



FACULTY OF BUSINESS AND MANAGEMENT
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UNIVERSITI TEKNOLOGI MARA

FACULTY OF BUSINESS AND MANAGEMENT HONS HUMAN RESOURCES
MANAGEMENT (BA243)

21TH JULY 2023

HRM666

(INDUSTRIAL RELATION)

COMPANY NAME: MY US PIZZA

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1.0 EXECUTIVE SUMMARY

US PIZZA, a prominent global pizza restaurant company, stands out as a leader in terms of its extensive network of outlets and a significant market share. The company's core mission is centered around delivering superior quality food and services that enhance the lives of consumers around the world, both in the present and for future generations. Recognizing the value of diversity as a competitive advantage, US PIZZA has embraced a comprehensive and leveraged diverse strategy to bolster its position in the industry. The company strives to foster an inclusive culture that further strengthens its competitive edge.

For US PIZZA, diversity is not just a mere consideration but a deliberate and strategic choice that bestows sustainable competitive advantages. By actively cultivating an inclusive environment, US PIZZA leverages the unique perspectives, skills, and experiences of a diverse workforce to drive innovation, creativity, and customer satisfaction. This commitment to diversity is ingrained in the company's business strategy, recognizing that diverse teams bring fresh ideas, enhance problem-solving capabilities, and generate a deeper understanding of a diverse customer base.

In line with its inclusive approach, US PIZZA places a strong emphasis on diversity as a business strategy, going beyond mere compliance with social expectations. The company acknowledges that a diverse workforce enhances its ability to connect with a wide range of customers and effectively cater to their needs and preferences. This recognition of diversity as a competitive advantage positions US PIZZA as a forward-thinking organization that embraces the power of inclusivity to drive growth, profitability, and long-term success.

This report aims to provide a comprehensive analysis and evaluation of the current and prospective liquidity and financial stability of US PIZZA. Various methods of analysis will be employed, including a thorough examination of the company's overall profile and performance. Key areas of focus will include the company's comprehensive overview, entry strategies adopted in various markets, entry restrictions encountered in different regions, political influences affecting operations, cultural values influencing consumer behavior, prevailing economic conditions, Corporate Social Responsibility (CSR) programs, and an assessment of the marketing mix employed by US PIZZA.

By conducting a detailed assessment of these factors, this report aims to offer a holistic understanding of US PIZZA's position within the industry, its ability to navigate diverse markets, and its commitment to sustainable growth and financial stability. Furthermore, the analysis will shed light on how US PIZZA's diversity-focused approach aligns with its business objectives and the potential impact of this strategy on the company's overall performance and future prospects.

Through a comprehensive evaluation of the various aspects outlined above, this report endeavors to provide valuable insights and recommendations to further enhance the competitiveness, financial resilience, and sustainability of US PIZZA in the dynamic and highly competitive global pizza industry.

2.0 TABLE OF CONTENT

NO	CONTENT	PAGES
1.0	EXECUTIVE SUMMARY	1-2
2.0	TABLE OF CONTENT	3
3.0	ACKNOWLEDGMENT	4
4.0	Student Profile	5 - 6
5.0	Company Profile 5.1 Organizational Chart	7 - 8
6.0	Training Reflection	9 - 11
7.0	SWOT Analysis 7.1 Strengths 7.2 Weaknesses 7.3 Opportunities 7.4 Threats 7.5 SWOT Matrix	12 - 15
8.0	PESTEL 8.1 Political 8.2 Economics 8.3 Social 8.4 Technological 8.5 Environmental 8.6 Legal	16 - 17
9.0	Company Analysis	18 - 20
10.0	Discussion and Recommendation	21 - 22
11	Conclusion	23 - 24
	References	
	Appendices	

5.0 COMPANY PROFILE

The name of the company was US PIZZA MALAYSIA. The headquarters located at 32a, Jln Teknologi 3/3A, Surian Industrial Park, 47810 Petaling Jaya, Selangor. For the background, Pizza is the world's favourite food! Whether meaty, vegetarian or halal, find different pizzas in Malaysia. At US PIZZA, we offer endless flavours with local flair! Pair your favorite slice and delicious toppings with melting premium cheese for the perfect pizza! For convenience, order delivery or take away from your nearest outlet! Don't forget our promotions that can feed a single person up to big families.

