



UNIVERSITI
TEKNOLOGI
MARA



Swot Analysis

**PETRONAS Chemicals
Group Berhad**

Prepared By :

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2020810216**

Subject:

**MGT 666
Industrial Training**

2023



Executive Summary

This executive summary provides an overview of my journey in joining the Petronas Internship Program, highlighting its objectives and key components. Petronas Chemicals Group Berhad being the leading integrated petrochemicals producer in Malaysia and one of the largest in Southeast Asia is also committed to developing young talents and providing them with valuable industry experience through its internship program.

Objectives:

- **Talent Development:** The primary objective of the Petronas Internship Program is to nurture and develop young talents by providing them with practical exposure to the oil and gas industry. The program aims to equip interns with the necessary skills, knowledge, and experience to excel in their future careers.
- **Industry Insights:** Petronas aims to provide interns with a comprehensive understanding of the oil and gas industry, including its operations, technologies, and challenges. Interns gain exposure to various functions within Petronas, enabling them to acquire a holistic view of the industry.

Program Components:

- **Training and Development:** Petronas emphasises continuous learning and development for its interns. The program includes training sessions, workshops, and seminars, covering a wide range of topics related to the oil and gas industry. These opportunities enable interns to broaden their knowledge and sharpen their technical and soft skills.
- **Networking and Collaboration:** Interns have the chance to network with professionals and fellow interns during their tenure at Petronas. They participate in team-building activities, industry events, and networking sessions, fostering professional relationships and expanding their industry contacts.

My internship at Petronas Chemicals Group Berhad proved to be a valuable and rewarding experience. The exposure to the energy industry, hands-on projects, and professional development opportunities contributed to my personal growth and enhanced industry knowledge.

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ACKNOWLEDGMENT

First and foremost, all praises and thanks to Allah S.W.T., the Almighty, for His showers of blessings throughout my whole industrial training journey and the process of completing this report.

I would like to express my deep and sincere gratitude to my utmost kindhearted advisor, Madam Norlida Zakaria, for her perspicuous guidance and patience. She helped me understand the course of writing this report so effortlessly. Also, a special gratitude for my internship supervisor, Azdiyana Asyiqqin Bt Sariffudin Hussani. A great person and role model, her dynamism, vision, sincerity and motivation have deeply inspired me. She has taught and trained me to think creatively from every different aspect and view. It was a great privilege and honor to work and study under her guidance. I am extremely grateful for what she has offered me throughout my internship.

Not to forget, I would like to thank my beloved family, friends and colleagues for all the help, love and support I received while finishing my report. Finally, my thanks go to all the people who have supported me to complete the research work directly or indirectly.

Student's Profile

Nur Amisha Abd Razak

EDUCATION

- Universiti Teknologi MARA (UiTM) Cawangan Bandaraya Melaka** (2020-2023)
- Bachelor of Business Administration (Hons.) International Business (CGPA 3.41 as of Semester 5)
- Universiti Teknologi MARA (UiTM) Cawangan Jengka, Pahang** (2018-2020)
- Diploma in Office Management & Technology (CGPA 3.75)

WORK EXPERIENCE

PETRONAS Chemicals Group Berhad Mar 2023 - Aug 2023
Internship

- Consolidate presentation deck of IB Insight Series: The Land of Ascending Dragon for PETRONAS Chemicals International Holding Vietnam Representative Office (PCIHVRO).
- Developed a Power BI dashboard of Country & Market Insights for Representative Office (RO) i.e PETRONAS Chemicals International Holding Vietnam Representative Office (PCIHVRO) and PETRONAS Chemicals International Holding Philippines Representative Office (PCIHPRO).
- Directed a video in transition to a live sketch for PETRONAS Chemical Marketing Labuan (PCML) Raya Performance.
- Created a series of posters for IB Insight Series: The Land of Ascending Dragon, IB Insight Series: Captivating Philippines and International Business Forum 2023.
- Conducted International Business Forum 2023 which was held from 11th -12th May in DoubleTree by Hilton, The Intermark.
- Revised joining instruction and consolidate presentation deck for International Business Forum 2023.
- Emcee for Day 2 International Business Forum 2023 on 12th of May in DoubleTree by Hilton, The Intermark.
- Facilitate in the management of PA system and technical difficulties during International Business Forum 2023 Dinner to ensure the event is in great shape.
- Established a playbook of Overseas Office (OS) i.e PCM China Co. Ltd., PT PCM Kimia Indonesia, PCM Thailand Co. Ltd., as well as Representative Office (RO) for ease of reference and on boarding for management, new member and all staff.
- Analyzed the RFQ process and constructed a KYC Assessment for Pegasus Virgo Project.
- Fostered additional reading material for Chief Commercial Officer and delegates attending to Philippines Management Visit in Manila.

