



UNIVERSITI  
TEKNOLOGI  
MARA

Fakulti  
Pengurusan  
dan Perniagaan

**1 MARCH - 15 AUGUST 2023**

# **INDUSTRIAL TRAINING REPORT**

Prepared By:

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*Bachelor of Business  
Administration (Hons) Human  
Resource Management*

Prepared For:

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YAACOB**



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# EXECUTIVE SUMMARY

I interned at the Koperasi Warga USM Kelantan Berhad for six months, from 1st March 2023 until 15 August 2023. As the last task on the list for my Bachelor's Degree, I was given a chance to take part and rotate between all of the premises of this organization, which provides a range of services to members of the USM staff and locals. The company has achieved its ultimate objective of being the preferred cooperative company in the area by operating various services and enterprises for tourism, personal care, and health centers across ten premises. I participate in various tasks as an intern and assist the firm in running operations. In addition to carrying out roles, assignments, and responsibilities in the company, my industry training also focuses on analyzing the company's SWOT, which are strengths, weaknesses, opportunities, and threats from various perspectives of PESTEL, such as political, economic, social, technological, environmental, and legal considerations. The key findings include the company's ability to hire disabled workers, strong financial position, and the ability to expand the businesses, the weaknesses in time management and unsystematic documentation, opportunities for branding image and various target markets, and exposure to threats of intense local competition and lack of community awareness and understanding about cooperatives. It is suggested that the company respond to these findings by continuously revising and utilizing more data to enhance its strengths, expanding the reach and operating efficiencies to rectify their weakness, focusing on the opportunities through transitioning in business model and improving distinctive competencies, and protecting itself from the prevalent threats.



PART 3:

# COMPANY'S PROFILE

- Company's Profile .....
- Background of Establishment .....
- Service Offered .....
- Assets .....
- Vision and Mission .....
- Organizational Structure of Cooperative Board Members (ALK) .....
- Organizational Structure of Staff .....



# COMPANY'S PROFILE

## 1 NAME

KOPERASI WARGA UNIVERSITI  
SAINS MALAYSIA (USM)  
KELANTAN BERHAD

## 2 ADDRESS

Lot 8014, Tingkat 1, Bandar  
Satelit Islam Pasir Tumbuh,  
16150 Kota Bharu Kelantan.

## 3 EMAIL

[kwusmkb@usm.my](mailto:kwusmkb@usm.my) /  
[kwusmkb08@yahoo.com](mailto:kwusmkb08@yahoo.com)

## 3 PHONE/FAX NUMBER

09-765 6224

# COMPANY'S BACKGROUND

## BACKGROUND OF ESTABLISHMENT

“

Koperasi Warga USM Kelantan Berhad (COOPUSMA) was established on 12 June 2000. The initial general meeting was held on 16 November 2000, the First General Meeting within six months from the date the cooperative was established.

At the beginning of the establishment, COOPUSMA was registered under the name of Koperasi Kakitangan Universiti Sains Malaysia (USM) and changed its name to Koperasi Warga Universiti Sains Malaysia (USM) Kelantan Berhad in 2002.

From 2000 to 2016, the primary function of the cooperative was to provide credit facilities, and it was amended to a service function in the Special General Meeting on 29 November 2016. Membership is open to all staff of Universiti Sains Malaysia (USM) Kubang Kerian Health Campus, Kelantan only. The number of COOPUSMA members is 3086 members until 2019.

The Cooperative Board (ALK) members of COOPUSMA consist of USM staff with a highly cooperative spirit, care more about welfare than profit, and are dedicated and experienced in managing. COOPUSMA also consists of 170 staff members led by a high-caliber executive officer.

”

# COMPANY'S BACKGROUND

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## SERVICE OFFERED

“

COOPUSMA continues to move forward to make Koperasi Warga USM Kelantan Berhad the most competitive Cooperative in Malaysia to meet the needs of members and customers of the cooperative.

Koperasi Warga USM Kelantan Berhad is wholly owned by Bumiputeras and offers services such as Unit Kredit (kemudahan kredit), Coop mart, Kopitiam Lestari, kompleks perkembangan kanak-kanak (ECCE), perkhidmatan kesihatan, penyewaan bangunan, Kilang Air Osmosis Lestari Al-Khaliss, and many others.

”

# COMPANY'S BACKGROUND

## ASSETS

### **BANGUNAN RUMAH KEDAI 3 TINGKAT**

LOT 8014, BANDAR SATELIT ISLAM PASIR  
TUMBOH, 16150 KOTA BHARU, KELANTAN.



### **BANGUNAN RUMAH KEDAI 2 TINGKAT**

LOT 8008, LOT 8009, LOT 8010, LOT 8011  
DAN LOT 8012,  
BANDAR SATELIT ISLAM PASIR TUMBOH,  
16150 KOTA BHARU, KELANTAN.

### **BANGUNAN RUMAH KEDAI 2 TINGKAT**

LOT 8075, BANDAR SATELIT ISLAM PASIR  
TUMBOH, 16150 KOTA BHARU, KELANTAN.





# COMPANY'S BACKGROUND

## ASSETS

### BANGUNAN RUMAH KEDAI 2 TINGKAT

LOT 1600, BANDAR BARU KUBANG KERIAN, 16150 KOTA BHARU, KELANTAN.



### BANGUNAN RUMAH KEDAI 2 TINGKAT

LOT 1603, BANDAR BARU KUBANG KERIAN, 16150 KOTA BHARU, KELANTAN.

### F1-13A-05, TAMARIND SUITES,

PERSIARAN MULTIMEDIA, CYBER 10, 63000 CYBERJAYA, SELANGOR.

TAMARIND SQUARE CYBERJAYA  
LOT : F1-13A-05

Equipment & facilities  
\*swimming pools  
\*gym  
\*car park  
\*connection to shopping mall  
\*1 queen bed & 1 single bed

Price: RM 250.00  
COOPUSMA Members: RM 175.00

Reservation  
4011-11230010  
Ezatty

**Promosi hebat**  
**RM 150.00**  
khas untuk anggota COOPUSMA

# Vision

"Committed to making cooperatives a leader in the tourism, personal care & health sectors towards community well-being through human capital development, intellectual inquiry, creativity, innovation and the dissemination of knowledge."

# Mission

"Creating cooperatives that are competitive, global and ethical and make authorities through the transformation of cooperatives in the field of Primary Economic Success (EPP) Tourism, Health and Personal Care."

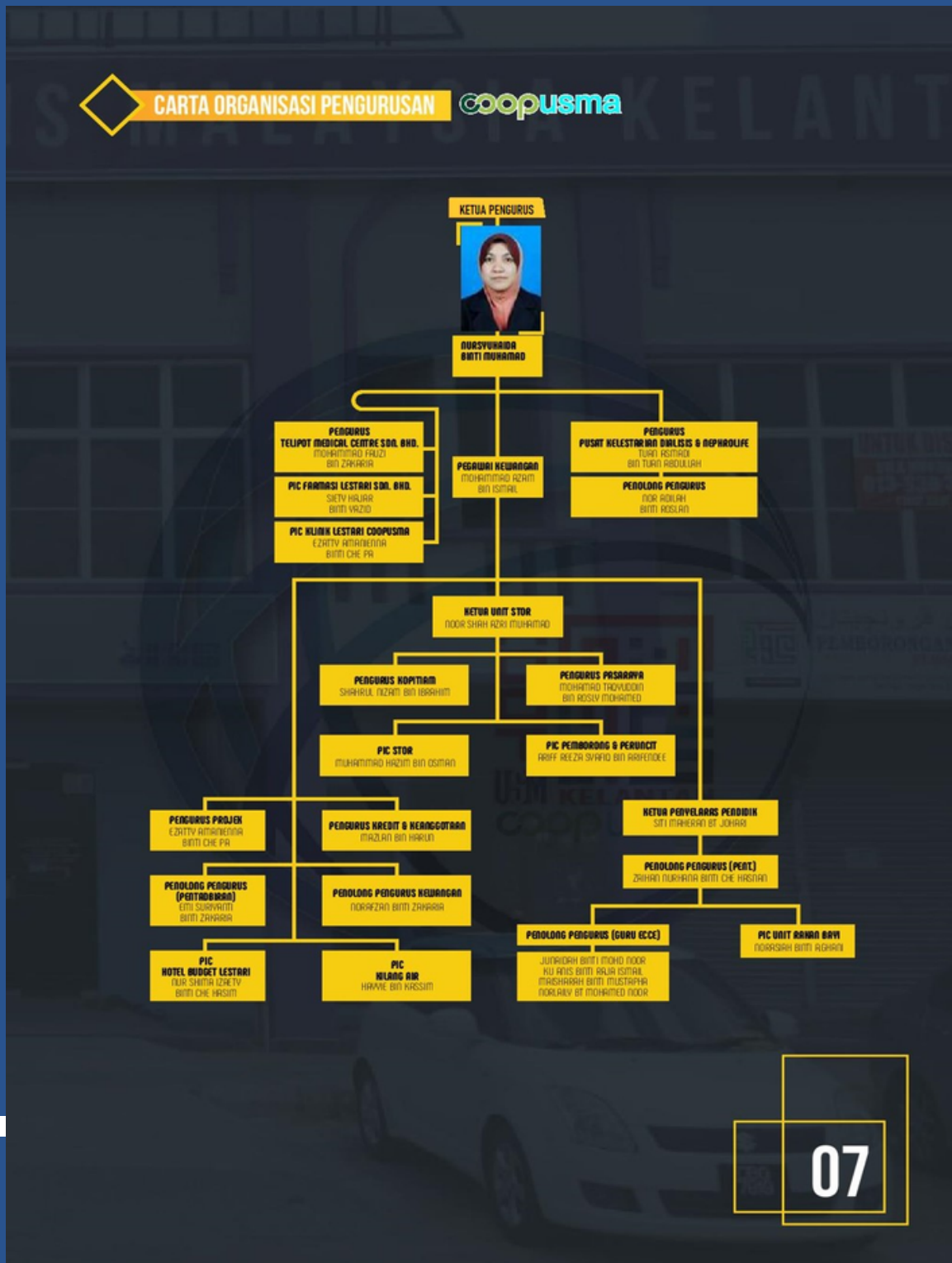
# ORGANIZATIONAL STRUCTURE OF COOPERATIVE BOARD MEMBERS (ALK)


Koperasi Warga USM Kelantan Berhad is governed by an outstanding board of directors with diverse backgrounds and a broad network of experience governing many areas of interest, and it holds a high position at USM Kelantan.



# ORGANIZATIONAL STRUCTURE OF STAFF

Koperasi Warga USM Kelantan is led by a group of top-tier executives with diverse knowledge in different business functions.





PART 4:

# TRAINING REFLECTION

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**Duration**

Specific date,  
working day and  
time.

**Detail**

Department, roles,  
responsibilities,  
assignments and  
tasks.

**Gain**

Intrinsic and  
extrinsic benefits

# TRAINING REFLECTION

## DURATION: SPECIFIC DATE, WORKING DAY AND TIME

### SPECIFIC DATE

**1 MARCH – 15 AUGUST 2023**

- The duration of industrial training is for 6 months or 24 weeks.

### WORKING DAY

**SUNDAY – THURSDAY**

- Leave given during industrial training is for 7 days only if there is a health problem with confirmation from a doctor and does not include public holidays.

### TIME

**8.10 – 4.55 (SUNDAY UNTIL WEDNESDAY)  
8.10 – 4.40 (THURSDAY)**

- There is overtime work if needed, staff replacement, and there is a lot of additional work.

# TRAINING REFLECTION

## DETAILS: DEPARTMENT, ROLES, RESPONSIBILITIES, ASSIGNMENTS, AND TASKS

### HEADQUARTERS OFFICE

- Help Accountant Officer to organize the Industri Kecil Sederhana (IKS) supplier files and vouchers.
- Key in the sales receipt data of November and December 2022 in the SQL System.
- Help Human Resource Manager to make tagging on the administrative document, which are staff salary and overtime.
- Help Human Resource Manager to sort, arrange and file the administrative document which staff salary and overtime by month.
- Help the staff to photocopy the supplier's documents.
- Taking notes when the Supervisor gives advice and information related to the task given.
- Making short videos of the company and company profile as a task.