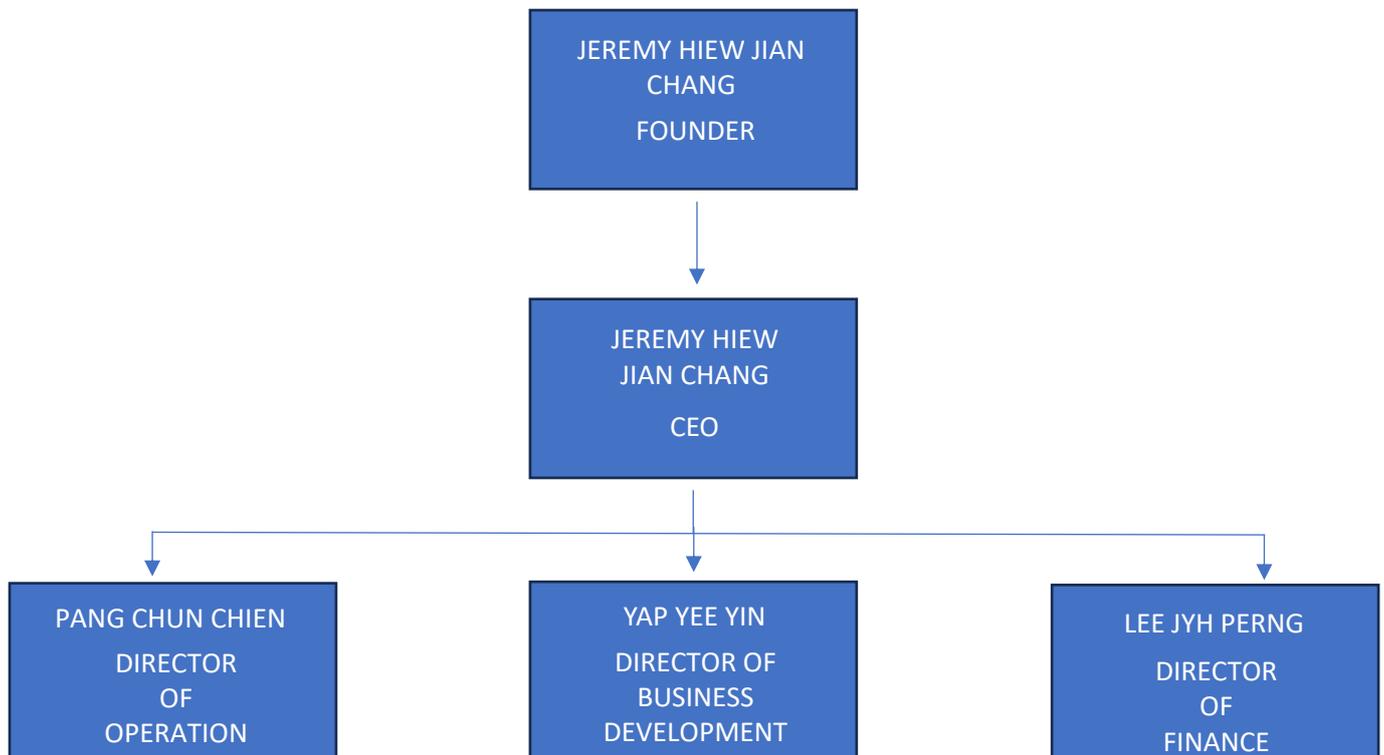
The history of pizza takes us back to the Neolithic age where food similar to pizza was eaten- flatbreads that were oven-baked and topped with various ingredients. However, it was not till the 1600's when the first dish that is known as the pizza was created by bakers in Naples, Italy. It was sold as 'poor people's food' to the Neapolitans at that time. However, in the 1800s, pizza's reputation took a turn for the better when King Umberto I and Queen Margherita came to visit Italy. Legend has it that Queen Margherita grew bored of her constant diet of French food and had requested to try a variety of pizzas. A baker named Raffaele Esposito of Da Pietro Pizzeria (now known as Pizzeria Brandi) invented a pie with red tomato sauce, white mozzarella, and green basil which won the approval of the queen. It is known as the Margherita pizza today. Pizza then rose to global popularity in the late 1800s when Italians began migrating to America, bringing along their recipes and cuisines with them. Soon, pizzerias were blooming all over America, from New York to Chicago to New Jersey, each with its unique take. Thanks to this rich history, we're able to enjoy a variety of pizzas in Malaysia now with American pizzas being a more popular choice. If we think about some good American pizzas in Malaysia, US Pizza comes to mind. They been serving pizzas in Malaysia since 1997 so no matter what kind of pizza lover you are. Over the years, US Pizza added on more delicious combinations and even local pairing on our pizzas to suit everyone's appetite. With over 70 items on our menu, there's something for everyone.

For the mission, us pizza mission are "to serve the highest quality products and provide uncompromising heartfelt services to valued guests and community". US Pizza's vision is to become the foremost provider of high-quality pizza products, setting the standard for excellence within the industry. With a commitment to continuous development, US Pizza strives to surpass customer expectations by delivering exceptional pizzas that delight the palate and elevate the dining experience. Through innovation, unparalleled customer service, and an unwavering dedication to quality, US Pizza aims to establish itself as the ultimate destination for pizza lovers, ensuring its position as the premier choice in the pizza market of the future.