SKILLS

- Core Skills: Graphic Design, Digital Marketing, Event Management, Data Analytics
- Technical Skills: Microsoft Office, Power BI, Canva, Adobe Photoshop, Website Design, HTML Coding
- Languages: Malay (Native), English (Fluent), Arabic (Intermediate)

EXTRACURRICULAR INVOLVEMENT

- Volunteer for Energy Asia 2023 at Kuala Lumpur Convention Centre** 26 - 28 June 2023
- International Business Forum 2023 at DoubleTree by Hilton, The Intermark** 11 - 12 May 2023
- Basic First Aid Awareness Training at PETRONAS Twin Towers** 22 March 2023

LEADERSHIP EXPERIENCE

Head of Protocol in International Business Unity Club (IBUC)

- Ensured that an event's procedures and requirements are fulfilled.
- Maintaining highest level of professionalism and ideal manner in interacting with VIPs as well as in managing unanticipated challenges and situations during event.

Project Assistant for Majlis Tadarus Al-Quran

- Prepared proposal for the event and monitor the implementation phase to ensure the event was successful.
- Approached and communicated with the guest of honor to confirm on his availability for the scheduled event.

Emcee for Webinar Digital Nomadism: An Impeccable Stargaze of the Future for Issues in International Business (IBM651)

- Established and meet with the event objectives in engaging with speakers and audiences.
- Ensured audiences are engaged and actively participated during the session.

Head of Program Bureau for Let's TT: Think and Talk for Professional Etiquette for Hoteliers (HTH558)

- Lead and managed the implementation of the program to ensure the successful and effectiveness of the event.
- Planned for the activities of the program and have regular meeting with main committees for updates to ensure all tasks are being carried out accordingly.

CERTIFICATES

Webinar of Youth Diplomacy: Soaring Upwards to a Promising Future	4 January 2023
Webinar of Digital Nomadism: An Impeccable Stargaze of the Future	3 January 2023
Virtual Melaka International Intellectual Exposition 2022 Melaka, Malaysia	28 June - 6 July 2022
<ul style="list-style-type: none">• Bronze Award for Outstanding Presentation on Track Invention	
Siswaprenuer Visual Talk 1/2022 Langkah Awal Memulakan Perniagaan	20 April 2022
Career Development: Increasing Your Employability & Personal Branding	17 December 2021

REFERENCES

DR. NUR MELISSA BINTI MOHAMMAD FAISAL WEE
Senior Lecturer

AZDIYANA ASYIQQIN BINTI SARIFUDDIN HUSSANI
Executive

Company's Profile

Overview of Petroliam Nasional Berhad

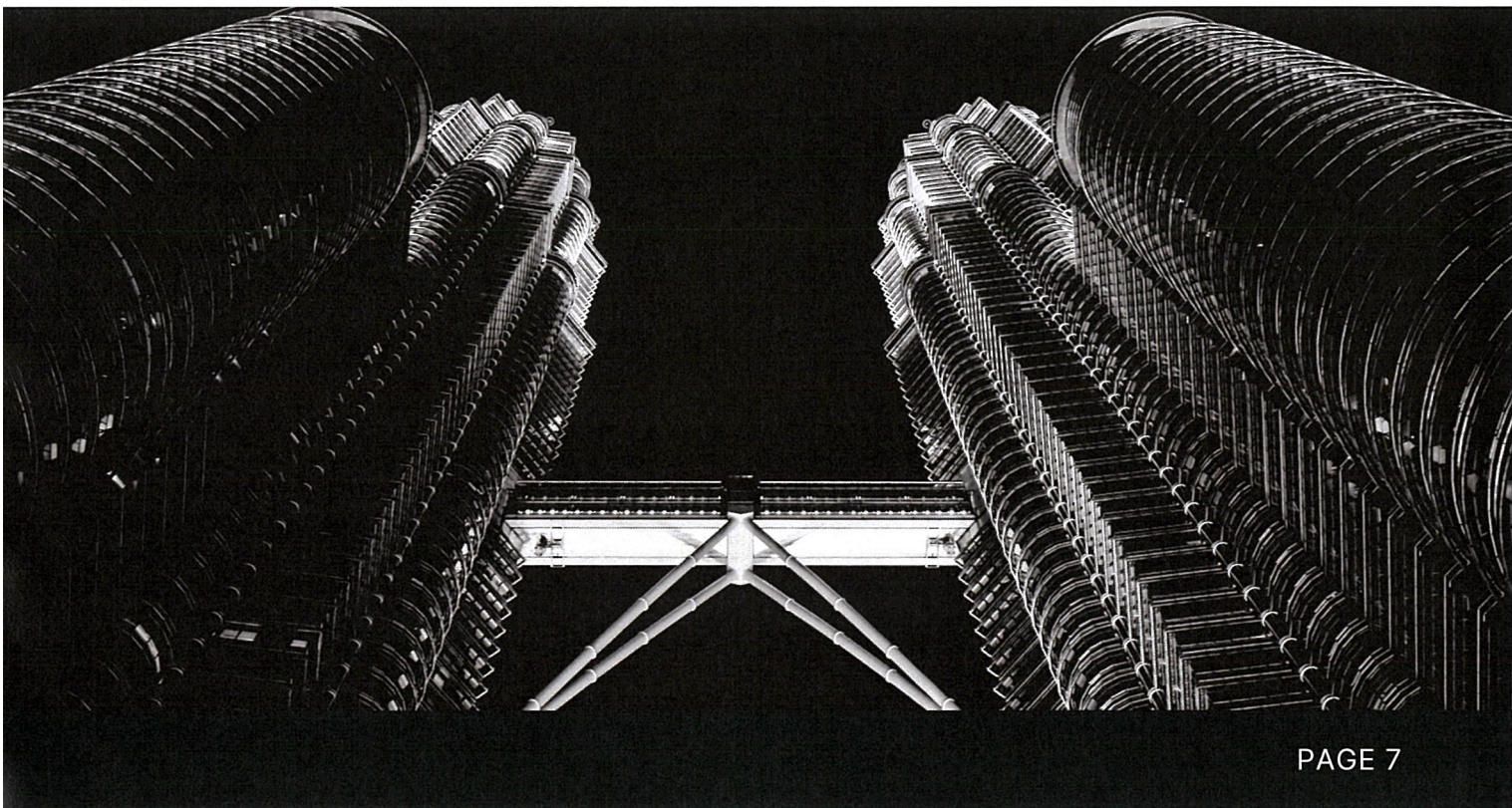
Petroliam Nasional Berhad (PETRONAS) is multinational oil and gas organization focusing on sustainable energy solutions. Established in 1974, PETRONAS has grown to become a Fortune 500 organization alongside operations across more than 50 nations and employing over 50,000 people worldwide. Its headquarters is commonly referred to as the PETRONAS Twin Towers, as it is housed in the iconic twin towers that dominate the skyline of Kuala Lumpur.



