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KOTRA PHARMA (M) SDN BHD



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EXECUTIVE SUMMARY

Kotra Pharma (M) Sdn Bhd is a pharmaceutical company that was founded in 1982 and the headquarters is located in Melaka. This company produces and distributes pharmaceutical products. There are seven brands under Kotra Pharma which are Appeton, Axcel, Vexcel, Arite, Creobic, Minoc and Axpain. Each of the brands have their own functions and are suitable for all stages. Besides, this company also exports their products to over 30 countries all over the world. This company also aims to lead the pharmaceutical industry in the local market as well as the international market. Besides this company also has a clear vision and mission and always strives to achieve the goals.

Getting the chance to do my industrial training at this company for 24 weeks is such a great opportunity as I get a lot of knowledge besides being able to improve myself in terms of communication skills, time management, problem solving and many more. The supportive and helpful supervisor colleagues are the most important things that I am grateful for as they are willing to give me the guidance in finishing the task given. I am so glad I was given the opportunity to try many tasks in the human resource department such as in welfare by handling uniform and medical card, employee relation and industrial relation by preparing documents for work permit and passport renewal as well as being involved in recruitment and selection process.

Furthermore, I also managed to find out the swot matrix which includes strengths, weaknesses, opportunities and threats for the company. Firstly the strengths are offering a wide range of healthcare products and lead to high profit as well as efforts in producing high quality products through research and development while the weaknesses are labour shortage and lack of corporate social responsibility (CSR) programme. The opportunities of the company are advanced technology and market expansion while the threats are compliance risk and competition among pharmaceutical companies. Thus, I came up with a few strategies which are to expand the business, enhance the digital media marketing, invest more on advanced technology and engage with the community. I do believe that this company is able to grow the business as this company has many potential to be same level with other international pharmaceutical companies.

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2.0 COMPANY BACKGROUND

2.1 COMPANY PROFILE



Kotra Pharma (M) Sdn Bhd is a pharmaceutical company that are founded in 1982 located at Melaka, Malaysia. An innovative Malaysian pharmaceutical firm, Kotra Pharma (M) Sdn Bhd, is engaged in the creation, production, and marketing of pharmaceutical and dietary supplement products. Besides, Kotra Pharma (M) Sdn Bhd also offers three major brands in the market which are Appeton, Axcel and Vaxcel. Besides, they also have a clear objective which is always been to encourage improved health for people of all ages. Kotra Pharma, a fully owned subsidiary of Kotra Industries Berhad, has established itself as one of Malaysia's top pharmaceutical firms. In order to stay at the forefront of healthcare technology and invention, Kotra Pharma is committed to upholding top-tier research. The opening of a research centre in Melaka is evidence of their dedication to producing high-quality, innovative products that aim to enhance holistic wellbeing and improve health. They believe that everyone has a primary right to healthcare. They consider that their technology and human capital can innovate and boost the availability of their health products to suit the demands of society.

Based on the true confidence that people have in their products, Kotra Pharma has established a solid reputation in the pharmaceutical sector for more than 39 years, as well as among doctors, patients, consumers, and thousands of families. They have also established their market presence in more than 30 countries as a major player in the business globally. Its manufacturing processes strictly follow the worldwide PIC/S guidelines for good manufacturing practise. They have ISO 9001:2015 Quality Management System certification, MS2424:2012 Halal Pharmaceuticals accreditation, and ISO/IEC 17025

accreditation. To strengthen their brand identity and make their products available to everyone, they consistently seek to broaden their horizons.

They believe that everyone has a fundamental right to healthcare. They consider that their technology and human capital can innovate and boost the availability of their health products to suit the demands of society.

2.2 COMPANY VISION

- Humanising health - Everyone deserves a healthier tomorrow

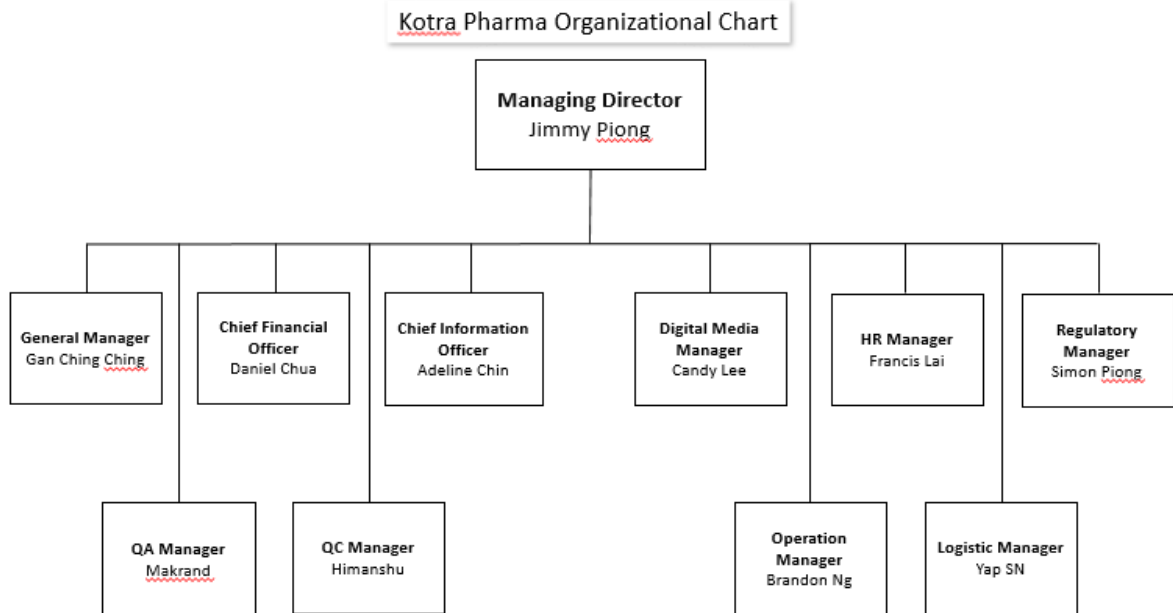
2.3 COMPANY MISSION

- Manufacturing Excellence - To continuously meet the world standard in pharmaceutical manufacturing
- Research and Development Excellence - To continuously invest not less than 3% of our sales revenue into the enhancement of our research and development
- Global Pharmaceutical Excellence - To be available in four continents by 2030 (Africa, Europe, Asia and Australia)
- Brand and Marketing Excellence - To be a trusted household name in countries where we have a presence
- People Excellence - To be the Reference Centre for Talent Development and People Excellence

2.4 COMPANY CORE VALUES




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

2.5 Kotra Pharma Organizational Chart



2.6 KOTRA PRODUCT

Product	Description	Figure
	<p>A well-known brand of health supplements that advocates for a healthier future and encourages improved living conditions for everybody.</p>	
	<p>Axcel pharmaceutical products are experts in oral and topical preparations with a special emphasis on paediatric care, dermatological care, anti-infective treatment, and gastroenterology.</p>	
	<p>The sterile injectable pharmaceutical goods that Vaxcel specialises in are anti-infectives, gastroenterology, anti-coagulants, anaesthetics, and anti-emetics.</p>	
	<p>Metered dosage inhalers (MDI) are one of the specialty products offered by Arite.</p>	
	<p>The Creobic Cream Range is focused on treating and curing fungal infections at their source</p>	

<h1>Minox</h1>	<p>A topical alcohol-free medication for treating hair loss in men and women.</p>	
	<p>An over-the-counter medication called AxPain can help reduce temperature and pain.</p>	

3.0 Training's Reflection

I began my internship in the HR Department at Kotra Pharma (M) Sdn Bhd located at Malacca starting from 1 March 2023 until 15 August 2023. The working day is five days a week from Monday to Friday and the working time is from 8.00a.m until 5.45p.m includes 20 minutes for morning break and 1 hour for lunch break. As an intern, I was assigned in employee relation and industrial relation as well as in employee's welfare and indirectly involved in recruitment and selection. Additionally, the benefits of internship here are outstanding in terms of allowance as I gained RM1,000 every month. Besides, I can choose to have double pay or replacement leave every time I need to work on weekends or public holiday.