# TRAINING REFLECTION

## DETAILS: DEPARTMENT, ROLES, RESPONSIBILITIES, ASSIGNMENTS, AND TASKS

### KILANG AIR OSMOSIS LESTARI

- Help staff in handling the manufacturing and production process which are filling water in bottles, pasting labels on bottles, wrapping bottle packages, and others.
- Help staff to checklist the order and stock of drinking water.
- Assist staff to deliver drinking water to customers.

### COOP MART

- Assist staff members in arranging the product on the sales rack.
- Assist with the stock inspection procedure that suppliers send out before their products are offered to clients.
- Helping staff in the process of selling and making waffles to customers.
- Participating in the stock check at the end of the month.



# TRAINING REFLECTION

## DETAILS: DEPARTMENT, ROLES, RESPONSIBILITIES, ASSIGNMENTS, AND TASKS

### HOTEL BUDGET LESTARI

- Daily manage the check-in and check-out process of the guest.
- Daily checking email for guest booking using online platforms such as Google, Booking.com, and others.
- Daily making postings on social media such as Facebook, Instagram, and WhatsApp.
- Assist with processing payments and creating client and customer receipts.
- Help staff to photocopy the guest receipt and invoice.
- Help key in the month's sales in Excel and sales books.
- Assist the staff in doing housekeeping when the housekeeper takes leaves.
- Making fruit and food bouquets to be marketed at Coop Mart as additional sales for the hotel.

# TRAINING REFLECTION

## DETAILS: DEPARTMENT, ROLES, RESPONSIBILITIES, ASSIGNMENTS, AND TASKS

### KOPITIAM LESTARI

- Performing as a kitchen assistant by assisting the Kopitiam staff members in making drinks and foods such as oden, toast, and sweetcorn.
- Assisting staff members in organizing the food that the supplier had delivered to the premises.

# TRAINING REFLECTION

## GAINS: INTRINSIC AND EXTRINSIC BENEFITS

### INTRINSIC BENEFITS

- Enhancing interpersonal communication abilities at work.
- Increase staff analysis and accounting documentation skills understanding.
- Gaining knowledge of how businesses operate and the difficulties they encounter regularly.
- Be able to handle pressure effectively and follow the company's dress code, regulations, and time schedule.
- The chance to meet new individuals, including the whole employees, managers, and senior management of Koperasi Warga USM Kelantan Berhad, and therefore build a network of connections
- Get a sensation of or a feeling of work completion.
- Gaining new knowledge or increasing one's proficiency in many areas of each premises' work.

# TRAINING REFLECTION

## GAINS: INTRINSIC AND EXTRINSIC BENEFITS

### EXTRINSIC BENEFITS

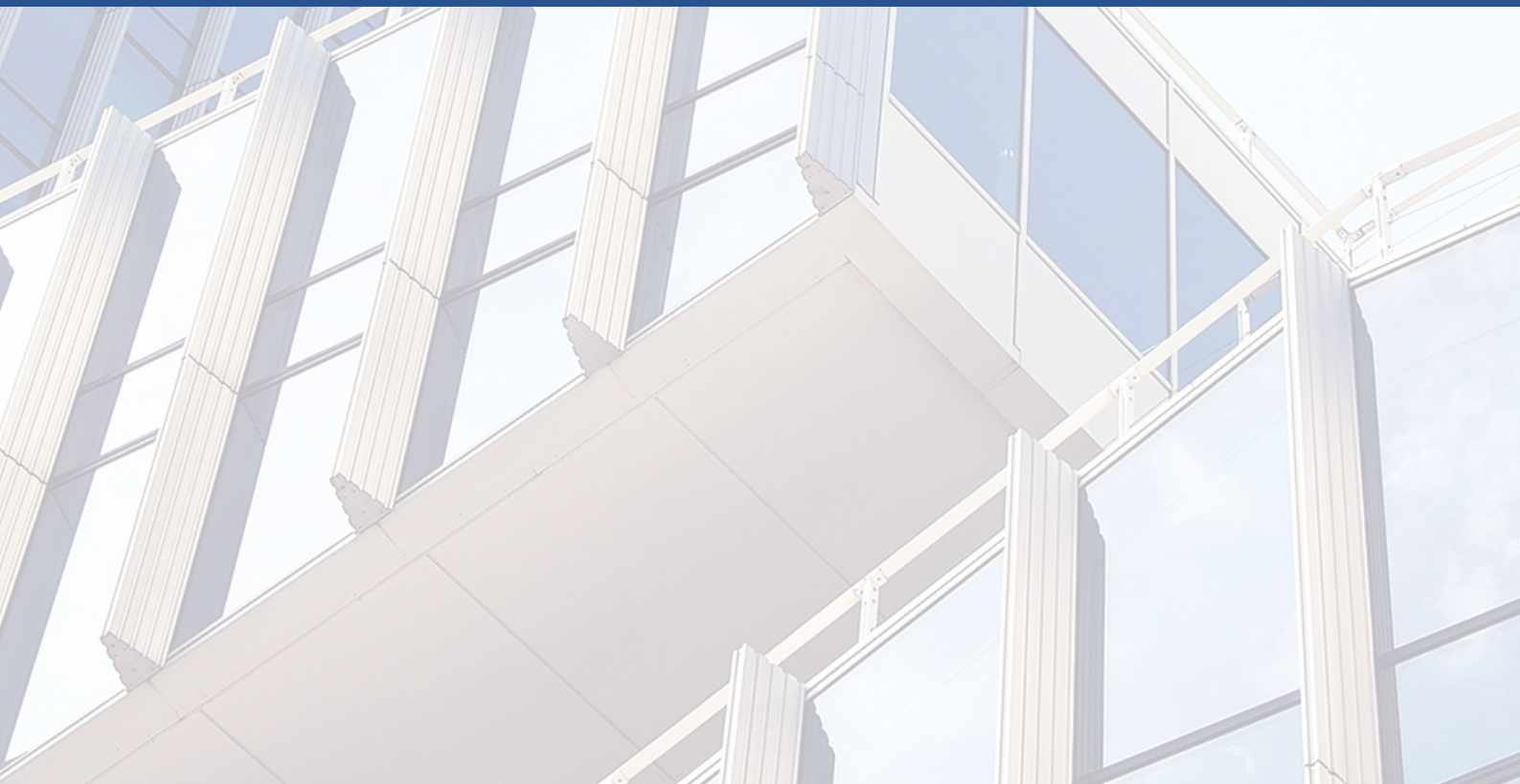
- Koperasi Warga USM Kelantan Berhad provides an allowance in the amount of RM250 per month for the duration of the industrial training period of six months.
- I was provided additional payment of up to RM5 per hour for overtime work.
- I was paid RM50 per day in Hotel Budget Lestari for work on the weekend.



PART 5:

# SWOT ANALYSIS

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# SWOT ANALYSIS



## 01 STRENGTH

- Disability employment (Social/Economic)
- Strong financial position (Economic)
- Business expansion (Economic)

## 02 WEAKNESSES

- Time management (Social)
- Unsystematic documentation (Technology)

## 03 OPPORTUNITIES

- Branding (Economic/Social)
- Various target market (Economic)

## 04 THREATS

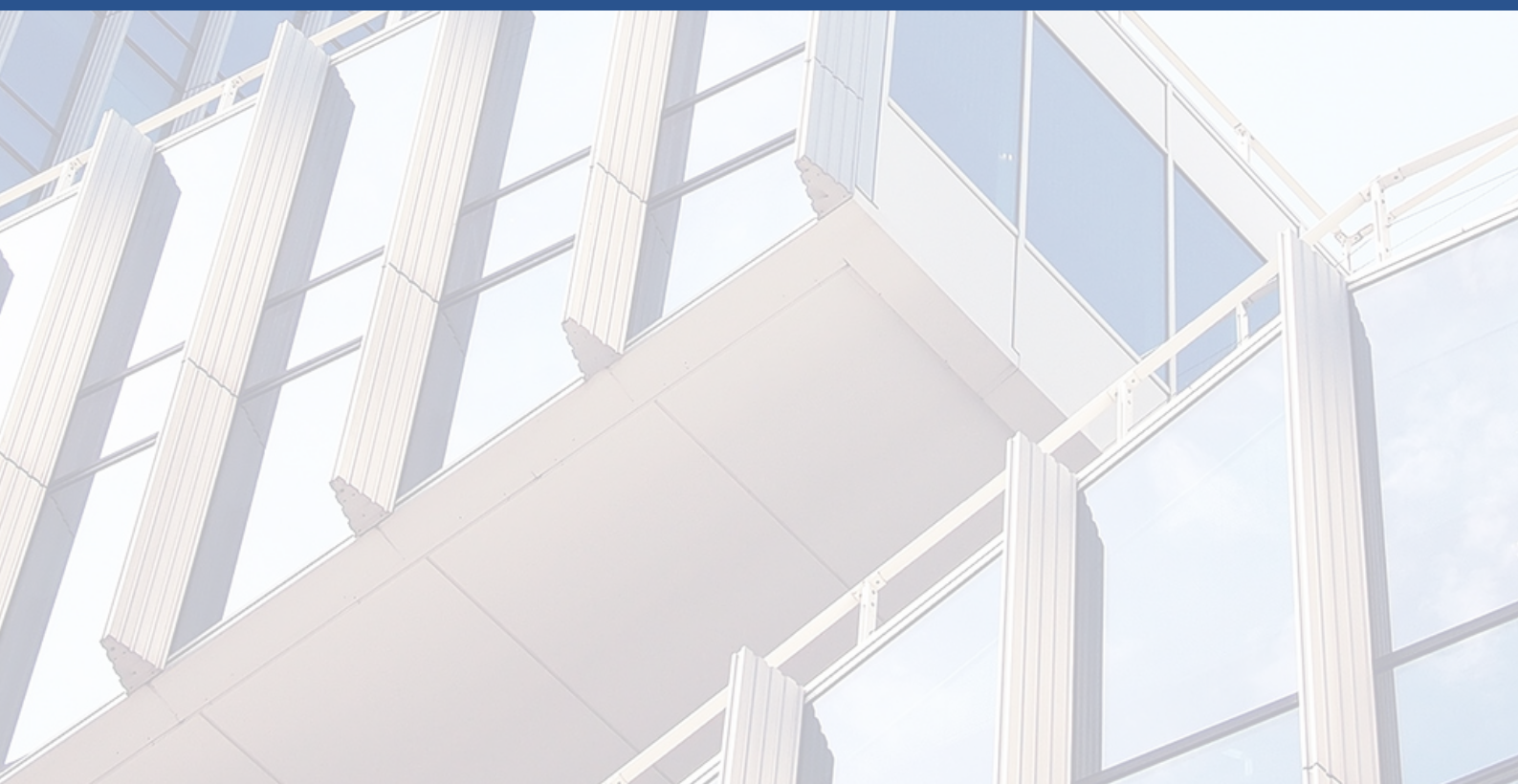
- Intense local competition / Emerging competitors (Economic)
- Lack of community awareness and understanding about cooperative (Social)



PART 6:

# DISCUSSION AND RECOMMENDATION

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# Strengths

**①** Disability employment

**Social/Economic**

**②** Strong financial position

**Economic**

**③** Business Expansion

**Economic**



# DISABILITY EMPLOYMENT

## Discussion:

Nowadays, there are still fewer chances given to disabled people (OKU) in the workplace. This should be given attention to correct the general public has perception of this group, particularly in addressing employers' perceptions. This is because there are even employers who refuse to give opportunities to disabled people to lead an organization or a team. (Samat, 2022)

Koperasi Warga USM employs ten disabled workers, with one or two disabled workers in each of its branches or premises, including Kopitiam Lestari, Hotel Budget Lestari, Kilang Air Osmosis Al-Khalish, Coop Mart, and many others. From my observation, this company has given disabled people (OKU) opportunities by providing them with training before entering the workforce. The level of work that has been completed for them and handed to them is suitable for their abilities and skills. For example, at Hotel Budget Lestari, two disabled employees work in housekeeping and cleaning.