PETRONAS

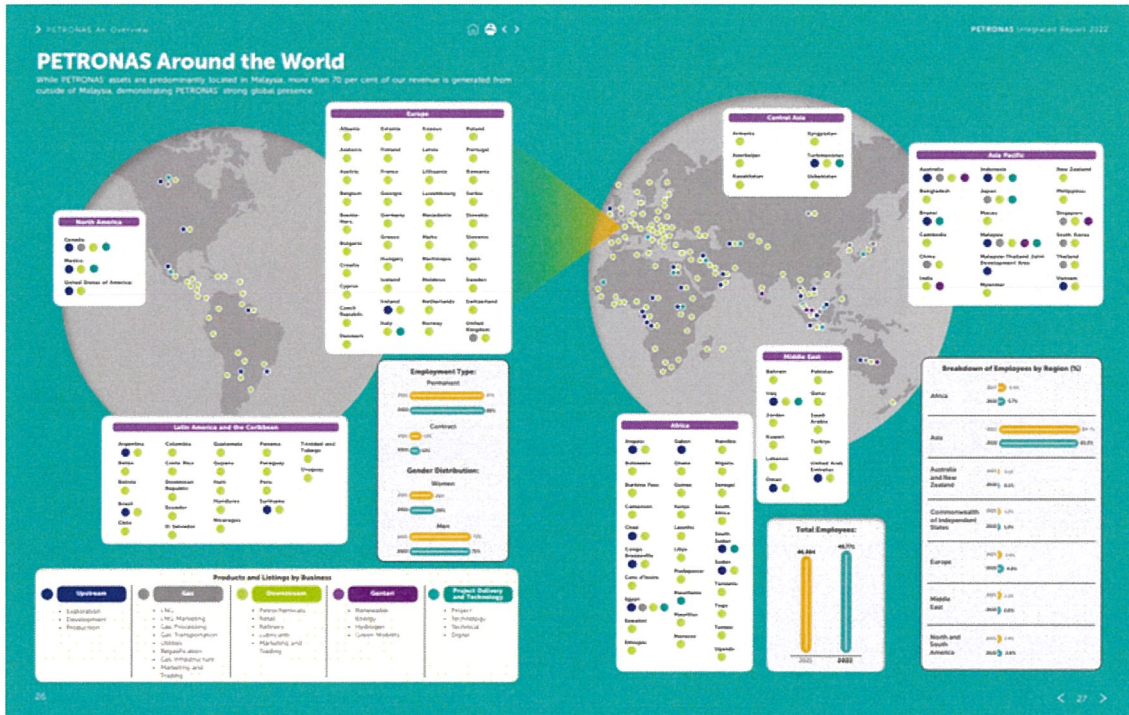
PETRONAS plays a crucial role in Malaysia's economy as it contributes significantly to the country's revenue and is involved in various aspects of the petroleum industry. The company's activities include upstream oil and gas discovery and manufacturing, downstream refinery and sales as well as the development of petrochemicals and other related industries. Upstream exploration includes locating potential reserves, drilling exploratory wells, and extracting crude oil and natural gas from the ground.

Meanwhile, the downstream sector encompasses activities that take place after the production of crude oil and natural gas. Their operations also include petrochemical production, where raw materials derived from oil and gas are processed to create chemicals, plastics, and other products. Additionally, the downstream sector involves marketing, distribution, and retailing of refined products to end consumers.