My main role is in employee relations and industrial relations. My role is to help in handling annual medical examinations starting from requesting the quotation from clinics and making comparisons, then coming out with the list of employees, and lastly the day of the annual medical examination. I also was being exposed to a performance review form as needed to update the details of the employees and learned the process of exit interview. In addition, I have been taught the procedure of foreign workers who want to go back to their hometown. It's starting from finding a flight ticket and making a comparison, purchasing a ticket for them and they need to pay RM750 to the company to get their passport. Once they return to Malaysia, we will return the money once they return their passport. Besides that, I also helped in handling hari raya celebrations starting from floor plan, creating the tentative, managing the lucky draw, as well as creating the invitation poster and snap and win contest poster.

Next, in terms of welfare I need to sort out the used employee's uniform either for laundry or disposal. Everytime there are new joiners, I need to prepare them for the uniform requested by the department's clerk. In addition, I also need to file the uniform and shoes requisition form. Besides, my role is to apply for a bank account for new foreign workers and prepare medical cards for new joiners. As to take care of the welfare of employees, the company also provides compassion to them by giving donations whenever there is any death of their biological family members so we need to collect donations from all departments.

In terms of recruitment and selection, I am involved in company open interviews by setting up the banner before the open interview. My role is helping the candidate to fill in the form and ensure all the documents are complete before the interview session. Besides, I was also involved in a career fair at UTeM. My role is to approach people and explain the company's background as to make sure people are aware about our company and interested in joining us. I really enjoyed interacting with many people and being able to improve my communication skill as well as increase my confidence level. Moreover, I also need to key in candidate status who are being rejected and who reject the company's offer. As we received a lot of resumes, I also helped the recruitment team to sort out the resume before screening who is eligible for the interview session.

Besides that, I also have a role as a receptionist. The role for this position is I need to answer company calls properly by greeting them and asking their enquiry. Usually, the calls are from outsiders such as customers who want to connect to the order department or banks who want to do staff confirmation. Thus, I will pass to the person in charge by dialing their extension number. Besides, I also received calls from other countries such as India and Saudi Arabia. Moreover, as a receptionist I also need to record all the incoming or outgoing parcels or documents of the company. By being in this role, I am able to improve my communication skills as I need to communicate with strangers.

From my experience, I can describe that the workplace culture in this company is very cheerful and the colleagues are friendly even from different departments. Besides, the colleague is very helpful because whenever I do not know or am unsure about something, they are always willing to help. So I can conclude that I have a positive working environment at this company. They always taught me new knowledge related to HR which is very useful which I can apply when I enter my job phase in future. Every day is a learning process for me to improve myself to be good HR. By doing an internship at this company, I am able to learn and have the opportunities to learn a lot and try something new as well as gain new skills and knowledge which give value to myself.

4.0 SWOT MATRIX

	<p>STRENGTH</p> <ul style="list-style-type: none"> - Offering a wide range of healthcare products and lead to high profit (S1) - Efforts in producing high quality products through research and development (S2) 	<p>WEAKNESS</p> <ul style="list-style-type: none"> - Labour shortage (W1) - Lack of CSR programme (W2)
<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> - Advanced Technology (O1) - Market expansion (O2) 	<p>S/O</p> <ul style="list-style-type: none"> - Expand the business (S1,O2) 	<p>W/O</p> <ul style="list-style-type: none"> - Invest more on advanced technology (W1,O1)
<p>THREATS</p> <ul style="list-style-type: none"> - Compliance risk (T1) - Competitive among pharmaceuticals company (T2) 	<p>S/T</p> <ul style="list-style-type: none"> - Enhance the digital media marketing (S1,T2) 	<p>W/T</p> <ul style="list-style-type: none"> - Engage with community (W2,T2)

5.0 DISCUSSION AND RECOMMENDATION

5.1 Strengths

5.1.1 Offering a wide range of healthcare products and lead to high profit

Kotra Pharma's strength is in providing a broad range of healthcare items to its customers. This offer also benefits the customer because Kotra Pharma Berhad uses an over-the-counter supplement method that enables them to buy medications from any pharmacy that sells them in different dosages and forms without a prescription or license from a doctor. In addition, Kotra Pharma Berhad sells three significant brands in the market, including Appeton, Axcel, and Vaxcel. High-quality over-the-counter products under the Appeton brand are available for all stages of ages. Following that comes the Axcel brand, which focuses mainly on pediatric, anti-infective, and dermatological care. The Vaxcel brand specializes in antibiotic-infused sterile injections used to treat a variety of medical diseases.

	2018 ('000)	2019 ('000)	2020 ('000)	2021 ('000)	2022 ('000)
Revenue	178,476	172,550	171,727	159,622	207,917
Profit after tax	15,749	22,195	29,557	24,390	62,095
Shareholders' equity	153,254	172,160	189,846	206,419	244,140
Net assets per share	1.15	1.20	1.31	1.40	1.65
Gearing ratio	0.38	0.26	0.17	0.09	0.03
Return on assets (%)	6.49	9.01	11.67	9.66	20.76
Return on equity (%)	10.28	12.89	15.57	11.82	25.43

As a result, the company gain high profit as this can be proven through the annual report which shows the increase in financial performance for the company significantly improved throughout the financial year that ended on June 30, 2022. The revenue for the financial year that ended on June 30, 2021, which was RM159.6 million, increased by 30.3% to RM207.9 million (Kotra Pharma, 2022). When the markets eventually opened, many of their clients decided to restock, which helped the revenue recovery for both domestic and international markets, which the domestic market contributed 71% and the export market contributed 29%. These outcomes were also made possible by increased sales of goods with bigger profit margins. Besides, profit after tax increased by 154.6%, from RM24.4 million in the prior financial year to RM62.1 million in the current financial year.

5.1.2 Efforts in producing high quality products through research and development

Innovation through research and development is the pulse for the company's growth and in order to remain relevant in the industry. Strong R&D skills enable Kotra Pharma to better meet the expanding market demand for healthcare goods and services. Their R&D staff is always committed to working in order to develop new goods and enhance existing products by working on creating procedures like formulation development, analytical development, and stability research. Moreover, the most impactful strategy is 3% of their profit will contribute to research and development (Kotra Pharma, 2022). By staying up to date with the most recent developments in science and technology, they continue to strengthen their R&D team through skill and knowledge development. The goods produced by Kotra Pharma are halal-certified and made in accordance with GMP standards as well as has been awarded ISO9001:2000 Quality Management certification.



Kotra Pharma's decision to build a new research facility in a Melaka technology park is evidence of their dedication to consistently creating groundbreaking products of the highest quality with the goal of improving overall health. The company believes that a product's quality is crucial since it can affect a company's success and lead to customer loyalty. In order to advance successfully with their product development, they also put a lot of effort into finding more partners for technology transfer. Besides that, in order to achieve excellence in developing and producing high value-added goods to suit healthcare needs and expand their position in the industry, they will continue their efforts to explore technologies and build their R&D competencies in the coming years.

5.2 Weaknesses

5.2.1 Labour shortage

Labour shortage indicates that companies are finding it challenging to fill unfilled positions with qualified candidates. The few individuals that are accessible are difficult to find and there are not enough applicants to fill the positions they are searching for. Though this can be problematic to the company as some companies feel it is hard to fill the positions and some companies have a harder problem attracting and keeping the employees (Doyle, A. 2022).

Based on my observations, labour shortage in Kotra Pharma is due to high turnover as many employees resign every month. Some of the reason is due to work overload as well as the company offering benefits which are not worth it then they decide to find another job which offers better opportunities and benefits. This can be proven through exit interview forms that need to be filled by the employees on their last working day. Moreover, every month the company will have the same position available which shows that the company is difficult to find the candidates which suit with the position and have the competency to the job.

