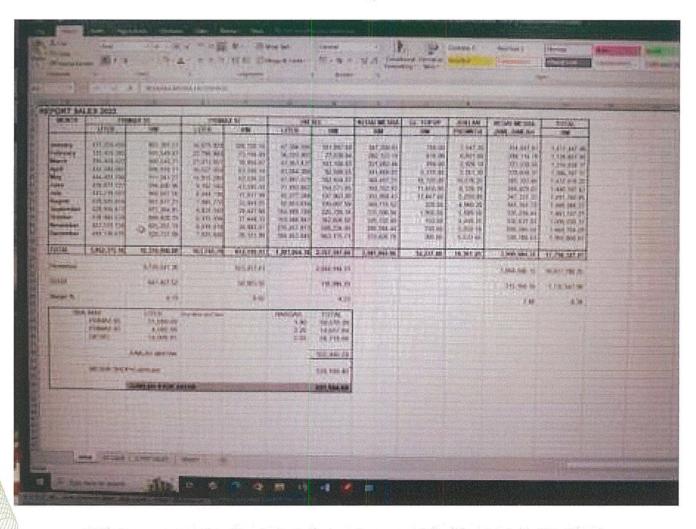
Record the revenue generated by the company based on the invoice.



This is an example of a monthly sales report for a petrol station. The report needs to be analyzed in order to do the sales report.



Use the Excel to compute the sales.



This is an example of petrol station sales report that I calculated in Excel.