



اوتو تسني تيكنولوغي مارا  
UNIVERSITI  
TEKNOLOGI  
MARA

Cawangan Perlis  
Kampus Arau

# INDUSTRIAL TRAINING REPORT AT ECO SOLIS SDN BHD



ECO SOLIS  
Fuel Excellence

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# EXECUTIVE SUMMARY

The working experience I obtained throughout my six-month industrial training at Eco Solis Sdn. Bhd. is the primary focus of this internship report. My internship experience at Eco Solis, particularly in the areas of administration, finance, and logistics, is documented in this report. I received both intrinsic and extrinsic incentives while working on my internship at Eco Solis. Here in Eco Solis, I need to apply all my skills and knowledge that I have learned during my degree in Universiti Teknologi Mara Arau, Perlis.

This report's goal is to recognize and understand the organization's internal strengths and weaknesses as well as external opportunities and threats. An organization's SWOT matrix will be useful in identifying and making improvements. SWOT analysis is crucial for them to evaluate their challenges and strengths in order to be ranked among the greatest companies in the oil and gas sector. The benefits of opportunities, overcoming weaknesses and preventing threats will all be included in this study.

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## 3.0 COMPANY PROFILE

Eco Solis Sdn. Bhd was incorporated on 29 October 2014 in Malaysia. Eco Solis Sdn. Bhd.'s business is a wholesaler for diesel products to the specific customers out there. They act as a business-to-business commerce. Eco Solis Sdn. Bhd. is a private limited company and has been existed for 9 years. Eco Solis Sdn. Bhd. is located at Kulim, Kedah. For now, they have one branch only and they planning on to expand their business in Cyberjaya, Selangor. For now, they don't have the refinery factory yet because they act as a wholesaler to the certain buyer that want to buy in a bulk.



