

**BACHELOR OF BUSINESS  
ADMINISTRATION (HONS.)  
HUMAN RESOURCES  
MANAGEMENT (BA243)**



 **DINDINGS**

**INDUSTRIAL TRAINING REPORT  
AT DINDINGS POULTRY  
DEVELOPMENT CENTRE SDN  
BHD**

**1 MARCH 2023 -  
15 AUGUST 2023**

**HRM666:HR INTERNSHIP**

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**ASSIGNMENT/ PROJECT DECLARATION FORM**

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I hereby declare that the work in this assignment/ project was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This assignment/ project has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

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- ii. has not been used for another assessment at another department/ university/ university college in Malaysia or another country;
- iii. does not refer to/quote works of others or own previous writings without stating it both in the text and in the reference list;
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21/07/2023

Date

Student's Signature

## EXECUTIVE SUMMARY

This internship report is written based on the wonderful 6-month industrial training that I successfully completed at Dindings Poultry Development Centre Sdn. Bhd., Batu Undan, Perak. I was in HR Department. As a Human Resource student, this is the opportunity for me to put into practice and pull the knowledge that I have learned throughout my study years at Universiti Teknologi MARA (UiTM).

Firstly, I have included my student profile in this report. The information such as my background, education background, experience, achievement, and skills were presented in a simple resume template. Followed by the second part of the report which represented the general information such as the vision, mission, values, background, and the organizational chart of Dindings Poultry Development Centre Sdn. Bhd.

This report also contains my experience where it discussed regarding to responsibilities and the task that I have been assigned and how to improve my skills. Not only that, but this part also highlights the benefits that I gained throughout my internship period that greatly impacted my mentality to face the journey of the next challenges await.

Next, this report contains of SWOT analysis where I will be discussed details about strength, weaknesses, opportunities, and threats in Dindings Poultry Development Centre Sdn Bhd that have been identified. The recommendations have been made on how to improve and sustain the impact in four elements of SWOT analysis.

The internship I completed was beneficial and satisfying. I've learned how to view things from several angles and how the real working world operates. This experience has opened my eyes because I have never worked before.

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## **PART 3**

### **2.0 COMPANY'S PROFILE**



**FIGURE 1**



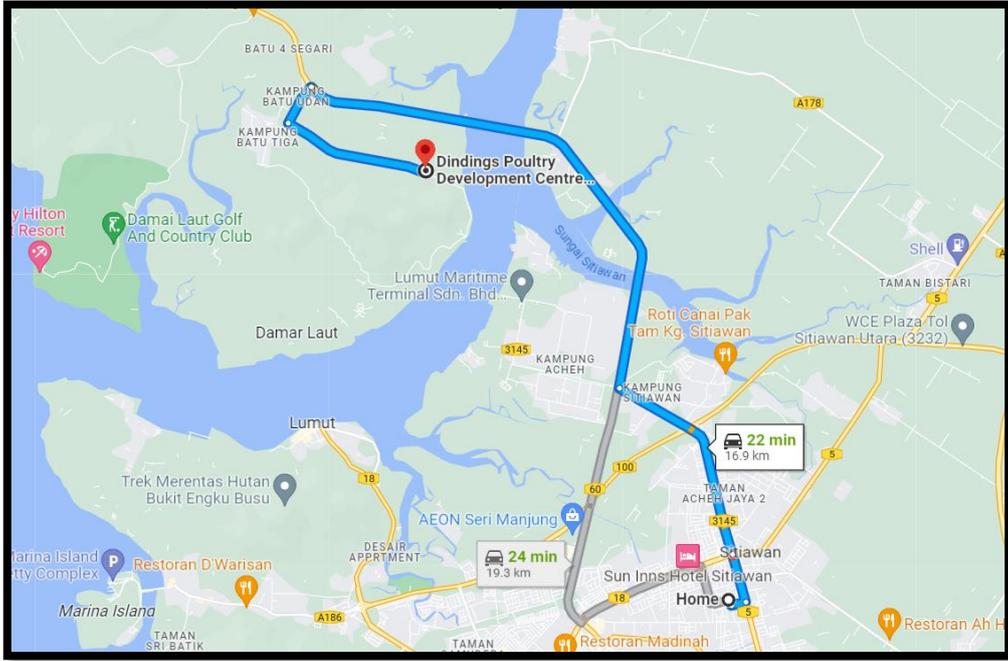
**FIGURE 2**

#### **2.1 Company's Name**

Dindings Poultry Development Centre Sdn. Bhd. (180044-A)

#### **2.2 Address / Location**

Dindings Poultry Development Centre Sdn. Bhd. was located at Jalan David Sung, Batu Undan, 32200 Lumut, Perak. It is 16.9 km from my house. I need to across three bridges to arrive at the office. The estimated time arrival from my house to the office is 22 to 30 minutes depends on the traffic on that day.



**FIGURE 3**

### 2.3 Operation Hours

Monday – Friday: 8:00 a.m. to 17:00 p.m.

Saturday : 8:00 a.m. to 12:00 noon

## **3.0 COMPANY VISION, MISSION, CORE VALUES AND BACKGROUND**

### **ESTABLISHMENT**

#### **3.1 Vision**

We aspire to be a leading food manufacturing enterprise in the region.

#### **3.2 Mission**

We are preferred provider and strategic partner in the food industry. We drive operational excellence by embracing a culture of continuous improvement, we add value to stakeholders by growing economies of scales.

#### **3.3 Core Values**

- **Qualitas** – purchasing the raw material of consistent quality, meticulous care in production and making available to the public consistent quality products at reasonable prices.
- **Consilium** – unity of employees and management is essential to a successful enterprise.
  - Togetherness has made MFM what it is today and maintaining unity will always be MFM's culture.
- **Progressus** – we are committed to make continuous improvement to make progress in order to maintain its competitive edge in the business and contribute effectively to benefit the society.

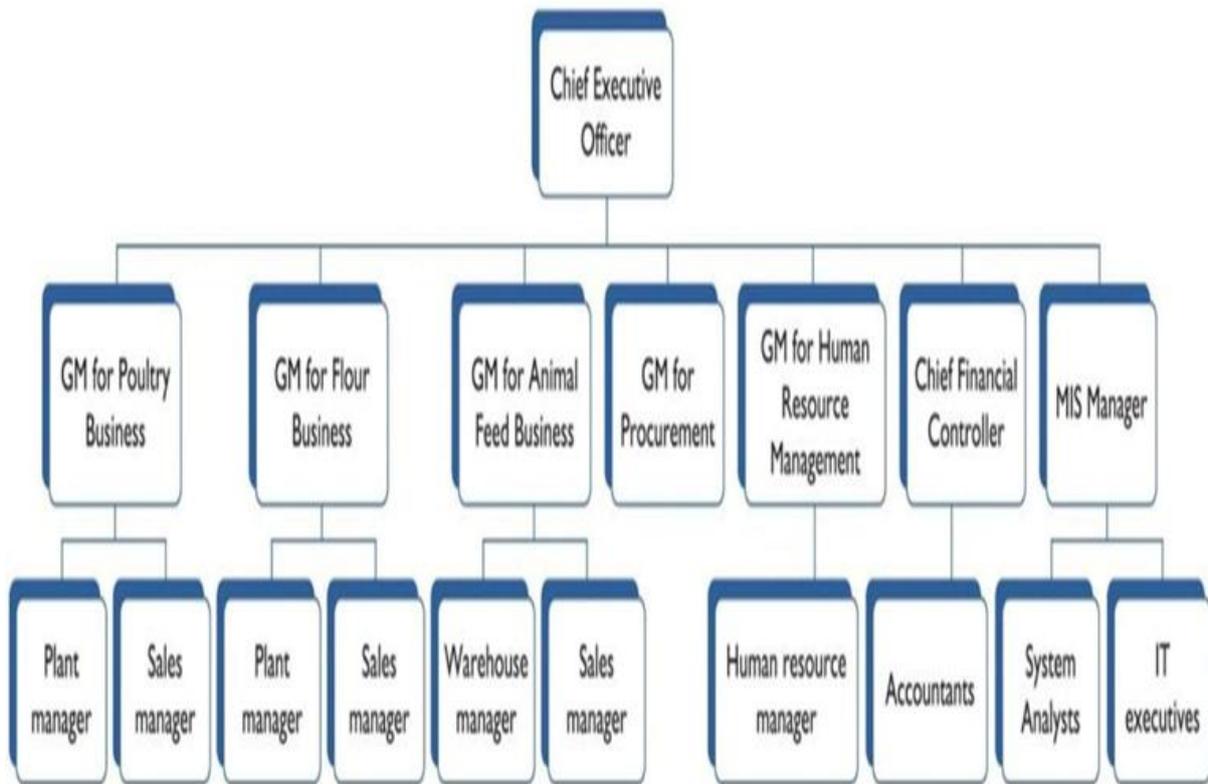
#### **3.4 Background of Establishment**

Dindings Poultry Development Centre Sdn Bhd (DPDC) was incorporated on 21 March 1989 and began operations in April 1992. The company's main activities are the production of old chicks, growing and selling broilers, and contract farming. Our

poultry integration uses the Cobb breed, which is the most popular broiler breed used in the global market. DPDC was the first company to introduce the Cobb breed in Malaysia. Since then, it has been accepted by the entire farming community as the most suitable broiler, as the Cobb breed offers our farmers good value and our consumers a high-quality product.

DPDC farm operations are in Perak and Kedah. Our new breeder house is a pre-engineered galvanized steel structure fitted with insulated materials to maintain a healthy and comfortable environment for our breeders. These houses are equipped with the latest automated technology to ensure the production of quality eggs that will be incubated and hatched in our hatchery. Day-old chicks will then be sent to our broiler farm until maturity.

#### 4.0 Organizational Structure



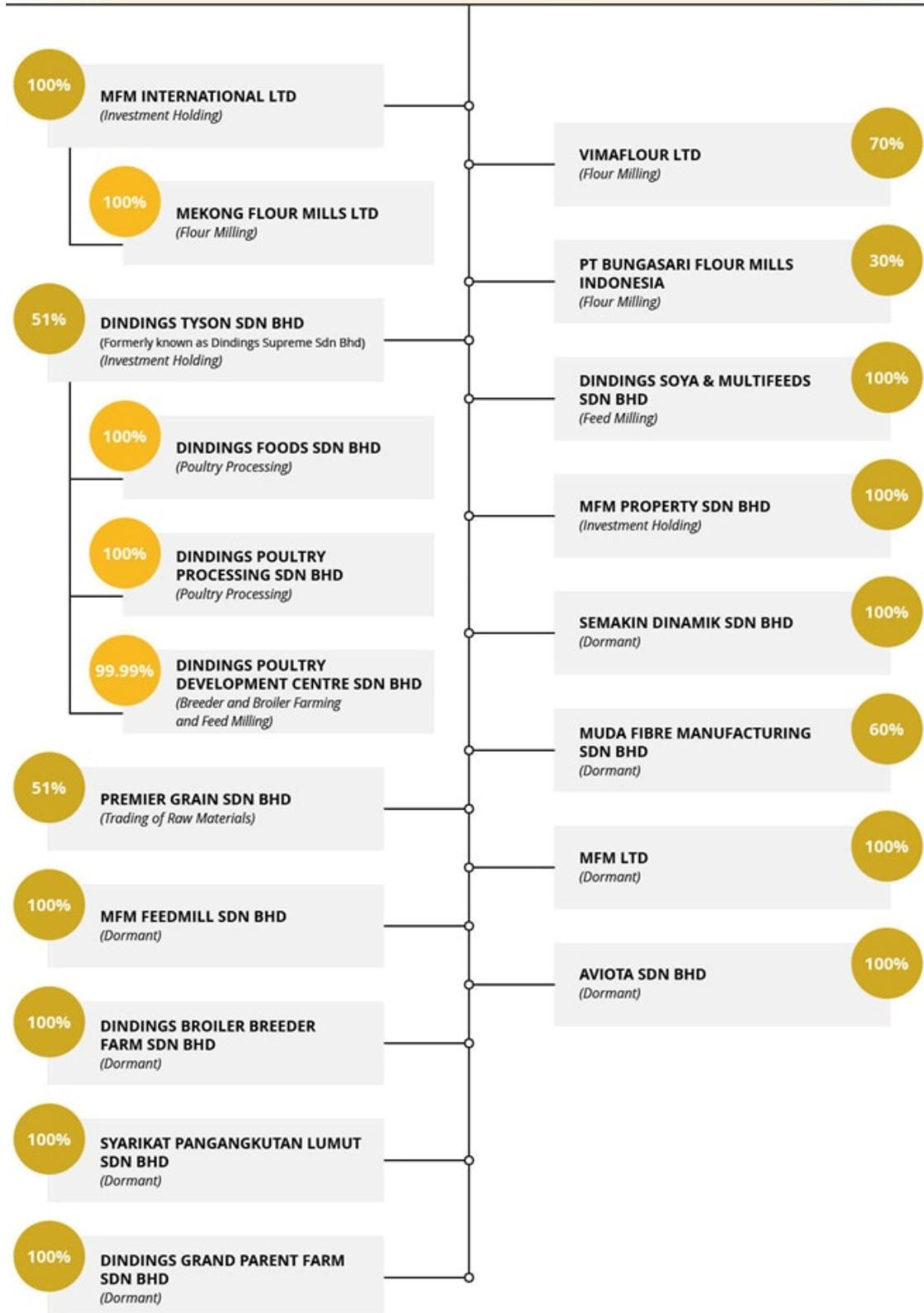
**FIGURE 4**

Regarding the organization chart, I was not given a detailed company organization chart, that's why I put this organization chart in this report.

As already known, in this office we have Mr. Putu Yastika as General Manager. Mr. Abdul Halim as administration manager, Mr. William as HR Manager. For the HR department at DPDC BU, we have Mrs. Wings and Mrs. Goh. For the finance department, Mrs. Lin. In the purchasing department, we have Mrs. Zaharah and Mrs. Ayu. Mrs. Izzah and Miss NurulNabilah work in the data entry department. Mrs. Siti Fatimah and Mrs. Vanitha work in the Hatchery section.



**Malayan Flour Mills Berhad**  
(4260-N)



**FIGURE 5**

Based on the chart of Malayan Flour Mills Berhad (MFM), Dindings Poultry Development Centre Sdn. Bhd. is one of MFM's subsidiaries. As you know, this MFM company is a company that produces flour for consumers. This company made a joint venture with Tyson Foods and made one of MFM's subsidiaries to change its name to Dindings Tyson Sdn. Bhd. This company not only operates in Malaysia, but also abroad such as in Vietnam, and Indonesia.

Back to Dindings Poultry Development Centre Sdn. Bhd., this company has about three branches in Malaysia, namely in Batu Undan, Segari (Perak), and Kuala Ketil (Kedah). This company has been operating for 34 years. This company conducts business such as breeding and sale of day-old chicks, poultry grow-out farm, purchase and contract farming activities and manufacture and sale of animal feeds and sale of related raw materials companies.

#### **4.1 Product and Services Offered**

The company's main activities are the production of old chicks, growing and selling broilers, and contract farming.

