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INDUSTRIAL TRAINING REPORT

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RBA243 - Bachelor of Business Administration
(HONS) Human Resources Management
HRM666 - Human Resources Intership



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BACHELOR OF BUSINESS ADMINISTRATION (HONS.) HUMAN RESOURCE MANAGEMENT

DECLARATION OF ORIGINAL WORK

I, MUHAMAD NAZIF BIN AHMAD NASHARUDDIN
(2020421436) hereby declared that:

- This internship report has not previously been accepted in substance for any degree and is not being concurrently submitted for this degree or any other degrees.
- This internship report is the result of my independent work and investigation, except where otherwise is stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature

15/7/2023

Date



EXECUTIVE SUMMARY

This industrial training report is based on my excellent 6 months of industrial training at Print Expert Sdn. Bhd. Headquarters (Print Expert HQ). I have been assigned under the Administration and Human Resources Department, supervised by Mr. Muhammad Morsyid bin Samsul Zalni as an Executive of Administration at Print Expert Sdn. Bhd.

The duration of my Industrial Training at Print Expert Sdn. Bhd. is 24 weeks, starting from 6th March 2023 until 20th August 2023. The 24 weeks experience of in Industrial Training taught me many things. Being assigned under Mr. Morsyid and the other HR executives gave me wonderful memories and unique experiences during my Industrial Training there.

As an Industrial Training Student or Print Expert Trainee, it was a new experience but not an early exposure for me because I have worked before. With a little previous experience from my part-time job before, I used it in the new environment of work which is work in the office of one of the biggest companies in the printing service business, Print Expert.

As a Human Resources student, I want to learn more about being a good HR and being liked by the workers. This is because what I heard from being an HR is most HR are often disliked by employees due to the strictness of an HR person to follow the rules and laws of the company. At Print Expert, I try to learn and gain a lot of knowledge about being a good HR that can take care of employees' welfare.

I stated my resume in this Industrial Training Report which is all about my personal information. Secondly, I have included my internship company profile which consists of Print Expert's name, location, background, vision and mission and Print Expert shared value. I also included the training reflection which consists of the duration of Industrial Training, roles and responsibilities, intrinsic and extrinsic benefits. Next, I also explain about S.W.O.T analysis which is Strengths, Weaknesses, Opportunities and Threats and then I build the SWOT matrix strategies using SWOT analysis. Lastly, I make a recommendation and conclusion that can help improve Print Expert.



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3. COMPANY'S PROFILE

In this part of the report, it consists of a description of Print Expert Sdn. Bhd. Under this aspect, the main elements that will be elaborated on are the company's name, location, the company's background, vision, mission and organizational structure.



Photo 3.1 Print Expert Sdn. Bhd. Logo



Photo 3.2 Print Expert Sdn. Bhd. Headquarters

3.1. Print Expert Sdn. Bhd. Profile

3.1.1. Company's Name

Print Expert Sdn. Bhd.

3.1.2. Company's Location

Print Expert Sdn. Bhd. Headquarters (HQ) is located at 20, Jalan Bunga Tanjung 2/16, Section 2, 40000 Shah Alam, Selangor.



Photo 3.3 Print Expert Sdn. Bhd. Location

3.1.3. Company's Background

Established in 2012, Print Expert is continually grown to serve corporate conglomerates, GLCs, educational institutions and business-to-business (B2B) demands. Today Print Expert is privileged to connect thousands of customers every day with the customization of printing products as well as a diverse range of digital to offset segments, print-on-demand, design consultation and services and apparel printing. embroidery, corporate gifts, advertisement and signages.

With a well-planned cycle of improvement, Print Expert always believed in providing the best services possible. Purchases are available nationwide through a 24/7 online platform or walk-in to the nearest network of retail outlets which offers an inviting atmosphere.

With industry partners collaboration from Japan and Korea, we leverage technology as a key differentiator to gain a competitive advantage and added value to business. Equipped with the latest technologies, Print Expert production printers and the world's fastest equipment are capable to deliver the best quality, high speed and cost-efficient products.

3.2. Company's Vision, Mission and Shared Value

3.2.1. Vision

Print Expert Sdn. Bhd. has a vision which is A Leading Printing Services Provider in Malaysia. Print Expert Sdn. Bhd. dedicated to being the number #1 printing services provider in Malaysia, being invincible and being ahead of every competitor. Print



Expert Sdn. Bhd wants to be a stop center and the first choice in every single printing service including clothes, papers, signboards, signages and much more.