The Director of Koperasi Warga USM, Professor Madya Dato Dr. Haji Mohamed Saat Haji Ismail, is considered the father of all trainees at the Center for the Transformation of the Disabled, Health Sciences Study Center (PPSK) at Universiti Sains Malaysia (USM) since it was established in 2018. Because of his compassion for people with disabilities, he was recognized as the Welfare Activist of the Disabled Persons in the Disabled category (OKU) on the Kelantan State Welfare Day in 2020. (Hoe, 2020)

# DISABILITY EMPLOYMENT

## Recommendation:

Therefore, this company must continue this effort, bringing many benefits. The public's attention can be drawn to the cooperative, and its image can be improved by portraying it as a company that is aware of and cares for disabled people (OKU) by hiring them as employees. Indirectly, this will attract people from the outside community, other than the USM staff members, to get services from this cooperative. Besides, the costs of recruiting people with disabilities were minimal and contributed to a positive work environment. This is because most persons with disabilities desire to be involved in meaningful activities. (Aichner, 2021)

# STRONG FINANCIAL POSITION

## Discussion:

The term "sustainable business performance" describes how a firm conducts its operations, functions, and activities in a way that promotes better social relationships with its stakeholders while minimizing any negative consequences on the environment or the health of its customers. An extremely sustainable business keeps up its policies and procedures to increase revenues while safeguarding the environment, which benefits all stakeholders. (Feng et al., 2021) This term includes a strong financial position or performance. This is due to the fact that having a strong financial foundation helps assure the long-term performance of a business in an organization that is growing. When a firm has exceptional performance, it may draw the attention of significant brands interested in collaborating with it, as well as the general public's interest.

As I mentioned before, this company has many premises which are beneficial for their financial position. The income generated from each location is large for a cooperative, and the results that they achieve are capable of covering all of the costs that are incurred by the business. In reality, they are able to acquire a significant number of additional assets, launch new premises, launch new locations of premises, and many more. According to what I've heard, Kilang Air Osmosis Lestari is planning to move to a new location in Jelawat, Bachok, which will necessitate a significant investment in the construction of new structures and the purchase of new pieces of machinery.

# STRONG FINANCIAL POSITION

## Discussion:

Other than that, Professor Madya Dato Dr. Haji Mohamed Saat Haji Ismail, Director of Koperasi Warga USM, is also constantly aware of the current situation of each premises, where he gives ideas to improve the premises. He is always aware of the current situation of each premise. He also recognized the opportunity to establish Kopitiam Lestari premises, and he successfully obtained the approval of many people to incorporate baristas and Coffee shops into the premises. The idea has the potential for attracting and increasing customers and raising the profitability of the cooperative. Thus, if there is constant renewal and responsiveness to the present circumstances on the part of a leader, there will be no impact on the amount of income that is made by this cooperative. Additionally, it will improve their financial condition, and it will be successful in attracting the interest of the general public.

# STRONG FINANCIAL POSITION

## Recommendation:

In my opinion, more accountants and data analysts are needed at this company. As far as I am aware, this company only employs two accountants who are responsible for managing and analyzing the financial data of the company. This should be done to prevent improper and poor management, which might lead to inaccurate financial data information. The objective of the financial analysis is to supply information to financial managers and analysts, with the goal of assisting them in making informed decisions concerning their company. The ability to evaluate the financial condition and performance of a business is a skill that every manager needs to have in order to make decisions that are both beneficial and appropriate for the company. (Hasanaj & Kuqi, 2019)

# BUSINESS EXPANSION

## Discussion:

Business expansion is an important aspect of an organization to show that it can stay in the industry. Typically, expanding a company means increasing the effort needed to develop new things, such as raising the workforce, constructing new buildings, expanding product and service offerings, and so on. However, the primary objective of the company's expansion is to achieve a higher level of profitability.

From my observation, this company has an opportunity to expand its business. This company trips every year to any cooperatives in Malaysia or invites other cooperatives to visit their premises. The objective is to learn new knowledge about cooperatives and to bring in ideas in the field of business. In May 2023, I was allowed to join the trip to Melaka to visit a few cooperatives there. The cooperatives I visited are Koperasi Agro Dusun Melaka Bhd, Koperasi Guru-guru Melayu Melaka Bhd, Koperasi Wawasan Bukit Mas Kelantan Bhd, Koperasi Keluarga Haji Sharief Melaka Bhd, and Koperasi Felcra Seri Mendapat Melaka Bhd. During the visit, I was provided with more in-depth exposure to cooperatives. I discovered that cooperatives run various businesses and are not limited to operating a single type of business. For example, in one of these cooperatives, offenders work in the fields to produce agricultural goods, which are then sold by the cooperative to the surrounding community to generate income for the inmates involved in those fields of work.

# BUSINESS EXPANSION

## Discussion:

Other than that, as we know, Kilang Air Osmosis Lestari will be located in the new location, which is Jelawat, Bachok. It is also one of the business expansion efforts by this company as it has increased the assets of this company. When selecting new locations for business development, special consideration must be given to the business and investment environment, which includes conditions, factors, and circumstances that, as a whole, form in the corresponding area and attract, sustain, or encourage the creation of new businesses and investments. Therefore, the company's initiative to expand its business is outstanding, and it also provides opportunities for community advantages such as job opportunities, good service offerings, and many more. This has also given the corporation a competitive advantage as a well-known brand. Additionally, its business expansion significantly affects the company's outcome and sales.

# BUSINESS EXPANSION

## Recommendation:

It is my suggestion that the company expands its business by investing in training, development, and growth of the workforce. In my opinion, they have been able to grow their company with the assistance of their staff members. This means the staff members should receive training and strive toward expanding their capabilities, competence, and experience appropriate to their scope of work. They are able to give more to the company when it provides and receives quality training for its employees. Therefore, this will be beneficial to the company's functioning and performance for a long period of time and can lead to the development of outstanding and quality employees. (Brooks, 2023)



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# Weaknesses

① Time management

**Social**

② Unsystematic documentation

**Technology**

# TIME MANAGEMENT

## Discussion:

The most significant challenge that most businesses must overcome in the modern day is time. Most people in this modern world find it challenging to make efficient and productive use of their time, even though time is an essential component that must be taken care of. Everyone will eventually have to deal with the issue of being unable to concentrate on an essential aspect of life due to their failure to manage their time properly. (Skryhun & Nyzhnyk, 2020)

Based on my observation, the company's time management is not satisfactory as it is not strictly in some premises. What I have identified is the efficiency of using time among the employees of several premises in this company. It can be proven when some employees take the opportunity during working hours to leave the premises to do activities outside the scope of their work. For example, spending a lot of time in any spot, frequently going to the restroom for smoking, and so on. What's worse is that other workers are required to cover the problematic workers and carry out other people's work without receiving any benefits. This problem worsens when it is not taken seriously by the superiors and managers, making it a habit for them. The situation has persisted, leading to unproductive services and production issues to the point where there are short-staffed issues on the premises.

# TIME MANAGEMENT

## Recommendation:

The rational use of time is critical to the success of each employee's work and attaining all specified goals. According to one study, people waste 78 days every year as personal and work time. Because of that, it is the modern manager's responsibility to efficiently arrange the work of the team in order to achieve optimum efficiency. To determine whether employees need to learn how to manage their time better, their time should be monitored to determine where each worker's job is lacking and where they need to improve. (Skryhun & Nyzhnyk, 2020)

Other than that, managers also should keep track of the employee's performance. Managers can install software that can track and monitor the entrance and exit of employees from the premises. (Juneja, 2019) For example, using CCTV monitoring, smart cards, facial recognition, and biometrics. This method is very helpful in improving employee performance, maintaining employee discipline and productivity. (Ayub & Yusoff, 2019) Therefore, when this step is implemented strictly, it prevents employees from leaving whenever they want.

Moreover, it is also important for managers to show their appreciation to employees who do a good job and finish their work on time to boost their motivation. Workplace appreciation should have an impact on job satisfaction, at least in part, by creating positive and diminishing negative experiences. Because job satisfaction is an important outcome variable in the life of an organization, it is essential to gain an understanding of the factors that contributed to it and both employee and manager should understand it. (Pfister et al., 2020)

# UNSYSTEMATIC DOCUMENTATION

## Discussion:

At least hundreds to thousands of data documents are constantly created, shared, and stored by every organization. Customer invoices, confidential contracts, employee wages, and other documents will likely have paper or digital copies, and managing them is challenging. The documentation system immediately and significantly impacts the team's productivity. According to the findings of the research, poor documentation makes it more difficult to obtain and manage information, which is responsible for 21.3% of the loss in productivity. (Jaitly, 2023)

Document management is creating, storing, organizing, transmitting, retrieving, updating, and removing documents to achieve organizational goals. The main issue with documentation in organizations is the need for a centralized approach to document management. All project-related papers are stored in a file system. Daily, multiple pieces of information are transmitted among participants through communication; however, if that information is not properly documented, it may cause problems or conflicts later. (Poriya et al., 2020)

# UNSYSTEMATIC DOCUMENTATION

## Discussion:

From what I have observed, this company has unsystematic documentation, which indicates that they are still relying on manual techniques for their documentation and system, such as filing hard copies and using hard copy filing systems. This is because hard copies consume a lot of space in physical form, while soft copies do not consume any physical space, even with large files. For example, in the office of this company, I need to do a filing which arranges and sorts the supplier's names by one. The space provided for me to do the filing work is also quite limited, making it difficult for me to organize and sort all the available files, and this work takes quite a while to complete. This shows unsystematic and irrelevant methods as a big company which takes a long time to arrange.

# UNSYSTEMATIC DOCUMENTATION

## Recommendation:

I recommend that this organization stay informed of and updated with the latest technological advancements. They should begin implementing software for documentation, as adding the data will not take much time. A strategy for managing suitable and systematic documents will raise the efficacy of document management, which will, in turn, minimize the amount of money spent on the project and the amount of time required to finish it. (Poriya et al., 2020)

In addition to that, rather than relying on a single individual to complete the documentation component, they can collaborate in groups. (Jaitly, 2023) Teams will be able to deliver documentation of the best possible quality as a direct result of this. If they want to create documentation that is as accurate as it is possible to be, they need to make sure that the team includes individuals who are involved in the process, who contribute to the process, and who are responsible for the success of the process.

Last but not least, the procedure for compiling documents must be carried out frequently, such as the filing job once every month. This is to ensure a documentation process that is more orderly and also to avoid the loss of documents or their thoughtless misplacement. Moreover, this is to prevent the casual misplacement of documents. If the process of filing is done regularly, it may also simplify the process of searching for information and making references if there is a mistake made while making payments to suppliers.

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# Opportunities

① Branding

**Economic**

② Various target market

**Economic**



# BRANDING

## Discussion:

Koperasi Warga USM is well known and recognized by the community as it is related to Universiti Sains Malaysia (USM), which provides many services to USM staff. Because of its connection to USM, this company has been recognized, extended its services, and expanded in the sector for almost 23 years, providing services to USM staff and the community. This is an opportunity for this company to continue to grow within this industry, given that it already has its target market and a loyal base of customers.

In 2014 and 2016, Koperasi Warga USM received the best cooperative award in tourism and health. This is a meaningful award as a motivation for this company to continue to provide the best service in the future. Thus, despite receiving many awards, this company should maintain quality service provision to the USM staff and community. This is because the service quality served by them can affect customer satisfaction. Thus, the starting point behind marketing is customer satisfaction.

Additionally, several researchers stated that consumer loyalty and customer satisfaction are distinct from one another. People express their satisfaction with the product and act on their loyalty. When customers are satisfied with a brand's products and services, they become loyal to that brand. The organization gains more significant profit from the loyal customer since the loyal customer purchases the same brand items again and recommends others to purchase the same products and services. Loyal customers cannot convert to other brand items since they are committed to their product. Thus, the satisfaction of consumers demonstrates how goods and services are given to customers. (Abbas et al., 2021) Customer satisfaction measures how well a company's services meet customer expectations. It's one of the most significant predictors of future purchases and customer loyalty. As a result, it improves forecasting revenue and business growth. (Szyndlar, 2023)



# BRANDING

## Recommendation:

With the opportunity of branding, this company must protect its image from being involved in any issues that will negatively impact its brand image and customer loyalty. Customer loyalty is one of the critical components of an organization's ownership that directly connects with its image as a brand and the quality of its service to consumers. Consequently, if the business wishes to compete with its rival to win the customer's loyalty to its goods and services, companies should offer high-quality goods and services. (Abbas et al., 2021) For example, they should be concerned about customer product or service feedback. Positive reviews will show them what the company is doing well, while bad reviews will show them where they can improve. (Sutter, 2018)

- Besides that, this company should also take advantage to create new products and services or collaborate with other big companies or brands. They can take these opportunities to improve their quality by learning from those collaborations—for example, technological advancement in producing a new product. Technology advancements, the internet, and increasing online communities can change how customers interact with the company. (Kissimoto et al., 2019) This will also increase customer trust to try the new product or services because they are reliable, have quality changes, and have the best collaboration with big brands. Therefore, adapting to changes in the environment in a way that helps a company's operations progress in today's fast-paced business environment is essential for modern businesses.
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# VARIOUS TARGET MARKET

## Discussion:

As we know, this company's target market is among the University Sains Malaysia (USMS) staff members. Koperasi Warga USM Kelantan Berhad is a highly competitive cooperative enterprise that is well-regarded for its association with the prestigious Universiti Sains Malaysia (USM). Its success can be attributed to various factors, including a strong management structure and a focus on competitiveness, which have led to its continued growth and prosperity. The fact that they were able to sustain business performance while the rest of the business company had to deal with the economic crisis brought on by COVID-19 is convincing evidence of this. This company was able to survive and maintain all the premises under their management by providing USM staff and the local community.