##### **i. Production of Day-Old Chicks**

Day-Old Chicks (DOC) can be defined as all poultry that are less than 72 hours old, not fed or one-day-old chicks from hatcheries that can be ordered and shipped in postal approved boxes a domestic hen chick at one day of age. As we know, one-day old chicks has the potential to become a broiler chicken, a layer or breeder. Thus, it is important to pay attention in hatchery section.

Paying close attention to the hatchery procedure is essential to prevent poor chick quality. Long-term storage, sorting smaller eggs from larger eggs based on the age of the donor flock, hatchery cleanliness, and transit conditions all require special attention. Long-term storage can lower hatchability, which will slow the animal's rate of future growth. It will be more homogeneous if chicks from younger and older breeder flocks are separated. Aspergillosis and yolk sac infections are related to both egg cleanliness and hatchery cleanliness. The Day-Old Chicks will then be sent to the Broiler Farms till they reach the maturity.

ii. **Growing and Selling Broiler**

All DPDC broilers are raised in sizable, enclosed buildings that have been carefully ventilated and temperature-controlled to give them a safe and comfortable place to develop. To guarantee that our broilers can receive a well-balanced, nutrient-rich diet and fresh water for optimum growth at every stage of life, we install specialised equipment in each of our broiler houses.

Our livestock's health is continuously inspected by our Flock Health Team. We give innovation a lot of weight. To provide safe, wholesome chicken products, training sessions and seminars are constantly held to make sure that our production crew is up to date on the newest innovations in poultry farming and animal welfare.

## **PART 4**

### **5.0 TRAINING'S REFLECTION**

#### **5.1 Duration**

Every Human Resource Management student is required to undergo industrialization training under course code HRM666, HR Internship. The length of period for the training industry is for 6 months (24 weeks) starting from 1 March 2023 to 15 August 2023. It is just nice because I have started my industrial training on 1 March 2023. In this Dindings Poultry Development Centre Sdn. Bhd., I work 6 days a week, which is from 8.00 am to 5.00 pm on Monday to Friday and 8.00 am to 12.00 noon on Saturday. For me, it was a good time for the university student to undergo their internship for 24 weeks or 6 months. It is because in this time of period they will be able to achieve and acquire sufficient knowledge before they graduate and find a permanent job later.

Many employers from any place prefer students whose intern period is 6 months or more because they only need to find 2 intern students in one year. Indirectly, it can save energy and other costs such as training and uniforms. Of course, for me personally, these 6 months are a significant period for me to gather as much knowledge as possible, and it is the amount of time that is not wasted in me to find greatness in myself and must be a sweet experience to remember.

Working hours at Dindings Poultry Development Centre Sdn. Bhd. for each part is different. Some work in shifts, meaning some work the afternoon shift and some work the night shift, for 12 hours. There are also those who work during office hours, who are involved in the office only. For trainees like me, I work office hours from 8am to 5pm only. For Over Time, internship students are not allocated, if they want to do it, they can do it, but they must do it voluntarily and no fee will be charged. Generally, the DPDC BU office will only be open during office hours, but the Hatchery and Breeder Farm sections will still function according to their respective working hours.

## **5.2 Specific Department**

Within the HR department at DPDC (BU), there are HR Training and Development, HR Compensations and Benefits, HR Foreign Workers and Recruitment, and HR Industrial Relations. Even though, I was assigned to the Human Resource Management Department with my supervisor who is also a Senior Human Resource Executive, Mrs. Tiang Yun Siang, or Wings. Mrs. Tiang has an assistant who is a Human Resource Admin, Mrs. Goh Huey Tyng. Throughout my internship in the industry, there are many new things I have learned from them. They are very friendly and kind. I help them most of my time in the office.

## **5.3 Roles, Responsibilities, Task and Assignments**

Since I am an industry trainee for the HR department, I can say from experience that this is true. Unlike HR Payroll and Benefits, which focuses solely on employee pay and benefits, the HR department's work scope is claimed to be more varied. The only areas that the HR department of DPDC Batu Undan deals with are payroll, compensation, and benefits, learning and development, hiring foreign staff, and recruitment. Given that the Human Resource Manager, Mr. Hoo Hwa Soo @ William, oversees managing three DPDC companies—DPDC Batu Undan (breeder farm), DPDC Segari (broiler farm), and DPDC Kuala Ketil (breeder farm)—it is important to note that each of these businesses is a separate entity. This is under the purview of HR's role, which is to deal with anything relating to employees, whether it be from a favorable or bad point of view.

During my 6 months of industrial training, I was assigned various and different tasks type of assignment or tasks. Since this is my first time doing industrial training, I am trying to adapt myself to the atmosphere at the industrial training place. At first, I felt a little clumsy, but I got over it. Now, I have no problem adapting to the office environment and the office equipment. The scope of my work is very interesting in my opinion. I found myself improvising day after day. My scope of work includes:

### **5.3.1 Daily basis human resource management job**

Usually, I will handle all the filing, database, printing employee record form, making name labels of foreign workers, distribution of food according to each section in conjunction with "Healthy Day" every month, SOCSO registration of new foreign workers, and opening inter branch mailing invoices for to DPDC HQ KL. At the beginning of each month, I will photocopy the punch card of each contract worker and calculate the number of working hours that are not enough 12 working hours for DPDC Batu Undan, recheck the basket allowance and chicken coop cleaning allowance from DPDC Kuala Ketil.

In addition, I also accompanied Miss Tiang to the workers' dormitory to see the situation, and the availability of rooms for the 2nd Batch of New Foreign Workers. Miss and I also counted the number of employees in each room and took their names to update in BU Hostel List Name 2023 in Microsoft Excel. Upon returning from the worker's hostel, I was assigned to update every name and room number in the hostel. Once completed, I was required to create the DPDC BU Foreign Workers Hostel Keys book and decorate the book according to creativity and the important thing should be neat. Once finished, I will make a new label on the keys of each block that is in the workers' hostel area.

I was also required to make a list of locker keys in each employee's room in Microsoft Excel consisting of no. locker key, block name, and the number of keys in the HR office. I was also assigned to count every stock control in the admin store. Once completed, I will create a book that is the Admin Storeroom book to update each available stock control.

### **5.3.2 Preparing the RTK Test Kits for Workers**

As an industrial intern, I carry the same work as my other colleagues, only my tasks are more ordinary work, not too difficult work. It can be said that my task is like an admin. One of my duties after reporting in is to provide RTK Test Kits to every employee of DPDC Batu Undan. The purpose of distributing this RTK Test Kit is to ensure that every employee is in a healthy condition to be able to handle their tasks well. Normally, this RTK Test Kit will be distributed to employees at the beginning of each

month. Initially, I will prepare a list of employee names from other sectors in Microsoft Excel. After that, I will check the list with Miss Goh to make sure no names have been left out. Then, I will go to the pantry room (it used to be a pantry but is now used as a RTK Test Kit storage room) to take out several RTK Test Kit boxes to write their names on each small RTK Test Kit box. After finishing writing the names and sorting the RTK Test Kit according to their respective sections (Hatchery and Farm), I will call Farm of Specialist (FOS) Hatchery and Farm to collect the RTK Test Kit to be distributed to each employee. I will also count the RTK Test kit stock that has been issued and the remaining stock (to ensure that both are the same). I will record the purpose of RTK Test Kit production in the RTK Test Kit Administration book. After that, for those who have done the RTK Test, they will be updated in their respective WhatsApp group sections to make it easier for the HR staff to enter the results in the list of employee names in Excel. For those who have problems with the RTK Test Kit, I will provide a replacement for them to redo the RTK Test. Usually, we will give a period of 3 weeks for them to send RTK Test Kit results in their respective WhatsApp group section. After the set period has passed, if there are still staff who have not given the results of the RTK Test Kit, we will call or chat with the respective FOS section to get the results.

### **5.3.3 Assisting the Foreign Workers about the Employee Record Form**

At the beginning of March, I just reported to undergo industrial training at DPDC Batu Undan. It is said that we have recruited 33 new foreign workers to work here. They will undergo orientation for 3 days before reporting to their respective FOS. This orientation is held in the Hatchery meeting room. During this orientation, they will be given a little explanation about this company, their tasks, and the safety measures practiced by the staff here. The HR staff will explain the company's policy, as well as matters related to employee wages. After completing the orientation, we will distribute the employee record form to them to fill in and we monitor and guide them to fill in the form. Then, Senior Human Executive that is Mrs. Tiang Yun Siang @ Wings will remind them that tomorrow they will do a FOMEMA checkup to find out their health level. They are also reminded to fast temporarily before making FOMEMA.

### **5.3.4 Key-In Database of the New Batch of Foreign Workers**

After that, I will fill in their information (obtained from the employee record) in HR Avenue MFM. I will also fill in staff beneficiary, employee family contact, emergency contact, and upload staff document. Then, I will register them in the SOCSO Assist Portal to get the no. SOCSO to be filled in HR Avenue MFM. After receiving their work permit, I will fill out their BSN bank account opening form. I will photocopy their passports and permits to be attached together with the form. After completing the form and attaching the photocopy, I will create a Profile file (P File) of 33 new foreign workers. To create their P file, I will insert all the information including the employee record form and a photocopy of their passport and permit into the file. I will also attach a picture of them in the file. After finishing the filing, I will make a label for each file. I will also make name labels on their passports to make it easier to find their passports when needed.

### **5.3.5 Preparing the BSN Account Opening Form**

After a few weeks, BSN bank staff will come to stamp their fingers and collect the BSN account opening form. So, I need to prepare relevant forms such as CIS-1A form (1022), Customer Information Form CIS-01 (0922), Customer Risk Assessment Form (PRP) and FATCA-01 Form (1122) which are complete with the applicant's information and company address along with a photocopy of their passport and work permit. On the day of the incident, I got the Hatchery meeting room key from Mr. Halim then opened the room and made some preparations before the BSN bank staff arrived to set up the necessary items to obtain the fingerprints of each applicant. After finishing the session of getting their fingerprints, I will check the condition of the room before locking it and returning the key to Mr. Halim.

### **5.3.6 Assisting in Birthday Engagement at DPDC BU**

Birthday Celebration will be held as many as 4th Quarter month. For employee birthday celebration gifts, Miss Goh and I will sort DPDC thermos flasks according to their respective sections for the 2nd, 3rd, 4th Quarter Birthday Celebration. Once finished, I will design the Birthday Celebration

poster in Canva. Recently, we held a 2nd Quarter Birthday Celebration. We distributed the thermos flask to the birthday girl and birthday boy. We also distribute McDonald's to all staff from various sections.

### **5.3.7 Assisting in “Healthy Day” in Early of New Month**

DPDC BU Company has held a program for the beginning of every month which is "Healthy Day". In April, we will distribute oats in conjunction with "Diet Day". A few days before the incident, I, Miss Goh, and Miss Wings would pack oat packets to distribute to all DPDC BU employees. I was also required to sort the oat packages according to their respective sections. Once finished, I will call Akak Kaliyammal and Akak Siti Atiqah to pick up ready-made oat packages to distribute to their respective workers. On the day, I will distribute the oats to staff in the office and get their signatures as proof of receiving the packs of oats.

For this program, I have been assigned to make a headcount list of employees for each section and design a poster in conjunction with "Healthy Day". Before the beginning of May, I was assigned to design a poster in conjunction with "Detox Day" and send the poster to Miss Wings to get feedback from Mr William. After that, I, Miss Goh, and Miss Wings will count the number of apples that need to be distributed to Office, Hatchery, and Breeder Farm. We also need to divide the apples according to their respective sections. After finishing, I will call Akak Kaliyammal, and Akak Siti Atiqah to take the apples to distribute to their respective employees. On that day, Miss Goh and I will distribute apples to the staff in the office and get their signatures as proof of receipt of the apples.

By June, we will distribute Farm Fresh yogurt to all existing staff in conjunction with "Digestive Day". In the middle of May, I will make a poster design for Miss Wings and Mr William to see. Once done, I will use the old headcount list, but I will improve it. After finishing, Miss Goh and I will sort the yogurt according to their respective sections. Next, I will call Akak Kaliyammal, and Akak Siti Atiqah to take the yogurt to distribute to their

respective employees. On that day, Miss Goh and I will distribute yogurts to the staff in the office and get their signatures as proof of receipt of the yogurts.

By July, we will distribute cookies (Julies) to all the staff in conjunction with "Fibre Day". At the beginning of June, Miss Wings, Miss Goh, and I went to two supermarkets to buy the Julies biscuits since that week, they were having a promotion. Once finished, as usual I will make a poster design to show to Miss Wings and Mr William. I will also make a headcount list of existing DPDC BU employees. After finishing, Miss Goh and I will sort the biscuits according to their respective sections. Next, I will call Akak Kaliyammal, and Akak Siti Atiqah to take the biscuits to distribute to their respective employees. On that day, Miss Goh and I will distribute biscuits to the staff in the office and get their signatures as proof of receipt of the biscuits.

In August, we will distribute Vitagen cultured drinks to all staff in conjunction with "Gut Day". A few weeks before the event, as usual, I will design a poster to send to Miss Wings and Mr William. I will also make a headcount list of existing DPDC BU employees. After finishing, Miss Goh and I will sort the cultured drinks according to their respective sections. Next, I will call Akak Kaliyammal, and Akak Siti Atiqah to take the Vitagen to distribute to their respective employees. On that day, Miss Goh and I will distribute Vitagen to the staff in the office and get their signatures as proof of receipt of the Vitagen.

#### **5.4 Benefits**

Throughout the 6 months I have been training at Dindings Poultry Development Center Sdn. Bhd, there is no denying that I have gained a lot of benefits. regardless of whether it comes from any factor. In addition to getting a monthly allowance and a daily meal subsidy, I also gained knowledge about HR that I had never learned before. Before I went to work, I was very scared because I was worried that I wouldn't be able to apply what I learned at my workplace. But after I entered the first day of the internship, I just realized that it is more than what I thought and I just realized that every company has its own rules and regulations and of course, every company, HR has their own functions, in terms of management employees, system management and other management.

My ability to effectively communicate with people, whether they are from senior management or regular employees, was one of the many things I learnt. For HR, I believe that communication is crucial to ensuring that all employees are at ease dealing with HR. HR must handle any situations with significant issues. Our uncomfortable behavior will cause issues to surface daily, and the most dreaded miscommunication and conflict will happen amongst staff members and even management if they are scared to speak with HR. Since many DPDC employees, often of the Chinese and Indian ethnicities, preferred to speak English as an intermediate language, my English is getting stronger every day. So there, I need to work on my English so that I can talk to them more readily.

Even though Site HR only has three employees, we complement one another and always come to an understanding since we have a more open conversation at any time, unlike some workplaces where critical topics are only discussed at meetings. As a result, we may solve an issue more effectively and quickly because we are moving in the same direction. From there, I was also able to discover that not everything we believe to be good is good for everyone; perhaps the perspective from the other side is truer and more correct. In addition, I work with amazing and talented people in the HR industry.

## PART 5

### 6.0 SWOT ANALYSIS

SWOT analysis utilized to generate strategic planning and assess a company's competitive position. Using a SWOT analysis, it evaluates internal and external variables as well as present and future potential. Each SWOT analysis consists of strengths, weaknesses, opportunities, and threat.