Besides that, labour shortage gives Kotra Pharma a lot of challenges which can affect the performance of the company as well as to the employees. Firstly, the company cannot maximize the production in order to achieve the target and goals as well as it also disrupts the ability to fulfill large orders for the products and satisfy market demand. Moreover, in terms of administration it also indirectly affects the work quality as well as many work delays which can disrupt the effectiveness of the company's performance.

Moreover, it also gives effect to the current employees as it will give a burden to them who need to do a lot of work as it can lead to mental health problems such as stress and anxiety besides low productivity. Lastly, recently Kotra Pharma held an open interview to find a few new workers to fill in a few positions. However, most of the candidates still do not meet the minimum requirement thus they cannot be hired. Thus, this issue can make the problem become worse.

5.2.2 Lack of CSR programme

Corporate social responsibility is a method of conducting business that strives to raise a company's social impact while achieving corporate goals including growth and revenue targets (Chavarria, A. 2022). A firm should be involved in the community and think about how its actions may affect the environment and society. Creating value on all three levels which are economic, social, and environmental is intimately related to sustainability.

Based on the annual report of Kotra Pharma in 2022, it stated that Kotra Pharma only involved in CSR programmes by contributing financially to the other organizations for example annual sponsorship for Children's Day, sponsorship for Blood Donation Drive and sponsorship to Orphanage homes in Melaka. Besides, the company is not involved in any physical CSR activities which will give a very big impact to the company. This shows that the company lacks proper planning to join or plan any impactful CSR activities.

By giving sponsorship is a good action taken by Kotra Pharma to give value to the community. However, it is not good enough as it will not give a high impact to the company. Poor coordination or lack of ideas to plan a programme are the major causes of the lack of a physical CSR programme. Besides, the company also cannot see there are many advantages by doing so to the company as well as to the community itself. As a result, the company gets less of the awareness from the community and loses many opportunities.

5.3 Opportunities

5.3.1 Advanced Technology

Advanced technology performs manufacturing activities that increase manufacturing quality and uses innovative techniques to generate new products. Additionally, the method provides producers with a competitive edge due to a thorough manufacturing system (Natsir C, 2022). The manufacturing facility has the capacity to produce large orders of their products and meet market demands with little additional capital investment over the next five to ten years due to the healthy excess capacity, modern facilities, and resources they have.

Moreover, nowadays artificial intelligence (AI) is becoming one of the technologies that is able to transform everything easier. There are many advantages of AI in production such as technicians can use artificial intelligence (AI) to assess a machine's performance which can predict any possible breakdowns or malfunctions. The adoption of new technology typically sees an improvement in productivity, which serves as an indicator of how efficiently production is operated. This eventually improves the goods' consistency and quality, which decreases waste, machine downtime, and ultimately boosts production.

According to Ivypanda website, it states that a pharmaceutical company may gain a competitive edge if it has the technology, equipment, or processes necessary to create a particular product for less money. Technology advancements also improve communication between machines, computers, and people, enabling firms to track their production and manufacturing processes in real-time. These sensors can also assist a production line function efficiently, and if a repair is required, they let the manufacturer get in touch with a service crew right away to ensure quick service and repairs. Lastly, remote performance monitoring sensors can be applied in a variety of ways to lower manufacturing costs and boost productivity.

5.3.2 Market expansion

Market expansion is the process of implementing changes that enables businesses to significantly increase earnings, create new jobs, and generate a strong brand presence. Any business development strategy must include an expansion of the marketing strategy (Guide, S. 2022). Kotra Pharma has an established international presence in more than 30 countries across the world. Their current focus is to increase their market share in current export markets, particularly in Indonesia, Myanmar, Vietnam, Cambodia, and Africa, by increasing their product line and strengthening their brand reputation in these nations. Additionally, the availability of manufacturing space will give the business a better chance to compete in international procurement offers for the distribution of their pharmaceutical products to the public sector.



Besides, the business also gets the advantage by having a large market as the business is able to have greater cost saving due to its low cost of capital. Market expansion not only gives the benefit to the company, but it also gives advantages to Malaysia's economy which will lead to economic growth. One of the new growth sectors that the government is trying to promote and develop is the pharmaceutical industry. Moreover, this company has the opportunity to expand their market as based on a survey, people nowadays have increased the awareness of health after the pandemic COVID-19 (2023). Thus, more people are becoming aware of and interested in exercise, diet, as well as health products. Thus, this became an opportunity for Kotra Pharma to expand their market and gain more revenue.

5.4 Threats

5.4.1 Compliance risk

The company has always been conscious of the value of risk management in operating procedures. Business risks such as operational and financial, compliance with regulations, and competitiveness, among others, are systematically identified, assessed, addressed, and constantly monitored by the individual risk owners of each division. Then, risk mitigation measures are put forth, carried out, and periodically evaluated for appropriateness and efficacy, with all of this information being submitted to the Board for oversight.

As a producer of pharmaceutical products, the company is exposed to risks related to rising raw material costs, particularly Active Pharmaceutical Ingredients ("API"), shortages of raw materials, liquidity, an increased risk of bad debts, rising labour costs, and access to qualified personnel. Due to their operations in foreign markets, they are also exposed to risks and uncertainties related to geopolitical instability, including the ongoing Russo-Ukrainian War, fluctuations in foreign exchange rates, economic instability, and inventory obsolescence, all of which will materially affect the company's financial position and business performance.

Additionally, any prolonged decline in overall economic conditions could bring risks to the company's operations, including a potential reduction in government healthcare spending and depressed consumer state of mind. Risks related to compliance and regulations are common in the pharmaceutical sector. A company's total production costs could go up as well as the time it takes to register a product in a particular market if regulatory requirements in that market change. In such a situation, increased expenses or delays in product registration may result in reduced margins or affect the company's sales volumes in the appropriate market.

5.4.2 Competitive among pharmaceuticals company

Business competition is a competition between companies that offer similar products or services or that aim to attract the same customer. Businesses compete to gain and retain consumers, raise revenues, and expand their market share (2023). It is crucial to have competition because it forces businesses to offer products and services of higher quality at more affordable costs. In the pharmaceutical sector, competition may encourage manufacturers to provide more affordable drugs while also inspiring them to develop new and improved medications. A more open, effective, and consumer-friendly regulatory system is made possible by advocacy for competition.

Moreover, there are many pharmaceutical companies that also now develop their company in Malaysia as well as other international companies. For example, the well-known local pharmaceutical companies are PharmaNiaga Manufacturing Berhad, Xepa-Soul Pattinson (Malaysia) Sdn Bhd, Duopharma (M) Sdn Bhd and many more. While the international pharmaceutical companies are AstraZeneca, Rocer, Pfizer and others. According to the Tracxn Website updated on June 12, 2023 stated that Kotra Pharma ranks at 681st among 1695 competitors globally. It shows that the company is still too far to compete with other pharmaceutical companies. Thus this gives Kotra Pharma the challenges to compete with the other and they need to find ways on how to compete with them.

Furthermore, Kotra Pharma needs to compete with other companies to attract new customers and maintain the existing customers. Since the other pharmaceutical companies offer the same function products, thus Kotra Pharma needs to find ways to give awareness to the customers. Besides, customers always prefer the brands that offer lower prices but at the same time have high quality products and have a effectiveness towards the illness. Thus, every brand has their strategies in order to attract the customers as well as to compete with rivals. If Kotra Pharma does not have any initiatives to win customer's hearts, it will become a disaster to the company's position in the market.

5.5 SWOT MATRIX

5.5.1 S/O STRATEGY - EXPAND THE BUSINESS

Expanding a business is essential to maintaining its success and financial stability. Currently, Kotra Pharma has expanded to more than 30 countries all over the world. With the strength and opportunities that Kotra Pharma has, it is able to expand this business to more countries as there are 195 countries in the world. As for now, Kotra Pharma only exports to 36 countries which do not even reach 50% from the total of countries. By entering a new market, the business can reach out to new target markets that could also be interested in its products and at the same time optimize the existing market (Coursera. 2023). This can be achieved due to the advanced technology which can increase the production in a short time as well as the consciousness of health and lifestyle attitudes of people.