Not only that, but this company could also expand its target market to society by building new projects and businesses, which are Coffee Shops, chicken breeding, and bran processing projects. As we know, when the COVID-19 crisis occurred, several businesses were forced to close their businesses since they could not meet the business's financial obligations. This was due to the fact that their employees were unable to go to work, and as a result, the company was unable to generate any revenue. But this company has shown its ability to persevere in whatever challenges are faced, which they can remain and stay in the industry. After a few years and the pandemic has subsided, this company only takes a short time to recover, and they are able to create new businesses and projects that can generate more income in the future, which are Coffee shops, chicken breeding, and bran processing projects.

# VARIOUS TARGET MARKET

## Recommendation:

Based on its dependability and a competent business management system, this company is able to expand its marketing target. For example, the company may use the chance to broaden its marketing target to include more current business branches in new locations. (Conn, 2022) For example, in the tourist industry, the company can explore opening more hotel branches in new locations. The company can target a new marketing target by offering hotel accommodations to tourists who want to get lodging at a lower price if, previously, the marketing target of the tourism sector that offers accommodations was for customers who want to stay if there is a business in the hospital and need the closest place to stay.

In addition to offering hotel rooms for accommodation, the company may also consider expanding into other areas of the hospitality industry, such as the provision of residential housing for rent to working students or to international workers from other countries who are in need of a place to live. Because a large number of individuals want a place to reside in order to be close to their place of employment, businesses could want to investigate the possibility of establishing additional locations in strategic and appropriate areas. This will contribute to the generation of additional cash for the organization, as it will aid to further extending the marketing goal that is already in place.



# Threats

- 1 Emerging competitors /  
Intense local competitors
- 2 Lack of community awareness  
and understanding of  
cooperative

**Economic**

**Social**

# EMERGING COMPETITORS

## Discussion:

Basically, business activity is one of the branches of the important economic sector and becomes an economic factor that helps development in an area, especially in small towns. In business strategy, "competitive intensity" refers to the degree to which businesses operating within the same sector compete with and put pressure on one another. Competition is beneficial since it drives innovation inside businesses and other types of organizations. (CFI Team, 2020) Cooperatives contribute to the economic growth of this county, but this company faces the problem of facing tough competition.

Based on my observations, this company still needs to keep up with its competitors. This is due to the company's location in a strategically important area for conducting business, specifically in Hospital Universiti Sains Malaysia (HUSM), where most entrepreneurs compete to build their companies and businesses. This has partially affected the cooperative's standing in the area, but it is still one of the top cooperatives in Malaysia.

The Hotel Budget Lestari is one of the establishments that is surrounded by a large number of other similar businesses. The Hospital Universiti Sains Malaysia (HUSM) is located at Kubang Kerian, Kota Bharu, attracting various industries, including hotels. This indicates that there are a significant number of other hotels in the surrounding areas that pose a significant threat to Hotel Budget Lestari. Since its establishment, numerous new establishments have entered the market to compete with it. These new hotels include Avee Hotel, Al-Khatiri Hotel, Teratai Inn Hotel, and many others. This has posed a risk and negatively influenced Hotel Budget Lestari's ability to continue to expand and stay in this industry. Therefore, this company should take action to deal with its competitors as they are big names in the industry.

# EMERGING COMPETITORS

## Recommendation:

Based on its dependability and a competent business management system, this company is able to expand its marketing target. For example, the company may use the chance to broaden its marketing target to include more current business branches in new locations. (Conn, 2022) For example, in the tourist industry, the company can explore opening more hotel branches in new locations. The company can target a new marketing target by offering hotel accommodations to tourists who want to get lodging at a lower price if, previously, the marketing target of the tourism sector that offers accommodations was for customers who want to stay if there is a business in the hospital and need the closest place to stay.

In addition to offering hotel rooms for accommodation, the company may also consider expanding into other areas of the hospitality industry, such as the provision of residential housing for rent to working students or to international workers from other countries who are in need of a place to live. Because a large number of individuals want a place to reside in order to be close to their place of employment, businesses could want to investigate the possibility of establishing additional locations in strategic and appropriate areas. This will contribute to the generation of additional cash for the organization, as it will aid to further extending the marketing goal that is already in place.

# LACK OF COMMUNITY AWARENESS AND UNDERSTANDING OF COOPERATIVES

## Discussion:

The cooperative's primary goal is to grow the economy of its members, which are individuals and their families. Unlike corporations, which prioritize earnings for the company, cooperatives prioritize revenues for distribution to members while benefiting the community. (Harian Metro, 2020) Awareness of cooperatives is a crucial indication, which is defined as knowing something or having knowledge of something from having observed it or being told about the cooperatives. The power of knowledge has emerged as an essential resource for businesses, making it possible for them to develop expertise, find solutions to issues, improve organizational learning, and launch new initiatives for individuals as well as organizations, both in the present and in the future. (Nisar et al., 2019)

According to my observations, although this company was large, many people still needed to learn about the concept and presence of a cooperative in an organization. Many people think that cooperatives are just small businesses in school or any company which we call 'koperasi' and provide a service. This is just similar to the actual term of cooperatives, but the society's perception is relatively small from the reality. Some people might have no idea about cooperatives, especially the younger generation. This was one of the significant threats to any cooperatives, which still needs to be recognized by the community. Therefore, they should take action to spread awareness of the cooperatives and give explanations to people to help them understand fully overall the actual concept of cooperatives.

# LACK OF COMMUNITY AWARENESS AND UNDERSTANDING OF COOPERATIVES

## Recommendation:

In my opinion, any cooperatives should take advantage of marketing through social media as it is not limited to personal interaction only. A successful brand's essential is image recognition. It is the degree of familiarity and awareness a brand has among its target demographic. They must develop an effective brand promotion strategy to draw in new clients and keep hold of the current target market. I recommend this company to target the younger generation. (Podolsky, 2023) This is because the younger generation is the biggest social media user, and they have a potential interest in something, and they are also the future leaders. Thus, because of the growing importance of the speedy spread of intangible assets, many organizations find that maintaining a successful transfer of knowledge across divisions and regions is essential to their continued competitiveness in their respective markets. (Nisar et al., 2019)



# CONCLUSION

In conclusion, when I was receiving training at Koperasi Warga USM Kelantan Berhad, I was able to acquire a wide range of new knowledge, abilities, and experiences. The internship experience allows me to gain knowledge from my bachelor's degree in my career in the future. With the advantage of being aware and willing to study, I can accept any information more quickly and improve according to the changes that were occurring at the time.

I developed connections during my time at this organization, and I can now use my abilities to establish connections regarding interests outside of my field of expertise. This includes expanding my understanding of business administration and management as well as strengthening my interpersonal, problem-solving, and customer service abilities. I made it a personal goal to incorporate morals into everything I do. In terms of my career, the internship experience increased my understanding of providing value in fields beyond administration and management.

There are other aspects to consider, some of which differ from what I learned in university. Understanding how to perform in a business context, having the necessary technical and interpersonal talents, and having a broad view of managing and operating a company are all required. Throughout my early years, I learned how to overcome an impasse and create an outpost of talents. This inspired me to take on numerous responsibilities and focus on achieving my goals until I had a clear picture of how I wanted to see myself. I intend to work hard to promote and develop beneficial values so that the world can benefit from the enormous opportunities awaiting.

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# APPENDICES



The image shows a screenshot of the Ouriginal similarity report interface. At the top left is the Ouriginal logo. Below it, the section 'Document Information' is displayed. The report contains the following details:

Document Information	
Analyzed document	INTERNSHIP REPORT NURAZMAH BINTI AZMI.pdf (D172223159)
Submitted	2023-07-19 14:30:00
Submitted by	NURAZMAH BINTI AZMI
Submitter email	2020897428@student.uitm.edu.my
Similarity	9%
Analysis address	junaini638.UITM@analysis.ouriginal.com

*Figure 1: Ouriginal similarity result.*



*Figure 2: Hari Raya celebration at COOPUSMA with the director, Professor Madya Dato Dr. Haji Muhammad Saat Haji Ismail.*



*Figure 3: With my supervisor, Miss Syuhaida at Melaka.*

# APPENDICES



Figure 4: Last day at Hotel Budget Lestari.



Figure 5: Company trip to Melaka.



Figure 6: With staff members of COOPUSMA.



Figure 7: Meeting with Miss Syuhaida.

# APPENDICES



Figure 8: Production process at Kilang Air Osmosis Al-Khaliss.



Figure 9: Making waffles at Coop Mart.



Figure 10: Taking notes of guest bookings at Hotel Budget Lestari.

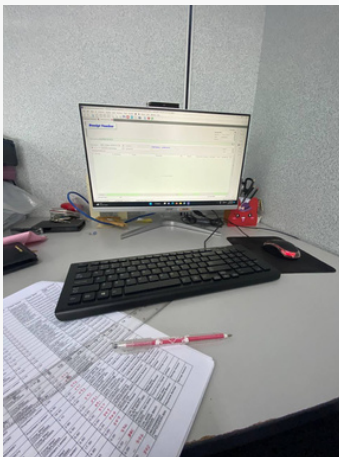


Figure 11: Key in sales receipt data in SQL system.



Figure 12: Filing documents at the office.



Figure 13: In the making video of COOPUSMA with my internship mate.



Figure 14: Join ANGKASA Kelantan trip to Melaka.



Figure 15: Assist with breakfast session of retiree visitors from UPM Cooperatives at Kopitiam Lestari.



UNIVERSITI TEKNOLOGI MARA

## ENDORSEMENT OF OUR ORIGINAL REPORT

**Coordinator**

Unit Jaminan Kualiti Akademik (UJKA)  
Universiti Teknologi MARA Cawangan Perlis  
02600 Arau  
Perlis

Sir

**ENDORSEMENT OF OUR ORIGINAL REPORT FOR PROPOSAL/DISSERTATION/THESIS/PROJECT PAPER/  
ASSIGNMENT**

With reference to the work of the candidate below:

Nama : NURAZMAH BINTI AZMI

Matric No. : 2020897428

Faculty : FACULTY OF BUSINESS AND MANAGEMENT

Programme : BUSINESS ADMINISTRATION (HONS.) HUMAN RESOURCE MANAGEMENT (BA243)

Title : INDUSTRIAL TRAINING REPORT

Percentage of Our original Report : 9%

I am pleased that the proposal/thesis/dissertation/project paper/ assignment of the above candidate has fulfilled the Our original percentage of the university's requirement.

Thank you.

---

1<sup>st</sup> advisor's signature and stamp  
Name : NOOR JUNAINI ARWIN YAACOB

09/08/2023

---

Date

\*\* Please attach 1<sup>st</sup> page of our original report.



## Document Information

<b>Analyzed document</b>	INTERNSHIP REPORT NURAZMAH BINTI AZMI.pdf (D172223159)
<b>Submitted</b>	2023-07-19 14:30:00
<b>Submitted by</b>	NURAZMAH BINTI AZMI
<b>Submitter email</b>	2020897428@student.uitm.edu.my
<b>Similarity</b>	9%
<b>Analysis address</b>	junaini638.UiTM@analysis.ouriginal.com

## Sources included in the report

### UNIVERSITI TEKNOLOGI MARA (UiTM) / INDUSTRIAL REPORT 2023(WARDATINAJIHAHBINTIMOHAMEDWAZIR).pdf

SA

Document INDUSTRIAL REPORT 2023(WARDATINAJIHAHBINTIMOHAMEDWAZIR).pdf (D172132254)

 25

Submitted by: 2020492438@student.uitm.edu.my  
Receiver: sityamira.UiTM@analysis.ouriginal.com

## Entire Document

EXECUTIVE SUMMARY EXECUTIVE SUMMARY I interned at the Koperasi Warga USM Kelantan Berhad for six months, from 1st March 2023 until 15 August 2023. As the last task on the list for my Bachelor's Degree, I was given a chance to take part and rotate between all of the premises of this organization, which provides a range of services to members of the USM staff and locals.