3.2.2. Mission

Print Expert Sdn. Bhd. has its own mission which is to provide excellent services and quality printing products to customers. This is to fulfill customer satisfaction by always delivering the best output according to the customer's wishes. Secondly, Print Expert Sdn. Bhd. optimizes strategic resources and cultivates innovation to maintain a competitive edge in the industry. Lastly, Print Expert Sdn. Bhd. has a mission to nurture potential and increase the number of motivated, professional and trained Bumiputra workforce as well as their career development and well-being.

3.2.3. Shared Value

Print Expert Sdn. Bhd embedded its values in our culture as the backbone of business conduct. Print Expert Sdn. Bhd is committed to operating in every responsible and sustainable manner.

3.3.



Organizational Structure of Human Resources/Administration Department

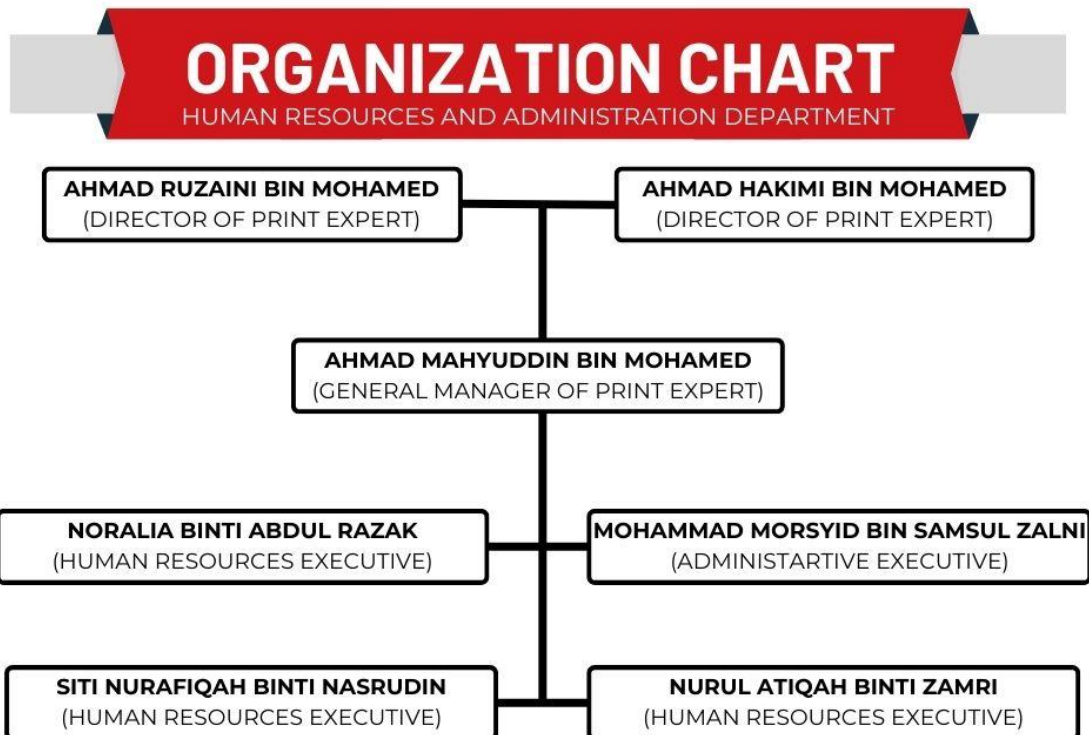


Diagram 3.1 Human Resources and Administration Department Organizational Chart



4. TRAINING'S REFLECTION

4.1. Duration

Print Expert Sdn. Bhd. HQ is open every day from Monday to Sunday from 8 a.m. until 9 p.m. Working hours are from 8 a.m. until 5 p.m. for HR/Admin department. All employees must work at least 8 hours per day excluding one-hour breaks for rest, lunch and prayer. Employees can also do overtime work and will be paid.

As an internship student at Print Expert Sdn. Bhd. or Print Expert Trainee, I must complete 24 weeks of my industrial training, starting from 6 March 2023 to 20 August 2023. As an HR/Admin in Print Expert HQ, my working days are 5 days a week from Monday to Friday from 8 a.m. until 5 p.m. with a one-hour break which is from 1 p.m. to 2 p.m. for rest, lunch and prayer.

