



# INDUSTRIAL TRAINING REPORT MGT666



PRYSMIAN GROUP
SINDUTCH CABLE MANUFACTURER SDN. BHD.
BA232 – OFFICE SYSTEMS MANAGEMENT

#### PREPARED BY

LUQMAN HAQIM BIN ROSLI (2021505025)

#### PREPARED FOR

MADAM NASHRAH BINTI TALIB

#### SUBMISSION DATE

23 AUGUST 2023

#### **EXECUTIVE SUMMARY**

For this report focuses on my 6-month internship programme with Prysmian Group (Sindutch Cable Manufacturer Sdn Bhd), which is located at Alor Gajah, Melaka. During the internship program, I was placed under the supervision of Puan Norsiah Binti Ibrahim in HR Department.

During my internship at Prysmian Group, I was actively engaged in several HR initiatives and projects. I collaborated with the HR team on recruitment and talent acquisition processes, including job posting, resume screening, and candidate interviews. This hands-on experience allowed me to understand the importance of aligning candidate skills and organizational requirements.

Another area of focus during my internship was employee engagement. I supported the HR team in organizing various employee engagement activities and events, such as teambuilding exercises, recognition programs, and surveys. These initiatives highlighted the importance of fostering a positive work environment and employee satisfaction, which directly impact productivity and overall organizational success.

Overall, my internship experience at Prysmian Group's HR Department has been both enriching and rewarding. It provided me with a comprehensive understanding of various HR functions and allowed me to develop valuable skills in recruitment, on boarding, training, employee engagement, and HR analytics. I am confident that the knowledge and experience gained during this internship will serve as a strong foundation for my future career in HR.

In conclusion, my internship at Prysmian Group has been an exceptional opportunity to work alongside HR professionals and actively contribute to the department's activities. I am grateful for the invaluable experience and mentorship received during this internship, and I am excited to leverage these learnings in my future working career in the field of Human Resources.

NO.	CONTENT	PAGE	
1.	PRELIMINARY PAGES		
	> EXECUTIVE SUMMARY	i	
	> TABLE OF CONTENT	ii	
	> ACKNOWLEDGEMENT	iii	
2.	STUDENT'S PROFILE		
	> UPDATE RESUME	1	
3.	COMPANY'S PROFILE		
	> NAME, LOGO, LOCATION, BACKGROUND		
	➢ VISION, MISSION OBJECTIVE, GOAL		
	> ORGANIZATIONAL CHART	2 - 6	
	> PRODUCTS OR SERVICES		
4.	TRAINING'S REFLECTION		
	> DURATION: SPECIFIC DATE, WORKING		
	DAY AND TIME, AND DETAILS		
	DEPARTMENT	7 - 18	
	> ROLES AND RESPONSIBILITIES		
	> BENEFITS AND EXPERIENCE GAINED		
5.	SWOT ANALYSIS	19	
6.	DISCUSSION & RECOMMENDATION	20 -24	
7.	CONCLUSION	25	
8.	REFERENCES	26	
9.	APPENDICES	27 – 30	

#### **ACKNOWLEDMENT**

I would like to express my sincere gratitude and appreciation to all those who have contributed to the successful completion of my internship and the preparation of this report. First and foremost, I would like to extend my deepest thanks to Madam Nashrah binti Talib, my internship advisor, for providing me with this invaluable opportunity and for their continuous guidance and support throughout the duration of my internship. Their expertise, encouragement, and constructive feedback have been instrumental in shaping my understanding of the industry and enhancing my professional skills.

Firstly, I am also thankful to the entire team at Prysmian Group for welcoming me into their workplace and for creating a conducive environment for learning. The knowledge and experiences shared by my colleagues have significantly contributed to my personal and professional growth.

Secondly, I would like to express my gratitude to Puan Norsiah binti Ibrahim and Ikhmal bin Isa, who provided me with mentorship and guidance during my internship. Their willingness to share their expertise and answer my questions have been invaluable in expanding my knowledge and enhancing my understanding of the field. Next, I would like to acknowledge the assistance and support received from the administrative staff at Prysmian Group. Their responsiveness and organizational skills have facilitated a smooth and efficient internship experience.

Lastly, I am deeply grateful to my family and friends for their unwavering support, understanding, and encouragement throughout my internship. Their belief in my abilities and constant motivation have been vital in helping me overcome challenges and strive for excellence.