Besides that, Kotra Pharma also can offer new offerings which constantly assess the market and seek out opportunities to introduce new products by making surveys towards customer demands and they look for from the company (Lesonsky, R. 2023). For example, nowadays people really care about their skin conditions thus, this gives a big opportunity to the company to produce skincare. Besides, Kotra Pharma also could expand their capabilities into new therapeutic areas such as diabetics, high blood pressure and many more. This can be achieved as Kotra Pharma has a strong research and development department which has the ability to come out with new formulations.

According to the Rockland Trust Bank website, it stated that the company needs to come out with proper planning in order to expand the business as it takes many things into risk such as financial, time and many more. It also involves contributing a lot of money to research and development, employee training and development, investment in new technology and many more. However, all of this has the risk as the expansion plan may fail as it involves the whole organization and it is a long term investment.

5.5.2 W/O STRATEGY - INVEST IN ADVANCE TECHNOLOGY

In order to have larger manufacturing capacity and solve the labor shortage, Kotra Pharma should invest more on advanced technology such as high-end machines as well as use up-to-date systems in the production lines (Yang, F. 2021). Moreover, by using more automation technology able to comply with international manufacturing standards which can simplify Kotra Pharma to gain trust from potential customers. Besides, according to the Unleashed Website, it stated that the technology also able to improve quality assurance such as robots that inspect products for faults is more efficient and affordable than relying on manual inspections without compromising their adherence to regulatory standards.

Pharmaceutical industry faces a talent shortage due to the aging population's retirement and the loss of knowledge and skills. As a result, the continual adoption of cutting-edge technologies will significantly help Kotra Pharma to address its talent problem. Although many worry about how these changes will affect employment opportunities, experts believe that the industry will benefit greatly from technological advancements like robotics, artificial intelligence (AI), and the internet of things (IoT), as these will increase the number of jobs available to the human workforce and stimulate the economy. (McClelland, C. 2023).

Research findings provide businesses with a technique to identify problems that people have and how to solve them, and development enables firms to identify special and unique solutions to the problem (Ross, S., & Ecker, J. 2023). This can be attributed to Kotra Pharma's export excellence which sees the company actively penetrating the international market. As a result, if the company takes this as an opportunity thus this would improve their ability to compete in other markets and scale up their export activities as well as enhancing the company's position as a major player in the global pharmaceutical industry. It is very important to the group to take action as soon as possible in making changes whenever new opportunities arise in order to not be left behind among other pharmaceutical companies and can be the leader in the industry.

5.5.3 S/T STRATEGY - ENHANCE THE DIGITAL MEDIA MARKETING

Since the company offers a wide range of products, it needs to compete with many other pharmaceutical companies. Thus, the business must continue to put its whole effort in using high-impact marketing initiatives that provide value and in order to raise customer awareness of their brand while also keeping up with the competition. The company needs to create efficient marketing initiatives that enable them to market their product while raising consumer awareness and attempting to foster brand loyalty in order to compete with other brands (Genc, B. 2021).

Kotra Pharma needs to fully utilize digital media to build the brand image as well as to gain brand awareness. Social media such as Facebook, Instagram and Tiktok are very helpful to help the company to maximize engagement with existing customers as well as to potential customers. Kotra Pharma is able to run their promotional campaign and reach more audiences efficiently and effectively. Besides that, cost-effectiveness is one of the advantages of digital marketing. The organization offered cost-effective solutions and was able to market the business locally as well as internationally. It makes it possible even for smallest businesses to compete with bigger ones when utilizing these methods (Sharma, N).

Moreover, there are many channels of digital marketing that Kotra Pharma can implement to suit the nature of business for example content marketing, influencer marketing, affiliate marketing and many more. As for content marketing, the company needs to hire content creators to consistently create impactful content which can educate as well as give awareness to the audiences. Besides, the company also can collaborate with well-known celebrities or influencers who already have many followers in social media by appointing them as ambassadors of the products. Indirectly, the awareness as well as the trust of people towards the product are increasing. Thus, this will give a high impact to the revenue as well as profit of the company besides maintaining low cost of marketing.

5.5.4 W/T STRATEGY - ENGAGE WITH COMMUNITY

Creating engagement with the community is one of the ways In order to compete with the competitors besides it also can be a competitive advantage to Kotra Pharma. Thus, Kotra Pharma should come out with the initiatives by organizing the CSR programme physically with the community or make collaboration with other organizations. The company also must regularly interact with relevant regulatory, governmental agencies or non-government organizations in order to make the programme more effective. As a result, the company can create more opportunities as they can take the advantages from the collaboration.

There are many advantages by doing CSR programmes to the company and even to the community itself such as it can enhance company image, improve staff abilities and motivation as well as can develop the revenue of the company. Moreover, the company will stand out from other competitors in the industry by embracing CSR besides being committed to taking advantage of social, ethical, and environmental considerations that will easily fly higher. This programme also can improve the image of the company as people start to be aware and recognize about the brand. Indirectly, it also can improve staff abilities as well as their work motivation (Lim, J. 2023).

Based on the Healthy-Heart.org website, engaging with the community is about giving the values to them in many ways. The company can conduct a lot of programmes which can involve young to old folks through creating health campaigns such as nutrition and healthy living programmes. Other than that, the company can increase the engagement by outreaching the community through opening a booth at a shopping complex or any events which can get closer to the customers. Besides that, developing a culture of community service can add value to the company while also helping to create favorable brand recognition with both existing and potential customers.

6.0 CONCLUSION

Kotra Pharma (M) Sdn Bhd is a local pharmaceutical company that has the potential to lead the pharmaceutical industry in Malaysia. This is because the company already has many advantages compared to their competitors. Thus, the company only needs to enhance their strengths to become a competitive advantage for the company. Moreover, the company also needs to overcome their weaknesses by practicing a few strategies which can solve the company's problem. I came up with a few strategies which invest more on advanced technology and engage with the community. These strategies are able to help the company to gain more awareness from potential customers and increase productivity which can lead to higher sales and profit.

However, Kotra Pharma (M) Sdn Bhd is also exposed to threats but at the same time there are many opportunities that the company should grab such as advanced technology and market expansion. This can give advantages to the company to grow as well as it can improve the company productivity. Besides, Kotra Pharma should practice the right strategies in order to lower the risk of threats to the company which are competition with other companies and compliance risk. Thus, I came up with a few strategies that could help the company such as enhancing the digital marketing and expanding the business. This is able to help the company against the competitors in increasing the market share for both local and international markets.

Moreover, I can conclude that I had a great experience during my internship at Kotra Pharma (M) Sdn Bhd for 24 weeks as I gained a lot of knowledge and it will be useful for my future. It exposed me to the real-life working environment which was able to enhance my skills such as communication skills, thinking skills as well as social skills. The two main things that I have learnt in the workplace are time management. I need to finish the work in the time given and I need to be detail oriented, thus the possibility to make any error is low. Furthermore, I involved myself in many tasks in the HR department in order to ensure I have the knowledge for my future career and can be included in my resume. Last but not least, I am so glad to have supportive colleagues and a positive working environment at this company.