The purpose of a SWOT analysis is to provide a practical, fact-based, data-driven examination of the advantages and disadvantages of a company, its efforts, or the sector in which it operates. By avoiding preconceived notions or grey areas and putting more emphasis on actual situations, the organisation can maintain the analysis correct. Rather than necessarily acting as a prescription, businesses should utilise it as a guidance. Here is the SWOT analysis for Dindings Poultry Development Centre Sdn. Bhd. (DPDC):

The image shows a SWOT analysis for Dindings Poultry Development Centre Sdn. Bhd. (DPDC). The background is a blurred image of yellow chicks. A yellow banner at the top reads 'SWOT ANALYSIS'. Below it is a 2x2 grid with the following content:

<b><u>Strength</u></b>	<b><u>Weakness</u></b>
<ul style="list-style-type: none"><li>• A successful Day-Old Chicks production</li><li>• The committed employees</li></ul>	<ul style="list-style-type: none"><li>• Lack of local manpower</li><li>• Poor publicity</li></ul>
<b><u>Opportunities</u></b>	<b><u>Threat</u></b>
<ul style="list-style-type: none"><li>• Many programs and benefits are held</li><li>• Build trust with customers</li></ul>	<ul style="list-style-type: none"><li>• Competitors</li><li>• Changes in technology</li></ul>

**FIGURE 6**

## **PART 6**

### **7.0 DISCUSSIONS AND RECOMMENDATIONS**

#### **7.1 SWOT DISCUSSIONS**

##### **i. STRENGTHS**

###### **7.1.1 A successful Day-Old Chicks production**

The successful production of day-old chicks is the strength of this DPDC company and is also an economic element in PESTLE. This is said to be so because the increase in Day-Old Chick production can indirectly contribute to the increase in the country's economy. As you know, chicken is a source of food for the people in Malaysia. For this reason, the production of chicks is very important to guarantee the sustainability of food sources for consumers and subsequently to generate the national economy as well. This is said to be so because, this company carries out operations such as breeding and sale of day-old chicks, poultry grow-out farm, purchase, and contract farming activities. If the production of day-old chicks is high, then it will bring profit to this company.

Breeding refers to mating poultry for the purposes of either maintaining or expanding the present flock or for the purpose of choosing certain birds for improvement in one or more traits (e.g., for size, weight, egg production, meat quality, behaviour, plumage, comb type, or a combination of factors). During my industrial training here, I have seen that everyday day-old chicks will be sent to other chick operators, or broilers for broiler process. Broiler chickens (Latin: *Gallus gallus domesticus* - translated to mean a 'house rooster') are farm-reared chickens kept for meat. Depending on the farming method, broilers would typically be killed at:

- 6 weeks if reared in cages (intense)
- 8 weeks free-range
- Organic (pastured) for 12 weeks

When broilers achieve an ideal size and weight, they are processed, marketed, and sold as a product.

To maintain the success of Day-Old Chicks (DOC) production, the company needs to consider environmental management. This is said because, newly hatched chicks need to be given a lot of attention so that they can grow and bring profit to this company. The care provided entails setting young chicks in the proper temperature, relative humidity, ventilation, and lighting conditions. To guarantee that they may grow healthily, this component is crucial.

### **7.1.2 The committed employees**

Employees who give high commitment are the strength of this company as well. This is said because, they will work hard to ensure that every operation of this company runs smoothly without any obstacles. Employees will also do any task carefully so that the company does not have to bear losses due to negligence or problems that arise. For example, the employees at DPDC BU are said to give their full commitment to the success of this company's operations. This can be said when some employees who come to work on public holidays, rest days, and work are willing to work overtime. In 2015, DPDC BU was awarded as the winner of Outstanding Breeder Farm by the Malaysian Livestock Industry Award 2015. This success is a success ever achieved by the company DPDC BU. Because of this, employees who give high commitment in each of their tasks will indirectly advance the company successfully.

Companies need to instil positive energy among employees to maintain a committed workforce. This is said to be so because, employees who get positive energy will indirectly become more committed in completing all the work at work. It can also raise and advance this company on par with other companies. Among the positive energy that can be instilled in employees is to maintain motivation and make valuable contributions, assist staff in truly comprehending the corporate culture. Employees are better able to meet the demands of the growing firm if they are more familiar with the company's traditions.

## **ii. WEAKNESSES**

### **7.2.1 Lack of the local manpower**

There are 271 total employees at Dindings Poultry Development Centre Sdn. Bhd., both domestic and foreign. However, it may be argued that 70% of the workforce is foreign and the remaining 30% is local. This occurs because of the attitudes of those who are too fussy about occupations and unwilling to put in long hours in this industry of agriculture. They would rather work in an office or another location that is not exposed to sunlight than in the blazing sun. It may be claimed that this sector of the economy attracts most the country's foreign workers. As a result, there are numerous issues with hiring foreign personnel. There were conflicts among them, absconded foreign workers, and the smuggling of illegal items. Such issues can harm a company's reputation in an indirect way because they cause them to incur losses, particularly when foreign employees leave.

Lack of manpower is a weakness of the company. This is said to be so because, any process cannot be carried out smoothly if the amount of manpower is insufficient. This company needs a large amount of manpower, especially in the breeder farm section. As already known, this company carries out activities such as breeding and sale of day-old chicks, poultry grow-out farm, purchase, and contract farming activities. Such activities require more manpower to make them successful. At the breeder farm, work such as washing the coop, feeding, moving the chickens to another place, fitting auto nesting, checking the temperature of the coop at night, stabbing pests such as mice, and any repair work involved in the breeder farm cannot function properly if we lack manpower. Earlier, this company had entered contracts with several contract worker companies including Wins Resources Sdn. Bhd (WINS), Purna Agency Sdn Bhd, and Ahmad Amirul Hakim Enterprise Sdn. Bhd. (AAH). However, after the three new batches of foreign workers arrived, the company terminated their contracts. A total of 70% of contract workers were terminated and the rest are still on contract. This has caused the company to lack manpower. Indirectly, this matter will result in losses to the company if it is not addressed.

To overcome the lack of local manpower, employers need to provide fringe benefits. Fringe benefits are compensation that employers occasionally give team members in addition to pay. They could enhance the person's financial situation or way

of life. You can decide whether fringe benefits may benefit you in the future by being aware of the various types offered and their value. Among the fringe benefits that can be offered are wellness programs. The DPDC company already holds wellness programs such as the Healthy Day program every month. However, employers can provide stress reduction tools. The employer can send out weekly messages with tips on how to handle conflict, get more rest, and other issues.

A good method to start talking to your employees about their health and wellness is by developing a culture of care. Additionally, it may benefit workers' mental health. But be honest about the disconnect between today's workplace and the culture of care you want to create. Besides, they need to allow staff to lead sessions so they can test out new procedures. They can try techniques like journaling, deep breathing, and meditation here.

### **7.2.2 Poor Publicity**

Poor publicity is one of the company's weaknesses. This is said to be so because, this company does not issue publicity to the public. Publicity is the spreading of commercially relevant news about a brand, product, or company through the media without actual payment for time and space. As we know, publicity is one medium to promote the company to the public out there. Publicity is very important to inform or provide information about this DPDC company to consumers. Poor publicity can cause this DPDC company to suffer some losses because there is no addition of new customers to this company. If this matter is not acted upon, then the company's position is indirectly affected. This will result in losses for this company as well.

Therefore, companies must create a publicity strategy before using the media to communicate with the public. The organizations will have an advantage in competing for publication and broadcast space if they have a competent publicity strategy in place. If done appropriately and published in the right media, organizations can also receive a lot of free publicity. Determine the objective of the event or product, as well as the message you want to convey to the public while creating an effective publicity plan. It could raise awareness of the occasion or the product, enhance one's standing in the neighbourhood, or serve as an easy way to expose the company to the public and media. Knowing the organization's objectives makes it possible to select the appropriate target

audiences who will send the message to those who will find it interesting. To maintain positive publicity and a positive perception of one's firm, an effective publicity plan is crucial. As a result, goodwill and mutual understanding between an organisation and its publics can be established and maintained through favourable publicity. In other words, successful public relations are supported by effective publicity.

iii. **OPPORTUNITIES**

**7.3.1 Many programs and benefits are offered.**

Not all companies will provide benefits to employees. DPDC BU company provides meal allowance for every employee who works here. Every day, we are given a food allowance of RM4 for lunch. Here, we can order whatever food is available for lunch. In addition, this company also allows us to use the company car and can claim petrol oil, touch n go, and anything related. For permanent employees, they are given a health care card where they can use it at the clinic panel of the company involved.

The company will also hold celebrations for every festival such as Chinese New Year, Hari Raya Aidilfitri, and Christmas Day. I just felt the celebration of Hari Raya Aidilfitri. According to the staff here, the celebration this time is said to be livelier and more crowded than last year. This is said because, during the celebration, we held several lucky draws, presented prizes to employees who had served for a long time at DPDC, and had a best dress competition for men and women. Among the gifts provided are kitchen tools such as rice cookers, blenders, wall clocks and several gift hampers. The celebration of the festival was successful and most of the workers wore beautiful clothes and different styles of hijabs.

These benefits that offered to the employees can give opportunities to the company when the employees are happy with the benefits received. Besides, it will help the employee to work smarter and indirectly it can increase the employee's motivation during work. Thus, many programs and benefits offered give opportunities to the company.

### **7.3.2 Build trust with customers**

The opportunity of this company is to build trust with the customers. This is said to be so because customer trust is very important to guarantee the continuity of a production from the company. If customers have high trust in the company, then indirectly it can help the company to attract and retain loyal customers. This can also affect the success of a company. Where, it has a positive effect on sales.

To increase customer trust in the company, employers need to display gratifying testimonials and reviews from clients. This is said to be so because, it can further increase customer trust in this company. For example, if you are aware of any clients who have enjoyed working with your business, you may get in touch with them and ask if they would be interested in producing a blog post or video testimonial. Real client testimonials can increase the likelihood that other customers will trust your business. Thus, publicizing consumer feedback might help your business establish more reputation.

#### iv. **THREATS**

##### **7.4.1 The existing of competitors**

Every company will have competitors. This competitor is a threat to Dindings Poultry Development Centre Sdn Bhd. This is said to be so because the company and its competitors carry out the same activities to obtain benefits. Competitors are said to be able to influence consumers easily if they have a slight advantage over this DPDC company. One of the companies that is a competitor to DPDC is Leong Hup International Berhad. This company runs the same business as DPDC which is breeding and sale of day-old chicks, poultry grow-out farm, purchase, and contract farming activities. This company also has more than 266 poultry farms and hatcheries in Malaysia, Indonesia, Vietnam, and the Philippines. Not only that, but this company also has a growing network of business-to-customer channels such as Baker's Cottage in Malaysia (161 outlets), 42 LH Deli outlets in the Philippines, and 54 Sunny Chick outlets in Indonesia by December 2022. The rapid development of the Leong Hup company International Berhad is a threat to this DPDC company. This DPDC company does not have any branch abroad compared to the MFM company (parent company). Syarikat DPDC Dindings Poultry Development Centre Sdn Bhd which provides a diverse range of whole chicken, cut up parts, marination services and further processed products under the brand names of Ayam Dindings, Ayam Fiesta, Jimat Fiesta and DeliHous.

Indirectly, the presence of competitors in this company will cause an increase in work for the employees to further improve the quality of the existing company. A lot of work increase will result in the workers' emotions being affected. This is said because, employees will always be deployed to complete many tasks. Indirectly, this will cause employees to feel stressed, emotionally unstable, and eventually lead to depression.

The presence of competitors in a company can threaten the stability of the company. Therefore, companies need to improve business intelligence. Your data analytics strategy, tools, and activities are all part of improving your business intelligence. Most companies expand without knowing what information they gather, where it is stored, or how to access it. The first step is to enhance your data gathering to make sure you have high-quality data for decision-making. The company should then

spend money on top-notch business intelligence programs like Tableau or Microsoft Power BI. You can expand your firm further with the help of this enhancement.

#### **7.4.2 The changes in technology**

Changes that occur in technology become a threat to the company. This is said because, all this time, our staff has been using a fixed website for various official company affairs. However, with the change of government and now a new government ruling, it has been said that the website will be removed soon. Automatically all employee information or data will be lost and deleted. This may result in the company losing employee data and all information for official business. This can also result in irresponsible parties doing bad things like sabotaging this company using all the information they get. For this reason, I recommend that the company create a website that allows the company to store all data or info related to employees so that all data can be stored safely without any sabotage to bring down the company.

## 8.0 SWOT MATRIX

		Strength	Weaknesses
		<ol style="list-style-type: none"> <li>1. A successful Day-Old Chicks production</li> <li>2. The committed employee</li> </ol>	<ol style="list-style-type: none"> <li>1. Lack of the local manpower</li> <li>2. Poor positivity publicity</li> </ol>
Opportunities	<ol style="list-style-type: none"> <li>1. Many programs and benefits are offered.</li> <li>2. Build trust with the customers.</li> </ol>	<ul style="list-style-type: none"> <li>• Do a program to promote employee commitment.</li> <li>• Keep engaged with the loyalty customers.</li> </ul>	<ul style="list-style-type: none"> <li>• Do recruiting program with a lot of benefits.</li> <li>• Improve the positive publicity</li> </ul>
Threat	<ol style="list-style-type: none"> <li>1. The existing of competitors</li> <li>2. Changes in technology</li> </ol>	<ul style="list-style-type: none"> <li>• Increase employee engagement.</li> <li>• Use the latest technology to increase production.</li> </ul>	<ul style="list-style-type: none"> <li>• Need to use social media to attract local workers.</li> <li>• Need good skills in handling technology</li> </ul>

**FIGURE 7**

## 8.1 SO STRATEGIES

- **Do program to promote the employee commitment.**

The employer should do a program to promote employee commitment. This is said to be so because, programs run like this can indirectly maintain employee happiness and productivity. For example, employers can hold a celebration for employees who give good commitment during their time working here. This is said because, Employee retention rates are five times higher for those who feel valued and appreciated at work. Don't forget to give credit where it's due. When employees accomplish their quarterly or annual goals, congratulate them, but don't stop there. Consider honouring them with diplomas, presents, paid vacations, or raises in pay. You may also honour achievements or occasions unrelated to your place of employment. For instance, provide a cake for your staff members' birthdays or a bridal shower for a newly engaged couple. By celebrating with your staff, you can

show them how much you value their work. This kind of program indirectly the employee will feel appreciate with the celebration.

- **Keep engaged with the loyalty customers.**

The strategy that I would recommend to the company is to keep engaged with loyal customers. This is said because loyal customers are very important in every company that runs any business. Loyal customers can help raise and advance the company. To keep engaged with loyal customers, employers must maintain a communication calendar. This is said to be a tactic for marketing the company. Record every conversation you have with a customer on the calendar. Note the appropriate time for you to follow up with them. Customers will feel valued and less likely to be forgotten because of this.

Additionally, think about using social media to keep track of noteworthy occasions your clients are attending or honours they are receiving. Then, be sure to add these events to your calendar so you can congratulate your clients over the phone. Indirectly, it can keep loyal customers with this company.