#### STUDENT'S PROFILE





#### **EDUCATION**

2021 - Current UNIVERSITY TECHNOLOGY MARA, CAMPUS BANDARAYA, MALACCA

- Bachelor's in Office System Management (Hons)
- CGPA 3.63

2018 - 2021 UNIVERSITY TECHNOLOGY MARA, CAMPUS ALOR GAJAH, MALACCA

- Diploma in Office Management & Technology
- CGPA 3.60

2012 - 2016 SEKOLAH MENENGAH KEBANGSAAN DATO' DOL SAID

#### SKILL

#### **TECHNICAL SKILLS**

- · Microsoft Office
- · Research Skill
- Social Media
- Fast Typing 60 WPM

#### PERSONAL SKILL

- · Problem-Solving Skill
- · Communication Skill
- Administrative
- · Work in teams
- Project Management

### LUQMAN HAQIM BIN ROSLI

#### OFFICE SYSTEM

A final year student of Bachelor's in Office System Management in University Technology MARA (UiTM) Campus Bandaraya, Malacca. Currently, I am looking internship opportunity in Prysmian Group in any position that relate to my course of study.

#### EXTRA CURRICULUM ACTIVITIES

## 2021 PLAN DE CARRIERE WEBINAR

Project Leader

- Provide a list of names and responsibilities to the Bureau
- Appoint Bureau to carry out the responsibilities given
- Checking all the reports that reported by the Bureau of the Secretary
- Give guidance to every Bureau that has any problems
- · Update all reports for the final work

#### REFERENCES

Puan Noorzalyla Mokhtar Pensyarah Kanan Faculty Business & Management University Technology MARA (UiTM) Cawangan Melaka

#### COMPANY'S PROFILE



Figure 1 Building of Prysmian Group (Sindutch Cable Manufacturer Sdn. Bhd.)

Prysmian Group (Sindutch Cable Manufacturer Sdn. Bhd.) is the world leader in the energy and telecom cables and systems industry. The company was originally founded in 1879. On January 16, 2007 Prysmian Srl was transformed into a stock corporation called Prysmian SpA and quoted in the Milan stock exchange.



Figure 2 Location of Prysmian Group from Google Maps

The Group was created through the union of two market leading companies,
Prysmian and Draka in the year 2011, already leaders in their markets for innovation and
technological know-how. The strengths combination of both is able to achieve increased
investment potential and geographical coverage, as well as offering the most extensive

range of products, services, technologies and know-how available on the market. With over 130 years' experience and a presence in more than 50 countries around the world, and with nearly 20,000 employees in 91 plants. One of their branch was located at Malacca which Sindutch Cable Manufacturer Sdn Bhd, Lot 38, Jalan Industri 11, Alor Gajah Industrial Estate, 78000 Alor Gajah, Malacca. The Group is strongly positioned at the high-tech end of the energy and telecom cable sectors.

#### The History of Prysmian Group in Malaysia

1989 - 1992 > Establishment of Sindutch Cable Manufacture	
1909 - 1992 Establishment of Shidutch Cable Manufacture	er Sdn Bhd.
Commenced operation, produced PVC Housi	ng Wire & Cables for
100% export to Singapore.	
1994 – 1997 ➤ Obtained ISO 9002 certification	
Factory expansion, commenced copper work	& produce small size
LV armoured cables	
1999 – 2001 ➤ Ventured into Malaysia Local market through	CSC, cap at 20% of
SCMM Sales	
Commercial production for FR cables	
2002 ➤ Developed new product range – Instrumental	tion & Control Cables
➤ Upgraded ISO 9001 to version 2000	
2003 – 2004 ➤ Developed cables for Petrochemical, Oil & G	as Sector
➤ Factory expansion. Developed other specialty	y cables – Industrial &
Composite Cables	
2006 ➤ Developed ALUPAC Cable for Petrochemical	Industry to replace
Lead Sheathed Cable	
Commenced production of Automotive Cable	S
Commenced production of Marine and Off-sh	ore Cables
2007 – 2008 ➤ Capacity Expansion for I&C Cables & Thermo	ocouple Cables
Commenced production of EPR insulated call	oles for use in
Malaysia LRT projects	
Supplied fire performance and specialty cable	e to KL SMART tunnel
project	
2009 - 2010 ➤ Factory expansion, and I&C Cables expansion	n
Establishment of Draka Malaysia for producti	on of Big Core LV
Cables	
➤ Obtained ISO9001 – 2008 certification	

	>	Obtained ISO14001	
2011	>	Merging of Prysmian & Draka	

#### LOGO



Figure 3 Logo of Prysmian Group

#### VISION

We believed in the effective, efficient and sustainable supply of Energy and Information as a primary driver in the development of communities.

#### MISSION

We provide our customer worldwide with superior cable solution based on state-of-the-art technology and consistent excellence in execution, ultimately delivering sustainable growth and profit.