61%

**MATCHING BLOCK 1/25**

SA

INDUSTRIAL REPORT 2023(WARDATINAJIHAHBINTIMOHA ... (D172132254)

The company has achieved its ultimate objective of being the preferred cooperative company in the area by operating various services and enterprises for tourism, personal care, and health centers across ten premises. I participate in various tasks as an intern and assist the firm in running operations. In addition to carrying out roles, assignments, and responsibilities in the company, my industry training also focuses on analyzing the company's

SWOT, which are strengths, weaknesses, opportunities, and threats from various perspectives of PESTEL, such as political, economic, social, technological, environmental, and legal considerations. The key findings include the company's ability to hire disabled workers, strong financial position, and the ability to expand the businesses, the weaknesses in time management and unsystematic documentation, opportunities for branding image and various target markets, and exposure to threats of intense local competition and lack of community awareness and understanding about cooperatives. It is suggested that the company respond to these findings by continuously revising and utilizing more data to enhance its strengths, expanding the reach and operating efficiencies to rectify their weakness, focusing on the opportunities through transitioning in business model and improving distinctive competencies, and protecting itself from the prevalent threats.

ACKNOWLEDGEMENT ACKNOWLEDGEMENT Alhamdulillah, first of all, praise and thank Allah S.W.T. for providing me strength and being able to complete this internship report with His blessing. I am very grateful for all the help I have received and have been able to resolve all of the problems very well during the entire process of doing the report and internship journey. Therefore, there are many people I would like to thank. First and foremost, I would like to take this opportunity to express my appreciation to advisor Madam Noor Junaini Arwin Yaacod for providing me with a good guide and advice throughout the phase of making this report. She not only guided me with the report but also provided advice

100%

**MATCHING BLOCK 2/25**

SA

INDUSTRIAL REPORT 2023(WARDATINAJIHAHBINTIMOHA ... (D172132254)

and was always available to answer my questions and provide valuable feedback.

I could not have had a clear direction to complete this report without her guidance. I am also deeply grateful and want to thank Miss Nursyuhaida Binti Mohamad for her invaluable advice and guidance as my supervisor throughout my internship journey.

100%

**MATCHING BLOCK 3/25**

SA

INDUSTRIAL REPORT 2023(WARDATINAJIHAHBINTIMOHA ... (D172132254)

Their industry experience and expertise helped me to better understand the company and the industry and allowed me to make the most of my internship.

Furthermore, I sincerely appreciate everyone who helped me complete the report, both directly and indirectly. A special appreciation also to my parents and family for their endless prayers and encouragement throughout my degree and internship journey. I also want to express my gratitude to my friends, Nur Izzatul Syafiqah and Wan Nur Atikah, for their willingness to assist me in my difficult times and for their kindness and support, as well as my internship colleagues, Wardati Najihah, Nur Shalina, Nur Aqilah, and Mohd Shafiq. Finally, not forgetting the company staff who welcomed me with open arms and made me part of the family. I am sincerely blessed to have a good surroundings in my internship.

STUDENT'S PROFILE PART II:

RESUME RESUME

COMPANY'S PROFILE PART 3: Company's Profile Background of Establishment Service Offered Assets Vision and Mission Organizational Structure of Cooperative Board Members (ALK) Organizational Structure of Staff

40%

**MATCHING BLOCK 4/25**

SA

INDUSTRIAL REPORT 2023(WARDATINAJIHAHBINTIMOHA ... (D172132254)

COMPANY'S PROFILE NAME EMAIL ADDRESS 1 3 2 KOPERASI WARGA UNIVERSITI SAINS MALAYSIA (USM) KELANTAN BERHAD kwusmkb@usm.my / kwusmkb08@yahoo.com Lot 8014, Tingkat 1, Bandar Satelit Islam Pasir Tumboh, 16150 Kota Bharu Kelantan. PHONE/FAX NUMBER 3 09-765 6224 COMPANY'S BACKGROUND Koperasi Warga USM Kelantan Berhad (COOPUSMA) was established on 12 June 2000. The initial general meeting

was held on 16 November 2000, the First General Meeting within six months from the date the cooperative was established. At the beginning of the establishment, COOPUSMA was registered under the name of Koperasi Kakitangan Universiti Sains Malaysia (USM) and

100%

**MATCHING BLOCK 5/25**

SA

INDUSTRIAL REPORT 2023(WARDATINAJIHAHBINTIMOHA ... (D172132254)

changed its name to Koperasi Warga Universiti Sains Malaysia (USM) Kelantan Berhad

in 2002. From 2000 to 2016, the primary function of the cooperative was to provide credit facilities, and it was amended to a service function in the Special General Meeting on 29 November 2016. Membership is open to all staff of Universiti Sains Malaysia (USM) Kubang Kerian Health Campus, Kelantan only. The number of COOPUSMA members is 3086 members until 2019. The Cooperative Board (ALK) members of COOPUSMA consist of USM staff with a highly cooperative spirit, care more about welfare than profit, and are dedicated and experienced in managing. COOPUSMA also consists of 170 staff members led by a high-caliber executive officer. BACKGROUND OF ESTABLISHMENT

#### BACKGROUND OF ESTABLISHMENT

COMPANY'S BACKGROUND COOPUSMA continues to move forward

100%

**MATCHING BLOCK 6/25**

SA

INDUSTRIAL REPORT 2023(WARDATINAJIHAHBINTIMOHA ... (D172132254)

to make Koperasi Warga USM Kelantan Berhad the most competitive Cooperative in Malaysia

to meet the needs of members and customers of the cooperative. Koperasi Warga USM Kelantan Berhad is wholly owned by Bumiputeras and offers services such as Unit Kredit (kemudahan kredit), Coop mart, Kopitiam Lestari, kompleks perkembangan kanak-kanak (ECCE), perkhidmatan kesihatan, penyewaan bangunan, Kilang Air Osmosis Lestari Al-Khaliss, and many others. SERVICE OFFERED SERVICE OFFERED  
COMPANY'S BACKGROUND BANGUNAN RUMAH KEDAI 3 TINGKAT LOT 8014, BANDAR SATELIT ISLAM PASIR TUMBOH, 16150 KOTA BHARU, KELANTAN. ASSETS ASSETS BANGUNAN RUMAH KEDAI 2 TINGKAT LOT 8008, LOT 8009, LOT 8010, LOT 8011 DAN LOT 8012, BANDAR SATELIT ISLAM PASIR TUMBOH, 16150 KOTA BHARU, KELANTAN. BANGUNAN RUMAH KEDAI 2 TINGKAT

90%

**MATCHING BLOCK 7/25**

SA

INDUSTRIAL REPORT 2023(WARDATINAJIHAHBINTIMOHA ... (D172132254)

LOT 8075,BANDAR SATELIT ISLAM PASIR TUMBOH, 16150 KOTA BHARU, KELANTAN. COMPANY'S

BACKGROUND BANGUNAN RUMAH KEDAI 2 TINGKAT LOT 1600, BANDAR BARU KUBANG KERIAN, 16150 KOTA BHARU, KELANTAN. ASSETS ASSETS BANGUNAN RUMAH KEDAI 2 TINGKAT LOT 1603, BANDAR BARU KUBANG KERIAN, 16150 KOTA BHARU, KELANTAN. F1-13A-05, TAMARIND SUITES, PERSIARAN MULTIMEDIA, CYBER 10, 63000 CYBERJAYA, SELANGOR.

Vision "Committed to making cooperatives a leader in the tourism, personal care & health sectors towards community well- being through human capital development, intellectual inquiry, creativity, innovation and the dissemination of knowledge." Mission "Creating cooperatives that are competitive, global and ethical and make authorities

91%

**MATCHING BLOCK 8/25**

SA

INDUSTRIAL REPORT 2023(WARDATINAJIHAHBINTIMOHA ... (D172132254)

through the transformation of cooperatives in the field of Primary Economic Success (EPP) Tourism, Health and Personal Care." 05

ORGANIZATIONAL STRUCTURE OF COOPERATIVE BOARD MEMBERS (ALK) Koperasi Warga USM Kelantan Berhad is governed by an outstanding board of directors with diverse backgrounds and a broad network of experience governing many areas of interest, and it holds a high position at USM Kelantan.

#### ORGANIZATIONAL STRUCTURE OF STAFF

Koperasi Warga USM Kelantan is led by a group of top-tier executives with diverse knowledge in different business functions.

TRAINING REFLECTION PART 4: Duration Detail Gain Specific date, working day and time. Department. roles, responsibilities, assignments and tasks. Intrinsic and extrinsic benefits

TRAINING REFLECTION 1 MARCH - 15 AUGUST 2023 DURATION: SPECIFIC DATE, DURATION: SPECIFIC DATE, WORKING DAY AND TIME WORKING DAY AND TIME SPECIFIC DATE WORKING DAY TIME The duration of industrial training is for 6 months or 24 weeks. Leave given during industrial training is for 7 days only if there is a health problem with confirmation from a doctor and does not include public holidays. SUNDAY - THURSDAY There is overtime work if needed, staff replacement, and there is a lot of additional work. 8.10 - 4.55 (SUNDAY UNTIL WEDNESDAY) 8.10 - 4.40 (Thursday)

TRAINING REFLECTION DETAILS: DEPARTMENT, ROLES, DETAILS: DEPARTMENT, ROLES, RESPONSIBILITIES, ASSIGNMENTS, AND RESPONSIBILITIES, ASSIGNMENTS, AND TASKS TASKS HEADQUARTERS OFFICE Help Accountant Officer to organize the Industri Kecil Sederhana (IKS) supplier files and vouchers. Key in the sales receipt data of November and December 2022 in the SQL System. Help Human Resource Manager to make tagging on the administrative document, which are staff salary and overtime. Help Human Resource Manager to sort, arrange and file the administrative document which staff salary and overtime by month. Help the staff to photocopy the supplier's documents. Taking notes when the Supervisor gives advice and information related to the task given. Making short videos of the company and company profile as a task.

TRAINING REFLECTION DETAILS: DEPARTMENT, ROLES, DETAILS: DEPARTMENT, ROLES, RESPONSIBILITIES, ASSIGNMENTS, AND RESPONSIBILITIES, ASSIGNMENTS, AND TASKS TASKS KILANG AIR OSMOSIS LESTARI Help staff in handling the manufacturing and production process which are filling water in bottles, pasting labels on bottles, wrapping bottle packages, and others. Help staff to checklist the order and stock of drinking water. Assist staff to deliver drinking water to customers. COOP MART

83%

**MATCHING BLOCK 9/25**

SA

INDUSTRIAL REPORT 2023(WARDATINAJIHAHBINTIMOHA ... (D172132254)

Assist staff members in arranging the product on the sales rack. Assist with the stock inspection procedure that suppliers send out before their products are offered to clients.

Helping staff in the process of selling and making waffles to customers. Participating in the stock check at the end of the month.

TRAINING REFLECTION DETAILS: DEPARTMENT, ROLES, DETAILS: DEPARTMENT, ROLES, RESPONSIBILITIES, ASSIGNMENTS, AND RESPONSIBILITIES, ASSIGNMENTS, AND TASKS TASKS HOTEL BUDGET LESTARI Daily manage the check-in and check-out process of the guest. Daily checking email for guest booking using online platforms such as Google, Booking.com, and others. Daily making postings on social media such as Facebook, Instagram, and WhatsApp. Assist with processing payments and creating client and customer receipts. Help staff to photocopy the guest receipt and invoice. Help key in the month's sales in Excel and sales books. Assist the staff in doing housekeeping when the housekeeper takes leaves. Making fruit and food bouquets to be marketed at Coop Mart as additional sales for the hotel.