US Pizza may have a goal to expand its market presence by opening new locations in different cities or regions, both domestically and internationally. Next, customer satisfaction. A primary objective for US Pizza could be to consistently deliver exceptional customer service and ensure high levels of customer satisfaction. This could include maintaining prompt delivery times, providing friendly and attentive staff, and addressing customer feedback effectively. Moreover, menu Innovation. US Pizza may set a goal to continually innovate and diversify its menu offerings. This objective could involve introducing new pizza flavors, experimenting with unique toppings, and developing specialty pizzas to cater to evolving customer preferences.

Organizational objectives are the short- to medium-term targets and goals that US Pizza sets in order to accomplish the more significant long-term strategic goals. The organizational objectives have a significant role in defining how resources are allocated within US Pizza as well as the procedures, timetables, and policies that are put in place there.

5.1 Us Pizza Organization structure



6.0 TRAINING REFLECTION

During your internship at US Pizza, you began on March 3, 2023, and concluded on August 15, 2023, totaling a duration of approximately six months. Throughout this period, your working days spanned from Monday to Saturday. From Monday to Friday, your shifts commenced at 8:00 AM and concluded at 5:30 PM. On Saturdays, you had a half-day shift starting at 9:00 AM and ending at 1:00 PM.

During my internship at US Pizza, I was assigned to the Human Resources department. As an intern, my main responsibility was to ensure employee satisfaction within the organization. This involved guiding and assisting employees in resolving any issues they encountered. Additionally, I was given two specific tasks. Firstly, I created a short video for TikTok to attract potential staff for our outlets in Malaysia. Secondly, I designed a logo for the Learning and Development department for public use.

Within the HR department, I was involved in various tasks. One of my primary responsibilities was to assist my senior HR colleague in screening and scheduling interviews for headquarters staff. I screened and evaluated over 50 candidates during this process. Additionally, I monitored CCTV footage daily to ensure that all outlets opened before 10:00 AM. If any outlet failed to do so, I promptly informed the top management.

Furthermore, I was involved in the onboarding process for new staff members. This included providing them with information about working hours, timekeeping procedures, breaks, the company headquarters, and the history of US Pizza. I was also responsible for managing the uniform distribution process for outlet staff, ensuring that they received their uniforms and placing orders when stock levels were low.

Besides that, I handled payroll duties. Our payroll cutoff period was from the 26th to the 25th of each month. On the 15th, I reviewed and approved overtime and adjustment requests submitted by outlet staff. On the 26th, I calculated the working hours for all employees and ensured that payroll was completed before the 30th. I managed payroll for a total of 30 employees, including those from outlets such as Ayer Keroh, Kota Laksamana, Marshall, Jeremy Chicks, Bundusan, and managers. I also handle for foreigner workers.

Lastly, I was also involved in event participation. During my internship, I actively participated in three different events. The first event was the Pos Laju Buffet, where my role was to provide a briefing to Pos Laju staff about our menu and assist in food arrangements. The event spanned from 10:00 AM to 10:00 PM.

Additionally, I had the opportunity to join an event at Taylor University. My responsibilities included selling pizza and encouraging students to register for our app to avail discounts. It was a challenging task as most of the students at Taylor University were international students, and communication had to be done in English.

Furthermore, I participated in an event at Subang Jaya Mosque. The objective was to distribute pizzas to individuals who were breaking their fast (iftar) at the mosque. I collaborated with a colleague to prepare 300 pizzas for the occasion.

For the gains, my allowance was for 700 per month. We also get staff discount for 50% to eat in US Pizza. For me it good for staff benefits so we can eat pizzas with friend and family and using staff discount.

During my internship at US Pizza, I gained extensive experience in various aspects of Human Resources. This included assisting in the recruitment and selection processes, such as screening resumes, scheduling interviews, and evaluating candidates. Additionally, I actively participated in employee onboarding activities, ensuring a smooth transition for new hires by conducting orientation sessions, assisting with paperwork completion, and familiarizing them with company policies and procedures. Moreover, I played a vital role in supporting employee relations by addressing concerns, providing guidance, and actively resolving workplace issues. Another key responsibility I had was assisting with payroll administration, which involved managing timekeeping, processing employee benefits, and handling leave requests. Lastly, I had the opportunity to contribute to training and development programs by organizing training sessions, monitoring employee participation, and assessing the effectiveness of the training initiatives.