Company's Profile

Overview of Petroliaam Nasional Berhad



Source: PETRONAS Integrated Report 2022

PETRONAS operates both domestically and internationally, with significant investments in exploration and production projects in various countries around the world. The company has diversified its operations beyond oil and gas, venturing into sectors such as petrochemicals, LNG (liquefied natural gas), and renewable energy.

As a state-owned company, Petronas has numerous sectors of the petrochemical industry. Here are some of Petronas' significant subsidiaries:

- Petronas Carigali:** Discovery, expansion, and commercialization of oil and gas resources on a domestic and international scale.
- Petronas Dagangan Berhad:** Focuses on the advertising and distributing petroleum products while operating Petronas-branded service stations and convenience stores.
- Petronas Chemicals Group Berhad (PCG):** Primarily specialises in the manufacturing and commercialization of a wide range of petrochemical products such as olefins, polymers, fertilisers, and methanol.
- Petronas Gas Berhad:** Committed in the manufacturing, delivery, and administration of natural gas, supplying gas for multiple companies, power plants, and households.

Company's Profile

Overview of Petronas Chemicals Group Berhad

Petronas Chemicals Group Berhad (PCG) is a Malaysian multinational chemical company and a subsidiary of Petroliam Nasional Berhad (Petronas), the national oil and gas company of Malaysia. PCG primarily specialises in the manufacturing and commercialization of a wide range of petrochemical products such as olefins, polymers, fertilisers, and methanol.

Founded in 1985, PCG has developed to become one of Southeast Asia's leading integrated chemical companies. The company operates multiple manufacturing plants and facilities in Malaysia and has a global presence through its international marketing and distribution network.

PCG's product portfolio encompasses a diverse range of chemicals used in various industries such as automotive, construction, electronics, agriculture, and packaging. Some of its key products include ethylene, polyethylene, polypropylene, ammonia, urea, and methanol.

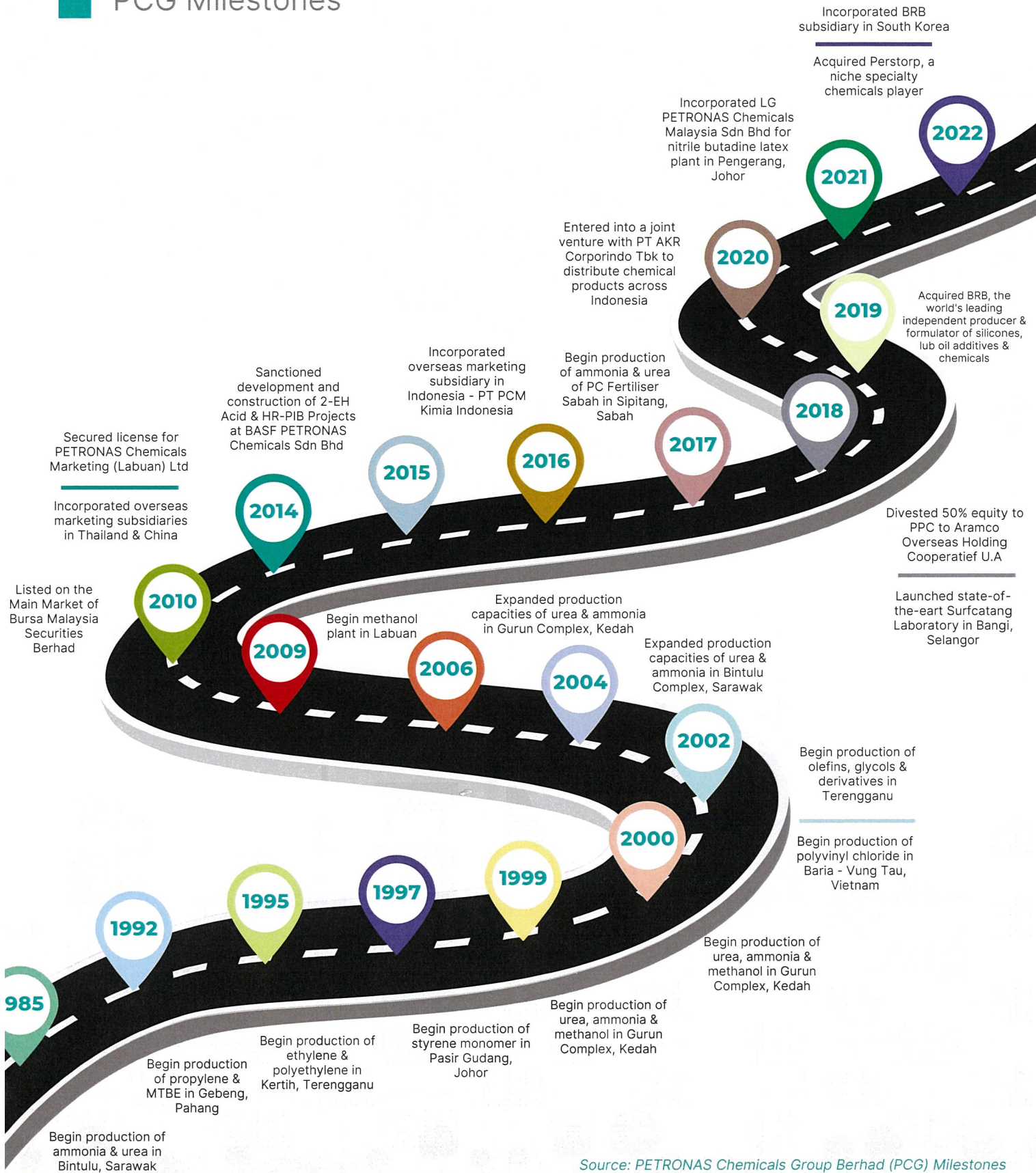
As a subsidiary of Petronas, PCG is aligned with Petronas' commitment to sustainable development and responsible business practices. The company emphasizes safety, environmental stewardship, and operational excellence in its operations.