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APPENDICES



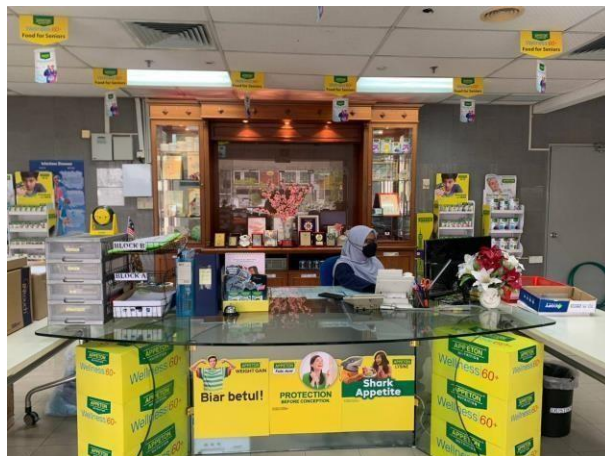
Appendix 1 : Main Building (Block A & B)



Appendix 2 : Working Station



Appendix 3 : HR Department' Staff



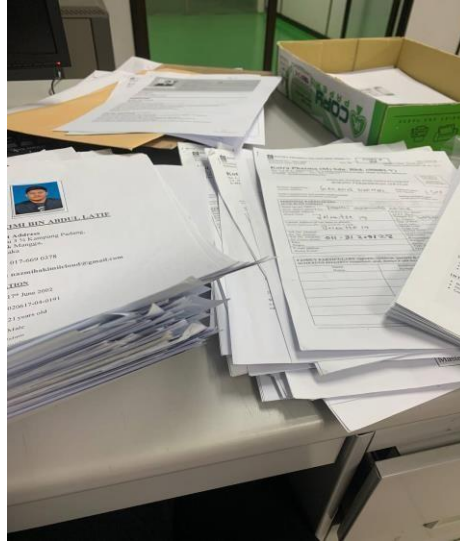
Appendix 4 : Duty as Receptionist



Appendix 5 : Open Interview



Appendix 6 : Myfuturejob x UTeM Career Fair



Appendix 7 : Sorting Resume



Appendix 8 : Kotra Raya's Poster



Appendix 9 : Staff's uniform











Appendix 10 : Handle new foreign worker

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INDUSTRIAL TRAINING R E P O R T 2 0 2 3 1 MAC 2023 - 15 AUGUST 2023 KOTRA PHARMA (M) SDN BHD PREPARED BY :
KHAIRIN NAFISAH BINTI ALI 202115651 BA243 PREPARED FOR : DR AHMAD NIZAN BIN MAT NOOR DR NURSYAMILAH
ANNUAR

i EXECUTIVE SUMMARY Kotra Pharma (M) Sdn Bhd is a pharmaceutical company that was founded in 1982 and the headquarters is located in Melaka. This company produces and distributes pharmaceutical products. There are seven brands under Kotra Pharma which are Appeton, Axcel, Vexcel, Arite, Creobic, Minoc and Axpain. Each of the brands have their own functions and are suitable for all stages. Besides, this company also exports their products to over 30 countries all over the world. This company also aims to lead the pharmaceutical industry in the local market as well as the international market. Besides this company also has a clear vision and mission and always strives to achieve the goals. Getting the chance to do my industrial training at this company for 24 weeks is such a great opportunity as I get a lot of knowledge besides being able to improve myself in terms of communication skills, time management, problem solving and many more. The supportive and helpful supervisor colleagues are the most important things that I am grateful for as they are willing to give me the guidance in finishing the task given. I am so glad I was given the opportunity to try many tasks in the human resource department such as in welfare by handling uniform and medical card, employee relation and industrial relation by preparing documents for work permit and passport renewal as well as being involved in recruitment and selection process. Furthermore, I also managed to find out the swot matrix which includes strengths, weaknesses, opportunities and threats for the company. Firstly the strengths are offering a wide range of healthcare products and lead to high profit as well as efforts in producing high quality products through research and development while the weaknesses are labour shortage and lack of corporate social responsibility (CSR) programme. The opportunities of the company are advanced technology and market expansion while the threats are compliance risk and competition among pharmaceutical companies. Thus, I came up with a few strategies which are to expand the business, enhance the digital media marketing, invest more on advanced technology and engage with the community. I do believe that this company is able to grow the business as this company has many potential to be same level with other international pharmaceutical companies.

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iv ACKNOWLEDGEMENT All praises to Allah, I successfully finished my industrial training for 6 months. I am so pleased that my internship starts well and ends perfectly as expected. I would like to thank everyone who was involved directly or indirectly. Firstly, I would like to give a big appreciation to Kotra Pharma (M) Sdn Bhd for giving me the opportunity to complete my industrial training at this company. I would say it is a great opportunity for me to gain my first industrial experience here. Besides, my special thanks to my supervisor Mr Francis Lai and other colleagues for giving me the guidance, knowledge as well as the good treats towards me for six months. I am really glad to have a supportive colleague and positive environment in this company. All the guidance, knowledge and cooperation I really appreciate and will be very useful for me in future. Special thanks to my supervisor Dr. Ahmad Nizan Bin Mat Noor for guidance and advice throughout the internship and who made this work possible as well as a big thank to Dr Nursyamillah Binti Mat Noor for her time and sacrifices to be my examiner and coordinator for this internship. Not to forget, special thanks to all lecturers of UiTM Perlis. Last but not least, I would also like to thank my family and friends as a whole for their continuous support me mentally, physically and financially during the six months of internship. Their prayer, support and encouragement for me was what sustained me this far.

1 1.0 STUDENT PROFILE

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3 2.0 COMPANY BACKGROUND 2.1 COMPANY PROFILE Kotra Pharma (M) Sdn Bhd is a pharmaceutical company that are founded in 1982 located at Melaka, Malaysia. An innovative Malaysian pharmaceutical firm, Kotra Pharma (M) Sdn Bhd, is engaged in the creation, production, and marketing of pharmaceutical and dietary supplement products. Besides, Kotra Pharma (M) Sdn Bhd also offers three major brands in the market which are Appeton, Axcel and Vaxcel. Besides, they also have a clear objective which is always been to encourage improved health for people of all ages. Kotra Pharma, a fully owned subsidiary of Kotra Industries Berhad, has established itself as one of Malaysia's top pharmaceutical firms. In order to stay at the forefront of healthcare technology and invention, Kotra Pharma is committed to upholding top-tier research. The opening of a research centre in Melaka is evidence of their dedication to producing high-quality, innovative products that aim to enhance holistic wellbeing and improve health. They believe that everyone has a primary right to healthcare. They consider that their technology and human capital can innovate and boost the availability of their health products to suit the demands of society. Based on the true confidence that people have in their products, Kotra Pharma has established a solid reputation in the pharmaceutical sector for more than 39 years, as well as among doctors, patients, consumers, and thousands of families. They have also established their market presence in more than 30 countries as a major player in the business globally. Its manufacturing processes strictly follow the worldwide PIC/S guidelines for good manufacturing practise. They have ISO 9001:2015 Quality Management System certification, MS2424:2012 Halal Pharmaceuticals accreditation, and ISO/IEC 17025

4 accreditation. To strengthen their brand identity and make their products available to everyone, they consistently seek to broaden their horizons. They believe that everyone has a fundamental right to healthcare. They consider that their technology and human capital can innovate and boost the availability of their health products to suit the demands of society. 2.2 COMPANY VISION • Humanising health - Everyone deserves a healthier tomorrow 2.3 COMPANY MISSION • Manufacturing Excellence - To continuously meet the world standard in pharmaceutical manufacturing • Research and Development Excellence - To continuously invest not less than 3% of our sales revenue into the enhancement of our research and development • Global Pharmaceutical Excellence - To be available in four continents by 2030 (Africa, Europe, Asia and Australia) • Brand and Marketing Excellence - To be a trusted household name in countries where we have a presence • People Excellence - To be the Reference Centre for Talent Development and People Excellence 2.4 COMPANY CORE VALUES • We act with integrity • We deliver on commitment • We are customer oriented • We work with passion and strong team spirit • We believe everything is possible

5 2.5 Kotra Pharma Organizational Chart

6 2.6 KOTRA PRODUCT Product Description Figure A well-known brand of

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health supplements that advocates for a healthier future and encourages improved living conditions for everybody. Axcel pharmaceutical products are experts in oral and topical preparations with a special emphasis on paediatric care, dermatological care, anti- infective treatment, and gastroenterology. The sterile injectable pharmaceutical goods that Vaxcel specialises in are anti- infectives, gastroenterology, anti-coagulants, anaesthetics, and anti-emetics.