**Location: No.241, Persiaran Perdana, Kulim Perdana, Kulim Hi-Tech Park, 09000, Kulim, Kedah.**



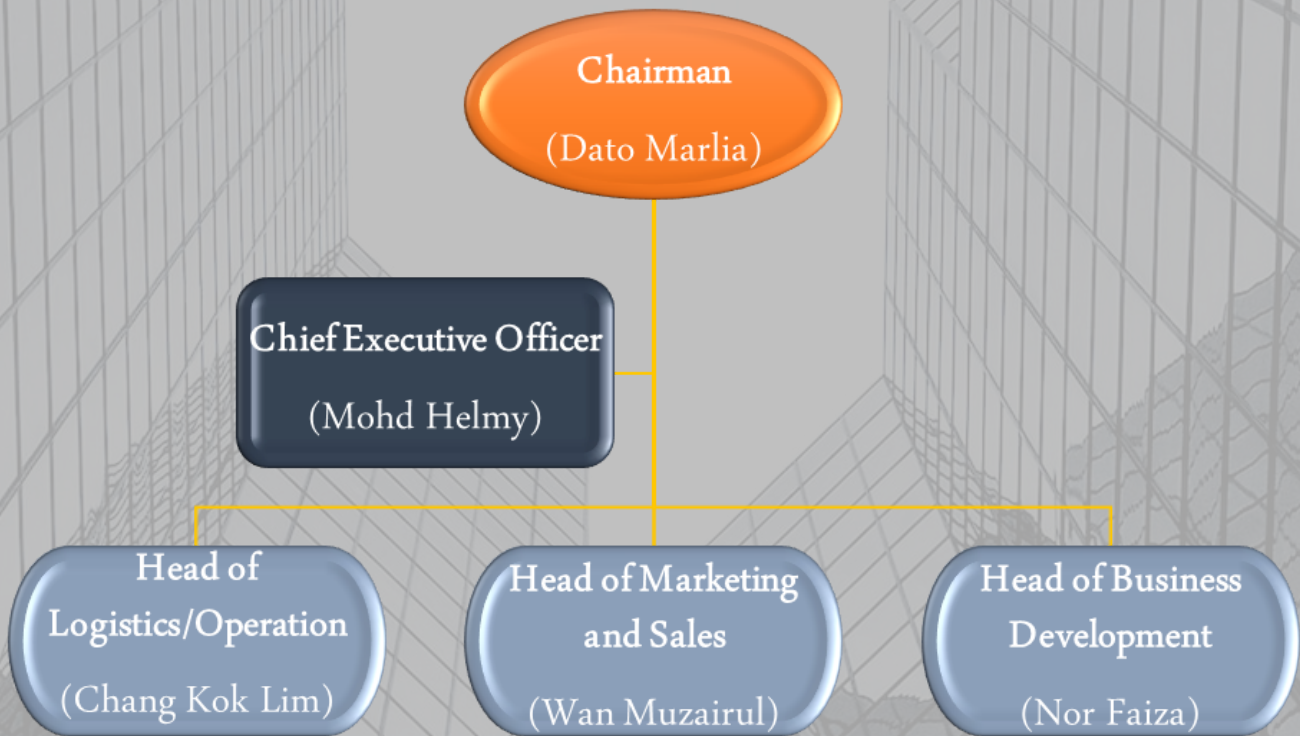
## **VISSION**

Be the best wholesaler company of oil and gas in Malaysia and contribute to the development of our nation's economy.

## **MISSION**

- Our main focus is on oil and gas products.
- Responsible professional resources with discipline and dedication.
- Plan and execute with integrity.
- Highest commitment in meeting customer demand.
- Never compromise on safety.

# ORGANIZATIONAL CHART



# 4.0 TRAINING'S REFLECTION

## DURATION:

Started the internship at 1st March 2023 until 15th August 2023. The working day in the company starts from Monday until Friday. Saturday and Sunday are the day off. And also, it is included with any public holiday that is entitled to in the calendar. Since I work from home sometimes, so it is flexible working hour as long as the task and work are done. If I need to go to the office, the working time starts at 8:00 a.m. until 5:00 p.m. as usual. I should go to the office once a week for at least an update from the task that have been given.

## DETAILS:

As for the first week, I started in administrative department where I mostly do the admin work which are data entry, filing, send email to the clients and also answer phone calls. Not only that, I have also done some data entry interpretation. And also, I had to do some order submission to the supplier using their system. I had to do some formal business correspondence. Besides that, I had also need to organizing and preparing for the new paperwork that they had given to me. Lastly, I had also need to keep track of office expenditure receipts or executive or management expense receipts. Next for the next two weeks, I started in logistic department where I had to tracking the shipment and also make sure the shipment has arrived safely to the clients. I am in charge of buying and delivering of items along a supply chain, as well as making sure that consumers receive their orders.

# 4.0 TRAINING'S REFLECTION

## REWARDS

I had gained a lot of things in this company throughout my internship journey. I received some of the benefits even though I am just their internship worker. As for the extrinsic rewards, I have entitled to have my own flexible working hours as I can choose which time that I can start my work. And also, I also can finish my work early as long as I finished my task. And also, I received an allowance for every month. I received RM1,500 per month. And also, I can apply for the leave if I want.

The benefits that have been offered to employees of an organisation are referred to as intrinsic rewards. As for the intrinsic rewards, I have given a sense of choice which I can make my own choice on how to complete my work and use my best judgement and carried them out appropriately. And also, I have given a sense of belonging where I feel belonged in the company where they include me in the decision-making process and they make me as part of their organization.



# 5.0 SWOT ANALYSIS

## Strengths

- Excellent practices quality assurance
- Good relationship with customers
- Strong support internal customer

**S**

## Weaknesses

- Not enough human resources
- Poor online presence
- Outdated technology

**W**

## Opportunities

- Higher demand in diesel
- Re-opening the international border
- Variety of consumer demands