PCG continues to invest in research and development to develop innovative solutions and expand its product offerings. The company also focuses on market diversification and international expansion to strengthen its position in the global petrochemical industry.



Background

PCG Milestones



Source: PETRONAS Chemicals Group Berhad (PCG) Milestones

Vision

To be the preferred chemical company providing innovative customers solutions.

Statement of Purpose

A progressive energy and solutions partner enriching lives for a sustainable future.

Shared Values

1

Loyalty

Loyal to corporation.

2

Integrity

Honest and upright.

3

Professionalism

Strive for excellence.

4

Cohesiveness

United, trust and respect for each other.

Organization Structure

International Business Department



Fadzilatul Ahmad

*Head
International Business*



M Shahrizan M Malik

*Head
International Office Relations
& Development*



Arif M Nasli

*Executive
International Business*



Azdiyana Asyiqqin

*Executive
International Business*



Charwes Rajagopal

*Executive
International Business*

Products

Chemicals

PCG produce a wide range of chemical products that cater to various industries. Some of the major products offered by Petronas Chemicals Group Berhad include Ammonia & Fertilisers, Methanol, Aromatics & MTBE, Olefins, Glycols & Derivatives, Polymer, Silicone, and Specialty Chemicals.



Training Reflection

Duration, Details and Gains



Duration

My internship journey begins from 1st March 2023 until the 15th of August 2023.

Every week, all PETRONAS employees are granted with 2 days' work-from-home and 3 days work-in-office. I worked from home every Monday and Friday as assigned by my company, and went to office every Tuesday, Wednesday and Thursday. However, i would go the office whenever my department needs me to assist a task that requires physical meeting.

Working hours are flexible whereas employees are able to start working within 7am-10am with a total of 8 hours per day.



Department

During my internship, I was blessed with the opportunity to be in International Business Department which is a department that is correlated with my course in UiTM. This department is under Commercial Division in PCG whereby the Chief Executive Officer is En. Mohd Yusri Mohamed Yusof.

IB has a total of 5 employees approximately. Their main responsibilities are such as global market research, assessing import/export operations, international business development and etc.

Training Reflection

Duration, Details and Gains



Roles

Learning:

I had the chance to learn and acquire new skills. I also learnt to observe and take part in various tasks and projects, gaining insights into the industry and specific job functions.

Collaborating:

I worked collaboratively with other interns and team members. I also participated in team meetings, or brainstorming sessions, while contributing some of my ideas and insights.

Networking:

I had an excellent opportunity to expand my professional network. Interacting with colleagues, supervisors, and other management levels that helped build connections that may be beneficial for my future career opportunities.



Responsibility

Research and Analysis:

I assisted in researching and analyzing international markets, supply demand, and business trends. This involved gathering data, performing market assessment while producing a dashboard consisting of the important metrics.

Data Management:

I was responsible for managing databases and organising international business-related data, including sales figures, customer information, market reports, and financial records.

Administrative Support:

I provided general administrative support to the international business department, including scheduling meetings, managing travel arrangements, and maintaining departmental records and files.

Training Reflection

Duration, Details and Gains



Gains/Benefits

Allowances, Facilities, Flexibility in terms of Working Hours

I received an allowance of RM1000 per month. I also had the experience of using their facilities such as the Twin Tower Fitness Centre, visited the KLCC Skybridge and PETRONAS Resource Centre. Their working hours are flexible, and I usually come to work as early as 7 am.

Access for PETRONAS Internal Website

This is such as SharePoint and Data2Act where it is a platform for me to gather historical or current data when needed.

Learning on a New Software

Instead of using Microsoft Excel to view data, I learned to develop a dashboard using Microsoft Power BI whereby it is currently used by Representative Office (RO) to update their monthly market outlook.

Cross Cultural Communication

I assist in facilitating communication with international clients and partners which was an interesting experience.

SWOT Analysis

Strength, Weakness, Opportunities & Threat

1

STRENGTHS

- Strong Market Position
- Diverse Product Portfolio

2

WEAKNESS

- Dependency on Feedstock Prices
- Environmental Impact

3

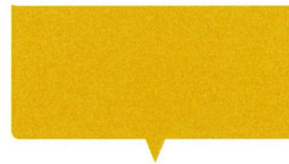
OPPORTUNITIES

- Sustainability and Renewal Energy
- Growing Demand for Petrochemicals

4

THREAT

- Intense Competition
- Economic Downturn



Strength

SWOT Analysis

The more clearly the understanding of strengths and weaknesses, the more the possibility that organization will be positioned to match strength with available opportunities (Shtal, et al. 2018; Hamzehpour, et al. 2019). More specifically, Loannue (2012) defines strengths as “the resources and capabilities that can be used to develop a competitive advantage”.