During my internship at US Pizza, I acquired valuable knowledge in various areas of Human Resources. This included a comprehensive understanding of employment laws and regulations, such as labor laws, equal employment opportunity, and workplace safety guidelines. Additionally, I became familiar with HR policies and procedures, including employee contracts, performance management, and disciplinary processes. I also gained knowledge of HRIS (Human Resources Information Systems) and other HR software utilized for managing employee data, timekeeping, and payroll. Moreover, I developed an understanding of recruitment strategies and techniques, encompassing candidate sourcing, conducting interviews, and evaluating qualifications. Lastly, I gained awareness of employee engagement strategies and practices, including recognition programs, performance feedback, and initiatives promoting work-life balance.

During my internship at US Pizza, I significantly enhanced my soft skills. This included developing effective communication skills, both in verbal and written forms, which enabled me to interact proficiently with employees, candidates, and various stakeholders. I also focused on strengthening my interpersonal skills, which proved valuable in establishing positive relationships with colleagues, managers, and employees. My senior emphasized the importance of attention to detail when managing employee records, handling confidential information, and ensuring accurate payroll processing. Additionally, I honed my problem-solving skills, enabling me to effectively address employee issues, resolve conflicts, and provide guidance when needed. Lastly, I refined my organizational and time management skills, allowing me to effectively handle multiple tasks, prioritize responsibilities, and meet deadlines.

These experiences, knowledge, and skills acquired during your internship in Human Resources can be valuable for future career opportunities in HR or related fields. It's important to reflect on and showcase these aspects when applying for jobs or furthering your education in the HR field.

7.0 SWOT ANALYSIS

7.1 Strengths

First was learning opportunities. my internship provides valuable hands-on experience and exposure to various HR functions, allowing you to gain practical knowledge and skills. Next was Mentorship. Working closely with senior HR professionals at US Pizza offers the opportunity to learn from experienced professionals and receive guidance throughout your internship.

Moreover, Industry Exposure. Being part of the HR department in a well-known pizza chain exposes you to the dynamics and challenges specific to the food and beverage industry, enhancing your industry knowledge.

Lastly, Networking. Interacting with colleagues and employees in different departments allows you to build a professional network and create connections for potential future opportunities.

7.2 Weaknesses

One of the weaknesses at US Pizza is the absence of an HR manager, resulting in direct communication with top management for task. This situation can lead to challenges in conflict resolution, as the HR team needs to address conflicts without the support of a manager. Additionally, all tasks are given directly by top management, which can be overwhelming and hinder the team's organization and efficiency. However, having an HR manager would enable better task delegation, allowing employees to focus on specific areas and reduce the risk of overload. With a manager in place, the HR department could operate more smoothly, ensuring tasks are appropriately distributed and facilitating the progression of HR activities in a more efficient manner.

High Staff Turnover. Employees who feel undervalued or unappreciated for their contributions are more likely to seek recognition and validation in another organization that acknowledges their efforts. The second one is lack of trust in leadership. Employees often look to leadership for guidance and support. If they perceive a lack of transparency, trust, or fairness in decision-making, they may lose confidence in the organization's direction. Third, Underpaid Salaries. US Pizza faces difficulty in attracting potential candidates as they offer lower salary ranges compared to their competitors. This poses challenges for HR in negotiating salaries with candidates and may result in talented individuals opting out of joining US Pizza.

Lastly, there is a concern regarding compliance with laws, specifically related to the employment of foreign workers at US Pizza. It has been observed that a significant number of workers are undocumented or illegal. As a Human Resources intern, it is strongly believed that adhering to Malaysian laws is of utmost importance. However, as an intern, there may be limited influence or ability to address this issue, as higher authorities may not be receptive to such feedback. Consequently, there is a lack of action taken against the employment of illegal foreign workers at US Pizza.

7.3 Opportunities

Firstly, the internship presents an excellent opportunity to focus on skill development. As an intern, you can immerse yourself in various HR functions and gain practical experience in areas such as recruitment, employee relations, training and development, and HR administration. By actively participating in these activities, you can refine your skills and enhance your understanding of HR practices and processes. Taking initiative and seeking guidance from experienced professionals in the department can further accelerate your skill development.

Secondly, the involvement in HR projects is a valuable opportunity to apply theoretical knowledge and contribute to the department's goals. This could involve working on initiatives such as designing employee engagement programs, conducting job analyses, or developing HR policies and procedures. By actively participating in these projects, you can gain hands-on experience, understand the challenges faced in real-world HR scenarios, and make meaningful contributions that positively impact the organization. Engaging with HR professionals and collaborating with colleagues from different departments will provide valuable insights into cross-functional teamwork and the importance of HR's role in supporting overall organizational objectives.

Lastly, collaborating with colleagues from other departments offers a unique chance to broaden your perspective and gain exposure to different aspects of the business. By actively participating in cross-functional projects or initiatives, you can understand how HR functions align with other departments and contribute to the overall success of the organization. This collaboration will enhance your knowledge of the interdependencies between HR and other business functions, helping you develop a holistic understanding of organizational dynamics.