#### **ORGANIZATIONAL CHART**



Figure 4 Organization Chart of Prysmian Group

#### PRODUCT OR SERVICES OFFERED



Figure 5 Product of Prysmian Group (Sindutch Cable Manufacturer Sdn. Bhd.) (Type of Power Cables)

Prysmian Group (Sindutch Cable Manufacturer Sdn. Bhd.) is a renowned provider of energy cables and systems, offering a wide range of products and solutions for power transmission, distribution, and renewable energy applications. Prysmian Group manufactures **high-voltage power cables** that are used for long-distance transmission of electricity and interconnecting power grids. These cables are designed to handle high voltage levels, typically ranging from 110 kV to 500 kV and even higher. They are engineered to ensure efficient power transmission while minimizing energy losses and maintaining electrical integrity over long distances.

Beside, Prysmian Group (Sindutch Cable Manufacturer Sdn. Bhd.) provides a wide range of **medium and low-voltage cables** used for power distribution in various applications such as residential, commercial, and industrial sectors. These cables are designed to carry lower voltage levels, typically ranging from 1 kV to 33 kV for medium-voltage applications and below 1 kV for low-voltage applications. They are utilized for overhead lines, underground installations, and building wiring.

Furthermore, Prysmian Group (Sindutch Cable Manufacturer Sdn. Bhd.) specializes in the production of **submarine cables** used for interconnecting offshore wind farms, island grids, and submarine power transmission. These cables are engineered to withstand the harsh conditions of underwater environments, ensuring reliable power transmission over long

distances. They are designed with specific features to provide insulation, protection against water ingress, and resistance to mechanical stresses.



Figure 6 Copper Cables

Prysmian Group's (Sindutch Cable Manufacturer Sdn. Bhd.) energy cables and systems are designed to meet international standards and comply with stringent quality and safety regulations. The company leverages advanced technologies, extensive research and development, and a wealth of industry expertise to deliver reliable, high-performance solutions for power transmission, distribution, and renewable energy projects.

#### TRAINING REFLECTION

#### **DURATION**

The duration for my industrial training is 6 months (24 weeks).

#### **SPECITIC DATE**

The specific date I started my industrial training on 1<sup>st</sup> March 2023 and ends on 15<sup>th</sup> August 2023.

#### **WORKING DAY AND TIME**

My working day is from Monday until Friday and started at 8:00 a.m. to 5:30 p.m.

#### **❖ DETAILS DEPARTMENT**

According to the organization chart shown in the company profile, I was assigned to the **Human Resource Department** during my internship at Prysmian Group (Sindutch Cable Manufacturer Sdn. Bhd.). My official supervisor is Puan Norsiah Ibrahim as a Asst. Manager HRBP. I am placed under the Human Resource team and the department in charge of matters which consist of administration, employee engagement, policies and compliance, training development and employee's recruitment.

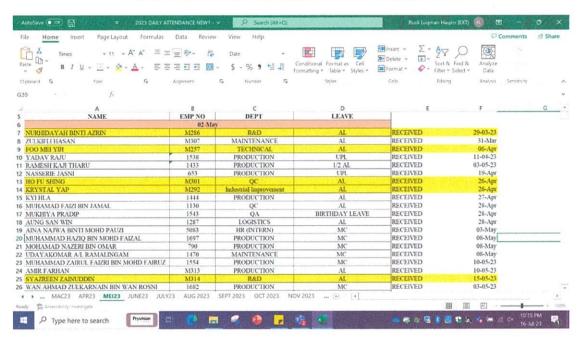
#### **ROLES AND RESPONSIBILITIES**

Through my 6 months industrial training in Prysmian Group (Sindutch Cable Manufacturer Sdn. Bhd.) as a one of Human Resource team, there are the main task that I have been assigned to complete during my internship period:-

- 1. Record employees annual leave, medical certificate and gate pass
- 2. Update information on Notice Board
- 3. Gather information of foreign workers permit and passport for renewal purpose
- 4. Distribute fruit to all department on Fruit Day
- 5. Training preparation
- 6. Toolbox meeting preparation
- 7. Arrange interview session

#### 1. Record employees annual leave, medical certificate and gate pass

		- Draka
		General Cable
PLICATION FORM		
EMP NO: 5080		
_		
From: 20 July 2	2023 and	-
1 Unpaid Le	se 1	days
Maternity	Leave	days
		davs
-		1 days
		days
d by:	Approved by:	
	From: 20 July 2  1 Unpaid Le  Maternity  F	Front 20 July 2023 and  1 Unpaid Leave 1  Maternity Leave  For office use Leave Due This application : Balance :



As an intern student in the HR Department, I have been entrusted with the responsibility of meticulously maintaining records of employees' annual leave, medical certificates, and gate passes. I understand the significance of accurate record-keeping in these areas and its impact on the overall operations of the organization.