4.2. Department, Roles and Responsibilities

4.2.1. Department

Print Expert HQ has 12 departments which are Account Department, Customer Service Department, Administration and Human Resources Department, Graphic Design Department, Finance Department, Information Technology, Logistic Department, Marketing Department, Order Processor Department, Printing Department and Project Department.

I have been assigned to the Administration Department but also help in the HR department. My supervisor's name is Muhammad Morsyid bin Samsul Zalni as an administration department executive. There are other Human Resources Executives, which are Alia, Atiqah and Afiqah that are working together with my supervisor. I also help them if they need me. It can be said that I work as an HR and also as an admin at Print Expert.

4.2.2. Roles and Responsibilities

For roles and responsibilities, as I mentioned before I work as an HR and also as an admin at Print Expert, so my roles in Print Expert are HR and admin trainee. I'm responsible for doing a job scope that is related to other staff. Every day I will check staff attendance through InfoTech, the application that Print Expert uses to facilitate workers. By using this InfoTech, staff can clock in, clock out, apply for any leave, claims and all of that recorded in that application.



After that, I will update the staff clocking report. This report is recorded to see whether there are staff that do not clock in or clock out. So, the HR department can find out if the staff is absent from work or coming home early.

As an admin in Print Expert, I also help to update foreign worker passports and renew their special pass. Print Expert also hired foreign workers, so they need a passport to work in Malaysia legitimately. I am responsible for monitoring their passport expiry date. A special pass is a pass for foreign workers whose permits have expired. My job is to monitor their special pass expiry date and renew it.

Print Expert hired the foreign worker and some foreign workers cannot speak and understand Malay or English, so I have to help assist them. For example, I have to assist them in the hospital or clinic, and I will be the mediator between the foreign worker and the doctor. Other than that, I also assist them to register their new bank account for the same reason they cannot speak Malay and English.

I also prepare uniforms for new staff, new internship students and new foreign workers. If there is a new staff no matter an internship student or new staff or new foreign worker, I have to prepare their uniform which is a Print Expert t-shirt for male staff or corporate shirt for female staff and a windbreaker for both genders.

4.3. Gains

4.3.1. Intrinsic Benefits

4.3.1.1. Increase Communication Skills

I need to deal with various kinds of staff every day and my communication skills become better day by day by communicating with them. I just communicate with my friends who are people that are the same age as me but now, I need to learn other approaches when communicating with people that are older than me.

4.3.1.2. Raise Confidence Level

My experience in handling foreign workers (Bangladesh) has raised my confidence level and my courage. I assigned to bring them to CIMB Bank to register their bank account and most of them are not able to speak Malay and English. I have to use sign language to communicate with them.

4.3.1.3. Improve Knowledge

Many new things were learned during my internship at Print Expert. This is because I'm not only learning about admin or HR work, but I also learn



something about printing and machines when I talk with friends from another department.

4.3.2. Extrinsic Benefits

4.3.2.1. Allowance

Print Expert trainees will get RM500 per month as an allowance and another RM200 is for meal allowance (RM10 per day if come to work). All staff also can do overtime work with payment.

4.3.2.2. Accommodation

All Print Expert's staff can apply for a staff hostel for free and also the electricity bills and water bills will be paid by Print Expert.

4.3.2.3. Certificate

Internship students will get a Certificate of Completion of Industrial Training by Print Expert after completing their Industrial Training.

5. SWOT ANALYSIS

In this part of the report, it will accumulate all the relevant information in more depth on the SWOT analysis which are Strengths, Weaknesses, Opportunity and Threats owned by Print Expert Sdn. Bhd. In this part, the SWOT analysis was made after did an observation and experience at Print Expert Sdn. Bhd. during industrial training.