7.4 Threats

Human Resources (HR) encounters various threats that can impact its ability to effectively manage the workforce and contribute to the organization's success. Economic instability poses a significant threat to HR operations, as economic downturns may lead to budget constraints and workforce reductions. During challenging economic times, HR may face the daunting task of balancing cost-cutting measures with the need to retain key talent and maintain employee morale. Talent competition is another formidable threat, especially in industries where skilled professionals are in high demand. US Pizza can develop a strong employer brand by highlighting its unique selling points and fostering a positive work culture. Offering competitive wages and benefits, providing opportunities for career advancement, and recognizing employee contributions can help attract and retain talented staff, even in a competitive market.

Moreover, legislative changes present ongoing challenges for HR professionals. Frequent updates to labour laws and regulations require HR to stay abreast of legal developments and adjust policies and practices accordingly. Compliance with evolving legal requirements is essential to avoid potential legal disputes and penalties. Additionally, HR must navigate the complexities of managing a diverse and international workforce. Cultural differences, legal complexities, and communication barriers can pose challenges to effective employee management and may require Human Resources to adopt inclusive practices and cross-cultural communication strategies. To overcome it, US Pizza's HR department can stay informed about labour laws and regulations, ensuring compliance in employment practices. Conducting regular training sessions for staff and management on legal updates and ensuring transparent communication regarding any policy changes will mitigate the risks of legal non-compliance.

To mitigate these threats, it is crucial to maintain open lines of communication with your supervisor and the HR team. Regular check-ins and feedback sessions can help ensure that you are aware of expectations, receive guidance when needed, and have a platform to discuss any challenges or concerns you may encounter. Additionally, taking initiative and seeking opportunities to showcase your skills and expertise can help you overcome the limited influence and make a meaningful contribution during your internship.

7.5 SWOT MATRIX

	<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none"> • Learning opportunities • Industry Exposure • Networking 	<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none"> • Directly to top management • High staff turnover • Break the law
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none"> • Learning opportunities • Industry Exposure • Networking 	<p style="text-align: center;">SO</p> <ul style="list-style-type: none"> • Enhance learning experiences. • Build and nurture meaningful relationships with industry professionals and colleagues. 	<p style="text-align: center;">WO</p> <ul style="list-style-type: none"> • Can build relationship with top management. • Understanding the reasons behind staff turnover. • Help gain a deeper understanding of employment laws and regulations
<p style="text-align: center;">Threats</p> <ul style="list-style-type: none"> • Talent Competition • Legislative Changes 	<p style="text-align: center;">ST</p> <ul style="list-style-type: none"> • Offering comprehensive training programs for employees, including culinary skills, customer service, and management training. 	<p style="text-align: center;">WT</p> <ul style="list-style-type: none"> • Building a strong HR structure, fostering a positive work environment, and prioritizing compliance will enable HR to navigate challenges and create a resilient workforce that can thrive in a competitive industry while adhering to legal requirements.

8.0 PESTEL

8.1 Political

US Pizza operates within a political landscape influenced by government regulations and policies. Food safety and hygiene standards set by regulatory bodies impact the company's operations and require compliance to ensure the quality and safety of its products. Taxation policies specific to the food and beverage industry can affect US Pizza's financial performance, profitability, and pricing strategies. Additionally, trade regulations and policies regarding imports and exports of ingredients or equipment may influence the sourcing and cost of raw materials.

8.2 Economic

Economic conditions can influence employee retention and turnover rates. In a competitive job market with a strong economy, employees may have more job opportunities, leading to higher turnover rates. HR may need to implement effective retention strategies and create a positive work environment to reduce turnover and retain key talent.

8.3 Social

US Pizza needs to be aware of social trends and preferences that shape consumer behavior. Demographic factors such as population growth, age distribution, and cultural diversity play a role in determining target markets and consumer preferences for different pizza flavors and toppings. Changing societal attitudes towards health and wellness, including a focus on healthier food options, may require US Pizza to adapt its menu to cater to these evolving preferences. Additionally, cultural nuances and taste preferences of the local population should be considered to ensure menu offerings align with customer expectations.

8.4 Technological

Technological advancements and innovations have a significant impact on the food industry, including pizza chains like US Pizza. Online ordering systems and food delivery platforms have transformed the way customers interact with restaurants, making it essential for US Pizza to provide seamless online ordering experiences. Automation and digitalization of processes, such as inventory management and order tracking, can enhance operational efficiency and customer service. Adopting new cooking technologies and equipment can improve productivity, consistency, and quality in food preparation.