**O**

## Threats

- Lower currency rate
- High competition
- Employee poaching

**T**

# **6.0 DISCUSSION AND RECOMMENDATION**

## **6.1 STRENGTHS**

### **6.1.1 EXCELLENT PRACTICES QUALITY ASSURANCE**

As for Eco Solis Sdn. Bhd, we served as a wholesaler of oil and gas especially in diesel to the smaller merchants internationally such as Thailand. So, to ensure that the buyer is satisfied with our products, we sell the finest and great quality of the product which is diesel. So, in order to do that, we have some good suppliers that could supply us a very fine quality of diesel. One of our suppliers is Hengyuan Refining Company (HRC) which is mainly sell diesel to the bulk buyer such us, Eco Solis Sdn. Bhd. As stated in Hengyuan Refining Company Annual Report 2019, they are continuously maintaining and improve their Quality, Health, Safety, Security and Environment (QHSSE) standards, policies and practices. (Hengyuan Refining Company, 2019). We also examine first the quality with our suppliers before we proceed to purchase in a bulk.

## **RECOMMENDATION**

As for the recommendation, I would suggest that Eco Solis should have their own Quality Assurance team and policies instead of rely on the suppliers Quality standards and policies. They should hire some experts on the diesel and create a team to ensure the quality is great. The expert should know some of the basic standards and policies on how to check the quality of the diesel before we market our product to the company. The basic thing they should look at and inspect is the cetane index. The team should run the cetane index to make sure the level is not too high because when the cetane index is high, the combustion rate is lower and make the engine is difficult to start (Damien,2020). Eco Solis should consider this is a major thing as we don't want our customer to disappoint. So, the top management should consider hire a great team that consists of experts in diesel testing to make sure the quality is great and have our own quality standards and policies.

## **6.0 DISCUSSION AND RECOMMENDATION**

### **6.1.2 GOOD RELATIONSHIP WITH CUSTOMERS**

As for Eco Solis Sdn. Bhd., one of their strengths also they are maintaining good relationship with customers. It is because we already have our regular customers whether in our country or in the next neighboring country. We gain their trust by shipping the product in the exact date that they had requested. And we are also trying our best not to delay our shipment to the customers except for the problems that we could not avoid such as transportation problems. But, in this case we also do the regular inspection on our transportation so that the shipment will go in the smooth way. Gaining trust from customers is very important as in this economic situation, it is very hard also for us as a small company to secure a regular customer especially from the other country. The most effective type of advertising is word-of-mouth; when consumers are satisfied, they suggest our company to others. When you treat customers well, they become your biggest advertiser and repeat buyers. They'll even take an interest in your achievements as well (Alyx, 2023).

### **RECOMMENDATION**

My recommendation is in order to have a good relationship with the customer, we should build trust with them. Once we gain their trust, our relationship also improves. Any successful business relationship must be built around trust. Customers have particular standards for accuracy, promptness, and consistency. Don't let customers down, and if we do, be sure to explain what went wrong and what we're doing to prevent it from happening again (Shopify,2022). Just explain the truth and constraints to them instead of lying to them. By doing this, they feel appreciated and they feel that we are not just customers and buyer on paper instead we are more than that. Not just that, we can also improve our relationship with the customers by appreciate them. There are few ways to appreciate them, we can give out discounts or offer price reduction and also, we can give them early access. Early access is where we give out the information to the loyal customer first before we blurt out to the other customers (Snighda,2023).

## **6.0 DISCUSSION AND RECOMMENDATION**

### **6.1.3 STRONG SUPPORT INTERNAL CUSTOMER**

Next for the strength is Eco Solis have strong support internal customer. It is also one of the major strengths in Eco Solis Sdn. Bhd. It is very important for a certain company to have a strong support internal customer. Anyone who interacts with individuals inside the organization as part of the duties or obligation is considered an internal customer. As for Eco Solis, we have a strong support from various internal customer including our distributor. Even in our own company, we also had to do some research on other competitor to know what they up to. Not just that, we are also as a normal staff in the company are welcoming on giving any new ideas and solutions to solve any problems that arise. A corporation cannot succeed only on the intelligence of the higher-ups. If we are optimizing strong support internal customer, there must be a certain increase in terms of business performance. Not just that, it can also create a constructive work environment, where all the employees can perform job well. Without realizing, it is also become one of our competitive advantages (Indeed,2022).