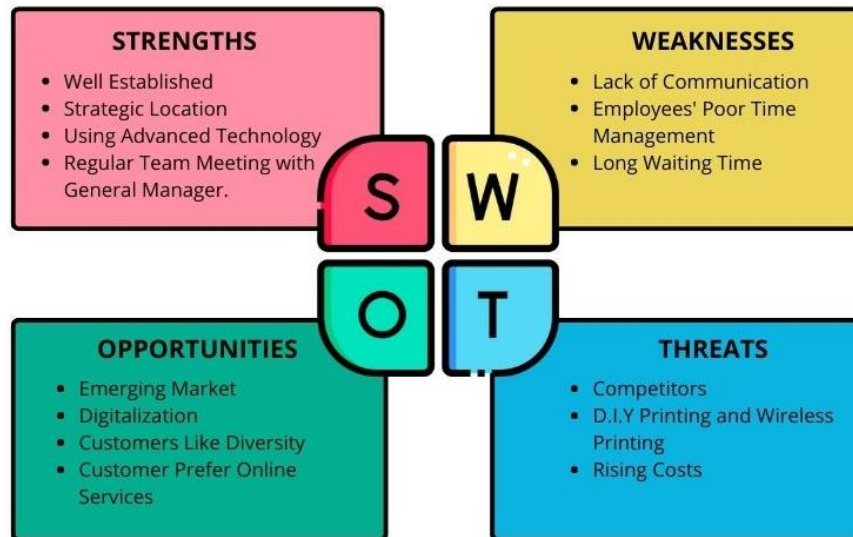


Diagram 5.1 SWOT analysis Print Expert Sdn. Bhd.

5.1. Print Expert Sdn. Bhd. Strengths

5.1.1. Well Established

Print Expert was established in 2012 and has continually grown until today. Print Expert has experienced for 10 years of running the printing service business. Many challenges and problems that Print Expert has faced and encountered until today. Print Expert also got many awards from 2015 until 2020 and one of the biggest awards is a 5-star company by SME Corp. Print Expert also achieve Muslim World Entrepreneur Development Award in 2018, Asia Pacific Excellence Brand Top 2018-2020, Golden Bull Award 2017 and also APEA in 2017.

5.1.2. Strategic Location

Print Expert HQ is located in Jalan Bunga Tanjung, Section 2 Shah Alam. Even though Section 2 Shah Alam is not a big city, it is good for the printing service business. Jalan Bunga Tanjung is a street with rows of shops. The advantages of Jalan Bunga Tanjung are the location is accessible and also close to the targeted customer, which is schools, UiTM students' hostel and also a residential area. There is also Medan Selera near Print Expert. UiTM's students and school students are the most important targeted



customers because they need to do much printing for their educational purposes such as for their assignments. They can also do jersey printing, lanyard or sticker at Print Expert.

5.1.3. Using Advanced Technology

As its name has 'Expert', Print Expert have to be expert in everything including services. So, they must use advanced technology. Print Expert is an expert because they are using advanced technology and keep updated with new machines and technology if available. Print Expert collaborates with the most technologically advanced country which is Japan and Korea and leverages technology to gain competitive advantage and added value in business to compete with other companies. Print Expert equipped with the latest production printers that can deliver the best quality, high speed and cost-efficient products. For example, all printing machines like paper printers and clothes printers are high technology that can produce faster and quality products.

5.1.4. Regular Team Meeting

Print Expert staff always have regular team meetings with the board of directors or HR if there is something to discuss. The meeting is done online or face to face. There is a meeting room or conference room with an air conditioner and a big screen monitor used for online meetings or to present something.

5.2. Print Expert's Weaknesses

5.2.1. Lack of Communication

Print Expert hired foreign workers from Bangladesh and Vietnam. Lack of communication occurs because there are just some of them that can speak Malay but are not very fluent. As an HR that has to communicate with them, I'm only using sign language or conveying to their leader Mr. Rasel that can speak both Malay and Bangladesh language.

There is also a communication barrier at Print Expert HQ. This is because Print Expert has many departments and is divided into 12 departments. Each department has its own place. The problem is the staff are difficult to talk to other departments and this poor and less communication makes the staff closer to staff in the same department only.

5.2.2. Employees' Poor Time Management

As an HR, I'm assigned to check and monitor staff attendance every day. In Print Expert attendance system, I can check who is absent and who is coming to work late based



on their clocking time. I can conclude that every day, there are always workers who come to work late regardless of department or gender. Poor time management can be a disadvantage to businesses because poor time management causes poor production.