## **8.2 WO STRATEGIES**

- **Do recruiting program with a lot of benefits.**

A predetermined hiring approach known as a recruitment programme offers a framework for locating and employing excellent people. It covers every stage, from creating the job description to extending an offer of employment and welcoming the new hire. An evaluation of the hiring process and its results should be part of any recruiting programme. Recruiting program is important to the company because the purpose of conducting recruitment is to attract and empower an ever-increasing number of applicants to apply in the organization. Besides, they can create a talent pool of candidates to enable the selection of the best candidates for the organization. To assist an organization in expanding and achieving its long-

term objectives, recruiters establish and maintain talent pools, which are collections of potential applicants. It is a database or list of potential internal or external candidates that may be incorporated into a human resources plan that supports and is in line with a larger strategic plan. Competent job seekers with an interest in working for the firm, high-performing and high-potential workers who are prepared to take on more responsibility within the organization, and applicants from sources including prior applications, employee recommendations, and job fairs can all be included in talent pools.

The recruiting programs that we can conduct are conducting recruitment events. Even in today's increasingly computerized workplace, recruitment events remain a crucial component of the hiring process. Recruitment events give recruiters a chance to learn more about candidates' histories and personalities outside of their resumes. We can do recruitment events at the universities which are educational institutions where we can find fresh talent that will graduate soon. Many of the students are still looking for a job after they graduate. Besides, most of them maybe have the talent or skills that the company requires. It will be easy for us to offer them a job after they graduate. Thus, connecting with universities is good for us to conduct recruitment events.

Other than that, we can do a recruitment program on social media. As we know, social media is the most active web-based communication tool that is used by the community. We can take this opportunity by creating recruiting social channels. For example, in LinkedIn, we have RealSelf which is the best social media platform for recruiters. It provides an unparalleled overview of candidates. Since LinkedIn is a professional social network with over 810 million users, it should come as no surprise that 87% of recruiters use it frequently. For instance, RealSelf never holds back when bragging about its amazing employee perks in one of its LinkedIn articles. Like RealSelf, you may use LinkedIn's capabilities to promote your company's culture, benefits, etc., and attract the best prospects.

- **Improve the positive publicity.**

Positive publicity is when there are pleasant feelings associated with information that is shared by the media or other sources. This indirectly improves the brand's image and frequently drives up demand for its products. Positive publicity is important to the company to be a well-established company. There are a few ways to improve positive publicity which utilize social media platforms and create publicity opportunities. The most effective Public Relations (PR) instrument available to contemporary firms, according to many experts, is social media. Social media platforms like Facebook and Twitter give PR professionals immediate access to a larger audience and significantly more opportunities to engage with clients online and create enduring relationships.

Because of this, many businesses increasingly integrate PR with social media marketing to increase brand recognition and boost the effectiveness of their online marketing initiatives. Businesses should develop a PR plan for each of the various social media channels, then customize campaigns for each channel's audience. Social media platforms can be used by PR professionals to interact with the media and learn what subjects they are sharing and discussing online.

Besides, creating publicity opportunities is one of the ways to improve positive publicity. Professionals in public relations are aware of the significance of generating publicity opportunities to market goods and services and foster a favourable public perception. For instance, you may organize a fundraising event while also supporting a philanthropic cause. In turn, it provides the local media a justification to publish press releases regarding your event, which will enhance the public impression of your brand and foster better ties with the public.

### 8.3 ST STRATEGIES

- **Increase the employee engagement.**

The degree of excitement and dedication a person has for their work can be characterised as their level of employee engagement. staff engagement is obviously related to job satisfaction and staff morale, and it can be very important to a company's success. Effective communication is the only way to start and maintain employee engagement. Engaged workers are more likely to be productive and deliver superior results. They frequently show a greater commitment to the goals and ideas of the organisation. There are so a few approaches to boosting employee engagement. One of them is making links with other departments. This is due to the accurate and effective communication that may be developed between them. They may come to trust us more if they develop relationships with other departments. The extra fact-checking phase that can hinder productivity will be eliminated when the departments have confidence in one another to supply reliable information. To enhancing operational effectiveness, we should make sure that the data provided to the other departments is accurate.

- **Use the latest technology to increase the production.**

As we know, the use of advanced technology in an industry is very important to guarantee the continuous production of the company. This is said to be so because, industrial companies really need the use of advanced technology compared to the existing workforce. The use of advanced technology in an industry is very necessary to ease the production work of workers. As we know, these workers are ordinary human beings, where they need to take care of their health and safety while working. Because of this, advanced technology to some extent can help companies to reduce the workload of employees.

Most Poultry Farms in Malaysia are said to still use open farming systems which will cause the chickens stress due to being exposed to

sunlight and this will result in death. Because of this, we need to use a closed-house system. Closed-house system is a system that can minimize the impacts of stress on the chicken and deliver clean air with the proper composition, pace, and quantity. The use of the closed-house system is to ensure a healthier environment for producers by, among other things, shielding chickens from inclement weather and diseases that could reduce productivity. Closed-house systems that given the unpredictable weather, they were suited for animals and equipped with a temperature and humidity control system, which also prevented flies and scent pollution.

#### **8.4 WT STRATEGIES**

- **Need to use social media to attract local workers.**

As we know, social media is the most suitable platform for recruiting. This is said to be so because today's society is very active in social media. This can be proven by the fact that 78.5% are social media users in Malaysia in January 2023. In comparison to 2022, when social media users made up roughly 91.7 percent of Malaysia's entire population, this represented a fall of 13.2 percent. For this reason, social media is a suitable platform for recruiting. However, there are some things that can be improved to attract the attention of local users.

First, we need to demonstrate culture and growth opportunities. This is said to be so because, demonstrating the culture and growth opportunities of a company can increase their knowledge and further attract their interest to work with the company. The data shows that visitors to our business are keeping tabs on its expansion. As a result of employee recognition, certification, and advancement, prospective applicants can see opportunities for themselves.

Besides, we also need to highlight the attractiveness of the company culture. As you already know, today's graduates or students want to get a realistic vision of a company. This is said because, they seem to be able to think and also adapt themselves when they enter work later if they have got a realistic picture of the workplace atmosphere. For example, we can state that this company strongly encourages a comfortable and happy working atmosphere where every staff will receive goods throughout the beginning of every month in conjunction with "Healthy Day". Not only that, the staff who will celebrate their birthdays will also be celebrated by this company. They will be given gifts in conjunction with their birthdays. Therefore, highlighting the attractiveness of the company culture on social media can to some extent attract the interest of people who are looking for work, especially local workers.

- **Need good skills in handling technology.**

Technology skills are a skill that can help us to stay interacting with the digital world. Another name for technology skills is technical skills which refers to the specialized knowledge and skills required to carry out complicated actions, operations, and procedures related to computational and physical technology, as well as a variety of other businesses. These technological skills are very important in various industries, especially the poultry industry. For this reason, we need to ensure that employees have extensive technological skills to help the operation of this company.

Technology skills can be improved by providing classes, courses or training to employees to increase existing technology skills. The benefits of attending technology skills classes can increase company productivity. This is said to be so because, employees who have attended courses, classes or training related to the improvement of technological skills will apply all the knowledge learned in the company. By attending the class, they can learn

new techniques for automating repetitive operations, which will free up their time so they may concentrate on more crucial responsibilities. For example, they can learn how to manage deadlines effectively, work with team members, and keep organized by using project management software. This matter indirectly, can help the company to further increase the production of the company's output and in turn can increase the company's profit.

## **PART 7**

### **CONCLUSIONS**

Finally, this swot analysis provides a thorough view of the operations of DPDC. There are also a few unanticipated and challenging issues to deal with. To determine if we are on the right route when creating a decent and extraordinary training and education centre, SWOT analysis is used. The identification of internal and external issues that require planning can also be done using the SWOT analysis.

I gained a lot of experience, information, and exposure during the training semester. As I tackle new difficulties in life, all of these experiences have helped me recognise and strengthen my self-confidence. Perception theory is complemented by industrial training since without it, I risk forgetting what I've learned.

I'm incredibly happy with my training experience at the Dindings Poultry Development Centre Sdn. Bhd. overall. During the six months I spent receiving this profession's training, I was given a lot of wise counsel and discovered a lot. The most significant contribution to my skill development has come through my internship at DPDC.

## PART 8

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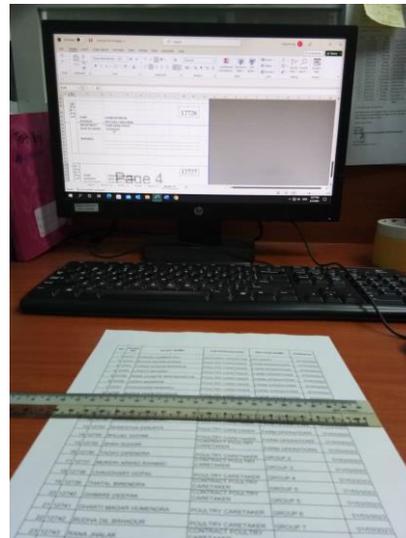
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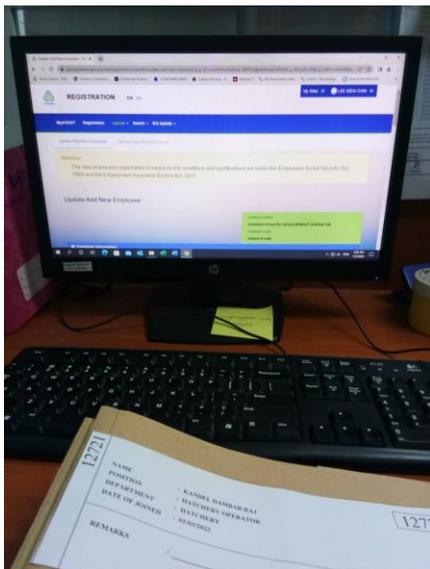
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**APPENDICES**



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**APPENDIX 2: CREATE LABEL**



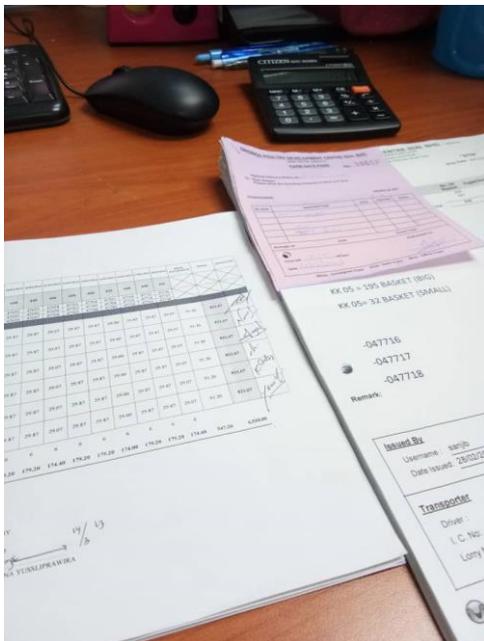
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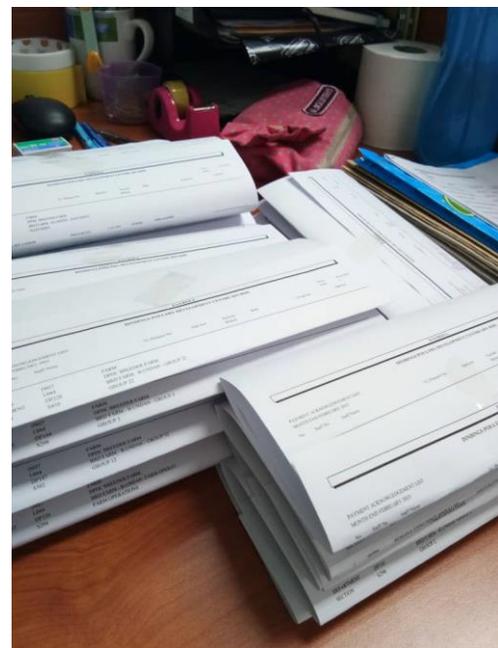
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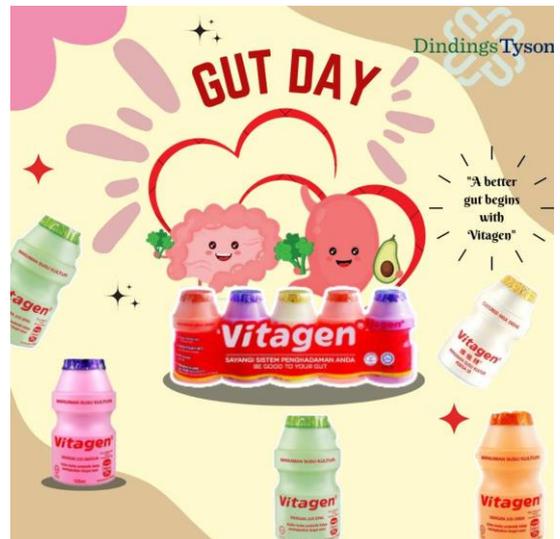
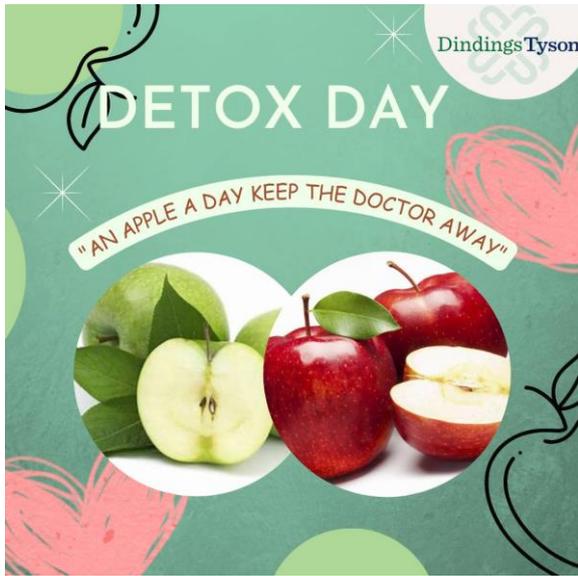


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**REGISTRATION OF STAFFS**



**LUCKY DRAW**



**APPENDIX 13: BIRTHDAY CELEBRATION (ONLINE) FOR MRS. CAROL**



## Document Information

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1 M A R C H 2 0 2 3 - 1 5 A U G U S T 2 0 2 3 DATIN ELIY NAZIRA BINTI MAT NAZIR DR. NURSYAMILAH ANUAR P R E P A R E D F O R : INDUSTRIAL TRAINING REPORT AT DINDINGS POULTRY DEVELOPMENT CENTRE SDN BHD HRM666:HR INTERNSHIP P R E P A R E D B Y : NAME: AMIRAH BINTI AZRIF STUDENT ID: 2020602342 CLASS: RBA2436A BACHELOR OF BUSINESS ADMINISTRATION (HONS.) HUMAN RESOURCES MANAGEMENT (BA243)

i EXECUTIVE SUMMARY This internship report is written based on the wonderful 6-month industrial training that I successfully completed at Dindings Poultry Development Centre Sdn. Bhd., Batu Undan, Perak. I was in HR Department. As a Human Resource student, this is the opportunity for me to put into practice and pull the knowledge that I have learned throughout my study years at Universiti Teknologi MARA (UiTM). Firstly, I have included my student profile in this report. The information such as my background, education background, experience, achievement, and skills were presented in a simple resume template. Followed by the second part of the report which represented the general information such as the vision, mission, values, background, and the organizational chart of Dindings Poultry Development Centre Sdn. Bhd. This report also contains my experience where it discussed regarding to responsibilities and the task that I have been assigned and how to improve my skills. Not only that, but this part also highlights the benefits that I gained throughout my internship period that greatly impacted my mentality to face the journey of the next challenges await. Next, this report contains of SWOT analysis where I will be discussed details about strength, weaknesses, opportunities, and threats in Dindings Poultry Development Centre Sdn Bhd that have been identified. The recommendations have been made on how to improve and sustain the impact in four elements of SWOT analysis. The internship I completed was beneficial and satisfying. I've learned how to view things from several angles and how the real working world operates. This experience has opened my eyes because I have never worked before.

ii TABLE OF CONTENT No. CONTENT PAGES EXECUTIVE SUMMARY i

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v ACKNOWLEDGEMENT In the name of Allah, the Most Gracious and Most Merciful. All praises to Allah and His blessing for giving me the chance to successfully complete this report. I could complete this assignment on schedule because to the direction He offered us. I learned a lot over this process, not just academically but also in terms of my personality. Thankfully, I was able to locate the resources and information required to complete this report using the strength He granted us. First, I would like to sincerely thank to my lecture Datin Eliy Nazira Binti Mat Nazir for her guidance, understanding, patience, and most importantly, she has provided the positive encouragement and warm spirit to finish this report. I am grateful and pleasure to have her as my lecture. I also want to extend my deepest gratitude to my supervisor, Mrs. Tiang Yun Siang @ Wings as Senior Human Resource Executive that give me the opportunity to work with the team. I would like sincerely to thanks my family and all my beloved friends who were with me and support me through thick and thin. May God shower the above cited personalities with success and honour in their life.