Firstly, I assist in recording employees' annual leave requests, ensuring that all details are accurately documented. This includes tracking the number of vacation days requested, updating leave balances, and coordinating with supervisors to ensure proper scheduling. This help my supervisor Puan Norsiah (Asst. Manager HRBP) to know about employee's

attendance by time to time. If the employees doesn't submit their annual leave form, I must contact their supervisor and ask to submit annual form to HR Department immediately.

Secondly, I am responsible for maintaining comprehensive records of employees' medical certificates. I understand the importance of privacy and confidentiality in handling these sensitive documents. With utmost care, I ensure that medical certificates are securely stored and that access is limited to authorized personnel only. By maintaining these records, I facilitate proper documentation of employees' absences due to illness or medical reasons, which helps validate their leaves and assists in accurate attendance tracking.

Lastly, I assist in the management of gate pass records. This involves meticulously tracking and updating employees' entry and exit from the premises, ensuring the safety and security of the workplace. By maintaining an organized log of gate passes issued to employees, I contribute to maintaining a secure environment while also enabling the HR department to track employees' movements within the facility.

#### 2. Update information on all Notice Board



Figure 7 Update Notification Board

The notice board plays a vital role in facilitating communication within a company. It serves as a central point for sharing important information, announcements, updates, and notices that are relevant to employees and the organization as a whole. As an intern student

in the HR Department, I recognize the crucial role of maintaining up-to-date information on all notice boards throughout the company. With a commitment to excellence, I meticulously review and update the content displayed to ensure its accuracy and relevance. Regular information reviews allow me to identify and remove outdated or incorrect notices promptly. By taking a proactive approach to notice board management, I strive to provide employees with the most current and reliable information.

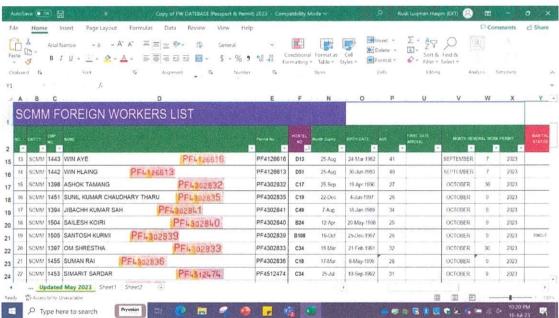
Effective coordination with various departments is essential to gather the necessary information for notice board updates. I actively collaborate with HR personnel, department heads, and other stakeholders to collect announcements, news, upcoming events, and any other relevant information. This collaborative effort ensures that all departments are represented on the notice boards, fostering a sense of inclusivity and providing employees with a comprehensive view of company-wide activities and initiatives.

When updating the notice boards, I pay close attention to creating clear and organized displays. By using appropriate headings, sections, and formatting, I ensure that employees can easily navigate the content and locate the information they need. Visual appeal is also a priority, as I employ creative design elements, such as colorful graphics and engaging layouts, to capture employees' attention and encourage their active engagement with the notice board.

Timeliness is a key aspect of notice board updates. I understand the importance of promptly replacing outdated notices with new ones to ensure that employees have access to the most recent information. By maintaining a proactive approach and adhering to a regular update schedule, I demonstrate my commitment to keeping employees well-informed. Additionally, I actively seek employee feedback and suggestions to incorporate their perspectives and enhance the effectiveness of the notice boards as a communication tool.

#### 3. Gather information of foreign workers permit and passport for renewal purpose





One of my primary responsibilities is to gather information regarding the renewal of foreign workers' permits. This involves collaborating closely with their supervisor and the foreign workers themselves to ensure that all required documents and information are collected accurately and in a timely manner. I communicate with the supervisor and foreign workers to inform them about the renewal process and answer any questions they may have. By positive engaging with foreign workers, I ensure a smooth and efficient renewal process for their permits.

As an intern student in the HR Department, I maintain a systematic record-keeping process for foreign workers' permit and passport renewal information. This includes maintaining a secure database or filing system to store the collected documents and information. I ensure that all records are organized, easily accessible, and comply with data protection and confidentiality guidelines. By maintaining accurate and up-to-date records, I support the HR team in managing foreign workers' permit and passport renewals effectively and efficiently.