8.5 Environmentally

Environmental factors are becoming increasingly important for businesses, including the food industry. US Pizza should be mindful of sustainability practices to reduce its environmental footprint. This may involve using eco-friendly packaging materials, implementing waste management strategies, and considering the environmental impact of ingredient sourcing. Adapting to climate change and its potential effects on ingredient availability and agricultural practices is also crucial to ensure the long-term sustainability of US Pizza's supply chain.

8.6 Legal

US Pizza operates within a legal framework that encompasses various laws and regulations. Employment laws and regulations govern aspects such as labor rights, minimum wage requirements, working hours, and employee benefits. Compliance with health and safety regulations specific to the food industry is essential to ensure a safe working environment for employees and to maintain the quality and hygiene standards of the food served. Intellectual property laws and trademark protections safeguard US Pizza's brand identity and prevent unauthorized use or infringement.

9.0 COMPANY ANALYSIS

In order to strengthen its market position and compete effectively against dominant players like Domino's and Pizza Hut, US Pizza should prioritize its marketing efforts within the Malaysian market. Despite its global presence, US Pizza faces the challenge of limited brand awareness among the Malaysian population. To address this, a focused marketing strategy is necessary to introduce and establish the US Pizza brand in the minds of consumers. By implementing targeted marketing initiatives, US Pizza can enhance its brand recognition and encourage consumers to choose US Pizza over its competitors.

To achieve this, US Pizza should leverage various marketing channels and platforms to effectively reach its target audience. The company can utilize popular social media platforms such as TikTok, Google, Facebook, and Instagram to engage with potential customers and promote its brand. Through captivating and creative content, US Pizza can generate interest, raise awareness, and highlight the unique aspects of its pizzas to capture the attention of Malaysian consumers. Social media campaigns, influencer partnerships, and engaging user-generated content can help spread the word about US Pizza and foster a sense of excitement and curiosity among potential customers.

Moreover, understanding customer needs and preferences is crucial for US Pizza's success. Conducting market research and gathering customer feedback can provide valuable insights into the flavor profiles, toppings, and pizza varieties that are most desired by Malaysian consumers. By tailoring its menu offerings to meet these preferences, US Pizza can differentiate itself from competitors and create a compelling value proposition that resonates with its target market. This customer-centric approach will help US Pizza build a loyal customer base and attract new customers through positive word-of-mouth recommendations.

In addition to marketing efforts, US Pizza should also prioritize maintaining high product quality and ensuring consistent delivery service. This includes emphasizing the use of fresh ingredients, offering customizable options, and providing prompt and reliable delivery. By delivering a consistently exceptional dining experience, US Pizza can enhance customer satisfaction and loyalty, thereby increasing the likelihood of repeat business and positive reviews.

Furthermore, US Pizza could consider strategic partnerships with other businesses or organizations to expand its reach and strengthen its brand presence. Collaborations with local events, sports clubs, or community organizations can provide opportunities for US Pizza to engage with potential customers on a personal level and create a positive brand association.

In conclusion, US Pizza's focus on marketing is crucial to increase brand recognition and capture market share in Malaysia. By leveraging social media platforms, understanding customer preferences, maintaining high product quality, and exploring strategic partnerships, US Pizza can effectively position itself as a preferred pizza brand in the Malaysian market. This comprehensive marketing approach, combined with a commitment to customer satisfaction, will enable US Pizza to gain a competitive edge and drive its growth and success in the face of strong competition.

During my internship at US Pizza, I gained valuable insights into the company's financial situation and the importance of maintaining a strong financial position. While US Pizza's sales performance was not exceptional, it was not at a critical level that necessitated closure. However, this issue highlighted the need for US Pizza to address its financial challenges proactively. The financial stability of the company is crucial for its long-term sustainability and growth.

One specific issue I encountered during my involvement with payroll management was the delayed payment of salaries to staff due to insufficient funds in the company's account. This situation shed light on the urgency for US Pizza to take measures to improve its financial position. It became evident that the company must explore strategies to enhance its sales revenue and seek additional sources of financial support.

To address these challenges, US Pizza should focus on expanding its sales and revenue streams. Implementing targeted marketing campaigns, as previously discussed, can help increase brand recognition and attract a larger customer base. Moreover, the company should conduct market research to identify untapped market segments, consumer preferences, and emerging trends. By aligning its offerings with customer demands, US Pizza can maximize its sales potential and improve its financial performance.

Additionally, seeking sponsorships and strategic partnerships can provide a financial boost for US Pizza. Collaborating with relevant brands or organizations, such as food and beverage suppliers or local events, can generate additional revenue streams and support the company's financial stability. Sponsorships can also contribute to increasing brand visibility and awareness, helping to attract more customers and solidify US Pizza's market position.