TRAINING REFLECTION DETAILS: DEPARTMENT, ROLES, DETAILS: DEPARTMENT, ROLES, RESPONSIBILITIES, ASSIGNMENTS, AND RESPONSIBILITIES, ASSIGNMENTS, AND TASKS TASKS KOPITIAM LESTARI

100%

**MATCHING BLOCK 10/25**

SA

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Performing as a kitchen assistant by assisting the Kopitiam staff members in making drinks and

foods such as oden, toast, and sweetcorn.

100%

**MATCHING BLOCK 11/25**

SA

INDUSTRIAL REPORT 2023(WARDATINAJIHAHBINTIMOHA ... (D172132254)

Assisting staff members in organizing the food that the supplier had delivered to the premises.

TRAINING REFLECTION GAINS: INTRINSIC AND EXTRINSIC GAINS: INTRINSIC AND EXTRINSIC BENEFITS BENEFITS  
intrinsic benefits Enhancing interpersonal communication abilities at work. Increase staff analysis and accounting documentation skills understanding. Gaining knowledge of how businesses operate and the difficulties they encounter regularly. Be able to handle pressure effectively and follow the company's dress code, regulations, and time schedule. The chance to meet new individuals, including the whole employees, managers, and senior management of Koperasi Warga USM Kelantan Berhad, and therefore build a network of connections Get a sensation of or a feeling of work completion. Gaining new knowledge or increasing one's proficiency in many areas of each premises' work.

TRAINING REFLECTION GAINS: INTRINSIC AND EXTRINSIC GAINS: INTRINSIC AND EXTRINSIC BENEFITS BENEFITS  
EXTRINSIC BENEFITS Koperasi Warga USM Kelantan Berhad provides an allowance in the amount of RM250 per month for the duration of the industrial training period of six months. I was provided additional payment of up to RM5 per hour for overtime work. I was paid RM50 per day in Hotel Budget Lestari for work on the weekend.

SWOT ANALYSIS PART 5:

Disability employment (Social/Economic) Strong financial position (Economic) Business expansion (Economic)

STRENGTH STRENGTH 01 Branding (Economic/Social) Various target market (Economic) OPPORTUNITIES

OPPORTUNITIES 03 WEAKNESSES WEAKNESSES Time management (Social) Unsystematic documentation

(Technology) 02 THREATS THREATS Intense local competition / Emerging competitors (Economic) Lack of community awareness and understanding about cooperative (Social) 04 SWOT ANALYSIS 03

DISCUSSION AND RECOMMENDATION PART 6:

Strengths Business Expansion Disability employment Strong financial position Social/Economic Economic Economic  
DISABILITY EMPLOYMENT Nowadays, there are still fewer chances given to disabled people (OKU) in the workplace. This should be given attention to correct the general public has perception of this group, particularly in addressing employers' perceptions. This is because there are even employers who refuse to give opportunities to disabled people to lead an organization or a team. (Samat, 2022) Koperasi Warga USM employs ten disabled workers, with one or two disabled workers in each of its branches or premises, including Kopitiam Lestari, Hotel Budget Lestari, Kilang Air Osmosis Al-Khalish, Coop Mart, and many others. From my observation, this company has given disabled people (OKU) opportunities by providing them with training before entering the workforce. The level of work that has been completed for them and handed to them is suitable for their abilities and skills. For example, at Hotel Budget Lestari, two disabled employees work in housekeeping and cleaning. The Director of Koperasi Warga USM, Professor Madya Dato Dr. Haji Mohamed Saat Haji Ismail, is considered the father of all trainees at the Center for the Transformation of the Disabled, Health Sciences Study Center (PPSK) at Universiti Sains Malaysia (USM) since it was established in 2018. Because of his compassion for people with disabilities, he was recognized as the Welfare Activist of the Disabled Persons in the Disabled category (OKU) on the Kelantan State Welfare Day in 2020. (Hoe, 2020) Discussion:

DISABILITY EMPLOYMENT Therefore, this company must continue this effort, bringing many benefits. The public's attention can be drawn to the cooperative, and its image can be improved by portraying it as a company that is aware of and cares for disabled people (OKU) by hiring them as employees. Indirectly, this will attract people from the outside community, other than the USM staff members, to get services from this cooperative. Besides, the costs of recruiting people with disabilities were minimal and contributed to a positive work environment. This is because most persons with disabilities desire to be involved in meaningful activities. (Aichner, 2021) Recommendation:

**STRONG FINANCIAL POSITION** The term "sustainable business performance" describes how a firm conducts its operations, functions, and activities in a way that promotes better social relationships with its stakeholders while minimizing any negative consequences on the environment or the health of its customers. An extremely sustainable business keeps up its policies and procedures to increase revenues while safeguarding the environment, which benefits all stakeholders. (Feng et al., 2021) This term includes a strong financial position or performance. This is due to the fact that having a strong financial foundation helps assure the long-term performance of a business in an organization that is growing. When a firm has exceptional performance, it may draw the attention of significant brands interested in collaborating with it, as well as the general public's interest. As I mentioned before, this company has many premises which are beneficial for their financial position. The income generated from each location is large for a cooperative, and the results that they achieve are capable of covering all of the costs that are incurred by the business. In reality, they are able to acquire a significant number of additional assets, launch new premises, launch new locations of premises, and many more. According to what I've heard, Kilang Air Osmosis Lestari is planning to move to a new location in Jelawat, Bachok, which will necessitate a significant investment in the construction of new structures and the purchase of new pieces of machinery. Discussion:

**STRONG FINANCIAL POSITION** Other than that, Professor Madya Dato Dr. Haji Mohamed Saat Haji Ismail, Director of Koperasi Warga USM, is also constantly aware of the current situation of each premises, where he gives ideas to improve the premises. He is always aware of the current situation of each premise. He also recognized the opportunity to establish Kopitiam Lestari premises, and he successfully obtained the approval of many people to incorporate baristas and Coffee shops into the premises. The idea has the potential for attracting and increasing customers and raising the profitability of the cooperative. Thus, if there is constant renewal and responsiveness to the present circumstances on the part of a leader, there will be no impact on the amount of income that is made by this cooperative. Additionally, it will improve their financial condition, and it will be successful in attracting the interest of the general public. Discussion:

**STRONG FINANCIAL POSITION** In my opinion, more accountants and data analysts are needed at this company. As far as I am aware, this company only employs two accountants who are responsible for managing and analyzing the financial data of the company. This should be done to prevent improper and poor management, which might lead to inaccurate financial data information. The objective of the financial analysis is to supply information to financial managers and analysts, with the goal of assisting them in making informed decisions concerning their company. The ability to evaluate the financial condition and performance of a business is a skill that every manager needs to have in order to make decisions that are both beneficial and appropriate for the company. (Hasanaj & Kuqi, 2019) Recommendation:

**BUSINESS EXPANSION** Business expansion is an important aspect of an organization to show that it can stay in the

52%

**MATCHING BLOCK 12/25**

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industry. Typically, expanding a company means increasing the effort needed to develop new things, such as raising the workforce, constructing new buildings, expanding

product and service offerings, and so on. However, the primary objective of the company's expansion is to achieve a higher level of profitability. From my observation, this company has an opportunity to expand its business. This company trips every year to any cooperatives in Malaysia or invites other cooperatives to visit their premises. The objective is to learn new knowledge about cooperatives and to bring in ideas in the field of business. In May 2023, I was allowed to join the trip to Melaka to visit a few cooperatives there. The cooperatives I visited are Koperasi Agro Dusun Melaka Bhd, Koperasi Guru-guru Melayu Melaka Bhd, Koperasi Wawasan Bukit Mas Kelantan Bhd, Koperasi Keluarga Haji Sharief Melaka Bhd, and Koperasi Felcra Seri Mendapat Melaka Bhd. During the visit, I was provided with more in-depth exposure to cooperatives. I discovered that cooperatives run various businesses and are not limited to operating a single type of business. For example, in one of these cooperatives, offenders work in the fields to produce agricultural goods, which are then sold by the cooperative to the surrounding community to generate income for the inmates involved in those fields of work. Discussion:

BUSINESS EXPANSION Other than that, as we know, Kilang Air Osmosis Lestari will be located in the new location, which is Jelawat, Bachok. It is also one of the business expansion efforts by this company as it has increased the assets of this company. When selecting new locations for business development, special consideration must be given to the business and investment environment, which includes conditions, factors, and circumstances that, as a whole, form in the corresponding area and attract, sustain, or encourage the creation of new businesses and investments. Therefore, the company's initiative to expand its business is outstanding, and it also provides opportunities for community advantages such as job opportunities, good service offerings, and many more. This has also given the corporation a competitive advantage as a well-known brand. Additionally, its business expansion significantly affects the company's outcome and sales. Discussion:

BUSINESS EXPANSION It is my suggestion that the company expands its business by investing in training, development, and growth of the workforce. In my opinion, they have been able to grow their company with the assistance of their staff members. This means the staff members should receive training and strive toward expanding their capabilities, competence, and experience appropriate to their scope of work. They are able to give more to the company when it provides and receives quality training for its employees. Therefore, this will be beneficial to the company's functioning and performance for a long period of time and can lead to the development of outstanding and quality employees.

(Brooks, 2023) Recommendation:

Weaknesses Time management Unsystematic documentation Social Technology

TIME MANAGEMENT The most significant challenge that most businesses must overcome in the modern day is time. Most people in this modern world find it challenging to make efficient and productive use of their time, even though time is an essential component that must be taken care of. Everyone will eventually have to deal with the issue of being unable to concentrate on an essential aspect of life due to their failure to manage their time properly. (Skryhun & Nyzhnyk, 2020) Based on my observation, the company's time management is not satisfactory as it is not strictly in some premises. What I have identified is the efficiency of using time among the employees of several premises in this company. It can be proven when some employees take the opportunity during working hours to leave the premises to do activities outside the scope of their work. For example, spending a lot of time in any spot, frequently going to the restroom for smoking, and so on. What's worse is that other workers are required to cover the problematic workers and carry out other people's work without receiving any benefits. This problem worsens when it is not taken seriously by the superiors and managers, making it a habit for them. The situation has persisted, leading to unproductive services and production issues to the point where there are short-staffed issues on the premises. Discussion:

TIME MANAGEMENT The rational use of time is critical to the success of each employee's work and attaining all specified goals. According to one study, people waste 78 days every year as personal and work time. Because of that, it is the modern manager's responsibility to efficiently arrange the work of the team in order to achieve optimum efficiency. To determine whether employees need to learn how to manage their time better, their time should be monitored to determine where each worker's job is lacking and where they need to improve. (Skryhun & Nyzhnyk, 2020) Other than that, managers also should keep track of the employee's performance. Managers can install software that can track and monitor the entrance and exit of employees from the premises. (Juneja, 2019) For example, using CCTV monitoring, smart cards, facial recognition, and biometrics. This method is very helpful in improving employee performance, maintaining employee discipline and productivity. (Ayub & Yusoff, 2019) Therefore, when this step is implemented strictly, it prevents employees from leaving whenever they want. Moreover, it is also important for managers to show their appreciation to employees who do a good job and finish their work on time to boost their motivation. Workplace appreciation should have an impact on job satisfaction, at least in part, by creating positive and diminishing negative experiences. Because job satisfaction is an important outcome variable in the life of an organization, it is essential to gain an understanding of the factors that contributed to it and both employee and manager should understand it. (Pfister et al., 2020) Recommendation:

UNSYSTEMATIC DOCUMENTATION At least hundreds to thousands of data documents are constantly created, shared, and stored by every organization. Customer invoices, confidential contracts, employee wages, and other documents will likely have paper or digital copies, and managing them is challenging. The documentation system immediately and significantly impacts the team's productivity. According to the findings of the research, poor documentation makes it more difficult to obtain and manage information, which is responsible for 21.3% of the loss in productivity. (Jaitly, 2023) Document management is creating, storing, organizing, transmitting, retrieving, updating, and removing documents to achieve organizational goals. The main issue with documentation in organizations is the need for a centralized approach to document management. All project-related papers are stored in a file system. Daily, multiple pieces of information are transmitted among participants through communication; however, if that information is not properly documented, it may cause problems or conflicts later. (Poriya et al., 2020) Discussion:

UNSYSTEMATIC DOCUMENTATION From what I have observed, this company has unsystematic documentation, which indicates that they are still relying on manual techniques for their documentation and system, such as filing hard copies and using hard copy filing systems. This is because hard copies consume a lot of space in physical form, while soft copies do not consume any physical space, even with large files. For example, in the office of this company, I need to do a filing which arranges and sorts the supplier's names by one. The space provided for me to do the filing work is also quite limited, making it difficult for me to organize and sort all the available files, and this work takes quite a while to complete. This shows unsystematic and irrelevant methods as a big company which takes a long time to arrange.