Metered dosage inhalers (MDI) are one of the specialty products offered by Arite. The Creobic Cream Range is focused on treating and curing fungal infections at their source

7 A topical alcohol-free medication for treating hair loss in men and women. An over-the-counter medication called AxPain can help reduce temperature and pain.

8 3.0 Training's Reflection I began my internship in the HR Department at Kotra Pharma (M) Sdn Bhd located at Malacca starting from 1 March 2023 until 15 August 2023. The working day is five days a week from Monday to Friday and the working time is from 8.00a.m until 5.45p.m includes 20 minutes for morning break and 1 hour for lunch break. As an intern, I was assigned in employee relation and industrial relation as well as in employee's welfare and indirectly involved in recruitment and selection. Additionally, the benefits of internship here are outstanding in terms of allowance as I gained RM1,000 every month. Besides, I can choose to have double pay or replacement leave every time I need to work on weekends or public holiday. My main role is in employee relations and industrial relations. My role is to help in handling annual medical examinations starting from requesting the quotation from clinics and making comparisons, then coming out with the list of employees, and lastly the day of the annual medical examination. I also was being exposed to a performance review form as needed to update the details of the employees and learned the process of exit interview. In addition, I have been taught the procedure of foreign workers who want to go back to their hometown. It's starting from finding a flight ticket and making a comparison, purchasing a ticket for them and they need to pay RM750 to the company to get their passport. Once they return to Malaysia, we will return the money once they return their passport. Besides that, I also helped in handling hari raya celebrations starting from floor plan, creating the tentative, managing the lucky draw, as well as creating the invitation poster and snap and win contest poster. Next, in terms of welfare I need to sort out the used employee's uniform either for laundry or disposal. Everytime there are new joiners, I need to prepare them for the uniform requested by the department's clerk. In addition, I also need to file the uniform and shoes requisition form. Besides, my role is to apply for a bank account for new foreign workers and prepare medical cards for new joiners. As to take care of the welfare of employees, the company also provides compassion to them by giving donations whenever there is any death of their biological family members so we need to collect donations from all departments.

9 In terms of recruitment and selection, I am involved in company open interviews by setting up the banner before the open interview. My role is helping the candidate to fill in the form and ensure all the documents are complete before the interview session. Besides, I was also involved in a career fair at UTeM. My role is to approach people and explain the company's background as to make sure people are aware about our company and interested in joining us. I really enjoyed interacting with many people and being able to improve my communication skill as well as increase my confidence level. Moreover, I also need to key in candidate status who are being rejected and who reject the company's offer. As we received a lot of resumes, I also helped the recruitment team to sort out the resume before screening who is eligible for the interview session. Besides that, I also have a role as a receptionist. The role for this position is I need to answer company calls properly by greeting them and asking their enquiry. Usually, the calls are from outsiders such as customers who want to connect to the order department or banks who want to do staff confirmation. Thus, I will pass to the person in charge by dialing their extension number. Besides, I also received calls from other countries such as India and Saudi Arabia. Moreover, as a receptionist I also need to record all the incoming or outgoing parcels or documents of the company. By being in this role, I am able to improve my communication skills as I need to communicate with strangers. From my experience, I can describe that the workplace culture in this company is very cheerful and the colleagues are friendly even from different departments. Besides, the colleague is very helpful because whenever I do not know or am unsure about something, they are always willing to help. So I can conclude that I have a positive working environment at this company. They always taught me new knowledge related to HR which is very useful which I can apply when I enter my job phase in future. Every day is a learning process for me to improve myself to be good HR. By doing an internship at this company, I am able to learn and have the opportunities to learn a lot and try something new as well as gain new skills and knowledge which give value to myself.

10 4.0 SWOT MATRIX STRENGTH - Offering a wide range of healthcare products and lead to high profit (S1) - Efforts in producing high quality products through research and development (S2) WEAKNESS - Labour shortage (W1) - Lack of CSR programme (W2) OPPORTUNITIES - Advanced Technology (O1) - Market expansion (O2) S/O - Expand the business (S1,O2) W/O - Invest more on advanced technology (W1,O1) THREATS - Compliance risk (T1) - Competitive among pharmaceuticals company (T2) S/T - Enhance the digital media marketing (S1,T2) W/T - Engage with community (W2,T2)

11 5.0 DISCUSSION AND RECOMMENDATION 5.1 Strengths 5.1.1 Offering a wide range of healthcare products and lead to high profit Kotra Pharma's strength is in providing a broad range of healthcare items to its customers. This offer also benefits the customer because Kotra Pharma Berhad uses an over-the-counter supplement method that enables them to buy medications from any pharmacy that sells them in different dosages and forms without a prescription or license from a doctor. In addition, Kotra Pharma Berhad sells three significant brands in the market, including Appeton, Axcel, and Vaxcel. High-quality over-the-counter products under the Appeton brand are available for all stages of ages. Following that comes the Axcel brand, which focuses mainly on pediatric, anti-infective, and dermatological care. The Vaxcel brand specializes in antibiotic-infused sterile injections used to treat a variety of medical diseases. As a result, the company gain high profit as this can be proven through the annual report which shows the increase in financial performance for the company significantly improved throughout the financial year that ended on June 30, 2022. The revenue for the financial year that ended on June 30, 2021, which was RM159.6 million, increased by 30.3% to RM207.9 million (Kotra Pharma, 2022). When the markets eventually opened, many of their clients decided to restock, which helped the revenue recovery for both domestic and international markets, which the domestic market contributed 71% and the export market contributed 29%. These outcomes were also made possible by increased sales of goods with bigger profit margins. Besides, profit after tax increased by 154.6%, from RM24.4 million in the prior financial year to RM62.1 million in the current financial year.

12 5.1.2 Efforts in producing high quality products through research and development Innovation through research and development is the pulse for the company's growth and in order to remain relevant in the industry. Strong R&D skills enable Kotra Pharma to better meet the expanding market demand for healthcare goods and services. Their R&D staff is always committed to working in order to develop new goods and enhance existing products by working on creating procedures like formulation development, analytical development, and stability research. Moreover, the most impactful strategy is 3% of their profit will contribute to research and development (Kotra Pharma, 2022). By staying up to date with the most recent developments in science and technology, they continue to strengthen their R&D team through skill and knowledge development. The goods produced by Kotra Pharma are halal-certified and made in accordance with GMP standards as well as has been awarded ISO9001:2000 Quality Management certification. Kotra Pharma's decision to build a new research facility in a Melaka technology park is evidence of their dedication to consistently creating ground-breaking products of the highest quality with the goal of improving overall health. The company believes that a product's quality is crucial since it can affect a company's success and lead to customer loyalty. In order to advance successfully with their product development, they also put a lot of effort into finding more partners for technology transfer. Besides that, in order to achieve excellence in developing and producing high value-added goods to suit healthcare needs and expand their position in the industry, they will continue their efforts to explore technologies and build their R&D competencies in the coming years.

13 5.2 Weaknesses 5.2.1 Labour shortage Labour shortage indicates that companies are finding it challenging to fill unfilled positions with qualified candidates. The few individuals that are accessible are difficult to find and there are not enough applicants to fill the positions they are searching for. Though this can be problematic to the company as some companies feel it is hard to fill the positions and some companies have a harder problem attracting and keeping the employees (Doyle, A. 2022). Based on my observations, labour shortage in Kotra Pharma is due to high turnover as many employees resign every month. Some of the reason is due to work overload as well as the company offering benefits which are not worth it then they decide to find another job which offers better opportunities and benefits. This can be proven through exit interview forms that need to be filled by the employees on their last working day. Moreover, every month the company will have the same position available which shows that the company is difficult to find the candidates which suit with the position and have the competency to the job. Besides that, labour shortage gives Kotra Pharma a lot of challenges which can affect the performance of the company as well as to the employees. Firstly, the company cannot maximize the production in order to achieve the target and goals as well as it also disrupts the ability to fulfill large orders for the products and satisfy market demand. Moreover, in terms of administration it also indirectly affects the work quality as well as many work delays which can disrupt the effectiveness of the company's performance. Moreover, it also gives effect to the current employees as it will give a burden to them who need to do a lot of work as it can lead to mental health problems such as stress and anxiety besides low productivity. Lastly, recently Kotra Pharma held an open interview to find a few new workers to fill in a few positions. However, most of the candidates still do not meet the minimum requirement thus they cannot be hired. Thus, this issue can make the problem become worse.