While franchising US Pizza is one solution that the top management has considered, it is crucial to explore other avenues as well. Diversification and innovation in business models should be explored to ensure long-term financial success. For instance, US Pizza could consider expanding its product offerings or exploring new market segments. This could involve

introducing new menu items, exploring delivery-only concepts, or targeting specific customer groups with tailored promotions and packages.

In addition to these measures, US Pizza should prioritize effective cost management and operational efficiency. Conducting regular financial assessments, streamlining internal processes, and optimizing resource allocation can help minimize unnecessary expenses and improve overall financial performance.

In conclusion, US Pizza's financial situation requires proactive measures to improve sales revenue and secure its financial stability. The company should implement targeted marketing strategies, explore sponsorships and partnerships, and consider innovative business models to drive growth. Effective cost management and operational efficiency are also vital for ensuring a healthy financial position. By taking these steps, US Pizza can enhance its financial status, sustain its operations, and position itself for long-term success in the competitive pizza industry.

10.0 Discussion & Recommendation

Firstly, the absence of an HR manager poses a challenge in terms of structure and task allocation within the Human Resources department. It is recommended that US Pizza consider hiring an HR manager who can provide guidance, establish clear roles and responsibilities, and ensure effective coordination within the department. This will help in organizing the workload and ensuring that employees do not face an overload of tasks, leading to improved efficiency and employee satisfaction.

Secondly, the high staff turnover at the HQ raises concerns about employee retention and job satisfaction. It is crucial for US Pizza to address the underlying causes of this issue, which include both task-related challenges and problems with top management. Implementing strategies to improve employee engagement and addressing any issues related to leadership and communication can contribute to reducing turnover rates. Conducting employee surveys, implementing recognition programs, and promoting a positive work environment are potential initiatives that can enhance employee satisfaction and retention.

Additionally, the issue of underpaid salaries presents a risk in attracting and retaining talented staff. It is recommended that US Pizza conducts a thorough analysis of market salary rates and benchmarks its compensation packages accordingly. Offering competitive salaries and benefits will not only help in recruiting skilled individuals but also ensure the company retains its valuable workforce. Transparent communication with potential candidates regarding the salary range can help manage expectations and avoid potential issues during the hiring process.

In terms of legal compliance, the employment of illegal foreign workers raises ethical and legal concerns. It is crucial for US Pizza to prioritize compliance with Malaysian laws and regulations. Developing a robust system for verifying and monitoring the legal status of employees, conducting regular audits, and implementing strict hiring processes can help mitigate the risk of employing undocumented workers. Collaborating with relevant authorities and seeking guidance from immigration experts can further ensure compliance and minimize legal liabilities.

Furthermore, expanding the geographic presence of US Pizza can open up new opportunities for growth. Conducting market research to identify potential locations and customer segments can guide strategic expansion decisions. This could involve targeting areas with high population density, proximity to universities or business districts, or areas with a growing demand for pizza and delivery services. Implementing effective marketing and promotional strategies to create brand awareness and attract customers in new locations will be essential for successful expansion.

Lastly, staying updated with technological advancements and leveraging them to enhance customer experiences and operational efficiency is critical. Investing in user-friendly online ordering systems, exploring partnerships with food delivery platforms, and adopting advanced technologies for inventory management and order tracking can streamline processes and improve customer satisfaction. Embracing sustainable practices, such as using eco-friendly packaging materials and reducing food waste, can also align the brand with environmentally conscious consumer preferences.

11.0 CONCLUSION

Concluding my internship at US Pizza, I am grateful for the invaluable information and hands-on experience I gained, providing me with a realistic glimpse into the world of work. As a fresh graduate, this internship has presented me with an exceptional opportunity for personal and professional growth. I have been able to apply theoretical knowledge gained during my studies to real-life working scenarios, gaining a deeper understanding of the complexities and dynamics of the Human Resources field. Additionally, I have had the privilege of building and honing my soft skills in various aspects, including effective communication, interpersonal relationships, problem-solving, and time management.

Moving forward, US Pizza can greatly benefit from the implementation of key recommendations. By hiring an experienced HR manager, the company can establish a solid structure within the Human Resources department, ensuring efficient task allocation and fostering employee satisfaction. Addressing the issue of high staff turnover and job satisfaction is crucial to retain skilled employees, and initiatives such as employee surveys, recognition programs, and a positive work environment can contribute to this goal. Furthermore, providing competitive salaries and benefits will not only attract talented individuals but also contribute to a motivated and dedicated workforce. Compliance with legal regulations, particularly concerning the employment of foreign workers, is essential to mitigate risks and maintain a positive reputation.