Strong Market Position

PCG has a strong market position in the chemical industry, both domestically and internationally. It has invested in the development of world-class manufacturing facilities and technologies, enabling it to produce high-quality chemical products and meet the stringent requirements of its customers. The company also emphasizes research and development to drive innovation and stay ahead of market trends, further strengthening its position in the industry.

In terms of market presence, PCG has a significant presence in Malaysia and has expanded its operations globally, establishing a presence in key markets such as Europe, North America, and Asia. Its international expansion allows PCG to leverage opportunities in different regions and tap into diverse customer bases.

Diverse Product Portfolio

PCG operates in various segments of the chemical industry, including olefins, polymers, fertilizers, and methanol. It has a diversified product portfolio, catering to industries such as automotive, construction, packaging, agriculture, and healthcare. The company's products are used in a wide range of applications, making it well-positioned to benefit from different market segments and economic conditions.

Methanol: A versatile chemical used in various industries such as automotive, construction, electronics, and pharmaceuticals. Methanol is used as a solvent, fuel, and raw material for the production of formaldehyde, acetic acid, and other chemicals.

Fertilizers: PCG manufactures a range of fertilizers, including urea, ammonia, and other nitrogen-based fertilizers. These products are essential for enhancing crop yields and improving agricultural productivity.

Olefins: PCG produces ethylene and propylene, which are the building blocks for various plastics and synthetic fibers.

Weakness

SWOT Analysis

According to David (2009), limitations or shortcomings in the resources, skills and capabilities of a company that can directly or indirectly hamper company performance. These limitations can be in the form of facilities, financial resources, human resources, management capabilities and marketing skills. This weakness can make companies lose competitiveness with other companies, because they do not have what other companies have.

Dependency on Feedstock Prices

Cost Structure: The profitability of Petronas Chemicals Group Berhad is determined upon the price uncertainty of feedstock that include crude oil and natural gas. Feedstock shifts in prices can have an impact on the company's profitability. Variations in crude oil and natural gas prices directly affect the cost of raw materials used in the production of chemicals. As feedstock prices increase, PCG's production costs tend to rise, potentially impacting its profitability.

Product Pricing: PCG's product pricing is influenced by the dynamics of the petrochemical market, which is affected by feedstock prices. Generally, when feedstock prices increase, it can lead to higher selling prices for petrochemical products. However, PCG's ability to pass on the cost increases to customers may vary depending on market conditions and competition.

Environmental Impacts

Greenhouse Gas Emissions: PCG, being a chemical company, is likely to generate greenhouse gas emissions during its operations. These emissions contribute to climate change. However, it is important to note that specific emission levels and reduction efforts would depend on the nature and scale of PCG's operations and the types of chemicals it produces.

Water Usage and Pollution: Chemical manufacturing typically requires substantial water usage. Depending on the efficiency of PCG's water management practices, its operations may contribute to water stress and impact local water sources. Additionally, if not properly managed, the discharge of wastewater and chemicals can lead to water pollution.

Opportunities

SWOT Analysis

Lee and Lin (2008) stated that opportunities are external aspects that help an organization reach its goals which are not only positive environmental aspects but also opportunities to address gaps and initiate new activities.

Sustainability and Renewable Energy

Investing in sustainable practices and exploring opportunities in renewable energy sources can help PCG align with global sustainability goals and tap into emerging markets.

PCG notified its achievement of the merger of Perstorp Holding AB (Perstorp) on October 11, 2022. An organization noted for its dedication on sustainability, with the goal of producing goods and solutions that have a beneficial environmental impact. A number of strategies have been carried out by them to lower its carbon emissions and encourage ecological practices throughout its operations.

Meanwhile On 19 September 2022, PETRONAS launch clean energy solutions provider called GENTARI. They are devoted to providing clean energy alternatives while assisting the world transition to a future without net-zero emissions. Additionally, it will keep working with customers, suppliers, and clients to build the ideal atmosphere for the development of the renewable energy industry.

Growing Demand for Petrochemicals

The increasing global demand for petrochemicals, particularly in emerging markets, presents an opportunity for PCG to expand its market share and increase revenues.

In recent years, there has been a growing demand for petrochemicals globally. This is driven by several factors, including urbanization, rising middle-class populations in emerging economies, increasing consumer purchasing power, and industrialization. These factors contribute to higher consumption of products such as plastics, synthetic fibers, and other petrochemical-based materials.

Developing countries, particularly in Asia, have experienced significant growth in petrochemical demand due to rapid industrialization and infrastructure development. China, India, and Southeast Asian countries have been major contributors to the increasing demand for petrochemicals.