Discussion:

UNSYSTEMATIC DOCUMENTATION I recommend that this organization stay informed of and updated with the latest

<b>100%</b>	<b>MATCHING BLOCK 13/25</b>	<b>SA</b>	INDUSTRIAL REPORT 2023(WARDATINAJIHAHBINTIMOHA ... (D172132254)
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technological advancements. They should begin implementing software for documentation, as adding the data will not take much time.

A strategy for managing suitable and systematic documents will raise the efficacy of document management, which will, in turn, minimize the amount of money spent on the project and the amount of time required to finish it. (Poriya et al., 2020) In addition to that, rather than relying on a single individual to complete the documentation component, they can collaborate in groups. (Jaitly, 2023) Teams will be able to deliver documentation of the best possible quality as a direct result of this. If they want to create documentation that is as accurate as it is possible to be, they need to make sure that the team includes individuals who are involved in the process, who contribute to the process, and who are responsible for the success of the process. Last but not least, the procedure for compiling documents must be carried out frequently,

<b>76%</b>	<b>MATCHING BLOCK 14/25</b>	<b>SA</b>	INDUSTRIAL REPORT 2023(WARDATINAJIHAHBINTIMOHA ... (D172132254)
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such as the filing job once every month. This is to ensure a documentation process

that is more orderly and also to avoid the loss of documents or their thoughtless misplacement. Moreover, this is to prevent the casual misplacement of documents. If the process of filing is done regularly, it may also simplify the process of searching for information and making references if there is a mistake made while making payments to suppliers.

Recommendation:

Opportunities Branding Various target market Economic Economic



BRANDING Koperasi Warga USM is well known and recognized by the community as it is related to Universiti Sains Malaysia (USM), which provides many services to USM staff. Because of its connection to USM, this company has been recognized, extended its services, and expanded in the sector for almost 23 years, providing services to USM staff and the community. This is an opportunity for this company to continue to grow within this industry, given that it already has its target market and a loyal base of customers. In 2014 and 2016, Koperasi Warga USM received the best cooperative award in tourism and health. This is a meaningful award as a motivation for this company to continue to provide the best service in the future. Thus, despite receiving many awards, this company should maintain quality service provision to the USM staff and community. This is because the service quality served by them can affect customer satisfaction. Thus, the starting point behind marketing is customer satisfaction. Additionally, several researchers stated that consumer loyalty and customer satisfaction are distinct from one another. People express their satisfaction with the product and act on their loyalty. When customers are satisfied with a brand's products and services, they become loyal to that brand. The organization gains more significant profit from the loyal customer since the loyal customer purchases the same brand items again and recommends others to purchase the same products and services. Loyal customers cannot convert to other brand items since they are committed to their product. Thus, the satisfaction of consumers demonstrates how goods and services are given to customers. (Abbas et al., 2021) Customer satisfaction measures how well a company's services meet customer expectations. It's one of the most significant predictors of future purchases and customer loyalty. As a result, it improves forecasting revenue and business growth. (Szyndlar, 2023) Discussion:

BRANDING With the opportunity of branding, this company must protect its image from being involved in any issues that will negatively impact its brand image and customer loyalty. Customer loyalty is one of the critical components of an organization's ownership that directly connects with its image as a brand and the quality of its service to consumers. Consequently, if the business wishes to compete with its rival to win the customer's loyalty to its goods and services, companies should offer high-quality goods and services. (Abbas et al., 2021) For example, they should be concerned about customer product or service feedback. Positive reviews will show them what the company is doing well, while bad reviews will show them where they can improve. (Sutter, 2018) Besides that, this company should also take advantage to create new products and services or collaborate with other big companies or brands. They can take these opportunities to improve their quality by learning from those collaborations—for example, technological advancement in producing a new product. Technology advancements, the internet, and increasing online communities can change how customers interact with the company. (Kissimoto et al., 2019) This will also increase customer trust to try the new product or services because they are reliable, have quality changes, and have the best collaboration with big brands. Therefore, adapting

100%

**MATCHING BLOCK 15/25**

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to changes in the environment in a way that helps a company's operations progress

in today's fast-paced business environment is essential for modern businesses. Recommendation: VARIOUS TARGET MARKET As we know, this company's target market is among the University Sains Malaysia (USMS) staff members. Koperasi Warga USM Kelantan Berhad is a highly competitive cooperative enterprise that is well-regarded for its association with the prestigious Universiti Sains Malaysia (USM). Its success can be attributed to various factors, including a strong management structure and a focus on competitiveness, which have led to its continued growth and prosperity. The fact that they were able to sustain business performance while the rest of the business company had to deal with the economic crisis brought on by COVID-19 is convincing evidence of this. This company was able to survive and maintain all the premises under their management by providing USM staff and the local community. Not only that, but this company could also expand its target market to society by building new projects and businesses, which are Coffee Shops, chicken breeding, and bran processing projects. As we know, when the COVID-19 crisis occurred, several businesses were forced to close their businesses since they could not meet the business's financial obligations. This was due to the fact that their employees were unable to go to work, and as a result, the company was unable to generate any revenue. But this company has shown its ability to persevere in whatever challenges are faced, which they can remain and stay in the industry. After a few years and the pandemic has subsided, this company only takes a short time to recover, and they are able to create new businesses and projects that can generate more income in the future, which are Coffee shops,

39%

**MATCHING BLOCK 16/25**

SA

INDUSTRIAL REPORT 2023(WARDATINAJIHAHBINTIMOHA ... (D172132254)

chicken breeding, and bran processing projects. Discussion: VARIOUS TARGET MARKET Based on its dependability and a competent business management system, this company is able to expand its marketing target. For example, the company may use the chance to broaden its marketing target to include more current business branches

in new locations. (Conn, 2022) For example, in the tourist industry, the company can explore opening more hotel branches in new locations.

81%

**MATCHING BLOCK 17/25**

SA

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The company can target a new marketing target by offering hotel accommodations to tourists who want to get lodging at a lower

price

93%

**MATCHING BLOCK 18/25**

SA

INDUSTRIAL REPORT 2023(WARDATINAJIHAHBINTIMOHA ... (D172132254)

if, previously, the marketing target of the tourism sector that offers accommodations was for customers who want to stay if there is

a business in the hospital and need the closest place to stay. In addition to offering hotel rooms for accommodation, the company may also consider expanding into other areas of the hospitality industry, such as the provision of residential housing for rent to working students or to international workers from other countries who are in need of a place to live. Because a large number of individuals want a place to reside in order to be close to their place of employment, businesses could want to investigate the possibility of establishing additional locations in strategic and appropriate areas. This will contribute to the generation of additional cash for the organization, as it will aid to further extending the marketing goal that is already in place. Recommendation:

Threats Emerging competitors / Intense local competitors Lack of community awareness and understanding of cooperative Economic Social

EMERGING COMPETITORS Basically, business activity is one of the branches of the important economic sector and becomes an economic factor that helps development in an area, especially in small towns. In business strategy, "competitive intensity" refers to the degree to which businesses operating within the same sector compete with and put pressure on one another. Competition is beneficial since it drives innovation inside businesses and other types of organizations. (CFI Team, 2020) Cooperatives contribute to the economic growth of this county, but this company faces the problem of facing tough competition. Based on my observations, this company still needs to keep up with its competitors. This is due to the company's location in a strategically important area for conducting business, specifically in Hospital Universiti Sains Malaysia (HUSM), where most entrepreneurs compete to build their companies and businesses. This has partially affected the cooperative's standing in the area, but it is still one of the top cooperatives in Malaysia. The Hotel Budget Lestari is one of the establishments that is surrounded by a large number of other similar businesses. The Hospital Universiti Sains Malaysia (HUSM) is located at Kubang Kerian, Kota Bharu, attracting various industries, including hotels. This indicates that there are a significant number of other hotels in the surrounding areas that pose a significant threat to Hotel Budget Lestari. Since its establishment, numerous new establishments have entered the market to compete with it. These new hotels include Avee Hotel, Al-Khatiri Hotel, Teratai Inn Hotel, and many others. This has posed a risk and negatively influenced Hotel Budget Lestari's ability to continue to expand and stay in this industry. Therefore, this company should take action to deal with its competitors as they are big names in the industry.

Discussion:

EMERGING COMPETITORS Based on its dependability

48%

**MATCHING BLOCK 19/25**

SA

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and a competent business management system, this company is able to expand its marketing target. For example, the company may use the chance to broaden its marketing target to include more current business branches

in new locations. (Conn, 2022) For example, in the tourist industry, the company can explore opening more hotel branches in new locations.

81%

**MATCHING BLOCK 20/25**

SA

INDUSTRIAL REPORT 2023(WARDATINAJIHAHBINTIMOHA ... (D172132254)

The company can target a new marketing target by offering hotel accommodations to tourists who want to get lodging at a lower

price

93%

**MATCHING BLOCK 21/25**

SA

INDUSTRIAL REPORT 2023(WARDATINAJIHAHBINTIMOHA ... (D172132254)

if, previously, the marketing target of the tourism sector that offers accommodations was for customers who want to stay if there is

a business in the hospital and need the closest place to stay. In addition to offering hotel rooms for accommodation, the company may also consider expanding into other areas of the hospitality industry, such as the provision of residential housing for rent to working students or to international workers from other countries who are in need of a place to live. Because a large number of individuals want a place to reside in order to be close to their place of employment, businesses could want to investigate the possibility of establishing additional locations in strategic and appropriate areas. This will contribute to the generation of additional cash for the organization, as it will aid to further extending the marketing goal that is already in place. Recommendation:

LACK OF COMMUNITY AWARENESS AND UNDERSTANDING OF COOPERATIVES The cooperative's primary goal is to grow the economy of its members, which are individuals and their families. Unlike corporations, which prioritize earnings for the company, cooperatives prioritize revenues for distribution to members while benefiting the community. (Harian Metro, 2020) Awareness of cooperatives is a crucial indication, which is defined as knowing something or having knowledge of something from having observed it or being told about the cooperatives. The power of knowledge has emerged as an essential resource for businesses, making it possible for them to develop expertise, find solutions to issues, improve organizational learning, and launch new initiatives for individuals as well as organizations, both in the present and in the future. (Nisar et al., 2019) According to my observations, although this company was large, many people still needed to learn about the concept and presence of a cooperative in an organization. Many people think that cooperatives are just small businesses in school or any company which we call 'koperasi' and provide a service. This is just similar to the actual term of cooperatives, but the society's perception is relatively small from the reality. Some people might have no idea about cooperatives, especially the younger generation. This was one of the significant threats to any cooperatives, which still needs to be recognized by the community. Therefore, they should take action to spread awareness of the cooperatives and give explanations to people to help them understand fully overall the actual concept of cooperatives. Discussion:

In my opinion, any cooperatives should take advantage of marketing through social media as it is not limited to personal interaction only. A successful brand's essential is image recognition. It is the degree of familiarity and awareness a brand has among its target demographic. They must develop an effective brand promotion strategy to draw in new clients and keep hold of the current target market. I recommend this company to target the younger generation. (Podolsky, 2023) This is because the younger generation is the biggest social media user, and they have a potential interest in something, and they are also the future leaders. Thus, because of the growing importance of the speedy spread of intangible assets, many organizations find that maintaining a successful transfer of knowledge across divisions and regions is essential to their continued competitiveness in their respective markets. (Nisar et al., 2019) Recommendation: LACK OF COMMUNITY AWARENESS AND UNDERSTANDING OF COOPERATIVES

CONCLUSION In conclusion, when I was receiving training at Koperasi Warga USM Kelantan Berhad, I was able to acquire a wide range of new knowledge, abilities, and experiences. The internship experience allows me to gain knowledge from my bachelor's degree in my career in the future. With the advantage of being aware and willing to study, I can accept any information more quickly and improve according to the changes that were occurring at the time. I developed connections during my time at this organization, and I can now use my abilities to establish connections regarding interests outside of my field of expertise. This includes expanding my understanding

<b>81%</b>	<b>MATCHING BLOCK 22/25</b>	<b>SA</b>	INDUSTRIAL REPORT 2023(WARDATINAJIHAHBINTIMOHA ... (D172132254)
of business administration and management as well as strengthening my interpersonal, problem-solving, and customer service			

abilities. I made it a personal goal to incorporate morals into everything I

<b>52%</b>	<b>MATCHING BLOCK 23/25</b>	<b>SA</b>	INDUSTRIAL REPORT 2023(WARDATINAJIHAHBINTIMOHA ... (D172132254)
do. In terms of my career, the internship experience increased my understanding of providing value in fields beyond administration and management.			