14 5.2.2 Lack of CSR programme Corporate social responsibility is a method of conducting business that strives to raise a company's social impact while achieving corporate goals including growth and revenue targets (Chavarria, A. 2022). A firm should be environment and society. Creating value on all three levels which are economic, social, and environmental is intimately related to sustainability. Based on the annual report of Kotra Pharma in 2022, it stated that Kotra Pharma only involved in CSR programmes by contributing financially to the other organizations for example annual sponsorship for Children's Day, sponsorship for Blood Donation Drive and sponsorship to Orphanage homes in Melaka. Besides, the company is not involved in any physical CSR activities which will give a very big impact to the company. This shows that the company lacks proper planning to join or plan any impactful CSR activities. By giving sponsorship is a good action taken by Kotra Pharma to give value to the community. However, it is not good enough as it will not give a high impact to the company. Poor coordination or lack of ideas to plan a programme are the major causes of the lack of a physical CSR programme. Besides, the company also cannot see there are many advantages by doing so to the company as well as to the community itself. As a result, the company gets less of the awareness from the community and loses many opportunities. involved in the community and think about how its actions may affect the

15 5.3 Opportunities 5.3.1 Advanced Technology Advanced technology performs manufacturing activities that increase manufacturing quality and uses innovative techniques to generate new products. Additionally, the method provides producers with a competitive edge due to a thorough manufacturing system (Natsir C, 2022). The manufacturing facility has the capacity to produce large orders of their products and meet market demands with little additional capital investment over the next five to ten years due to the healthy excess capacity, modern facilities, and resources they have. Moreover, nowadays artificial intelligence (AI) is becoming one of the technologies that is able to transform everything easier. There are many advantages of AI in production such as technicians can use artificial intelligence (AI) to assess a machine's performance which can predict any possible breakdowns or malfunctions. The adoption of new technology typically sees an improvement in productivity, which serves as an indicator of how efficiently production is operated. This eventually improves the goods' consistency and quality, which decreases waste, machine downtime, and ultimately boosts production. According to Iyypanda website, it states that a pharmaceutical company may gain a competitive edge if it has the technology, equipment, or processes necessary to create a particular product for less money. Technology advancements also improve communication between machines, computers, and people, enabling firms to track their production and manufacturing processes in real-time. These sensors can also assist a production line function efficiently, and if a repair is required, they let the manufacturer get in touch with a service crew right away to ensure quick service and repairs. Lastly, remote performance monitoring sensors can be applied in a variety of ways to lower manufacturing costs and boost productivity.

16 5.3.2 Market expansion Market expansion is the process of implementing changes that enables businesses to significantly increase earnings, create new jobs, and generate a strong brand presence. Any business development strategy must include an expansion of the marketing strategy (Guide, S. 2022). Kotra Pharma has an established international presence in more than 30 countries across the world. Their current focus is to increase their market share in current export markets, particularly in Indonesia, Myanmar, Vietnam, Cambodia, and Africa, by increasing their product line and strengthening their brand reputation in these nations. Additionally, the availability of manufacturing space will give the business a better chance to compete in international procurement offers for the distribution of their pharmaceutical products to the public sector. Besides, the business also gets the advantage by having a large market as the business is able to have greater cost saving due to its low cost of capital. Market expansion not only gives the benefit to the company, but it also gives advantages to Malaysia's economy which will lead to economic growth. One of the new growth sectors that the government is trying to promote and develop is the pharmaceutical industry. Moreover, this company has the opportunity to expand their market as based on a survey, people nowadays have increased the awareness of health after the pandemic COVID-19 (2023). Thus, more people are becoming aware of and interested in exercise, diet, as well as health products. Thus, this became an opportunity for Kotra Pharma to expand their market and gain more revenue.

17 5.4 Threats 5.4.1 Compliance risk The company has always been conscious of the value of risk management in operating procedures. Business risks such as operational and financial, compliance with regulations, and competitiveness, among others, are systematically identified, assessed, addressed, and constantly monitored by the individual risk owners of each division. Then, risk mitigation measures are put forth, carried out, and periodically evaluated for appropriateness and efficacy, with all of this information being submitted to the Board for oversight. As a producer of pharmaceutical products, the company is exposed to risks related to rising raw material costs, particularly Active Pharmaceutical Ingredients ("API"), shortages of raw materials, liquidity, an increased risk of bad debts, rising labour costs, and access to qualified personnel. Due to their operations in foreign markets, they are also exposed to risks and uncertainties related to geopolitical instability, including the ongoing Russo-Ukrainian War, fluctuations in foreign exchange rates, economic instability, and inventory obsolescence, all of which will materially affect the company's financial position and business performance. Additionally, any prolonged decline in overall economic conditions could bring risks to the company's operations, including a potential reduction in government healthcare spending and depressed consumer state of mind. Risks related to compliance and regulations are common in the pharmaceutical sector. A company's total production costs could go up as well as the time it takes to register a product in a particular market if regulatory requirements in that market change. In such a situation, increased expenses or delays in product registration may result in reduced margins or affect the company's sales volumes in the appropriate market.

18 5.4.2 Competitive among pharmaceuticals company Business competition is a competition between companies that offer similar products or services or that aim to attract the same customer. Businesses compete to gain and retain consumers, raise revenues, and expand their market share (2023). It is crucial to have competition because it forces businesses to offer products and services of higher quality at more affordable costs. In the pharmaceutical sector, competition may encourage manufacturers to provide more affordable drugs while also inspiring them to develop new and improved medications. A more open, effective, and consumer-friendly regulatory system is made possible by advocacy for competition. Moreover, there are many pharmaceutical companies that also now develop their company in Malaysia as well as other international companies. For example, the well-known local pharmaceutical companies are PharmaNiaga Manufacturing Berhad, Xepa-Soul Pattinson (Malaysia) Sdn Bhd, Duopharma (M) Sdn Bhd and many more. While the international pharmaceutical companies are AstraZeneca, Rocer, Pfizer and others. According to the Tracxn Website updated on June 12, 2023 stated that Kotra Pharma ranks at 681st among 1695 competitors globally. It shows that the company is still too far to compete with other pharmaceutical companies. Thus this gives Kotra Pharma the challenges to compete with the other and they need to find ways on how to compete with them. Furthermore, Kotra Pharma needs to compete with other companies to attract new customers and maintain the existing customers. Since the other pharmaceutical companies offer the same function products, thus Kotra Pharma needs to find ways to give awareness to the customers. Besides, customers always prefer the brands that offer lower prices but at the same time have high quality products and have a effectiveness towards the illness. Thus, every brand has their strategies in order to attract the customers as well as to compete with rivals. If Kotra Pharma does not have any initiatives to win customer's hearts, it will become a disaster to the company's position in the market.