1 PART 2 1.0 STUDENT'S PROFILE

2 PART 3 2.0 COMPANY'S PROFILE FIGURE 1 FIGURE 2 2.1 Company's Name Dindings Poultry Development Centre Sdn. Bhd. (180044-A) 2.2 Address / Location Dindings Poultry Development Centre Sdn. Bhd. was located at Jalan David Sung, Batu Undan, 32200 Lumut, Perak. It is 16.9 km from my house. I need to across three bridges to arrive at the office. The estimated time arrival from my house to the office is 22 to 30 minutes depends on the traffic on that day.

3 FIGURE 3 2.3 Operation Hours Monday – Friday: 8:00 a.m. to 17:00 p.m. Saturday : 8:00 a.m. to 12:00 noon 2.4

98%

**MATCHING BLOCK 2/23**

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Vision We aspire to be a leading food manufacturing enterprise in the region. 2.5 Mission We are preferred provider and strategic partner in the food industry. We drive operational excellence by embracing a culture of continuous improvement, we add value to stakeholders by growing economies of

scales. 2.6 Core Values • Qualitas –

95%

**MATCHING BLOCK 3/23**

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purchasing the raw material of consistent quality, meticulous care in production and making available to the public consistent quality products at reasonable prices. 4 • Consilium – unity of employees and management is essential to a successful enterprise. -

Togetherhness has made MFM what it is today and maintaining unity will always be MFM's culture. • Progressus – we are

100%

**MATCHING BLOCK 4/23**

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committed to make continuous improvement to make progress in order to maintain its competitive edge in the business and contribute effectively to benefit the society. 2.7

Background of Establishment

84%

**MATCHING BLOCK 5/23**

W

Dindings Poultry Development Centre Sdn Bhd (DPDC) was incorporated on 21 March 1989 and began operations in April 1992. The company's main activities are the production of old chicks, growing and selling broilers, and contract farming. Our poultry integration uses the Cobb breed, which is the most popular broiler breed used in the global market. DPDC was the first company to introduce the Cobb breed in Malaysia. Since then, it has been accepted by the entire farming community as the most suitable broiler, as the Cobb breed offers our farmers good value and our consumers a high-quality product. DPDC farm operations are in Perak and Kedah. Our new breeder house is a pre-engineered galvanized steel structure fitted with insulated materials to maintain a healthy and comfortable environment for our breeders. These houses are equipped with the latest automated technology to ensure the production of quality eggs that will be incubated and hatched in our hatchery. Day-old chicks will then be sent to our broiler

farm until maturity.

5 2.8 Organizational Structure FIGURE 4 Regarding the organization chart, I was not given a detailed company organization chart, that's why I put this organization chart in this report. As already known, in this office we have Mr. Putu Yastika as General Manager. Mr. Abdul Halim as administration manager, Mr. William as HR Manager. For the HR department at DPDC BU, we have Mrs. Wings and Mrs. Goh. For the finance department, Mrs. Lin. In the purchasing department, we have Mrs. Zaharah and Mrs. Ayu. Mrs. Izzah and Miss NurulNabilah work in the data entry department. Mrs. Siti Fatimah and Mrs. Vanitha work in the Hatchery section.

6 FIGURE 5

7 Based on the chart of Malayan Flour Mills Berhad (MFM), Dindings Poultry Development Centre Sdn. Bhd. is one of MFM's subsidiaries. As you know, this MFM company is a company that produces flour for consumers. This company made a joint venture with Tyson Foods and made one of MFM's subsidiaries to change its name to Dindings Tyson Sdn. Bhd. This company not only operates in Malaysia, but also abroad such as in Vietnam, and Indonesia. Back to Dindings Poultry Development Centre Sdn. Bhd., this company has about three branches in Malaysia, namely in Batu Undan, Segari (Perak), and Kuala Ketil (Kedah). This company has been operating for 34 years. This company conducts business such as breeding and sale of day-old chicks, poultry grow-out farm, purchase and contract farming activities and manufacture and sale of animal feeds and sale of related raw materials companies. 2.9 Product and Services Offered The company's main

75%

**MATCHING BLOCK 6/23**

W

activities are the production of old chicks, growing and selling broilers, and contract farming.

i. Production of Day-Old Chicks Day-Old Chicks (DOC) can be defined as all poultry that are less than 72 hours old, not fed or one-day-old chicks from hatcheries that can be ordered and shipped in postal approved boxes a domestic hen chick at one day of age. As we know, one-day old chicks has the potential to become a broiler chicken, a layer or breeder. Thus, it is important to pay attention in hatchery section. Paying close attention to the hatchery procedure is essential to prevent poor chick quality. Long-term storage, sorting smaller eggs from larger eggs based on the age of the donor flock, hatchery cleanliness, and transit conditions all require special attention. Long-term storage can lower hatchability, which will slow the animal's rate of future growth. It will be more homogeneous if chicks from younger and older breeder flocks are separated. Aspergillosis and yolk sac infections are related to both egg cleanliness and hatchery cleanliness. The Day-Old Chicks will then be sent to the Broiler Farms till they reach the maturity.

8 ii. Growing and Selling Broiler All DPDC broilers are raised in sizable, enclosed buildings that have been carefully ventilated and temperature-controlled to give them a safe and comfortable place to develop.

52%

**MATCHING BLOCK 7/23**

W

To guarantee that our broilers can receive a well- balanced, nutrient-rich diet and fresh water for optimum growth at every stage of life,

we install specialised equipment in each of our broiler houses. Our livestock's health is continuously inspected by our Flock Health Team. We give innovation a lot of weight. To provide safe, wholesome chicken products, training sessions and seminars are constantly held to make sure that our production crew is up to date on the newest innovations in poultry farming and animal welfare.

9 PART 4 3.0 TRAINING'S REFLECTION 3.1 Duration Every Human Resource Management student is required to undergo industrialization training under course code HRM666, HR Internship. The length of period for the training industry is for 6 months (24 weeks) starting from 1 March 2023 to 15 August 2023. It is just nice because I have started my industrial training on 1 March 2023. In this Dindings Poultry Development Centre Sdn. Bhd., I work 6 days a week, which is from 8.00 am to 5.00 pm on Monday to Friday and 8.00 am to 12.00 noon on Saturday. For me, it was a good time for the university student to undergo their internship for 24 weeks or 6 months. It is because in this time of period they will be able to achieve and acquire sufficient knowledge before they graduate and find a permanent job later. Many employers from any place prefer students whose intern period is 6 months or more because they only need to find 2 intern students in one year. Indirectly, it can save energy and other costs such as training and uniforms. Of course, for me personally, these 6 months are a significant period for me to gather as much knowledge as possible, and it is the amount of time that is not wasted in me to find greatness in myself and must be a sweet experience to remember. Working hours at Dindings Poultry Development Centre Sdn. Bhd. for each part is different. Some work in shifts, meaning some work the afternoon shift and some work the night shift, for 12 hours. There are also those who work during office hours, who are involved in the office only. For trainees like me, I work office hours from 8am to 5pm only. For Over Time, internship students are not allocated, if they want to do it, they can do it, but they must do it voluntarily and no fee will be charged. Generally, the DPDC BU office will only be open during office hours, but the Hatchery and Breeder Farm sections will still function according to their respective working hours.

10 3.2 Specific Department Within the HR department at DPDC (BU), there are HR Training and Development, HR Compensations and Benefits, HR Foreign Workers and Recruitment, and HR Industrial Relations. Even though, I was assigned to the Human Resource Management Department with my supervisor who is also a Senior Human Resource Executive, Mrs. Tiang Yun Siang, or Wings. Mrs. Tiang has an assistant who is a Human Resource Admin, Mrs. Goh Huey Tyng. Throughout my internship in the industry, there are many new things I have learned from them. They are very friendly and kind. I help them most of my time in the office. 3.3 Roles, Responsibilities, Task and Assignments Since I am an industry trainee for the HR department, I can say from experience that this is true. Unlike HR Payroll and Benefits, which focuses solely on employee pay and benefits, the HR department's work scope is claimed to be more varied. The only areas that the HR department of DPDC Batu Undan deals with are payroll, compensation, and benefits, learning and development, hiring foreign staff, and recruitment. Given that the Human Resource Manager, Mr. Hoo Hwa Soo @ William, oversees managing three DPDC companies—DPDC Batu Undan (breeder farm), DPDC Segari (broiler farm), and DPDC Kuala Ketil (breeder farm)—it is important to note that each of these businesses is a separate entity. This is under the purview of HR's role, which is to deal with anything relating to employees, whether it be from a favorable or bad point of view. During my 6 months of industrial training, I was assigned various and different tasks type of assignment or tasks. Since this is my first time doing industrial training, I am trying to adapt myself to the atmosphere at the industrial training place. At first, I felt a little clumsy, but I got over it. Now, I have no problem adapting to the office environment and the office equipment. The scope of my work is very interesting in my opinion. I found myself improvising day after day. My scope of work includes:

11 3.3.1 Daily basis human resource management job Usually, I will handle all the filing, database, printing employee record form, making name labels of foreign workers, distribution of food according to each section in conjunction with "Healthy Day" every month, SOCSO registration of new foreign workers, and opening inter branch mailing invoices for to DPDC HQ KL. At the beginning of each month, I will photocopy the punch card of each contract worker and calculate the number of working hours that are not enough 12 working hours for DPDC Batu Undan, recheck the basket allowance and chicken coop cleaning allowance from DPDC Kuala Ketil. In addition, I also accompanied Miss Tiang to the workers' dormitory to see the situation, and the availability of rooms for the 2nd Batch of New Foreign Workers. Miss and I also counted the number of employees in each room and took their names to update in BU Hostel List Name 2023 in Microsoft Excel. Upon returning from the worker's hostel, I was assigned to update every name and room number in the hostel. Once completed, I was required to create the DPDC BU Foreign Workers Hostel Keys book and decorate the book according to creativity and the important thing should be neat. Once finished, I will make a new label on the keys of each block that is in the workers' hostel area. I was also required to make a list of locker keys in each employee's room in Microsoft Excel consisting of no. locker key, block name, and the number of keys in the HR office. I was also assigned to count every stock control in the admin store. Once completed, I will create a book that is the Admin Storeroom book to update each available stock control. 3.3.2 Preparing the RTK Test Kits for Workers As an industrial intern, I carry the same work as my other colleagues, only my tasks are more ordinary work, not too difficult work. It can be said that my task is like an admin. One of my duties after reporting in is to provide RTK Test Kits to every employee of DPDC Batu Undan. The purpose of distributing this RTK Test Kit is to ensure that every employee is in a healthy condition to be able to handle their tasks well. Normally, this RTK Test Kit will be distributed to employees at the beginning of each

12 month. Initially, I will prepare a list of employee names from other sectors in Microsoft Excel. After that, I will check the list with Miss Goh to make sure no names have been left out. Then, I will go to the pantry room (it used to be a pantry but is now used as a RTK Test Kit storage room) to take out several RTK Test Kit boxes to write their names on each small RTK Test Kit box. After finishing writing the names and sorting the RTK Test Kit according to their respective sections (Hatchery and Farm), I will call Farm of Specialist (FOS) Hatchery and Farm to collect the RTK Test Kit to be distributed to each employee. I will also count the RTK Test kit stock that has been issued and the remaining stock (to ensure that both are the same). I will record the purpose of RTK Test Kit production in the RTK Test Kit Administration book. After that, for those who have done the RTK Test, they will be updated in their respective WhatsApp group sections to make it easier for the HR staff to enter the results in the list of employee names in Excel. For those who have problems with the RTK Test Kit, I will provide a replacement for them to redo the RTK Test. Usually, we will give a period of 3 weeks for them to send RTK Test Kit results in their respective WhatsApp group section. After the set period has passed, if there are still staff who have not given the results of the RTK Test Kit, we will call or chat with the respective FOS section to get the results.

### 3.3.3 Assisting the Foreign Workers about the Employee Record Form

At the beginning of March, I just reported to undergo industrial training at DPDC Batu Undan. It is said that we have recruited 33 new foreign workers to work here. They will undergo orientation for 3 days before reporting to their respective FOS. This orientation is held in the Hatchery meeting room. During this orientation, they will be given a little explanation about this company, their tasks, and the safety measures practiced by the staff here. The HR staff will explain the company's policy, as well as matters related to employee wages. After completing the orientation, we will distribute the employee record form to them to fill in and we monitor and guide them to fill in the form. Then, Senior Human Executive that is Mrs. Tiang Yun Siang @ Wings will remind them that tomorrow they will do a FOMEMA checkup to find out their health level. They are also reminded to fast temporarily before making FOMEMA.

### 13 3.3.4 Key-In Database of the New Batch of Foreign Workers

After that, I will fill in their information (obtained from the employee record) in HR Avenue MFM. I will also fill in staff beneficiary, employee family contact, emergency contact, and upload staff document. Then, I will register them in the SOCSO Assist Portal to get the no. SOCSO to be filled in HR Avenue MFM. After receiving their work permit, I will fill out their BSN bank account opening form. I will photocopy their passports and permits to be attached together with the form. After completing the form and attaching the photocopy, I will create a Profile file (P File) of 33 new foreign workers. To create their P file, I will insert all the information including the employee record form and a photocopy of their passport and permit into the file. I will also attach a picture of them in the file. After finishing the filing, I will make a label for each file. I will also make name labels on their passports to make it easier to find their passports when needed.