### **RECOMMENDATION**

My recommendation for on how to increase strong support internal customer is keep a conversational tone. It does not mean we don't have respect to the top management, but we can keep our tone not too strict. It is very important for Eco Solis to have a conversational tone, where the employees and the top management does not have a wider gap between them and the employee can express their idea easily without being judged. These teams can forego some formality in communication since they deal with workers and internal stakeholders. Naturally, they should engage with stakeholders in a polite and professional manner, but they are not required to do so exactly as they'd interact with a consumer. In fact, speaking in a relaxed, kind manner will strengthen your relationship with your staff (Fontanella, 2021).



# 6.0 DISCUSSION AND RECOMMENDATION

## 6.2 WEAKNESSES

### 6.2.1 NOT ENOUGH HUMAN RESOURCES

Next for the weakness, one of their weaknesses is this company is not enough human resources. As a small company itself, this is also can be one of the major weaknesses that they have. As for the staff, I could say they are kind of short-staffed because there are a lot of works to do. Mainly, they use outsourcing more rather than recruiting their own staff for the company. Even though, outsourcing is cheaper rather than hire new workers, but it is much easier if they have one staff that specialized in one part that they are lack of. A tiny workforce is one example of having few human resources, which makes it tough to complete all of the projects on the company's checklist. A big problem for a company may be, for instance, the desire to build a social media presence but an absence of social media expertise among the staff members. They will have to employ a consultant if they are worried about starting their social media marketing poorly (Brookins, 2019).

### RECOMMENDATION

My recommendation for this issue is, Eco Solis should hire more people in the organization. Instead, they just outsourcing, why don't they have their own team such as their marketing team. For example, they don't have their own company secretary, they just outsource them. To make sure the company running more efficiently, they should consider on hire their own company secretary. Instead, they can reduce other expenses such as outsourcing expenses. Hourly workers' overtime may easily create up and reduce business margins. On the contrary hand, delays may lead businesses to pay more for outside temporary staff because of the urgent necessity. By integrating the burden of a project with your team's skills, adding additional team members can assist reduce these expenses. You may also mention that having a larger staff would help you execute better projects and improve the company's ability to retain current clients when discussing expenditure reduction with the leadership (Whitting, 2021).

## **6.0 DISCUSSION AND RECOMMENDATION**

### **6.2.2 POOR ONLINE PRESENCE**

As for Eco Solis Sdn. Bhd., one of their weaknesses is also they lack of online presence. As I doing my internship there, I noticed that they did not create any social media account for their company. It is such a bummer because online presence nowadays is very important as we are everyday scrolling on our social media. They should have created a Facebook account or even an Instagram account to advertise more on their company. Customers anticipate using the internet to learn more about businesses, obtain their contact details, explore their inventories, and maybe even make direct purchases from the website. They perform this more frequently while "on the go" and using mobile devices. Small businesses like Eco Solis Sdn. Bhd. risk losing consumer if their rivals perform better online (Brookins, 2019). So, Eco Solis Sdn. Bhd. need to improve more on their online presence and make it more presentable.

### **RECOMMENDATION**

As for the recommendation, they need to increase their online presence by improve the internet exposure and generate more sales for the business is to invest in paid online advertising. They may improve their web presence and reach more prospective clients by utilizing social media platforms, internet adverts, and efficient digital marketing methods (Superokay,2023). It is very important for the company to have a high presence in online web because the potential customer is easy to approach the company just clicking the social media. Eco Solis should start hire an online advertising company to polish the website and also the social media for the potential customer. Not just that, they should start an online social media page such as Facebook page because once the it is existed, the customer can feel close with us. And it is also can intrigue new potential customer to invest in us.