In addition to internal improvements, US Pizza should consider expanding its geographic presence. Conducting thorough market research to identify suitable locations and customer segments will facilitate strategic expansion decisions. By targeting areas with high population density, proximity to educational institutions or business districts, and emerging pizza demand, US Pizza can tap into new markets and drive growth. Furthermore, leveraging technological advancements, such as user-friendly online ordering systems, partnerships with food delivery platforms, and advanced inventory management tools, can enhance operational efficiency and provide an improved customer experience. Embracing sustainability practices, including eco-friendly packaging and waste reduction, will also align the brand with environmentally conscious consumers.

In summary, my internship experience at US Pizza has provided me with valuable knowledge and skills that will contribute to my future career growth. By implementing the recommended strategies, US Pizza can enhance its operational effectiveness, attract and retain talented employees, and position itself as a leading player in the competitive pizza industry. This internship has been a stepping stone in my professional journey, and I am

confident that US Pizza can achieve continued success by embracing these recommendations and adapting to the ever-evolving business landscape.

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[rates/#:~:text=high%20turnover%20mean%3F-](https://www.aihr.com/blog/high-turnover-meaning-rates/#:~:text=high%20turnover%20mean%3F-.In%20an%20HR%20context%2C%20(high)%20turnover%20refers%20to%20the,iring%20decisions%20and%20bad%20management.)

[.In%20an%20HR%20context%2C%20\(high\)%20turnover%20refers%20to%20the,iring%20decisions%20and%20bad%20management.](https://www.aihr.com/blog/high-turnover-meaning-rates/#:~:text=high%20turnover%20mean%3F-.In%20an%20HR%20context%2C%20(high)%20turnover%20refers%20to%20the,iring%20decisions%20and%20bad%20management.)

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Senior Human Resources Department



Ramadhan Event



Event at Taylor University



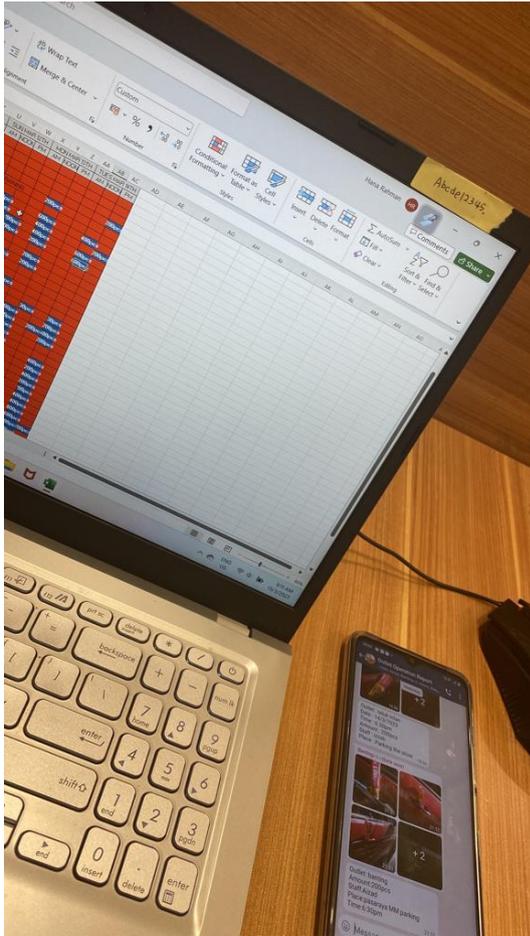
Handling Outlet Staff Uniform



Prepare Union Ring for Event with Intern Colleagues



Pos Laju Buffet Event



Learning and Development & Customer Service task.

Document Information

Analyzed document	MUHAMMAD SOLAHUDDIN BIN JAAFAR.pdf (D172302621)
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Submitted by	
Submitter email	2021505141@student.uitm.edu.my
Similarity	6%
Analysis address	skmusairah.UiTM@analysis.ouriginal.com

Sources included in the report

W	URL: https://uspizza.my/ Fetched: 6/28/2021 1:12:49 AM	 4
W	URL: https://uspizza.my/about-us/ Fetched: 6/16/2022 9:36:54 AM	 1

Entire Document

1 4.0 STUDENT PROFILE

2

3 5.0 COMPANY PROFILE The name of the company was US PIZZA MALAYSIA. The headquarters located at 32a, Jln Teknologi 3/3A, Surian Industrial Park, 47810 Petaling Jaya, Selangor. For the background,

96%

MATCHING BLOCK 1/5

W

Pizza is the world's favourite food! Whether meaty, vegetarian or halal, find different pizzas in Malaysia. At US PIZZA, we offer endless flavours with local flair! Pair your favorite slice and delicious toppings with melting premium cheese for the perfect pizza! For convenience, order delivery or

take away

100%

MATCHING BLOCK 2/5

W

from your nearest outlet! Don't forget our promotions that can feed a single person up to big families.