Threat

SWOT Analysis

Threats, on the other hand, are aspects of the organization's external environment that are barriers or potential barriers to reach its goals (Shrestha et al., 2004). Other common threats include things like rising costs for materials, increasing competition, tight labor supply and so on.

Intense Competition

Given a number of international and local corporations, the petrochemical sector is extremely volatile. PCG confronts challenges from both existing and emerging competitors, who can have an influence on its market position and price strength. Moreover, there are some factors in this intense competition.

Global Demand: Petrochemical products such as plastics, synthetic fibers, and fertilizers have widespread applications across multiple industries globally. The high demand for these products creates a competitive market where companies strive to capture market share.

Technological Advancements: Advances in technology have led to more efficient production processes, improved product quality, and the development of new petrochemical products. Companies invest heavily in research and development to stay ahead of their competitors, creating a race for innovation.

Barriers to Entry: Establishing a petrochemical plant requires substantial investment in infrastructure, technology, and raw materials. The high capital requirements and complex regulatory frameworks act as barriers to entry, leading to a limited number of major players in the industry. This concentration of companies intensifies competition among them.

Economic Downturn

Economic conditions, such as changes in GDP growth, currency fluctuations, or trade policies, can influence the demand for chemical products. PCG's financial performance may be sensitive to macroeconomic factors, especially if it heavily depends on specific markets or regions.

This can be shown through recent economic downturn in China, which is among the largest Petrochemical producer in Southeast Asia has greatly affect PCG's chemical sales and revenue. Not only that, this has caused supply chain disruptions where it affects the availability of raw materials, equipment, and transportation.

Conclusion

In conclusion, Petronas Chemicals Group Berhad is a prominent player in the chemical industry, benefiting from its strong financial position and diverse product portfolio. The company's global presence and technological capabilities enable it to cater to various industries and markets.

However, Petronas Chemicals Group Berhad faces challenges such as intense competition, dependence on feedstock, and environmental impacts that require careful management. The company should seize opportunities in the growing chemical industry and emerging markets while focusing on sustainable solutions to meet changing customer preferences.

Overall, Petronas Chemicals Group Berhad has the potential to maintain its position as a leading chemical company by addressing weaknesses, capitalizing on opportunities, and navigating threats effectively.



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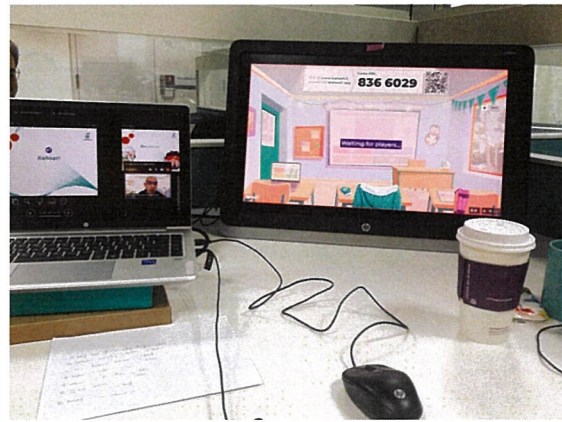
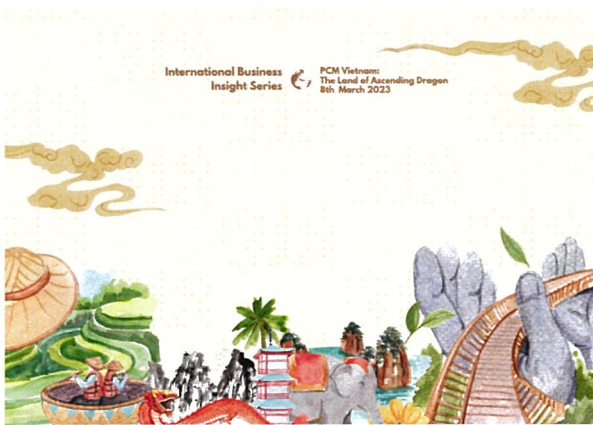
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Appendices

Involvements and Contributions

IB Insight Series PCIH Vietnam RO

8 March 2023



- Consolidate presentation deck.
- Created poster for IB Insight Series: The Land of Ascending Dragon
- Attended rehearsals before the day of the event.
- Assist in presenting the presentation deck and Kahoot! session.

Yoga Session with IB & BD Department

16 March 2023



- Initiated by Business Development Department together with International Business Department to have a yoga session for some body stretch.

Appendices

Involvements and Contributions

Raya Wish Card & Video for IB Department

19 April 2023



- Produced a video on Solo and Group Pose Ideas for Video Raya Challenge.
- Created a raya wish card that was shared throughout PETRONAS Chemicals Group Berhad (PCG).

Appendices

Involvements and Contributions

PETRONAS Chemicals Marketing Labuan (PCML) Raya 8 May 2023



- Blessed with the opportunity given by Encik Nuzul, Head of Culture and Behaviour to direct a video and perform a live sketch titled "Kisah Anak-Anak Moku Balik Raya" for PCML Raya.