Throughout this process, I prioritize clear and effective communication with foreign workers. I ensure that they are well-informed about the requirements, deadlines, and steps involved in renewing their permits and passports. I provide timely reminders and follow-ups to ensure that all necessary documents are submitted on time. Additionally, I am available to address any concerns or queries they may have, providing guidance and assistance throughout the renewal process. By fostering open and transparent communication, I strive to create a positive experience for foreign workers and contribute to their overall satisfaction within the company.

#### 4. Distribute fruit to all department on Fruit Day



Figure 8 Distribute Fruit Activity

Fruit Day in a company is a designated day or event where employees are provided with fresh fruits as a part of a wellness initiative or as a means to promote a healthy and balanced lifestyle. It is an opportunity for the organization to encourage employees to make healthy choices and prioritize their well-being. Prysmian Group (Sindutch Cable Manufacturer Sdn. Bhd.) provide every once 2 weeks fruit for their all employees.

To ensure a successful Fruit Day, I collaborate closely with all department such as Production Department, Logistics Department, Maintenance Department, and QC Department to plan and organize the fruit distribution. I begin by assessing the number of employees in each department to determine the quantity of fruits needed. This information helps me coordinate with vendors or suppliers to source a variety of fresh fruits that cater to different tastes and dietary preferences. On Fruit Day, I work to set up fruit in each department basket. The basket is to be easily accessible and visually appealing, encouraging employees to engage with the initiative. I arrange colorful fruit baskets of fresh fruits, such as apples, oranges, pear, and banana.

During the distribution process, I maintain a friendly and approachable demeanor, ensuring that employees feel comfortable and encouraged to participate. I am readily available to address any questions or concerns they may have, further emphasizing the HR department's commitment to their well-being.

#### 5. Training preparation



Figure 9 Speak Up Communication Training

Prysmian Group (Sindutch Cable Manufacturer Sdn. Bhd.) is committed to holding a variety of training for their employees. For example Lean Six Sigma Training and Speak Up Communication Training for their employees. First and foremost, I work closely with the HR team to understand the training objectives, content, and target audience. This knowledge allows me to assist in developing training materials, including attendance, and equipment of activities. I ensure that the materials are well-organized, visually appealing, and aligned with the training objectives. Let me explain one of training that I handle together with my HR team which is Speak Up Communication Training. Speak Up Communication Training is program aims to equip employees with the necessary tools and techniques to express themselves confidently, articulate their ideas, and actively listen to others. For example, I update slide presentation, attendance form and training room for Speak Up Communication Training. I also one of the member for Speak Up Committee, function of this committee is responsible for receiving and managing employee complaints or reports. It conducts thorough investigations into the reported issues, ensuring impartiality and confidentiality.

In collaboration with the HR team, I help organize the logistics of the training sessions. This includes arranging necessary equipment such as projectors or audio systems, and ensuring that the training space is conducive to learning. I also take care of any required administrative tasks, such as sending out invitations to participants, managing employee's attendance, and organizing training schedules. On the day of the training session, I help set up the training room, ensuring that all necessary materials and equipment are in place. This includes preparing training materials, arranging seating arrangements, and testing audio-visual equipment. I greet participants, provide them with training materials, and assist with any technical or logistical needs throughout the session.

#### 6. Toolbox meeting preparation



Figure 10 ToolBox Meeting

Toolbox Meeting is a brief and interactive meeting conducted in a company or workplace to discuss safety-related topics and promote a culture of safety among employees. The purpose of a Toolbox Meeting is to raise awareness, share information, and reinforce safe work practices. Prysmian Group (Sindutch Cable Manufacturer Sdn. Bhd.) always held Toolbox Meeting every once a month for their employees. To prepare for the Toolbox Meetings, I assist in gathering and organizing relevant resources and materials. This includes technical system which Microphone setting and attendance form. I compile informative materials such as handouts, visual aids, and videos that effectively communicate the key points to be discussed during the meeting. By ensuring the availability of comprehensive resources and going smoothly.

#### 7. Arrange interview session



Figure 11 Interview Session

I collaborate closely with the HR team and hiring managers to understand the requirements and expectations for each interview session. This includes reviewing job descriptions, identifying the desired skills and qualifications, and gaining insights into the specific needs of the hiring department. By obtaining a clear understanding of the role, I can assist in arranging interviews that effectively assess candidates' suitability for the position.

Using the information gathered, I help in scheduling and coordinating interview sessions. This involves reaching out to candidates to schedule interview dates and times, considering their availability and any scheduling constraints. I ensure that all relevant parties, including the interview panel members and candidates, are notified of the scheduled interviews and provided with the necessary details, such as interview location (in-person or virtual), interview format, and any specific instructions.