19 5.5 SWOT MATRIX 5.5.1 S/O STRATEGY - EXPAND THE BUSINESS Expanding a business is essential to maintaining its success and financial stability. Currently, Kotra Pharma has expanded to more than 30 countries all over the world. With the strength and opportunities that Kotra Pharma has, it is able to expand this business to more countries as there are 195 countries in the world. As for now, Kotra Pharma only exports to 36 countries which do not even reach 50% from the total of countries. By entering a new market, the business can reach out to new target markets that could also be interested in its products and at the same time optimize the existing market (Coursera. 2023). This can be achieved due to the advanced technology which can increase the production in a short time as well as the consciousness of health and lifestyle attitudes of people. Besides that, Kotra Pharma also can offer new offerings which constantly assess the market and seek out opportunities to introduce new products by making surveys towards customer demands and they look for from the company (Lesonsky, R. 2023). For example, nowadays people really care about their skin conditions thus, this gives a big opportunity to the company to produce skincare. Besides, Kotra Pharma also could expand their capabilities into new therapeutic areas such as diabetics, high blood pressure and many more. This can be achieved as Kotra Pharma has a strong research and development department which has the ability to come out with new formulations. According to the Rockland Trust Bank website, it stated that the company needs to come out with proper planning in order to expand the business as it takes many things into risk such as financial, time and many more. It also involves contributing a lot of money to research and development, employee training and development, investment in new technology and many more. However, all of this has the risk as the expansion plan may fail as it involves the whole organization and it is a long term investment.

20 5.5.2 W/O STRATEGY - INVEST IN ADVANCE TECHNOLOGY In order to have larger manufacturing capacity and solve the labor shortage, Kotra Pharma should invest more on advanced technology such as high- end machines as well as use up-to-date systems in the production lines (Yang, F. 2021). Moreover, by using more automation technology able to comply with international manufacturing standards which can simplify Kotra Pharma to gain trust from potential customers. Besides, according to the Unleashed Website, it stated that the technology also able to improve quality assurance such as robots that inspect products for faults is more efficient and affordable than relying on manual inspections without compromising their adherence to regulatory standards. Pharmaceutical industry faces a talent shortage due to the aging population's retirement and the loss of knowledge and skills. As a result, the continual adoption of cutting-edge technologies will significantly help Kotra Pharma to address its talent problem. Although many worry about how these changes will affect employment opportunities, experts believe that the industry will benefit greatly from technological advancements like robotics, artificial intelligence (AI), and the internet of things (IoT), as these will increase the number of jobs available to the human workforce and stimulate the economy. (McClelland, C. 2023). Research findings provide businesses with a technique to identify problems that people have and how to solve them, and development enables firms to identify special and unique solutions to the problem (Ross, S., & Ecker, J. 2023). This can be attributed to Kotra Pharma's export excellence which sees the company actively penetrating the international market. As a result, if the company takes this as an opportunity thus this would improve their ability to compete in other markets and scale up their export activities as well as enhancing the company's position as a major player in the global pharmaceutical industry. It is very important to the group to take action as soon as possible in making changes whenever new opportunities arise in order to not be left behind among other pharmaceutical companies and can be the leader in the industry.

21 5.5.3 S/T STRATEGY - ENHANCE THE DIGITAL MEDIA MARKETING Since the company offers a wide range of products, it needs to compete with many other pharmaceutical companies. Thus, the business must continue to put its whole effort in using high-impact marketing initiatives that provide value and in order to raise customer awareness of their brand while also keeping up with the competition. The company needs to create efficient marketing initiatives that enable them to market their product while raising consumer awareness and attempting to foster brand loyalty in order to compete with other brands (Genc, B. 2021). Kotra Pharma needs to fully utilize digital media to build the brand image as well as to gain brand awareness. Social media such as Facebook, Instagram and Tiktok are very helpful to help the company to maximize engagement with existing customers as well as to potential customers. Kotra Pharma is able to run their promotional campaign and reach more audiences efficiently and effectively. Besides that, cost-effectiveness is one of the advantages of digital marketing. The organization offered cost-effective solutions and was able to market the business locally as well as internationally. It makes it possible even for smallest businesses to compete with bigger ones when utilizing these methods (Sharma, N). Moreover, there are many channels of digital marketing that Kotra Pharma can implement to suit the nature of business for example content marketing, influencer marketing, affiliate marketing and many more. As for content marketing, the company needs to hire content creators to consistently create impactful content which can educate as well as give awareness to the audiences. Besides, the company also can collaborate with well-known celebrities or influencers who already have many followers in social media by appointing them as ambassadors of the products. Indirectly, the awareness as well as the trust of people towards the product are increasing. Thus, this will give a high impact to the revenue as well as profit of the company besides maintaining low cost of marketing.

22 5.5.4 W/T STRATEGY - ENGAGE WITH COMMUNITY Creating engagement with the community is one of the ways In order to compete with the competitors besides it also can be a competitive advantage to Kotra Pharma. Thus, Kotra Pharma should come out with the initiatives by organizing the CSR programme physically with the community or make collaboration with other organizations. The company also must regularly interact with relevant regulatory, governmental agencies or non-government organizations in order to make the programme more effective. As a result, the company can create more opportunities as they can take the advantages from the collaboration. There are many advantages by doing CSR programmes to the company and even to the community itself such as it can enhance company image, improve staff abilities and motivation as well as can develop the revenue of the company. Moreover, the company will stand out from other competitors in the industry by embracing CSR besides being committed to taking advantage of social, ethical, and environmental considerations that will easily fly higher. This programme also can improve the image of the company as people start to be aware and recognize about the brand. Indirectly, it also can improve staff abilities as well as their work motivation (Lim, J. 2023). Based on the Healthy-Heart.org website, engaging with the community is about giving the values to them in many ways. The company can conduct a lot of programmes which can involve young to old folks through creating health campaigns such as nutrition and healthy living programmes. Other than that, the company can increase the engagement by outreaching the community through opening a booth at a shopping complex or any events which can get closer to the customers. Besides that, developing a culture of community service can add value to the company while also helping to create favorable brand recognition with both existing and potential customers.

23 6.0 CONCLUSION Kotra Pharma (M) Sdn Bhd is a local pharmaceutical company that has the potential to lead the pharmaceutical industry in Malaysia. This is because the company already has many advantages compared to their competitors. Thus, the company only needs to enhance their strengths to become a competitive advantage for the company. Moreover, the company also needs to overcome their weaknesses by practicing a few strategies which can solve the company's problem. I came up with a few strategies which invest more on advanced technology and engage with the community. These strategies are able to help the company to gain more awareness from potential customers and increase productivity which can lead to higher sales and profit. However, Kotra Pharma (M) Sdn Bhd is also exposed to threats but at the same time there are many opportunities that the company should grab such as advanced technology and market expansion. This can give advantages to the company to grow as well as it can improve the company productivity. Besides, Kotra Pharma should practice the right strategies in order to lower the risk of threats to the company which are competition with other companies and compliance risk. Thus, I came up with a few strategies that could help the company such as enhancing the digital marketing and expanding the business. This is able to help the company against the competitors in increasing the market share for both local and international markets. Moreover, I can conclude that I had a great experience during my internship at Kotra Pharma (M) Sdn Bhd for 24 weeks as I gained a lot of knowledge and it will be useful for my future. It exposed me to the real-life working environment which was able to enhance my skills such as communication skills, thinking skills as well as social skills. The two main things that I have learnt in the workplace are time management. I need to finish the work in the time given and I need to be detail oriented, thus the possibility to make any error is low. Furthermore, I involved myself in many tasks in the HR department in order to ensure I have the knowledge for my future career and can be included in my resume. Last but not least, I am so glad to have supportive colleagues and a positive working environment at this company.

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27 APPENDICES Appendix 1 : Main Building (Block A & B) Appendix 2 : Working Station

28 Appendix 3 : HR Department' Staff Appendix 4 : Duty as Receptionist

29 Appendix 5 : Open Interview Appendix 6 : Myfuturejob x UTeM Career Fair

30 Appendix 7 : Sorting Resume Appendix 8 : Kotra Raya's Poster

31 Appendix 9 : Staff's uniform Appendix 10 : Handle new foreign worker

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<p>W https://www.jesstechnology.com/article/the-impacts-of-technology-advancement-in-</p>				
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<p>W https://www.nerdwallet.com/article/small-business/how-to-expand-your-business</p>				
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