Appendices

Involvements and Contributions

PETRONAS Chemicals Group Berhad (PCG) Raya

10 May 2023



- With Encik Mohd Yusri Mohamed Yusof, Chief Executive Officer of PETRONAS Chemicals Group Berhad (PCG).
- International Business Department Video Raya Challenge was featured during this event.

Appendices

Involvements and Contributions

International Business Forum 2023

11 - 12 May 2023



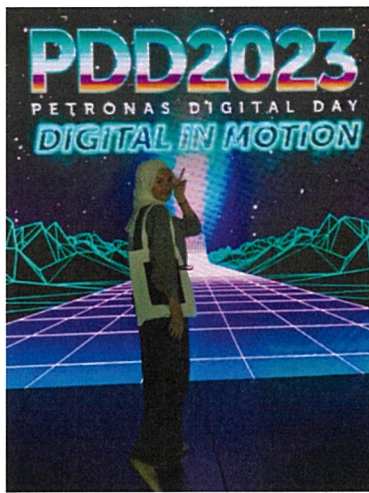
- Consolidated presentation deck.
- Designed for E-invite and E-Backdrop.
- Drafted joining instruction and blast email reminder.
- Assist in presenting the deck and facilitate in the management of PA system during IB Forum Dinner.
- Emcee for Day 2 and managed to meet with the event objectives in engaging with speakers and audiences to ensure they were actively participated during the session.
- IB Forum 2023 gathered attendees from CEO of PCG, Head of Commercial, CEO from Overseas Subsidiaries (OS) i.e PCM China Co Ltd, PT PCM Kimia Indonesia, PCM Thailand Co Ltd, CEO from Representative Office (RO) i.e PCIH Philippines RO and PCIH Vietnam RO, and Head of Human Resource PCG.

Appendices

Involvements and Contributions

PETRONAS Digital Day 2023

30 May 2023



- This year's theme "Digital in Motion" reflects PETRONAS' continuous digital growth in this volatile business landscape.
- Vivy Yusof was one of the panels to attend and gave a talk on this event.

Appendices

Involvements and Contributions

Jogging at KLCC Park with IB & BD Department

21 June 2023



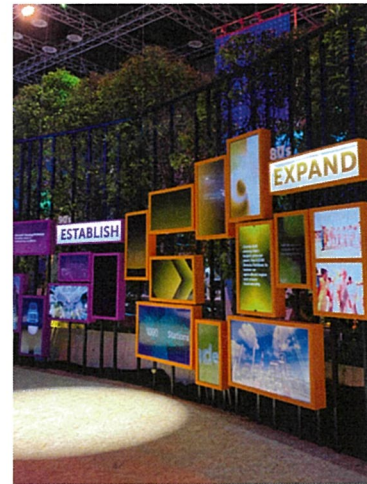
- Initiated by Business Development Department together with International Business Department to have a jogging at KLCC Park.

Appendices

Involvements and Contributions

Energy Asia 2023

28 - 30 June 2023



- Energy Asia 2023 was officiated by our Prime Minister of Malaysia, Datuk Seri Anwar Ibrahim.
- Registered as a volunteer.
- Main job scope was an Usher.
- Assisted and ushered delegates as well as visitors throughout the event.

Appendices

Involvements and Contributions

IB Insight Series PCIH Philippines RO

20 July 2023



- Created a poster for IB Insight Series: Captivating Philippines.
- Assigned as an emcee.
- Prepared Kahoot! questions for the event.

OS RO Playbook 2023



1



2



3



4



5



6

- Established a playbook for Overseas Subsidiaries (OS) and Representatives Office (RO) for ease of reference and on boarding for management, new member and staff.
- Consist of company profile, footprints, historical performance, strategic initiatives and many more.

Appendices

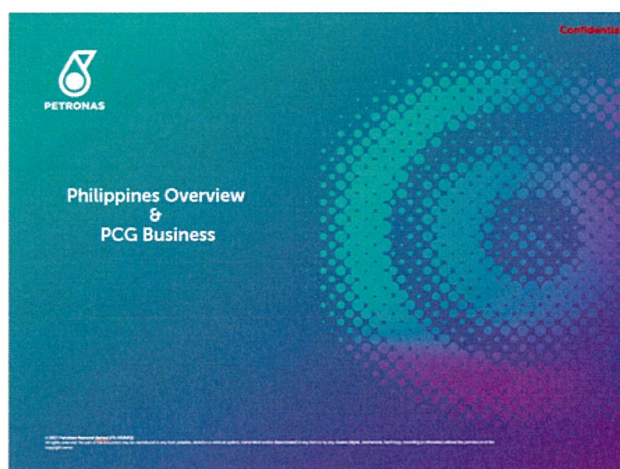
Involvements and Contributions

RO Country & Market Insights Dashboard



- Developed a Power BI dashboard for Representative Office (RO).
- A platform for them to update their monthly market outlook by products i.e YTD Import, Volume & Monthly Average Price, Key Exporter Value Matrix & Ranks, PESTEL and Highlight Focus.

Philippines Management Visit 2023



- Consolidate and prepared additional reading material for Chief Commercial Officer and other delegates attending to Philippines Management Visit.