## **6.0 DISCUSSION AND RECOMMENDATION**

### **6.2.3 OUTDATED TECHNOLOGY**

Next for the weakness is, Eco Solis is using a lame and outdated system for their employees. They don't keep up with the current technology and it makes the progress of the work really slow. They still use the Gmail system rather than have their own Microsoft Outlook. So, the information spreading really slow because it has a lot of level of communication. And also, for the accounting system, they did not update the software to any kind of software that makes the thing easier and simple. Everyone, whether a huge company or a small business, depends on technology for everything from the accounting system to stock control and advertisements. Outdated technology might lower your capacity for manufacturing, which can lead to high cost per unit for your firm (Brookins, 2019)

### **RECOMMENDATION**

As for the recommendation, Eco Solis should keep up with the current technology. They need to improve more on the technology. Instead, they use WhatsApp for attendance system, they should invest on developer to create a system or an app where the employee can register their attendance and also can notify the manager for any leave. It is such a hassle for us employee to go to WhatsApp group everyday just to inform that we are on duty today. Not just that, they also need to upgrade their accounting software because it is quite hard for me to keep up with lot of invoices. They still do it traditionally with the paper based instead on using a software. Technology is very important as it can increase the efficiency. A company may now comprehend its operations perfectly and its future cash and investment demands thanks to technology. It greatly contributes to the saving of resources like time, which can then be used to expand its productivity and operational scope. Technology may help owners of manufacturing companies better understand how to use storage space for products and lower storage expenses to lighten their financial load (Joe, 2021).

# **6.0 DISCUSSION AND RECOMMENDATION**

## **6.3 OPPORTUNITIES**

### **6.3.1 HIGHER DEMAND IN DIESEL**

One of the opportunities for Eco Solis have higher demand in diesel which is our main product. Since the diesel demand is higher, the sale of our product is also increase. Nowadays, in Malaysia, there is an increase on demand in diesel especially during festive season. It is because during festive season, a lot of large transport are in fully use such as lorry, truck and even bus. It is because during festive season, most of the people in Malaysia use public transport to go back to their hometown and even use buses as their mode of transport.

### **ECONOMIC FACTOR**

This factor is categorized in economic sector under PESTLE analysis. As said in one of the newspaper articles, in order to fulfil customer demand throughout the holiday season, the supply quota of discounted RON95 petrol and diesel will be expanded nationwide beginning on Friday, April 21, and lasting until May 5. According to Domestic Trade and Cost of Living Minister Datuk Seri Salahuddin Ayub, the measure was made to prevent a gasoline supply crisis similar to the one that happened last year and affected 4,030 petrol stations countrywide (Mahalingam, 2023).

### **RECOMMENDATION**

As for the recommendation, I would suggest for Eco Solis to take this an opportunity to promote more on their company to a certain company that in need of our product, diesel. They should increase their marketing approach by attend to the some of the company needs. We as the small company need to increase up the effort by promote more on our company so that they will be interested in our company. Not just that, since there is higher demand in diesel, they also should find some other suppliers that are reliable that could prepare an enormous amount of diesel that the customer need. Besides, they also need to focus on the right buyers. Organizations will have greater insight into who needs to be prioritized by looking at their present consumers. Executives should think about what characteristics encourage recurring purchases and what sorts of people often become devoted consumers while doing analysis. This will assist companies in concentrating their marketing efforts on the most profitable population (Truong, 2020).



## **6.0 DISCUSSION AND RECOMMENDATION**

### **6.3.2 RE-OPENING THE INTERNATIONAL BORDER**

Since the international border has opened since last year due to Covid-19 has easing down, so it become a great opportunity for Eco Solis to expand more on their business. They started the export activity through our neighboring country, which is Thailand. Since Thailand also have higher in demand in our product, diesel so it has also given a chance for us as a small company to grab this as an opportunity.

### **ECONOMIC FACTOR**

This factor is categorized in economic sector under the PESTLE analysis. Starting last year, after the Covid-19 has easing down and the borders are also start reopening, the Thailand fuel consumption has rose by 13.5%. As said in of the article, Diesel usage, which is mostly utilised in the transportation and industrial sectors, climbed by 15.7% on a yearly basis to 73 million litres per day from 63.1 million litres per day (Praiwan, 2023). So, since their diesel usage also increase, they started to find some company that could offered the best price for them to purchase the diesel. So, we offered a best price for them and also good quality of our product.