### 3.3.5 Preparing the BSN Account Opening Form

After a few weeks, BSN bank staff will come to stamp their fingers and collect the BSN account opening form. So, I need to prepare relevant forms such as CIS-1A form (1022), Customer Information Form CIS-01 (0922), Customer Risk Assessment Form (PRP) and FATCA-01 Form (1122) which are complete with the applicant's information and company address along with a photocopy of their passport and work permit. On the day of the incident, I got the Hatchery meeting room key from Mr. Halim then opened the room and made some preparations before the BSN bank staff arrived to set up the necessary items to obtain the fingerprints of each applicant. After finishing the session of getting their fingerprints, I will check the condition of the room before locking it and returning the key to Mr. Halim.

### 3.3.6 Assisting in Birthday Engagement at DPDC BU

Birthday Celebration will be held as many as 4th Quarter month. For employee birthday celebration gifts, Miss Goh and I will sort DPDC thermos flasks according to their respective sections for the 2nd, 3rd, 4th Quarter Birthday Celebration. Once finished, I will design the Birthday Celebration poster in Canva. Recently, we held a

14 2nd Quarter Birthday Celebration. We distributed the thermos flask to the birthday girl and birthday boy. We also distribute McDonald's to all staff from various sections. 3.3.7 Assisting in "Healthy Day" in Early of New Month DPDC BU Company has held a program for the beginning of every month which is "Healthy Day". In April, we will distribute oats in conjunction with "Diet Day". A few days before the incident, I, Miss Goh, and Miss Wings would pack oat packets to distribute to all DPDC BU employees. I was also required to sort the oat packages according to their respective sections. Once finished, I will call Akak Kaliyammal and Akak Siti Atiqah to pick up ready-made oat packages to distribute to their respective workers. On the day, I will distribute the oats to staff in the office and get their signatures as proof of receiving the packs of oats. For this program, I have been assigned to make a headcount list of employees for each section and design a poster in conjunction with "Healthy Day". Before the beginning of May, I was assigned to design a poster in conjunction with "Detox Day" and send the poster to Miss Wings to get feedback from Mr William. After that, I, Miss Goh, and Miss Wings will count the number of apples that need to be distributed to Office, Hatchery, and Breeder Farm. We also need to divide the apples according to their respective sections. After finishing, I will call Akak Kaliyammal, and Akak Siti Atiqah to take the apples to distribute to their respective employees. On that day, Miss Goh and I will distribute apples to the staff in the office and get their signatures as proof of receipt of the apples. By June, we will distribute Farm Fresh yogurt to all existing staff in conjunction with "Digestive Day". In the middle of May, I will make a poster design for Miss Wings and Mr William to see. Once done, I will use the old headcount list, but I will improve it. After finishing, Miss Goh and I will sort the yogurt according to their respective sections. Next, I will call Akak Kaliyammal, and Akak Siti Atiqah to take the yogurt to distribute to their respective employees. On that day, Miss Goh and I will distribute yogurts to the staff in the office and get their signatures as proof of receipt of the yogurts.

15 By July, we will distribute cookies (Julies) to all the staff in conjunction with "Fibre Day". At the beginning of June, Miss Wings, Miss Goh, and I went to two supermarkets to buy the Julies biscuits since that week, they were having a promotion. Once finished, as usual I will make a poster design to show to Miss Wings and Mr William. I will also make a headcount list of existing DPDC BU employees. After finishing, Miss Goh and I will sort the biscuits according to their respective sections. Next, I will call Akak Kaliyammal, and Akak Siti Atiqah to take the biscuits to distribute to their respective employees. On that day, Miss Goh and I will distribute biscuits to the staff in the office and get their signatures as proof of receipt of the biscuits. In August, we will distribute Vitagen cultured drinks to all staff in conjunction with "Gut Day". A few weeks before the event, as usual, I will design a poster to send to Miss Wings and Mr William. I will also make a headcount list of existing DPDC BU employees. After finishing, Miss Goh and I will sort the cultured drinks according to their respective sections. Next, I will call Akak Kaliyammal, and Akak Siti Atiqah to take the Vitagen to distribute to their respective employees. On that day, Miss Goh and I will distribute Vitagen to the staff in the office and get their signatures as proof of receipt of the Vitagen.

3.4 Benefits Throughout the 6 months I have been training at Dindings Poultry Development Center Sdn. Bhd, there is no denying that I have gained a lot of benefits. regardless of whether it comes from any factor. In addition to getting a monthly allowance and a daily meal subsidy, I also gained knowledge about HR that I had never learned before. Before I went to work, I was very scared because I was worried that I wouldn't be able to apply what I learned at my workplace. But after I entered the first day of the internship, I just realized that it is more than what I thought and I just realized that every company has its own rules and regulations and of course, every company, HR has their own functions, in terms of management employees, system management and other management.

16 My ability to effectively communicate with people, whether they are from senior management or regular employees, was one of the many things I learnt. For HR, I believe that communication is crucial to ensuring that all employees are at ease dealing with HR. HR must handle any situations with significant issues. Our uncomfortable behavior will cause issues to surface daily, and the most dreaded miscommunication and conflict will happen amongst staff members and even management if they are scared to speak with HR. Since many DPDC employees, often of the Chinese and Indian ethnicities, preferred to speak English as an intermediate language, my English is getting stronger every day. So there, I need to work on my English so that I can talk to them more readily. Even though Site HR only has three employees, we complement one another and always come to an understanding since we have a more open conversation at any time, unlike some workplaces where critical topics are only discussed at meetings. As a result, we may solve an issue more effectively and quickly because we are moving in the same direction. From there, I was also able to discover that not everything we believe to be good is good for everyone; perhaps the perspective from the other side is truer and more correct. In addition, I work with amazing and talented people in the HR industry.

17 PART 5 4.0 SWOT ANALYSIS SWOT analysis utilized to generate strategic planning and assess

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a company's competitive position. Using a SWOT analysis, it evaluates internal and external variables as well as present and future potential. Each SWOT analysis

consists of strengths, weaknesses, opportunities, and threat. The purpose of a SWOT analysis is to provide a practical, fact-based, data-driven examination of the advantages and disadvantages of a company, its efforts, or the sector in which it operates. By avoiding preconceived notions or grey areas and putting more emphasis on actual situations, the organisation can maintain the analysis correct. Rather than necessarily acting as a prescription, businesses should utilise it as a guidance. Here is the SWOT analysis for Dindings Poultry Development Centre Sdn. Bhd. (DPDC):

**FIGURE 6**  
**18 PART 6 5.0 DISCUSSIONS AND RECOMMENDATIONS 5.1 SWOT DISCUSSIONS i. STRENGTHS 5.1.1 A successful Day-Old Chicks production**

The successful production of day-old chicks is the strength of this DPDC company and is also an economic element in PESTLE. This is said to be so because the increase in Day-Old Chick production can indirectly contribute to the increase in the country's economy. As you know, chicken is a source of food for the people in Malaysia. For this reason, the production of chicks is very important to guarantee the sustainability of food sources for consumers and subsequently to generate the national economy as well. This is said to be so because, this company carries out operations such as breeding and sale of day-old chicks, poultry grow-out farm, purchase, and contract farming activities. If the production of day-old chicks is high, then it will bring profit to this company. Breeding refers to mating poultry for the purposes of either maintaining or expanding the present flock or for the purpose of choosing certain birds for improvement in one or more traits (e.g., for size, weight, egg production, meat quality, behaviour, plumage, comb type, or a combination of factors). During my industrial training here, I have seen that everyday day-old chicks will be sent to other chick operators, or broilers for

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broiler process. Broiler chickens (Latin: Gallus gallus domesticus - translated to mean a 'house rooster') are farm-reared chickens kept for meat. Depending on the farming method, broilers would typically be killed at:

- 6 weeks if reared in cages (intense)
- 8 weeks free-range
- Organic (pastured) for 12 weeks

When broilers achieve an ideal size and weight, they are processed, marketed, and sold

as a product.

19 To maintain the success of Day-Old Chicks (DOC) production, the company needs to consider environmental management. This is said because, newly hatched chicks need to be given a lot of attention so that they can grow and bring profit to this company. The care provided entails setting young chicks in the proper temperature, relative humidity, ventilation, and lighting conditions. To guarantee that they may grow healthily, this component is crucial.

**5.1.2 The committed employees** Employees who give high commitment are the strength of this company as well. This is said because, they will work hard to ensure that every operation of this company runs smoothly without any obstacles. Employees will also do any task carefully so that the company does not have to bear losses due to negligence or problems that arise. For example, the employees at DPDC BU are said to give their full commitment to the success of this company's operations. This can be said when some employees who come to work on public holidays, rest days, and work are willing to work overtime. In 2015, DPDC BU was

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awarded as the winner of Outstanding Breeder Farm by the Malaysian Livestock Industry Award 2015.

This success is a success ever achieved by the company DPDC BU. Because of this, employees who give high commitment in each of their tasks will indirectly advance the company successfully. Companies need to instil positive energy among employees to maintain a committed workforce. This is said to be so because, employees who get positive energy will indirectly become more committed in completing all the work at work. It can also raise and advance this company on par with other companies. Among the positive energy that can be instilled in employees is to maintain motivation and make valuable contributions, assist staff in truly comprehending the corporate culture. Employees are better able to meet the demands of the growing firm if they are more familiar with the company's traditions.

20 ii. WEAKNESSES 5.2.1 Lack of the local manpower There are 271 total employees at Dindings Poultry Development Centre Sdn. Bhd., both domestic and foreign. However, it may be argued that 70% of the workforce is foreign and the remaining 30% is local. This occurs because of the attitudes of those who are too fussy about occupations and unwilling to put in long hours in this industry of agriculture. They would rather work in an office or another location that is not exposed to sunlight than in the blazing sun. It may be claimed that this sector of the economy attracts most the country's foreign workers. As a result, there are numerous issues with hiring foreign personnel. There were conflicts among them, absconded foreign workers, and the smuggling of illegal items. Such issues can harm a company's reputation in an indirect way because they cause them to incur losses, particularly when foreign employees leave. Lack of manpower is a weakness of the company. This is said to be so because, any process cannot be carried out smoothly if the amount of manpower is insufficient. This company needs a large amount of manpower, especially in the breeder farm section. As already known, this company carries out activities such as breeding and sale of day-old chicks, poultry grow-out farm, purchase, and contract farming activities. Such activities require more manpower to make them successful. At the breeder farm, work such as washing the coop, feeding, moving the chickens to another place, fitting auto nesting, checking the temperature of the coop at night, stabbing pests such as mice, and any repair work involved in the breeder farm cannot function properly if we lack manpower. Earlier, this company had entered contracts with several contract worker companies including Wins Resources Sdn. Bhd (WINS), Purna Agency Sdn Bhd, and Ahmad Amirul Hakim Enterprise Sdn. Bhd. (AAH). However, after the three new batches of foreign workers arrived, the company terminated their contracts. A total of 70% of contract workers were terminated and the rest are still on contract. This has caused the company to lack manpower. Indirectly, this matter will result in losses to the company if it is not addressed. To overcome the lack of local manpower, employers need to provide fringe benefits. Fringe benefits are compensation that employers occasionally give team members in addition to pay. They could enhance the person's financial situation or way

21 of life. You can decide whether fringe benefits may benefit you in the future by being aware of the various types offered and their value. Among the fringe benefits that can be offered are wellness programs. The DPDC company already holds wellness programs such as the Healthy Day program every month. However, employers can provide stress reduction tools. The employer can send out weekly messages with tips on how to handle conflict, get more rest, and other issues. A good method to start talking to your employees about their health and wellness is by developing a culture of care. Additionally, it may benefit workers' mental health. But be honest about the disconnect between today's workplace and the culture of care you want to create. Besides, they need to allow staff to lead sessions so they can test out new procedures. They can try techniques like journaling, deep breathing, and meditation here.

5.2.2 Poor Publicity Poor publicity is one of the company's weaknesses. This is said to be so because, this company does not issue publicity to the public. Publicity is the spreading of commercially relevant news about a brand, product, or company through the media without actual payment for time and space. As we know, publicity is one medium to promote the company to the public out there. Publicity is very important to inform or provide information about this DPDC company to consumers. Poor publicity can cause this DPDC company to suffer some losses because there is no addition of new customers to this company. If this matter is not acted upon, then the company's position is indirectly affected. This will result in losses for this company as well. Therefore, companies must create a publicity strategy before using the media to communicate with the public. The organizations will have an advantage in competing for publication and broadcast space if they have a competent publicity strategy in place. If done appropriately and published in the right media, organizations can also receive a lot of free publicity. Determine the objective of the event or product, as well as the message you want to convey to the public while creating an effective publicity plan. It could raise awareness of the occasion or the product, enhance one's standing in the neighbourhood, or serve as an easy way to expose the company to the public and media. Knowing the organization's objectives makes it possible to select the appropriate target

22 audiences who will send the message to those who will find it interesting. To maintain positive publicity and a positive perception of one's firm, an effective publicity plan is crucial. As a result, goodwill and mutual understanding between an organisation and its publics can be established and maintained through favourable publicity. In other words, successful public relations are supported by effective publicity. iii. OPPORTUNITIES 5.3.1 Many programs and benefits are offered. Not all companies will provide benefits to employees. DPDC BU company provides meal allowance for every employee who works here. Every day, we are given a food allowance of RM4 for lunch. Here, we can order whatever food is available for lunch. In addition, this company also allows us to use the company car and can claim petrol oil, touch n go, and anything related. For permanent employees, they are given a health care card where they can use it at the clinic panel of the company involved. The company will also hold celebrations for every festival such as Chinese New Year, Hari Raya Aidilfitri, and Christmas Day. I just felt the celebration of Hari Raya Aidilfitri. According to the staff here, the celebration this time is said to be livelier and more crowded than last year. This is said because, during the celebration, we held several lucky draws, presented prizes to employees who had served for a long time at DPDC, and had a best dress competition for men and women. Among the gifts provided are kitchen tools such as rice cookers, blenders, wall clocks and several gift hampers. The celebration of the festival was successful and most of the workers wore beautiful clothes and different styles of hijabs. These benefits that offered to the employees can give opportunities to the company when the employees are happy with the benefits received. Besides, it will help the employee to work smarter and indirectly it can increase the employee's motivation during work. Thus, many programs and benefits offered give opportunities to the company.

23 5.3.2 Build trust with customers The opportunity of this company is to build trust with the customers. This is said to be so because customer trust is very important to guarantee the continuity of a production from the company. If customers have high trust in the company, then indirectly it can help the company to attract and retain loyal customers. This can also affect the success of a company. Where, it has a positive effect on sales. To increase customer trust in the company, employers need to display gratifying testimonials and reviews from clients. This is said to be so because, it can further increase customer trust in this company. For example, if you are aware of any clients who have enjoyed working with your business, you may get in touch with them and ask if they would be interested in producing a blog post or video testimonial. Real client testimonials can increase the likelihood that other customers will trust your business. Thus, publicizing consumer feedback might help your business establish more reputation.