To facilitate a smooth interview process, I prepare the interview materials and resources. This includes printing or sending digital copies of resumes, cover letters, and any

other relevant documents to the interview panel members. I also assist in preparing interview questions or assessments based on the requirements of the role, ensuring that the evaluation criteria are aligned with the position's responsibilities and competencies.

During the interview sessions, I provide logistical support to ensure everything runs smoothly. This includes preparing the interview room, ensuring that the necessary equipment, such as laptops or video conferencing tools, are set up and functioning properly. I greet and assist candidates upon their arrival, guiding them through any required paperwork or pre-interview formalities. I also ensure that interview schedules are followed, allowing for a seamless flow of candidates and minimizing any unnecessary waiting time.

#### BENEFITS AND EXPERIENCE GAINED

#### 1. Allowance

As an intern student in the HR Department at Prysmian Group (Sindutch Cable Manufacturer Sdn. Bhd.), I am provided with a monthly allowance of RM450 and meal allowance RM2.50 per day. The allowance payment will be made on 1<sup>st</sup> week of every month. This allowance recognizes and supports my contributions to the team and internship experience. Additionally, the allowance reflects Prysmian Group's investment in nurturing and developing future HR professionals, enhancing my overall internship experience.

#### 2. Communication Skills

During my internship in the HR Department at Prysmian Group (Sindutch Cable Manufacturer Sdn. Bhd.), I recognize the importance of strong communication skills. Through active listening, clear articulation, written proficiency, active participation, non-verbal cues, technological adaptation, and seeking feedback, I strive to develop and apply effective communication skills in various HR functions. These skills contribute to successful internal communication, employee engagement, and collaborative interactions, fostering a positive and productive work environment within the organization.

#### 3. Confidence

Through my internship in the HR Department at Prysmian Group, I understand the importance of confidence in my role. By maintaining a positive mindset, actively participating, continuously learning, seeking feedback, taking ownership, and investing in professional development, I cultivate and demonstrate confidence in my abilities. This confidence enables me to contribute effectively, build relationships, and make a positive impact within the HR Department and the organization as a whole.

#### 4. Become one of Speak Up Communication Committee



One of the best my experience during internship in the HR Department at Prysmian Group, joining the Speak Up Communication Committee allows me to actively contribute to improving internal communication practices within the organization. By participating in meetings, assisting in organizing events, collecting feedback, supporting communication initiatives, and learning from experienced professionals, I play a role in fostering a culture of effective communication and collaboration. Through this experience, I develop valuable skills and contribute to creating a positive communication environment at Prysmian Group.

#### SWOT ANALYSIS

## **SWOT ANALYSIS**



# W





#### Strength

- Diverse Product Portfolio
- Technological Expertise

#### Weaknesses

- Dependency on Raw Materials
- Competitive Market

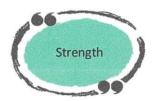
#### **Opportunities**

- Renewable Energy Sector
- Infrastructure Development

#### **Threats**

- Price Volatility of Raw Materials
- Global pandemic

#### **DISCUSSION & RECOMMENDATION**



#### 1. Diverse Product Portfolio

Prysmian Group (Sindutch Cable Manufacturer Sdn. Bhd.) boasts a diverse product portfolio that encompasses a wide range of wire and cable offerings. With products tailored for various industries and applications, the company can effectively cater to the diverse needs of its customers. Their portfolio includes power cables, telecom cables, fiber optic cables, low voltage cables, medium voltage cables, high voltage cables, and specialty cables, among others, ensuring comprehensive solutions for different sectors. By covering multiple segments within the wire and cable industry, it will give impact for Prysmian Group (Sindutch Cable Manufacturer Sdn. Bhd.) enhances its market coverage and expands its customer base.

#### 2. Technological Expertise

Prysmian Group (Sindutch Cable Manufacturer Sdn. Bhd.) boasts a team of skilled engineers, scientists, and technical experts who possess deep knowledge and expertise in the field of wire and cable technology. These professionals work diligently to develop cutting-edge solutions and leverage emerging technologies to meet the evolving needs of customers. Through its technological expertise, Prysmian Group (Sindutch Cable Manufacturer Sdn. Bhd.) has pioneered numerous advancements in the industry. This includes the development of high-performance cables capable of transmitting high voltages over long distances with minimal power loss. Additionally, the company has been at the forefront of innovations in fiber optic technology, enhancing data transmission speeds and connectivity capabilities.