### **RECOMMENDATION**

For the recommendation, they should start expanding their export activity not just into Thailand only, but they can start export their product through Southeast Asian country. They should start increase their marketing skill internationally so that the other country will know about the company and they will be interested in it. For example, they could start exporting their product to another country which is Myanmar since last year they reported that the diesel price there has accelerating. As said in the article, according to the Supervisory Committee on Oil Import, Storage and Distribution of Fuel Oil, diesel prices have climbed once more in Yangon. On December 10, 92 Ron priced Ks. 1805, 95 Ron cost Ks. 1895, diesel cost Ks. 2185, and premium fuel cost Ks. 2260 a litre while on December 9, a litre of 92 Ron, a litre of 95 Ron, a litre of diesel, and a litre of premium diesel each cost Ks. 1830, Ks. 1925, and Ks. 2200, respectively (Aseanplus News, 2022). So, they should grab this opportunity to get into the deal and start promote the company to the potential customer which is Myanmar.

## **6.0 DISCUSSION AND RECOMMENDATION**

### **6.3.3 VARIETY OF CONSUMER DEMANDS.**

Last but not least, for the opportunity for external is variety of consumer demands. Eco Solis will take this as an opportunity to varies the product line as the demands of oil and gas always in higher state despite of the high price. As a business, you're constantly looking for methods to set yourself apart from the competition in your area. You may increase your attractiveness and demonstrate higher competence by providing a larger selection of items to potential consumers (O'Connor, 2021).

### **ECONOMIC FACTOR**

This factor is categorized under the economic sector in the PESTLE analysis. RHB Research predicts that the local upstream oil and gas (O&G) industry will continue to see strong activity this year (Azahanis, 2023). As you can see, most of the population use own transports such as cars and motorcycle to go to anywhere. So, the demand is always high despite of the economic inflation. They should take a look in this current situation and grab this opportunity in order to expand more their business and stay relevant in this industry.

### **RECOMMENDATION**

For recommendation, Eco Solis should start supply Petrol Ron 95 or even Petrol Ron 97. Instead, they just focusing on one of their products, they can expand their product line. As said in the article, since 2019, the number of automobiles in this country has increased by at least a million, surpassing the number of people. According to road safety expert Professor Dr Kulanthayan K.C. Mani of Universiti Putra Malaysia, there were 33.3 million registered vehicles nationwide last year compared to the population, which was 32.6 million. Up to 47.3% of the 33.3 million registered vehicles were automobiles, 46.6% were motorbikes, and 4.7% were cargo vehicles. Buses, taxis, self-drive rentals, and other vehicles made up the remainder. It is understandable that traffic congestion has gotten worse countrywide in recent months given the automobile population's fast growth relative to the people population, he added (Chan, 2022). So, Eco Solis should see this as an opportunity and take advantage of this.

## **6.0 DISCUSSION AND RECOMMENDATION**

### **6.4 THREATS**

#### **6.4.1 LOWER CURRENCY RATE**

As for the threats, one of the threats is lower currency rate. As you know, Malaysia has lower currency rate compared to Singapore. This becomes threat to Eco Solis as they purchase the product from the supplier according to the price of Mean of Platts Singapore (MOPS). We need to check every day on MOPS website to see the price of diesel.

#### **ECONOMIC FACTOR**

This factor is categorized under the economic sector in the PESTLE analysis. According to the article, the weakened ringgit hit a brand-new record low versus the Singapore dollar (SGD) of RM3.4384. The ringgit has had one of the worst year-to-date (ytd) performances of any currency, coming in second only to the Japanese yen. The local currency has declined 4.5% vs the US dollar, coming in second place after the yen's 5.9% decrease (Free Malaysia Today, 2023). So far, it becomes a threat for the Eco Solis as the currency rate of Malaysian Ringgit has plummeted.