24 iv. THREATS 5.4.1 The existing of competitors Every company will have competitors. This competitor is a threat to Dindings Poultry Development Centre Sdn Bhd. This is said to be so because the company and its competitors carry out the same activities to obtain benefits. Competitors are said to be able to influence consumers easily if they have a slight advantage over this DPDC company. One of the companies that is a competitor to DPDC is Leong Hup International Berhad. This company runs the same business as DPDC which is breeding and sale of day-old chicks, poultry grow-out farm, purchase, and contract farming activities. This company also has more than 266 poultry farms and hatcheries in Malaysia, Indonesia, Vietnam, and the Philippines. Not only that, but this company also has a growing network of business-to-customer channels such as Baker's Cottage in Malaysia (161 outlets), 42 LH Deli outlets in the Philippines, and 54 Sunny Chick outlets in Indonesia by December 2022. The rapid development of the Leong Hup company International Berhad is a threat to this DPDC company. This DPDC company does not have any branch abroad compared to the MFM company (parent company). Syarikat DPDC Dindings Poultry Development Centre Sdn Bhd which provides a diverse range of whole chicken, cut up parts, marination services and further processed products under the brand names of Ayam Dindings, Ayam Fiesta, Jimat Fiesta and DeliHous. Indirectly, the presence of competitors in this company will cause an increase in work for the employees to further improve the quality of the existing company. A lot of work increase will result in the workers' emotions being affected. This is said because, employees will always be deployed to complete many tasks. Indirectly, this will cause employees to feel stressed, emotionally unstable, and eventually lead to depression. The presence of competitors in a company can threaten the stability of the company. Therefore, companies need to improve business intelligence. Your data analytics strategy, tools, and activities are all part of improving your business intelligence. Most companies expand without knowing what information they gather, where it is stored, or how to access it. The first step is to enhance your data gathering to make sure you have high-quality data for decision-making. The company should then

25 spend money on top-notch business intelligence programs like Tableau or Microsoft Power BI. You can expand your firm further with the help of this enhancement. 5.4.2 The changes in technology Changes that occur in technology become a threat to the company. This is said because, all this time, our staff has been using a fixed website for various official company affairs. However, with the change of government and now a new government ruling, it has been said that the website will be removed soon. Automatically all employee information or data will be lost and deleted. This may result in the company losing employee data and all information for official business. This can also result in irresponsible parties doing bad things like sabotaging this company using all the information they get. For this reason, I recommend that the company create a website that allows the company to store all data or info related to employees so that all data can be stored safely without any sabotage to bring down the company.

26 5.5 SWOT MATRIX FIGURE 7 i. SO STRATEGIES • Do program to promote the employee commitment. The employer should do a program to promote employee commitment. This is said to be so because, programs run like this can indirectly maintain employee happiness and productivity. For example, employers can hold a celebration for employees who give good commitment during their time working here. This is said because, Employee retention rates are five times higher for those who feel valued and appreciated at work. Don't forget to give credit where it's due. When employees accomplish their quarterly or annual goals, congratulate them, but don't stop there. Consider honouring them with diplomas, presents, paid vacations, or raises in pay. You may also honour achievements or occasions unrelated to your place of employment. For instance, provide a cake for your staff members' birthdays or a bridal shower for a newly engaged couple. By celebrating with your staff, you can Strength Weaknesses 1. A successful Day-Old Chicks production 2. The committed employee 1. Lack of the local manpower 2. Poor positivity publicity Opportunities 1. Many programs and benefits are offered. 2. Build trust with the customers. • Do a program to promote employee commitment. • Keep engaged with the loyalty customers. • Do recruiting program with a lot of benefits. • Improve the positive publicity Threat 1. The existing of competitors 2. Changes in technology • Increase employee engagement. • Use the latest technology to increase production. • Need to use social media to attract local workers. • Need good skills in handling technology

27 show them how much you value their work. This kind of program indirectly the employee will feel appreciate with the celebration. • Keep engaged with the loyalty customers. The strategy that I would recommend to the company is to keep engaged with loyal customers. This is said because loyal customers are very important in every company that runs any business. Loyal customers can help raise and advance the company. To keep engaged with loyal customers, employers must maintain a communication calendar. This is said to be a tactic for marketing the company. Record every conversation you have with a customer on the calendar. Note the appropriate time for you to follow up with them.

Customers will feel valued and less likely to be forgotten because of this. Additionally, think about using social media to keep track of noteworthy occasions your clients are attending or honours they are receiving. Then, be sure to add these events to your calendar so you can congratulate your clients over the phone. Indirectly, it can keep loyal customers with this company. ii. WO STRATEGIES • Do recruiting program with a lot of benefits. A predetermined hiring approach known as a recruitment programme offers a framework for locating and employing excellent people. It covers every stage, from creating the job description to extending an offer of employment and welcoming the new hire. An evaluation of the hiring process and its results should be part of any recruiting programme. Recruiting program is important to the company because the purpose of conducting recruitment is to attract and empower an ever-increasing number of applicants to apply in the organization. Besides, they can create a talent pool of candidates to enable the selection of the best candidates for the organization. To assist an organization in expanding and achieving its long-

28 term objectives, recruiters establish and maintain talent pools, which are collections of potential applicants. It is a database or list of potential internal or external candidates that may be incorporated into a human resources plan that supports and is in line with a larger strategic plan. Competent job seekers with an interest in working for the firm, high-performing and high-potential workers who are prepared to take on more responsibility within the organization, and applicants from sources including prior applications, employee recommendations, and job fairs can all be included in talent pools. The recruiting programs that we can conduct are conducting recruitment events. Even in today's increasingly computerized workplace, recruitment events remain a crucial component of the hiring process. Recruitment events give recruiters a chance to learn more about candidates' histories and personalities outside of their resumes. We can do recruitment events at the universities which are educational institutions where we can find fresh talent that will graduate soon. Many of the students are still looking for a job after they graduate. Besides, most of them maybe have the talent or skills that the company requires. It will be easy for us to offer them a job after they graduate. Thus, connecting with universities is good for us to conduct recruitment events. Other than that, we can do a recruitment program on social media. As we know, social media is the most active web-based communication tool that is used by the community. We can take this opportunity by creating recruiting social channels. For example, in LinkedIn, we have RealSelf which is

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the best social media platform for recruiters. It provides an unparalleled overview of candidates.

Since LinkedIn is a professional social network with over 810 million users, it should come as

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no surprise that 87% of recruiters use it frequently. For instance, RealSelf never holds back when bragging about its amazing employee perks in one of its LinkedIn articles. Like RealSelf, you

may use LinkedIn's capabilities to promote your company's culture, benefits, etc., and attract the best prospects.

29 • Improve the positive publicity. Positive publicity is when there are pleasant feelings associated with information that is shared by the media or other sources. This indirectly improves the brand's image and frequently drives up demand for its products. Positive publicity is important to the company to be a well-established company. There are a few ways to improve positive publicity which utilize social media platforms and create publicity opportunities. The most effective Public Relations (PR) instrument available to contemporary firms, according to many experts, is social media. Social media platforms

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like Facebook and Twitter give PR professionals immediate access to a larger audience and significantly more opportunities to engage with clients online and create enduring relationships. Because of this, many businesses increasingly integrate PR with social media marketing to increase brand recognition and boost the effectiveness of their

online marketing initiatives. Businesses should develop a PR plan for each of the various social media channels, then customize campaigns for each channel's audience. Social media platforms can be used by PR professionals to interact with the media and learn what subjects they are sharing and discussing online. Besides, creating publicity opportunities is one of the ways to improve positive publicity. Professionals in public relations are aware of the significance of generating publicity opportunities to market goods and services and foster a favourable public perception. For instance, you may organize a fundraising event while also supporting a philanthropic cause. In turn, it provides the local media a justification to publish press releases regarding your event, which will enhance the public impression of your brand and foster better ties with the public.

30 iii. ST STRATEGIES • Increase the employee engagement. The degree of excitement and dedication a person has for their work can be characterised as their level of employee engagement. staff engagement is obviously related to job satisfaction and staff morale, and it can be very important to a company's success. Effective communication is the only way to start and maintain employee engagement. Engaged workers are more likely to be productive and deliver superior results. They frequently show a greater commitment to the goals and ideas of the organisation. There are so a few approaches to boosting employee engagement. One of them is making links with other departments. This is due to the accurate and effective communication that may be developed between them. They may come to trust us more if they develop relationships with other departments. The extra fact-checking phase that can hinder productivity will be eliminated when the departments have confidence in one another to supply reliable information. To enhancing operational effectiveness, we should make sure that the data provided to the other departments is accurate. • Use the latest technology to increase the production. As we know, the use of advanced technology in an industry is very important to guarantee the continuous production of the company. This is said to be so because, industrial companies really need the use of advanced technology compared to the existing workforce. The use of advanced technology in an industry is very necessary to ease the production work of workers. As we know, these workers are ordinary human beings, where they need to take care of their health and safety while working. Because of this, advanced technology to some extent can help companies to reduce the workload of employees. Most Poultry Farms in Malaysia are said to still use open farming systems which will cause the chickens stress due to being exposed to

31 sunlight and this will result in death. Because of this, we need to use a closed-house system. Closed-house system is a system that can minimize the impacts of stress on the chicken and deliver clean air with the proper composition, pace, and quantity. The use of the closed-house system is to ensure a healthier environment for producers by, among other things, shielding chickens from inclement weather and diseases that could reduce productivity. Closed-house systems that given the unpredictable weather, they were suited for animals and equipped with a temperature and humidity control system, which also prevented flies and scent pollution. iv. WT STRATEGIES • Need to use social media to attract local workers. As we know, social media is the most suitable platform for recruiting. This is said to be so because today's society is very active in social media. This can be proven by the fact that 78.5% are social media users in Malaysia in January 2023. In comparison to 2022, when social media users made up roughly 91.7 percent of Malaysia's entire population, this represented a fall of 13.2 percent. For this reason, social media is a suitable platform for recruiting. However, there are some things that can be improved to attract the attention of local users. First, we need to demonstrate culture and growth opportunities. This is said to be so because, demonstrating the culture and growth opportunities of a company can increase their knowledge and further attract their interest to work with the company. The data shows that visitors to our business are keeping tabs on its expansion. As a result of employee recognition, certification, and advancement, prospective applicants can see opportunities for themselves.

32 Besides, we also need to highlight the attractiveness of the company culture. As you already know, today's graduates or students want to get a realistic vision of a company. This is said because, they seem to be able to think and also adapt themselves when they enter work later if they have got a realistic picture of the workplace atmosphere. For example, we can state that this company strongly encourages a comfortable and happy working atmosphere where every staff will receive goods throughout the beginning of every month in conjunction with "Healthy Day". Not only that, the staff who will celebrate their birthdays will also be celebrated by this company. They will be given gifts in conjunction with their birthdays. Therefore, highlighting the attractiveness of the company culture on social media can to some extent attract the interest of people who are looking for work, especially local workers. • Need good skills in handling technology.

Technology skills are a skill that can help us to stay interacting with the digital world. Another name for technology skills is technical skills which refers to the specialized knowledge and skills required to carry out complicated actions, operations, and procedures related to computational and physical technology, as well as a variety of other businesses. These technological skills are very important in various industries, especially the poultry industry. For this reason, we need to ensure that employees have extensive technological skills to help the operation of this company. Technology skills can be improved by providing classes, courses or training to employees to increase existing technology skills. The benefits of attending technology skills classes can increase company productivity. This is said to be so because, employees who have attended courses, classes or training related to the improvement of technological skills will apply all the knowledge learned in the company. By attending the class, they can learn

33 new techniques for automating repetitive operations, which will free up their time so they may concentrate on more crucial responsibilities. For example, they can learn how to manage deadlines effectively, work with team members, and keep organized by using project management software. This matter indirectly, can help the company to further increase the production of the company's output and in turn can increase the company's profit.

34 PART 7 6.0 CONCLUSIONS Finally, this swot analysis provides a thorough view of the operations of DPDC. There are also a few unanticipated and challenging issues to deal with. To determine if we are on the right route when creating a decent and extraordinary training and education centre, SWOT analysis is used. The identification of internal and external issues that require planning can also be done using the SWOT analysis. I gained a lot of experience, information, and exposure during the training semester. As I tackle new difficulties in life, all of these experiences have helped me recognise and strengthen my self-confidence. Perception theory is complemented by industrial training since without it, I risk forgetting what I've learned. I'm incredibly happy with my training experience at the Dindings Poultry Development Centre Sdn. Bhd. overall. During the six months I spent receiving this profession's training, I was given a lot of wise counsel and discovered a lot. The most significant contribution to my skill development has come through my internship at DPDC.

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**MATCHING BLOCK 22/23**

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**MATCHING BLOCK 23/23**

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38 PART 9 APPENDICES APPENDIX 1: WORKING PLACE APPENDIX 2: CREATE LABEL APPENDIX 3: REGISTER SOCSO APPENDIX 4: RTK TEST KITS PREPARATION

39 APPEDIX 5: NEW FOREIGN WORKERS ORIENTATION APPENDIX 6: CHECKING THE APPENDIX 7: PAYSLIP THAT WILL ALLOWANCES GIVE TO STAFFS

40 APPENDIX 8: POSTERS OF THE "HEALTHY DAY"

41 APPENDIX 9: IMAGE OF "HEALTHY DAY" EVENT

42 APPENDIX 10: POSTER FOR BIRTHDAY ENGAGEMENT

43 APPENDIX 11: IMAGE OF BIRTHDAY ENGAGEMENT

44 APPENDIX 12: HARI RAYA CELEBRATION REGISTRATION OF STAFFS LUCKY DRAW

45 APPENDIX 13: BIRTHDAY CELEBRATION (ONLINE) FOR MRS. CAROL

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TABLE OF CONTENTS ii-iv ACKNOWLEDGEMENT v 1.0 STUDENT'S PROFILE 1 2.0 COMPANY'S PROFILE 2-8 2.1 COMPANY'S NAME 2 2.2 LOCATION 2-3 2.3 OPERATION HOURS 3 2.4 VISION 3 2.5 MISSION 3 2.6 CORE VALUES 3-4 2.7 BACKGROUND OF ESTABLISHMENT 4 2.8 ORGANIZATIONAL STRUCTURE 5-7 2.9 PRODUCT AND SERVICES OFFERED 7-8 3.0 TRAINING'S REFLECTION 9-16 3.1 DURATION 9 3.2 SPECIFIC DEPARTMENT 10 3.3 ROLES, RESPONSIBILITIES,

TABLE OF CONTENTS 1.0 ACKNOWLEDGEMENT 3 2.0 STUDENT'S PROFILE 4 3.0 COMPANY'S PROFILE 3.1 Company History 6 3.2 Vision, Mission, Motto, and Function 7 3.3 Products or Services 8 3.4 Organization Chart 9 4.0 TRAINING'S REFLECTION 4.1 Duration, Specific Date, Working Day and Time 10 4.2 Department, Roles, Responsibilities,