#### Recommendation

To sustain diverse product portfolio Prysmian Group can implement several strategies. For example conducting through market analysis and gaining customer insights is crucial. By keeping a pulse on market trends and understanding customer preferences, Prysmian can identify emerging opportunities and address potential gaps. Furthermore, some gaps regarding the inclusion of sustainability in their processes, such as the large number of products to assess, lack of sustainability knowledge, variety of tools necessary for a sustainability assessment, and lack of social sustain-ability indicators (Carolina Villamil, Sophie Hallstedt, 2020)

Next, to expand technological expertise Prysmian Group should invest in robust research and development (R&D) initiatives, dedicating resources to explore and develop new technologies. By prioritizing R&D, Prysmian can continuously enhance its technological capabilities and remain at the forefront of innovation within the industry. Significantly, because technology is moving so fast, company need to hone their "problem-solving skills versus language-specific skills (Joe McKendrick, 2022)



#### 1. Dependency on Raw Materials

Prysmian Group relies on various raw materials such as copper, aluminium, plastics, and other specialty materials to manufacture its diverse range of cables. In particular, the prices of copper and aluminum, which are primary conductive materials used in cable production, have a significant impact on Prysmian Group's manufacturing costs. Any substantial increases in the prices of these metals can directly affect the company's production costs and overall profitability. Additionally, supply chain disruptions or shortages of key raw materials can impact production schedules and limit the company's ability to fulfill customer orders in a timely manner.

#### 2. Competitive Market

Prysmian Group operates in a highly competitive market within the wire and cable industry. The company faces competition from both established players and emerging competitors across various regions and market segments. In addition to price competition, innovation and technological advancements play a crucial role in maintaining a competitive edge. Competitors continuously invest in research and development to develop new products, improve performance, and address customer needs. This constant drive for innovation fosters a competitive environment where companies strive to offer differentiated solutions that provide added value to customers.

#### Recommendation

To overcome dependency on raw materials, Prysmian should diversify its supplier base by identifying alternative suppliers and exploring different sourcing regions. This diversification reduces the risk of supply disruptions and price fluctuations. This strategy

involves creating a network of additional suppliers that encompass different sizes, locations, and capabilities (Chuck Hamre, 2022).

Moreover, to lessen it impact of competitive market Prysmian Group needs to develop a strong differentiation strategy and a compelling value proposition that sets it apart from competitors. By identifying unique selling points such as product quality, innovation, or exceptional customer service, Prysmian can create a strong competitive advantage. When firms compete to attract workers, they must increase compensation and improve working conditions (Heather Boushey, Helen Knudsen, 2021).



#### 1. Renewable Energy Sector

The renewable energy sector presents a significant opportunity for Prysmian Group, as the world increasingly shifts towards cleaner and more sustainable sources of energy. The company plays a crucial role in this sector by providing cables and systems for renewable power generation and transmission. For example, in the solar energy sector Prysmian Group provides photovoltaic (PV) cables that connect solar panels to inverters and the electrical grid. These cables are designed to withstand extreme temperatures and UV radiation, ensuring reliable and efficient power transmission from solar installations.

#### 2. Infrastructure Development

When it comes for infrastructure development Prysmian Group always improve in term of manufacturing facilities. Prysmian Group invests in expanding and upgrading its manufacturing facilities to increase production capacity and improve efficiency. This includes the installation of advanced machinery and equipment, automation technologies, and process optimization to meet the growing demand for cable systems.

#### Recommendation

Prysmian Group can take advantage of the renewable energy sector by focusing on specialized cable solutions tailored to the unique requirements of renewable energy projects. This includes developing cables designed for high-voltage transmission in offshore wind farms, interconnectors for solar parks, and underground cables for onshore wind projects. Offshore wind farm has the potential to produce more than 1 MW of power in comparison to

onshore wind farms (Olivia Bolt, 2023). By offering reliable and efficient cable systems that enhance the performance and sustainability of renewable energy installations, Prysmian can cater to the specific needs of the sector and establish itself as a trusted provider.

Infrastructure development is the construction of basic foundational services in order to stimulate economic growth and quality of life improvement (John Spacey, 2018). Prysmian Group can take advantage of infrastructure development by offering specialized cable solutions and services that support the construction and modernization of various types of infrastructure. For power transmission and distribution, they can provide high-quality cables and systems for overhead power lines, underground cables for urban areas, and submarine cables for interconnections between power grids.



#### 1. Price Volatility of Raw Materials

The price volatility of raw materials can have a significant impact on Prysmian Group, a major player in the cable manufacturing industry. Key raw materials like copper, aluminium, and petroleum-based products are subject to fluctuations in global demand, supply disruptions, currency fluctuations, and geopolitical events. Increases in the prices of these materials can directly affect Prysmian's production costs, potentially leading to higher manufacturing expenses and reduced profit margins. Additionally, rare earth metals, required for specialty cables, can experience volatile prices due to limited global supply and other factors.