#### **RECOMMENDATION**

Next for the recommendation, Eco Solis can apply a forward contract where it is a good solution to face with a transaction risk. For a small business, this is the best option that we could reduce the transaction risk to lock in exchange rates. These agreements are an example of a "buy now, pay later" transaction in which you basically secure in an exchange rate for a specific future date. Typically, that time will be somewhere between six months and two years away. In a forward contract, for instance, one party pledges to "buy" and the other pledges to "sell" currency at a defined exchange rate on a specific future date (Thompson, 2020). For example, the day that they made a deal with the supplier, 1 SGD is equal to 3.20 MYR. So, Eco Solis need to pay with that amount even if the exchange rate has increased as of today which is 1 SGD equal to 3.43 MYR. So, from here, Eco Solis have the advantage from the forward contract that they had agreed on. The strategy does, of course, carry some danger. You simply suffered a loss on the transaction if the currency rate changes in the opposite direction.

## **6.0 DISCUSSION AND RECOMMENDATION**

### **6.4.2 HIGH COMPETITION**

Next for the external threat is high competition in the oil and gas industry. Eco Solis identify this as a threat because there are many rivals out there who compete in the same industry. A market that is competitive has many producers rivalling with one another to offer the goods and services that customers desire and need. (Cook, 2021).

### **SOCIAL FACTOR**

This factor is categorized under the social sector in PESTLE analysis. In Malaysia, there are lots of competitor in oil and gas industry. It becomes threat to Eco Solis as they are also one of the companies that compete in the industry and considered it is a small company compared to the large company which are Petronas and Petron. The oil and gas market share in the nation was also significantly dominated by major rivals like Shell and Chevron (Statista, 2023). As we know, there are also lots of local companies that are also serves diesel to all the consumers out there.

### **RECOMMENDATION**

As for the recommendation, Eco Solis should study competing companies in your industry. Understanding the distinctions between the business and competing businesses is necessary for competitiveness in the market. This entails contrasting the specifics of the company's models and the variations among its items from the viewpoint of the consumer. To compete with them more effectively in the future, learn about the competing companies or enterprises in the industry. It could be advantageous to do a competitive study on a few the main rivals. For example, we can do the research on Petronas, the biggest diesel supplier in Malaysia on how the good the products are so that we could match with the standards. And also, if the rival provides cheaper pricing than we do, we can try to match them or we might try to maintain our price by offering something better (Indeed, 2023).



## **6.0 DISCUSSION AND RECOMMENDATION**

### **6.4.3 EMPLOYEE POACHING**

Last but not least for the threat is employee poaching. There are also some experienced employees in the Eco Solis who has an astounding background. These employees will become the target of the poachers. For example, big oil and gas company tries to poach employees in Eco Solis as some of the employees in Eco Solis are much experienced. When a company seeks to hire a worker from a rival, this is known as poaching. Employee poaching can risk spreading the insider information. It is because employees can wind up disclosing private information that helps your business stand out from the competition if they didn't sign a non-disclosure agreement (NDA). Not just that, it is also become a lack of capacity to compete.

### **SOCIAL FACTOR**

This factor is categorized under the social sector in PESTLE analysis. As an employer, one of the most precious resources is human capital. The likelihood of innovation and creative achievement rises when you cultivate a skilled workforce. Competitive poachers could target your most innovative resources directly and divert innovation away from your company and towards theirs (Eatough, 2023).

### **RECOMMENDATION**

Next for the recommendation, the best way to tackle this threat is by make a career plan for your staff members. No other organization will be able to match your knowledge of your employees' ambitions, objectives, and skill set. Gain from this advantage by having a conversation with each employee about their career goals and how they envision their futures at your organization. Together, you may create a schedule for training and professional growth that could result in a bigger position and a better income inside the organization (Casarella, 2022). For example, Eco Solis Sdn. Bhd should talk to their employee and create the career plan and show them where they are in the next few years if they stay in their company. For instances, they could get salary increment for every two years and also can promote them to a higher and greater position in the company.

# 7.0 SWOT MATRIX

## STRENGTHS

## WEAKNESS

### OPPORTUNITY

Increase the quality of the product to seize the chance of higher demand in diesel.