5.2.3. Long Waiting Time

Print Expert offers many products, so the company has many customers. This may cause long queues and long waiting times. According to my monitoring in the customer service department and nearby area, I can say that some customers that want to do a normal printing like photostat or small amount print will choose nearby printing shop so that they don't need to queue and wait for a long time. Other than that, I can conclude that many customers cause traffic jams in front of Print Expert.

5.3. Print Expert's Opportunities

5.3.1. Emerging Market

Print Expert now has 7 branches around Selangor, Kuala Lumpur and Perak. First is the place where I am doing my industrial training, Print Expert headquarters (HQ) at section 2 Shah Alam. The second branch is Print Expert Bangi Gateway, Selangor followed by Print Expert Section 7 Shah Alam, Print Expert Pantai Bharu Kuala Lumpur, Print Expert Puncak Alam, Kuala Selangor, Print Expert Taiping Perak and lastly Print Expert Dengkil. Print Expert has an opportunity to emerge market more and more because the company is well established and has many branches as well. Print Expert does not need to do excessive marketing because Print Expert is well known around Selangor state and Shah Alam.

5.3.2. Digitalization

Print Expert are always aware of current technological developments and innovations. Print Expert keeps updated with new machines to facilitate production and change business models and increase their revenue. Print Expert collaborates with Japan and Korea, the most technologically expert country to get advanced technology so that Print Expert can compete with competitors and then become a pioneer in the printing service business.

5.3.3. Customer Like Diversity

Print expert focuses on printing business and print various things. For example, banners, t-shirts, stickers, business cards, lanyards and many more. All of the products that Print Expert offers are customizable. Customers can customize any product according to their wishes. One of Print Expert specialties is Print Expert offers a variety



of things if it is related to printing. I can say that Print Expert can print anything. Customers that come to Print Expert can customize any product that Print Expert offers according to customer's taste including design, color, shape, size and many more.

5.3.4. Customer Prefers Online Services

In modern life nowadays, people want to get everything fast. Sometimes it is about work, buying groceries and also printing. There are many reasons why some people want everything fast. Some people are impatient, some people are lazy by nature and also the internet has taught people to find things fast. Customers prefer online services and because of that, Print Expert must make use of the opportunity of customer wishes and make online services.

Print Expert also provides online services. Customers can discuss with Print Expert's staff and make orders online. Customers do not need to come to Print Expert and can just order anything online. This gives opportunities to Print Expert to expand the business more widely.

5.4. Print Expert's Threats

5.4.1. Competitors

Every business has its own competitors. Even if some business does not have any competitor because it is a new business, there will be a competitor that will try to imitate the business. Any businesses need to know the strategy on how to compete and beat the competitors.

Print Expert is located at Jalan Bunga Tanjung, Section 2, Shah Alam. Jalan Bunga Tanjung is a street with various shops. Due to Print Expert opening business there, competitors also opened printing shops nearby hoping to get customers with similar demand. Based on my monitoring around the area of Print Expert HQ, there are 10 more ordinary printing shops near Print Expert HQ. Even though the other printing shops just can offer ordinary printing services like photocopying and printing on paper, it is still one of the competitors to Print Expert.

5.4.2. D.I.Y Printing or Wireless Printing

Nowadays people can do almost everything by themselves with the advancement of available technology. People can print anything at home using their own printing machine. This will be a threat to Print Expert because customers do not need to go print at Print Expert and Print Expert will not get any revenue from this situation.



There is also a wireless printer that can be a threat to Print Expert. Wireless printers are practical. It allows people to print from multiple and distributed devices to one easily accessible location. WiFi printers and wireless all-in-one printers enable easy mobile printing from smartphones and tablets, and there are fewer unsightly cords to trip over.

5.4.3. Rising Costs

Print Expert offers various products and every product has its own raw materials. For example, fabric for shirts, paper and ink for printing, plastic and many more. This is unquestionably the biggest threat faced by Print Expert Sdn. Bhd. Any business has to make changes to its price to balance its profits and revenue, so the company does not suffer losses if there is a change in costs. Malaysia facing inflation for several years and this cause an increase in the price of raw materials and subsequently becomes a threat to the Print Expert.