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Vision We aspire to be a leading food manufacturing enterprise in the region. 2.5 Mission We are preferred provider and strategic partner in the food industry. We drive operational excellence by embracing a culture of continuous improvement, we add value to stakeholders by growing economies of

Vision We aspire to be a leading food manufacturing enterprise in the region. Mission –We are the preferred provider and strategic partner in the food industry. –We drive operational excellence by embracing a culture of continuous improvement. –We add value to stakeholders by growing economies of

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purchasing the raw material of consistent quality, meticulous care in production and making available to the public consistent quality products at reasonable prices. 4 • Consilium – unity of employees and management is essential to a successful enterprise. -

Purchasing the raw material of consistent quality, meticulous care in production and making available to the public consistent quality products at reasonable prices. • Unity of employees and management is essential to a successful enterprise. •

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committed to make continuous improvement to make progress in order to maintain its competitive edge in the business and contribute effectively to benefit the society. 2.7

Committed to make continuous improvement to make progress in order to maintain its competitive edge in the business and contribute effectively to benefit the society. 8 3.3

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Dindings Poultry Development Centre Sdn Bhd (DPDC) was incorporated on 21 March 1989 and began operations in April 1992. The company's main activities are the production of old chicks, growing and selling broilers, and contract farming. Our poultry integration uses the Cobb breed, which is the most popular broiler breed used in the global market. DPDC was the first company to introduce the Cobb breed in Malaysia. Since then, it has been accepted by the entire farming community as the most suitable broiler, as the Cobb breed offers our farmers good value and our consumers a high-quality product. DPDC farm operations are in Perak and Kedah. Our new breeder house is a pre-engineered galvanized steel structure fitted with insulated materials to maintain a healthy and comfortable environment for our breeders. These houses are equipped with the latest automated technology to ensure the production of quality eggs that will be incubated and hatched in our hatchery. Day-old chicks will then be sent to our broiler

Dindings Poultry Development Centre Sdn Bhd (DPDC) was incorporated on 21st March 1989 and commenced operations in April 1992. The principal activities of the company are production of Day-Old Chicks, growing and selling of broilers and contract farming. Our poultry integration uses the Cobb breed, which is the most popular broiler breed used in the global market. DPDC was the first company to introduce the Cobb breed in Malaysia. It has since been accepted by the rest of the farming community as the most suitable broiler, as the Cobb breed offers our farmers good value and our consumers a high-quality product. DPDC breeder farm operations are located in Perak and Kedah. Our new breeder houses are pre-engineered galvanised steel structures and are installed with insulated materials to maintain a healthy and comfortable environment for our breeders. These houses are equipped with the latest automated technology to ensure the production of quality eggs that will be incubated and hatched in our hatchery. The Day-Old Chicks will then be sent to our broiler

**W** <https://dindingspoultry.com.my/poultry-integration/breeder-broiler-farming/>

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activities are the production of old chicks, growing and selling broilers, and contract farming.

activities of the company are production of Day-Old Chicks, growing and selling of broilers and contract farming.

**W** <https://dindingspoultry.com.my/poultry-integration/breeder-broiler-farming/>

<b>7/23</b>	<b>SUBMITTED TEXT</b>	23 WORDS	<b>52% MATCHING TEXT</b>	23 WORDS
<p>To guarantee that our broilers can receive a well-balanced, nutrient-rich diet and fresh water for optimum growth at every stage of life,</p>		<p>to ensure that our broilers are able to receive well-balanced, nutritious feed and fresh water for optimum growth in every stage of life.</p>		
<p><b>W</b> <a href="https://dindingspoultry.com.my/poultry-integration/breeder-broiler-farming/">https://dindingspoultry.com.my/poultry-integration/breeder-broiler-farming/</a></p>				
<b>8/23</b>	<b>SUBMITTED TEXT</b>	25 WORDS	<b>52% MATCHING TEXT</b>	25 WORDS
<p>a company's competitive position. Using a SWOT analysis, it evaluates internal and external variables as well as present and future potential. Each SWOT analysis</p>		<p>a company's competitive position and to develop strategic planning. SWOT analysis assesses internal and external factors, as well as current and future potential. A SWOT analysis</p>		
<p><b>W</b> <a href="https://www.investopedia.com/terms/s/swot.asp">https://www.investopedia.com/terms/s/swot.asp</a></p>				
<b>9/23</b>	<b>SUBMITTED TEXT</b>	65 WORDS	<b>39% MATCHING TEXT</b>	65 WORDS
<p>broiler process. Broiler chickens (Latin: Gallus gallus domesticus - translated to mean a 'house rooster') are farm-reared chickens kept for meat. Depending on the farming method, broilers would typically be killed at: • 6 weeks if reared in cages (intense) • 8 weeks free-range • Organic (pastured) for 12 weeks When broilers achieve an ideal size and weight, they are processed, marketed, and sold</p>		<p>broiler chicken? Broiler chickens (Latin: Gallus gallus domesticus – translated to mean a 'house rooster') are farm-reared chicken kept for meat. broiler definitionbroiler definition Depending on the model of farming, you would expect broilers to be slaughtered at: • 6 weeks if raised in cages (intensive) • 8 weeks free-range • 12 weeks organic (pastured) As a product, broilers are processed, marketed and sold</p>		
<p><b>W</b> <a href="https://thebigbookproject.org/agri/poultry-farming/broiler-chicken/">https://thebigbookproject.org/agri/poultry-farming/broiler-chicken/</a></p>				
<b>10/23</b>	<b>SUBMITTED TEXT</b>	16 WORDS	<b>100% MATCHING TEXT</b>	16 WORDS
<p>awarded as the winner of Outstanding Breeder Farm by the Malaysian Livestock Industry Award 2015.</p>		<p>Awarded as the winner of Outstanding Breeder Farm by the Malaysian Livestock Industry Award 2015</p>		
<p><b>W</b> <a href="https://dindingspoultry.com.my/poultry-integration/breeder-broiler-farming/">https://dindingspoultry.com.my/poultry-integration/breeder-broiler-farming/</a></p>				
<b>11/23</b>	<b>SUBMITTED TEXT</b>	15 WORDS	<b>89% MATCHING TEXT</b>	15 WORDS
<p>the best social media platform for recruiters. It provides an unparalleled overview of candidates.</p>		<p>the best social media platforms for recruiters. It provides an unparalleled overview of candidates.</p>		
<p><b>W</b> <a href="https://recruitingdaily.com/social-media-recruiting-in-2022-strategy-examples-and-best-practices">https://recruitingdaily.com/social-media-recruiting-in-2022-strategy-examples-and-best-practices</a>.</p>				

<b>12/23</b>	<b>SUBMITTED TEXT</b>	32 WORDS	<b>46% MATCHING TEXT</b>	32 WORDS
<p>no surprise that 87% of recruiters use it frequently. For instance, RealSelf never holds back when bragging about its amazing employee perks in one of its LinkedIn articles. Like RealSelf, you</p>		<p>no surprise that 87% of recruiters use LinkedIn regularly. RealSelf, for instance, never shies away from boasting about its awesome employee benefits in one of its LinkedIn posts. Just like RealSelf, you</p>		
<p><b>W</b> <a href="https://recruitingdaily.com/social-media-recruiting-in-2022-strategy-examples-and-best-practices">https://recruitingdaily.com/social-media-recruiting-in-2022-strategy-examples-and-best-practices</a>.</p>				
<b>13/23</b>	<b>SUBMITTED TEXT</b>	50 WORDS	<b>38% MATCHING TEXT</b>	50 WORDS
<p>like Facebook and Twitter give PR professionals immediate access to a larger audience and significantly more opportunities to engage with clients online and create enduring relationships. Because of this, many businesses increasingly integrate PR with social media marketing to increase brand recognition and boost the effectiveness of their</p>		<p>like Facebook and Twitter provide PR pros with instant access to a wider audience and offer far more opportunities to connect with customers online and develop lasting relationships. For that reason, many companies now combine PR with social media marketing to build brand awareness and maximize the results of their</p>		
<p><b>W</b> <a href="https://www.agilitypr.com/pr-news/public-relations/8-timely-tactics-to-improve-your-public-relati">https://www.agilitypr.com/pr-news/public-relations/8-timely-tactics-to-improve-your-public-relati</a> ...</p>				
<b>14/23</b>	<b>SUBMITTED TEXT</b>	12 WORDS	<b>100% MATCHING TEXT</b>	12 WORDS
<p>timely tactics to improve your public relations efforts. Agility PR Solutions.</p>		<p>timely tactics to improve your public relations efforts - Agility PR Solutions</p>		
<p><b>W</b> <a href="https://www.agilitypr.com/pr-news/public-relations/8-timely-tactics-to-improve-your-public-relati">https://www.agilitypr.com/pr-news/public-relations/8-timely-tactics-to-improve-your-public-relati</a> ...</p>				
<b>15/23</b>	<b>SUBMITTED TEXT</b>	12 WORDS	<b>100% MATCHING TEXT</b>	12 WORDS
<p>Technology skills: What they are and how to improve them. Coursera.</p>		<p>Technology Skills: What They Are and How to Improve Them   Coursera</p>		
<p><b>W</b> <a href="https://www.coursera.org/articles/technology-skills">https://www.coursera.org/articles/technology-skills</a></p>				
<b>16/23</b>	<b>SUBMITTED TEXT</b>	11 WORDS	<b>100% MATCHING TEXT</b>	11 WORDS
<p>Closed-house poultry farms can help boost chicken supply - Academics.</p>		<p>Closed-house poultry farms can help boost chicken supply - Academics</p>		
<p><b>W</b> <a href="https://harakahdaily.net/index.php/2022/05/25/closed-house-poultry-farms-can-help-boost-chicken-s">https://harakahdaily.net/index.php/2022/05/25/closed-house-poultry-farms-can-help-boost-chicken-s</a> ...</p>				
<b>17/23</b>	<b>SUBMITTED TEXT</b>	4 WORDS	<b>100% MATCHING TEXT</b>	4 WORDS
<p>closed- house-poultry-farms-can-help-boost-chicken-supply-academics/ 7.</p>		<p>Closed-house poultry farms can help boost chicken supply - Academics</p>		
<p><b>W</b> <a href="https://harakahdaily.net/index.php/2022/05/25/closed-house-poultry-farms-can-help-boost-chicken-s">https://harakahdaily.net/index.php/2022/05/25/closed-house-poultry-farms-can-help-boost-chicken-s</a> ...</p>				

<b>18/23</b>	<b>SUBMITTED TEXT</b>	12 WORDS	<b>100% MATCHING TEXT</b>	12 WORDS
<p>Social Media Recruiting in 2022: Strategy, Examples and Best Practices. RecruitingDaily.</p> <p><b>W</b> <a href="https://recruitingdaily.com/social-media-recruiting-in-2022-strategy-examples-and-best-practices">https://recruitingdaily.com/social-media-recruiting-in-2022-strategy-examples-and-best-practices</a>.</p>		<p>Social Media Recruiting in 2022: Strategy, Examples and Best Practices - RecruitingDaily •••••</p>		
<b>19/23</b>	<b>SUBMITTED TEXT</b>	4 WORDS	<b>100% MATCHING TEXT</b>	4 WORDS
<p><a href="https://recruitingdaily.com/social-media-recruiting-in-2022-strategy-examples-and-best-practices">https://recruitingdaily.com/social-media-recruiting-in-2022-strategy-examples-and-best-practices</a>. 12.</p> <p><b>W</b> <a href="https://recruitingdaily.com/social-media-recruiting-in-2022-strategy-examples-and-best-practices">https://recruitingdaily.com/social-media-recruiting-in-2022-strategy-examples-and-best-practices</a>.</p>		<p><a href="https://recruitingdaily.com/social-media-recruiting-in-2022-strategy-examples-and-best-practices/">https://recruitingdaily.com/social-media-recruiting-in-2022-strategy-examples-and-best-practices/</a></p>		
<b>20/23</b>	<b>SUBMITTED TEXT</b>	13 WORDS	<b>100% MATCHING TEXT</b>	13 WORDS
<p>Ways HR Managers Can Utilize Social Media To Woo Top Talent. Forbes.</p> <p><b>W</b> <a href="https://www.forbes.com/sites/forbeshumanresourcescouncil/2022/01/05/12-ways-hr-managers-can-utili">https://www.forbes.com/sites/forbeshumanresourcescouncil/2022/01/05/12-ways-hr-managers-can-utili</a> ...</p>		<p>Ways HR Managers Can Utilize Social Media To Woo Top Talent Forbes</p>		
<b>21/23</b>	<b>SUBMITTED TEXT</b>	1 WORDS	<b>100% MATCHING TEXT</b>	1 WORDS
<p>ways-hr- managers-can-utilize-social-media-to-woo-top-talent/?</p> <p><b>W</b> <a href="https://www.forbes.com/sites/forbeshumanresourcescouncil/2022/01/05/12-ways-hr-managers-can-utili">https://www.forbes.com/sites/forbeshumanresourcescouncil/2022/01/05/12-ways-hr-managers-can-utili</a> ...</p>		<p>Ways HR Managers Can Utilize Social Media To Woo Top Talent</p>		
<b>22/23</b>	<b>SUBMITTED TEXT</b>	13 WORDS	<b>100% MATCHING TEXT</b>	13 WORDS
<p>How To Keep Your Customers Engaged And Increase Your Brand Loyalty. Forbes.</p> <p><b>W</b> <a href="https://www.forbes.com/sites/forbesagencycouncil/2021/09/08/how-to-keep-your-customers-engaged-an">https://www.forbes.com/sites/forbesagencycouncil/2021/09/08/how-to-keep-your-customers-engaged-an</a> ...</p>		<p>How To Keep Your Customers Engaged And Increase Your Brand Loyalty Forbes</p>		
<b>23/23</b>	<b>SUBMITTED TEXT</b>	1 WORDS	<b>100% MATCHING TEXT</b>	1 WORDS
<p>how-to-keep-your- customers-engaged-and-increase-your-brand-loyalty/?</p> <p><b>W</b> <a href="https://www.forbes.com/sites/forbesagencycouncil/2021/09/08/how-to-keep-your-customers-engaged-an">https://www.forbes.com/sites/forbesagencycouncil/2021/09/08/how-to-keep-your-customers-engaged-an</a> ...</p>		<p>How To Keep Your Customers Engaged And Increase Your Brand Loyalty</p>		



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 : AMIRAH BINTI AZRIF

Matric No. : 2020602342

Faculty : FACULTY OF BUSINESS AND MANAGEMENT

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

Title : INDUSTRIAL TRAINING REPORT

Percentage of Our original Report : 7%

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 : DATIN ELIY NAZIRA BINTI MAT NAZIR

26/07/2023

\_\_\_\_\_  
Date

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Submitted by AMIRAH BINTI AZRIF

Submitter email 2020602342@student.uitm.edu.my

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Analysis address nsyamillah.UiTM@analysis.ouriginal.com

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<b>W</b>	URL: <a href="https://harakahdaily.net/index.php/2022/05/25/closed-house-poultry-farms-can-help-boost-chicke...">https://harakahdaily.net/index.php/2022/05/25/closed-house-poultry-farms-can-help-boost-chicke...</a> Fetched: 2023-07-20 06:32:00	 2
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