Increase the export activity in order to make the company well known to overcome the poor online presence issue

### THREAT

Continue on build a good relationship with the customers in order to minimize the high competition issues

Slowly hiring more employee and reevaluate the compensation and benefits plan for the employee

# **7.0 SWOT MATRIX**

## **7.1 S-O ANALYSIS (STRENGTH & OPPORTUNITY)**

S-O analysis is used for using one's strengths to seize opportunities. Since their strength is excellent practices quality assurance, and the opportunity from external factor is higher demand in diesel, it will increase the number of consumers that will be interested to have a business with Eco Solis. It is because customers always want to purchase the product with a great quality. So, for the strategy, the Eco Solis team need to increase the quality of the product to seize the chance of higher demand in diesel. As our product is also one of the best qualities amongst all, we need to take an opportunity on higher demand in diesel so that more potential customer will seal a deal with us.

## **7.2 S-T ANALYSIS (STRENGTH & THREAT)**

S-T analysis is used for utilizing strengths to fend off threats. Since their strength is good relationship with the customers while the threat is high competition, Eco Solis will make a use of their strength to minimize the threats as much as they can. As we have a good relationship with the customers, the high competition will not be a bigger issue. So, for the strategy, in order to reduce the high competition, Eco Solis team need to continue to be on a good term with the customers. Despite of having a high competition, but if you continue to build a good relationship with your consumers, the customers will stay loyal and be one of our regular.

# **7.0 SWOT MATRIX**

## **7.3 W-O ANALYSIS (WEAKNESS & OPPORTUNITIES)**

W-O analysis is used for overcoming a weakness by utilizing an opportunity. Since their weakness is poor online presence while the opportunity is re-opening the border activity, Eco Solis will overcome this weakness by taking advantage of this external opportunity. They can overcome the weakness which is poor online presence by doing more of export activity. As they did more export activity, they will become known to the country who has always do a business with us. When we are well known to them, they will spread a word of mouth to their friends which it can be our potential customers. So, even though we have a poor online presence, Eco Solis have the upper hand by creating the physical connection to the international customers, since we do a lot of export activity.

## **7.4 W-T ANALYSIS (WEAKNESS & THREATS)**

W-T analysis is used for minimize weaknesses and stay away from threats. Since the weakness is not enough human resources, while the threat is employee poaching, Eco Solis will minimize the weakness by stay away from the external threat. Eco Solis will try to minimize the weakness which is not enough human resources and at the same time they will try to avoid their employee away from the poachers. As for the strategy, they can minimize the weakness by slowly hiring more people into their team and also try stay away the threats by reevaluate the compensation and benefits for your employee. Eco Solis can start hire more people into the company so that the work task will be easier and not overload. And also, the higher-ups should try to reevaluate the compensation and benefits and try to increase the salary if the salary are underpaid.

## 8.0 CONCLUSION

Eco Solis Sdn. Bhd is a wholesaler for oil and gas industry but specialized in diesel. Their company also considered as a small company to other oil and gas company such as Petronas. Despite of the ups and downs in the business, but they managed to sustain their business since 2014 until now. They encountered many obstacles but they did not give up and take up the challenges to be better and stay relevant in the industry. With the SWOT and PESTLE analysis, they can see their strengths, weaknesses, opportunities and threats in both factors which are external and internal factor. This SWOT analysis can help them for their decision-making process. Besides that, SWOT analysis also important for planning for future and evaluate theirs' competitive position. The outcome of the SWOT analysis can be used for better understanding of your business, identify the weakness and can improve it to be better and also can understand better on the market and your competitors.

In conclusion, Eco Solis should take advantage of these two analyses which are SWOT matrix and SWOT analysis and develop new strategies that can benefit them the most and to stay relevant in the industry. Besides that, they can observe the changing in economy situation as well as sustaining their best strategies that gives strength to their organization.



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# 10.0 APPENDICES



Site visiting at Bukit Kayu Hitam Immigration, Customs, Quarantine & Security (ICQS) Complex



Mini meeting at the Bukit Kayu Hitam border



Lunch treats with my supervisor, Madam Faiza.



Monitor the office renovation.



# 10.0 APPENDICES



Waiting for the product transfer from our lorry to Thailand lorry, customer lorry.



Process of oil transfer of our lorry to the customer lorry.



The custom declaration from the Thailand drivers.





Quick errand to stock up few offices' supplies

## Document Information

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Thank you.

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