5.5. SWOT MATRIX

	<p align="center"><u>S: STRENGTHS</u></p> <p>S1: Well Established S2: Strategic Location S3: Using Advanced Technology S4: Regular Team Meeting with General Manager</p>	<p align="center"><u>W: WEAKNESSES</u></p> <p>W1: Lack of Communication W2: Employees' Poor Time Management W3: Long Waiting Time</p>
<p align="center"><u>O: OPPORTUNITY</u></p> <p>O1: Emerging Market O2: Digitalization O3: Customers like Diversity O4: Customer Prefers Online Services</p>	<p align="center"><u>SO STRATEGIES</u></p> <p>(S1, O1) Open more branches is easier because the company is well known (S3, O2) Upgrade to a new and latest technology in business model to increase revenue</p>	<p align="center"><u>WO STRATEGIES</u></p> <p>(W3, O4) Do an online service for normal printing so customers can come and take the item without waiting</p>
<p align="center"><u>T: THREATS</u></p> <p>T1: Competitors T2: D.I.Y Printing and Wireless Printing T3: Rising costs</p>	<p align="center"><u>ST STRATEGIES</u></p> <p>(S1, T1) Compete with other competitors using experience of more than 10 years (S4, T2) Do a meeting with fellow managers and supplier to find raw materials with good price and good quality</p>	<p align="center"><u>WT STRATEGIES</u></p> <p>(W3, T1) Make a section for normal printing so customer no need to wait and queuing with other customer</p>



5.5.1. Strength, Opportunity (SO Strategies)

SO Strategies which is how Print Expert uses strength to exploit opportunities.

Print Expert capitalizes on its well-established strength to pursue the opportunity which is an emerging market. Print Expert can open more branches to the whole of Malaysia because the company is well known.

The next SO strategy is Print Expert exploiting the uses of advanced technology and digitalization to upgrade to a new and latest technology in business model to increase revenue.

5.5.2. Weakness, Opportunity (WO Strategies)

WO strategies which are how Print Expert overcame the company's internal weaknesses by taking advantage of external opportunities.

Print Expert can overcome long waiting times using online services opportunities. Print Expert can do an online service for normal printing so customers can come and take the item without waiting.

5.5.3. Strength, Threat (ST Strategies)

ST strategies focus on using internal strengths to mitigate or counter external threats.

Print Expert can use well-established strengths to avoid competitors by using their 10 years of experience in the printing business.

The second ST strategy is Print Expert meeting with fellow managers and suppliers to find raw materials with good prices and good quality. This is to overcome raw materials price change threats.

5.5.4. Weakness, Threat (WT Strategies)

WT Strategies is a strategy that involves addressing internal weaknesses to avoid or minimize external threats.

Print Expert can make a section for normal printing so customers no need to wait and queue with other customers. This is to minimize competitors' threats and long waiting time weaknesses.



6. DISCUSSION AND RECOMMENDATION

Based on the SWOT analysis that has been made, it can be seen that there are four strengths of Print Expert Sdn. Bhd. However, every company must have its own weakness too and Print Expert Sdn. Bhd. Have three weaknesses based on the SWOT analysis that has been made. Print Expert also has external factors which are opportunities and threats that can be the advantages and disadvantages to Print Expert Sdn. Bhd.

In my opinion, I would recommend that Print Expert should upgrade their facilities. It is true that Print Expert Sdn. Bhd. using advanced technology after collaborating with Japan and Korea. But the technologies are for customers only and the facilities at Print Expert HQ Shah Alam are a little bit backward. Before I came to Shah Alam and started my industrial training at Print Expert HQ, I expected more about the company because it is a big company and it is an HQ. But after I came to Print Expert, I just saw a big company that rents a two-story shop with relatively narrow internal space.

Next, I would recommend that supervisor at Print Expert give more exposure to a new internship student regardless of department. Based on my experience, the supervisor needs to bring the new internship student to walk around the area inside Print Expert before starting work. This will give more exposure to the new internship student and will make work easier in the future.

Lastly, I would recommend that Print Expert collaborate with other companies, private or government agencies. This is because when I work as an HR at Print Expert, I can see that Print Expert always often reject offers for sponsorship or any study visit from students or any party. It is because the Director does not want any company secrets to be spread.



7. CONCLUSION

In conclusion, even though Print Expert is one of the big printing companies, they still have several weaknesses. Bear in mind that every successful company must face its weaknesses and that is what Print Expert did until now.

My knowledge of Print Expert has greatly improved because of the industrial training experience, which gave me actual exposure. I had the chance to work in a professional environment, engage with senior workers and other staff, and put the knowledge and abilities I had learned in school to use throughout the training time.