<b>56%</b>	<b>MATCHING BLOCK 24/25</b>	<b>SA</b>	INDUSTRIAL REPORT 2023(WARDATINAJIHAHBINTIMOHA ... (D172132254)
There are other aspects to consider, some of which differ from what I learned in university. Understanding how to perform in a business context, having the necessary technical and interpersonal talents, and having a			

broad view of managing and operating a company are all required. Throughout my early years, I learned how to overcome an impasse and create an outpost of talents. This inspired me to take on numerous responsibilities and focus on achieving my goals

<b>45%</b>	<b>MATCHING BLOCK 25/25</b>	<b>SA</b>	INDUSTRIAL REPORT 2023(WARDATINAJIHAHBINTIMOHA ... (D172132254)
until I had a clear picture of how I wanted to see myself. I intend to work hard to promote and develop beneficial values so that the world can benefit from the enormous opportunities			

awaiting.

### Hit and source - focused comparison, Side by Side

- Submitted text**      As student entered the text in the submitted document.
- Matching text**      As the text appears in the source.

1/25

**SUBMITTED TEXT**

62 WORDS

**61% MATCHING TEXT**

62 WORDS

The company has achieved its ultimate objective of being the preferred cooperative company in the area by operating various services and enterprises for tourism, personal care, and health centers across ten premises. I participate in various tasks as an intern and assist the firm in running operations. In addition to carrying out roles, assignments, and responsibilities in the company, my industry training also focuses on analyzing the company's

The company has achieved its ultimate objective of being the preferred cooperative company in the area through the operation of various services and enterprises for tourism, personal care, and health centers across ten premises. I participate in a variety of tasks as an intern and assist the firm in running operations. Beyond roles and responsibilities, the goal of my training is to analyze the company's

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2/25

**SUBMITTED TEXT**

12 WORDS

**100% MATCHING TEXT**

12 WORDS

and was always available to answer my questions and provide valuable feedback.

and was always available to answer my questions and provide valuable feedback.

**SA** INDUSTRIAL REPORT 2023(WARDATINAJIHAHBINTIMOHAMEDWAZIR).pdf (D172132254)

3/25

**SUBMITTED TEXT**

32 WORDS

**100% MATCHING TEXT**

32 WORDS

Their industry experience and expertise helped me to better understand the company and the industry and allowed me to make the most of my internship.

Their industry experience and expertise helped me to better understand the company and the industry and allowed me to make the most of my internship.

**SA** INDUSTRIAL REPORT 2023(WARDATINAJIHAHBINTIMOHAMEDWAZIR).pdf (D172132254)

4/25	SUBMITTED TEXT	38 WORDS	40% MATCHING TEXT	38 WORDS
	COMPANY'S PROFILE NAME EMAIL ADDRESS 1 3 2 KOPERASI WARGA UNIVERSITI SAINS MALAYSIA (USM) KELANTAN BERHAD kwusmkb@usm.my / kwusmkb08@yahoo.com Lot 8014, Tingkat 1, Bandar Satelit Islam Pasir Tumboh, 16150 Kota Bharu Kelantan. PHONE/FAX NUMBER 3 09-765 6224 COMPANY'S BACKGROUND Koperasi Warga USM Kelantan Berhad (COOPUSMA) was established on 12 June 2000. The initial general meeting		COMPANY'S PROFILE 03 KOPERASI WARGA USM KELANTAN BHD. 2. ADDRESS 3. EMAIL KOPERASI WARGA USM KELANTAN BERHAD (COOPUSMA) 4. PHONE/ FAX NUMBER 09-765 6224 KWUSMKB@USM.MY LOT 8014, TINGKAT 1, BANDAR SATELIT ISLAM PASIR TUMBOH, 16150 KOTA BHARU, KELANTAN, MALAYSIA. 04 1. COMPANY'S COMPANY BACKGROUND On June 12th, 2000, Koperasi Warga USM Kelantan Berhad (COOPUSMA) was founded. The first general meeting,	
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5/25	SUBMITTED TEXT	12 WORDS	100% MATCHING TEXT	12 WORDS
	changed its name to Koperasi Warga Universiti Sains Malaysia (USM) Kelantan Berhad		changed its name to Koperasi Warga Universiti Sains Malaysia (USM) Kelantan Berhad.	
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6/25	SUBMITTED TEXT	12 WORDS	100% MATCHING TEXT	12 WORDS
	to make Koperasi Warga USM Kelantan Berhad the most competitive Cooperative in Malaysia		to make Koperasi Warga USM Kelantan Berhad the most competitive cooperative in Malaysia.	
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7/25	SUBMITTED TEXT	10 WORDS	90% MATCHING TEXT	10 WORDS
	LOT 8075,BANDAR SATELIT ISLAM PASIR TUMBOH, 16150 KOTA BHARU, KELANTAN. COMPANY'S		LOT 8014, TINGKAT 1, BANDAR SATELIT ISLAM PASIR TUMBOH, 16150 KOTA BHARU, KELANTAN, COMPANY'S	
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<b>8/25</b>	<b>SUBMITTED TEXT</b>	17 WORDS	<b>91% MATCHING TEXT</b>	17 WORDS
<p>through the transformation of cooperatives in the field of Primary Economic Success (EPP) Tourism, Health and Personal Care." 05</p>		<p>Through the transformation of cooperatives in the fields of primary economic success (EPP) tourism, health, and personal care,</p>		
<p><b>SA</b> INDUSTRIAL REPORT 2023(WARDATINAJIHAHBINTIMOHAMEDWAZIR).pdf (D172132254)</p>				
<b>9/25</b>	<b>SUBMITTED TEXT</b>	26 WORDS	<b>83% MATCHING TEXT</b>	26 WORDS
<p>Assist staff members in arranging the product on the sales rack. Assist with the stock inspection procedure that suppliers send out before their products are offered to clients.</p>		<p>assist staff members in arranging the merchandise on the sales shelves. Along with this, I assist with the stock inspection procedure that suppliers send out before their products are offered to clients. 11</p>		
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<b>10/25</b>	<b>SUBMITTED TEXT</b>	15 WORDS	<b>100% MATCHING TEXT</b>	15 WORDS
<p>Performing as a kitchen assistant by assisting the Kopitiam staff members in making drinks and</p>		<p>performing as a kitchen assistant by assisting the Kopitiam staff members in making drinks and</p>		
<p><b>SA</b> INDUSTRIAL REPORT 2023(WARDATINAJIHAHBINTIMOHAMEDWAZIR).pdf (D172132254)</p>				
<b>11/25</b>	<b>SUBMITTED TEXT</b>	15 WORDS	<b>100% MATCHING TEXT</b>	15 WORDS
<p>Assisting staff members in organizing the food that the supplier had delivered to the premises.</p>		<p>assisting staff members in organizing the food that the supplier had delivered to the premises. 6.</p>		
<p><b>SA</b> INDUSTRIAL REPORT 2023(WARDATINAJIHAHBINTIMOHAMEDWAZIR).pdf (D172132254)</p>				
<b>12/25</b>	<b>SUBMITTED TEXT</b>	21 WORDS	<b>52% MATCHING TEXT</b>	21 WORDS
<p>industry. Typically, expanding a company means increasing the effort needed to develop new things, such as raising the workforce, constructing new buildings, expanding</p>		<p>industry viability. Expanding a business typically entails increasing the effort required to develop new things, such as raising the staff, creating new structures, expanding</p>		
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13/25	SUBMITTED TEXT	17 WORDS	100% MATCHING TEXT	17 WORDS
	technological advancements. They should begin implementing software for documentation, as adding the data will not take much time.		technological advancement. They should begin implementing software for documentation, as adding the data will not take much time.	
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14/25	SUBMITTED TEXT	15 WORDS	76% MATCHING TEXT	15 WORDS
	such as the filing job once every month. This is to ensure a documentation process		such as by doing the filing work once every month. This is to ensure a more orderly documentation process	
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15/25	SUBMITTED TEXT	13 WORDS	100% MATCHING TEXT	13 WORDS
	to changes in the environment in a way that helps a company's operations progress		to changes in the environment in a way that helps a company's operations progress.	
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16/25	SUBMITTED TEXT	49 WORDS	39% MATCHING TEXT	49 WORDS
	chicken breeding, and bran processing projects. Discussion: VARIOUS TARGET MARKET Based on its dependability and a competent business management system, this company is able to expand its marketing target. For example, the company may use the chance to broaden its marketing target to include more current business branches		chicken breeding and bran processing projects. Observation and Discussion OPPORTUNITY: EXPENDING TARGET MARKET 30 O.T ANALYSIS Based on resilience and a good business management system, this company is able to further develop the marketing target for its business. For recommendations, the company can take the opportunity to further expand its marketing target to add more existing business branches,	
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17/25	SUBMITTED TEXT	21 WORDS	81% MATCHING TEXT	21 WORDS
	The company can target a new marketing target by offering hotel accommodations to tourists who want to get lodging at a lower		the company can target a new marketing target which is by providing hotel accommodation to tourists who want to get accommodation at a lower	
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18/25	SUBMITTED TEXT	21 WORDS	93% MATCHING TEXT	21 WORDS
	if, previously, the marketing target of the tourism sector that offers accommodations was for customers who want to stay if there is		If previously the marketing target of the tourism sector that provides accommodation was for customers who want to stay if there is	
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19/25	SUBMITTED TEXT	32 WORDS	48% MATCHING TEXT	32 WORDS
	and a competent business management system, this company is able to expand its marketing target. For example, the company may use the chance to broaden its marketing target to include more current business branches		and a good business management system, this company is able to further develop the marketing target for its business. For recommendations, the company can take the opportunity to further expand its marketing target to add more existing business branches,	
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20/25	SUBMITTED TEXT	21 WORDS	81% MATCHING TEXT	21 WORDS
	The company can target a new marketing target by offering hotel accommodations to tourists who want to get lodging at a lower		the company can target a new marketing target which is by providing hotel accommodation to tourists who want to get accommodation at a lower	
	SA INDUSTRIAL REPORT 2023(WARDATINAJIHAHBINTIMOHAMEDWAZIR).pdf (D172132254)			

21/25	SUBMITTED TEXT	21 WORDS	93% MATCHING TEXT	21 WORDS
	if, previously, the marketing target of the tourism sector that offers accommodations was for customers who want to stay if there is		If previously the marketing target of the tourism sector that provides accommodation was for customers who want to stay if there is	
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22/25	SUBMITTED TEXT	14 WORDS	81% MATCHING TEXT	14 WORDS
	of business administration and management as well as strengthening my interpersonal, problem-solving, and customer service		of company administration and management, as well as enhancing my interpersonal, problem-solving, and customer service	
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23/25	SUBMITTED TEXT	25 WORDS	52% MATCHING TEXT	25 WORDS
	do. In terms of my career, the internship experience increased my understanding of providing value in fields beyond administration and management.		do. In terms of my career, the internship experience broadened my comprehension of how to add value across other industries in addition to administration and management.	
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24/25	SUBMITTED TEXT	32 WORDS	56% MATCHING TEXT	32 WORDS
	There are other aspects to consider, some of which differ from what I learned in university. Understanding how to perform in a business context, having the necessary technical and interpersonal talents, and having a		There are many factors to take into account, some of which are different from what I learned in university. This involves understanding how to function in a business setting, having the appropriate technical and interpersonal abilities, and having a	
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25/25	SUBMITTED TEXT	32 WORDS	45% MATCHING TEXT	32 WORDS
	until I had a clear picture of how I wanted to see myself. I intend to work hard to promote and develop beneficial values so that the world can benefit from the enormous opportunities		until I had a clear understanding of how I wanted to envision myself in the future. I am going to strive to develop and spread good values so that the world might benefit from the tremendous opportunities	
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