#### 2. Global Pandemic

The global pandemic, particularly the COVID-19 outbreak, has had both direct and indirect impacts on Prysmian Group. Supply chain disruptions have affected the availability of raw materials and components, potentially leading to delays, shortages, and increased costs. The company's production and operations have been impacted by lockdown measures and reduced operating capacities, resulting in decreased output and potential revenue losses. Fluctuations in market demand due to economic uncertainties have affected customer orders and project delays, impacting revenue and profitability.

#### Recommendation

To lessen the impact of price volatility in raw materials, Prymian Group can implement effective risk management practices because crucial for mitigating the impact of price volatility. Prysmian should closely monitor market trends, supply and demand dynamics, and geopolitical factors that influence raw material prices. By staying informed and proactive, the company can make informed decisions, adjust sourcing strategies, and leverage opportunities to minimize cost fluctuations.

A global pandemic refers to the worldwide spread of a new infectious disease, typically affecting a significant proportion of the global population. It is characterized by sustained human-to-human transmission across multiple countries (WHO, 2020). Besides, another way to lessen the global pandemic is business continuity planning. Developing robust business continuity plans allows Prysmian to effectively respond to disruptions caused by the pandemic. This includes identifying critical operations, implementing remote work capabilities, and establishing contingency plans for supply chain disruptions. By having contingency measures in place, the company can maintain operations and minimize downtime during periods of disruption.

#### CONCLUSION

As an intern in the HR Department at Prysmian Group, I have had the opportunity to gain valuable insights and hands-on experience in the field of human resources within a leading company. Throughout my internship, I have been exposed to various aspects of HR operations and have had the chance to contribute to the departments overall goals and objectives.

During my time at Prysmian Group, I have had the opportunity to collaborate with HR professionals, participate in recruitment and selection processes, assist in employee onboarding and offboarding procedures, contribute to training and development initiatives, and gain exposure to various HR policies and procedures.

My internship has provided me with the opportunity to apply my theoretical knowledge in a practical setting, enhancing my understanding of HR practices and principles. I have gained insights into the importance of effective communication, teamwork, and problem-solving skills within the HR function. Additionally, I have had the chance to observe the significance of maintaining confidentiality and professionalism in handling sensitive employee information.

Overall, my internship experience at Prysmian Group's in HR Department has been invaluable in shaping my understanding of the HR field and preparing me for a future career in human resources. The practical exposure, skills development, and networking opportunities I have gained during my internship will serve as a solid foundation for my professional growth in the HR industry.

#### REFERENCES

- Bolt, O. (2023, April 22). *3 Pros and Cons of Offshore Wind Farms*. Retrieved from Energy Theory: https://energytheory.com/3-pros-and-cons-of-offshore-wind-farms/
- Carolina Villamil, S. H. (2021). Sustainabilty integration in product portfolio for sustainable. *Business Strategy and the Environment*, 388 403.
- Courage, A. (2023, June 19). SWOT Analysis: How To With Table and Example. Retrieved from Fundamental Analysis: https://www.investopedia.com/terms/s/swot.asp
- Group, P. (2021, August 12). A Public Company. Retrieved from https://www.prysmiangroup.com/en/company/a-public-company
- Hamre, C. (2022, February 14). The Importance of a Supplier Diversification Strategy (6 Benefits).

  Retrieved from PANORAMA CONSULTING GROUP: https://www.panorama-consulting.com/supplier-diversification-strategy/
- Knudsen, H. B. (2021, July 9). The Importance of Competition for the American Economy. Retrieved from whitehouse.gov: https://www.whitehouse.gov/cea/written-materials/2021/07/09/the-importance-of-competition-for-the-american-economy/
- Lynch, C. R. (2020). Unruly digital subjects: Social entanglements, identity, and the politics. *Digital Geography and Society*, 1 8.
- McKendrick, J. (2022, February 12). Business or technology? Two-tier blend of skills required to advance in the 2020s. Retrieved from zdnet: https://www.zdnet.com/article/business-ortechnology-two-tiered-blend-of-skills-required-to-advance-in-the-2020s/
- Organization, W. H. (2020, March 11). WHO Director-General's opening remarks at the media briefing on COVID-19 11 March 2020. Retrieved from who.int: https://www.who.int/director-general/speeches/detail/who-director-general-s-opening-remarks-at-the-media-briefing-on-covid-19---11-march-2020
- Yunfeng Shang, H. L. (2021). Effects of Pandemic Outbreak on. Health, 1-12.

#### **APPENDICES**