I am grateful that I had the chance to participate in this industrial training because it has been a transforming experience that will certainly help me in my future endeavors. I would like to express my sincere gratitude to the Print Expert, my supervisors, staff, my friends and all the people who helped me during this training period.



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9. APPENDICES



Photo 9.1 Environment in Print Expert Headquarters





PRINT EXPERT
PUNCAK ALAM, KUALA SELANGOR



Photo 9.2 All Print Expert's Branches



Photo 9.3 DBKL and SSM Kuala Lumpur



Photo 9.4 Prepare New Internship Student uniform

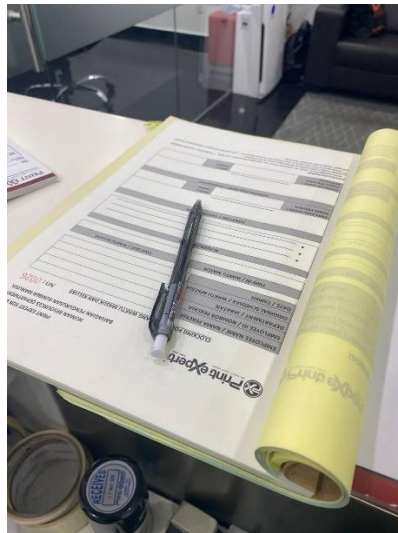


Photo 9.5 Clocking Form

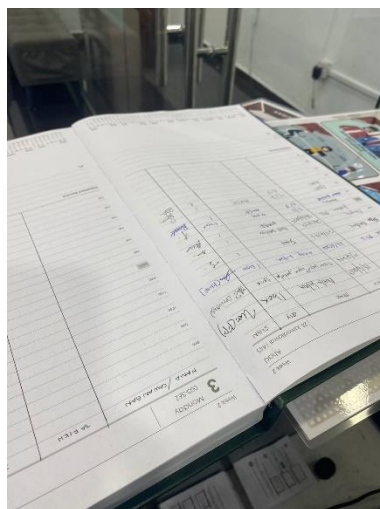


Photo 9.6 List of items that taken by staff

Print expert
TIME SLIP FORM

Name : _____ Date : _____
Position : _____
Department : _____

Day/Time	In	Out	In	Out	Total
Sunday					
Monday					
Tuesday					
Wednesday					
Thursday					
Friday					
Saturday					
					Total hours

Reason : _____

Signature _____

Print Expert Sdn Bhd, No. 21, Jalan Sungai Terengganu, Taman 1, 40000 Shah Alam, Selangor Darul Ehsan. Tel: +603-51212202 Fax: +603-51212204

Photo 9.7 Time Slip form



Photo 9.8 Help register foreign worker new CIMB Bank account



Photo 9.9 Immigration Department of Malaysia



Photo 9.10 Bring foreign worker to Avisena Hospital



Photo 9.11 Assist foreign worker for their GrabCar



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:

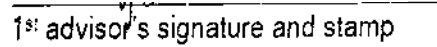
Name : Muhamad Nazif bin Ahmad Nasharuddin
Matric No. : 2020621436
Faculty : Faculty of Business Management (Hons.) Human Resource Management
Programme : BA243
Title : Industrial Training Report at Print Expert Sdn. Bhd.

Percentage of Our original Report: 2%

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.

1st advisor's signature and stamp

Name : 
PROF. MADYA DR. SHAIFUL ANWAR KHALID
Pengetua
Fakulti Pengurusan dan Perniagaan
Universiti Teknologi MARA Cawangan Perlis
02600 Arau, Perlis.

14/7/2023
Date



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Sources included in the report

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SA	UNIVERSITI TEKNOLOGI MARA (UiTM) / Case Study.docx Document Case Study.docx (D149888403) Submitted by: 2021474944@student.uitm.edu.my Receiver: aisyaahasrul.UiTM@analysis.ouriginal.com	 1

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STUDENT'S PROFILE

3. COMPANY'S PROFILE In this part of the report, it consists of a description about Print Expert Sdn. Bhd. Under this aspect, the main elements that will be elaborated are the company's name, location, the company's background, vision, mission and organizational structure. Photo 3.1

<https://secure.arkund.com/view/164472326-254684-416921#/>

