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## ENDORSEMENT OF OUR ORIGINAL REPORT

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Thank you.

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



# INDUSTRIAL TRAINING REPORT AT KEMUDI TIMUR ELECTRONIC SDN. BHD.

1ST MARCH - 15TH AUGUST 2023

HRM 666

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA CAMPUS ARAU, PERLIS

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## 1.1 EXECUTIVE SUMMARY

Throughout the training period at Kemudi Timur Elektronik Sendirian Berhad, both theory and practical skills are acquired. The opportunity given is meaningful for the development of a better and personal carrier improvement. Involvement in carrying out the tasks during the practical really gives realistic industry experience. Indeed, through practical training, new skills are discovered from assigned duties and responsibilities. Many things were observed that can be used as a lesson for the future. Cooperation between colleagues is one of the factors of successful business, so this company need to pay attention to it. To improve cooperation between colleagues, the company needs to emphasize the principles of cooperation and team spirit that have been set by the company. They need to ensure that employees always follow this principle. The stronger the cooperation between employees, the stronger the company. The outcome obtained from undergoing an internship here is that in order to succeed in a business, there will be various challenges and there must be a good relationship with people who can give profit.



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### 3.1 COMPANY NAME, LOCATION AND BACKGROUND



Figure 1 Kemudi Timur Elektronik Sdn Bhd Headquarters

#### COMPANY NAME

Kemudi Timur Elektronik Sdn. Bhd.

#### LOCATION

Figure 2 below shows the company’s area on maps located at PT 5115 & PT 5116, Tingkat 1 & 2, Pasir Tumbuh, Jalan Pasir Puteh, 16150 Kota Bharu, Kelantan.

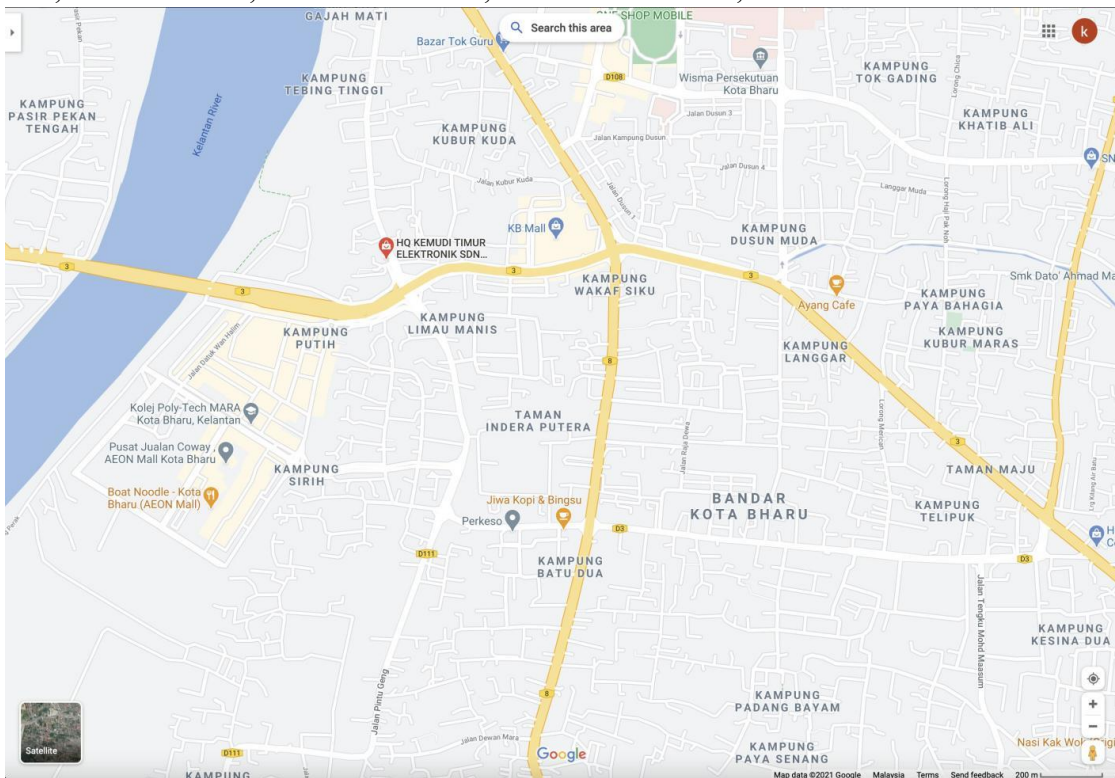


Figure 2 Kemudi Timur Elektronik Sdn Bhd view on maps.



## BACKGROUND

Kemudi Timur Enterprise founded by associate Lieutenant Colonel (PA) Shabki Bin Abdullah was established in 1997. The company was established with only RM50,000 capital and is located at Greenwood Park, Jalan Batu Caves, 68100 Batu Caves Selangor. Kemudi Timur Enterprise is also a local company owned 100% by Bumiputera shareholders. This company is a sole proprietorship company involved in the trading of various electronic, electrical and commission agency products.

In 1999, the second branch was opened in Kota Bharu, Kelantan and this was the first branch to be opened in Kelantan. This branch is located at Ni 2864-C Sultanah Zainab, 15000 Kota Bharu, Kelantan. In 2002, Kemudi Timur Elektronik Sdn Bhd was established to further expand the market. Operations began fully in December 2002 and were located at Wakaf Siku. To meet the high demand from customers, Kemudi Timur started ordering more stock, and a new warehouse was established at Jalan Pintu Geng Kota Bharu. The head office of Kemudi Timur Elektronik Sdn Bhd is located at Pt 5115 and 5116, Floor 1 and 2, Pasir Tumboh Jalan Pasir Puteh, 16150 Kota Bharu, Kelantan.

Demand is increasing, Kemudi Timur Elektronik Sdn Bhd branches are increasing. Now nearly 20 Kemudi Timur branches have opened in Kelantan. Almost every district has at least one Kemudi Timur branch. The main purpose of Kemudi Timur Electronic Sdn Bhd is to grow the business and provide job opportunities for Bumiputera and contribute to the economic perspective, in addition to meeting the criteria of public demand for electrical goods by making Kemudi Timur the best "retailer" for electricity and electronic products and equipment in Malaysia, where it is compatible with the sole vision of the company.

Kemudi Timur Elektronik Sdn Bhd also have their own logo same likes other company. As shown at figure 3, Kemudi Timur Elektronik Sdn Bhd have three colours which are blue, red, and green. The meaning of these all colours are symbolizes the color of the electrical wires. The shape for this logo is square.



Figure 3 Logo Kemudi Timur Elektronik Sdn Bhd





### 3.2 VISION, MISSION AND OBJECTIVES

#### VISION

Be the best "RETAILER" of electricals and electronics product in Malaysia.

#### MISSION

Always "COMMITTED AND WORKING TOGETHER" to improve "INTERNAL AND EXTERNAL" quality.

#### OBJECTIVES

- Always provide customer-friendly service to ensure customers always remember KTESB as the best Bumiputera electrical goods company.
- Always apply various marketing techniques to attract interest and bond with customers.
- Always strive to meet customer demand for electrical & electronic goods at reasonable prices to ensure customer satisfaction.

Figure 4 below shown the principles that all of the Kemudi Timur staff need to follow.



Figure 4 Principles of Kemudi Timur Elektronik Sdn bhd





### 3.3 ORGANIZATIONAL STRUCTURE

Figure 5 below portrays the organizational chart of Kemudi Timur Elektronik Sdn Bhd which there are five main department in the company.

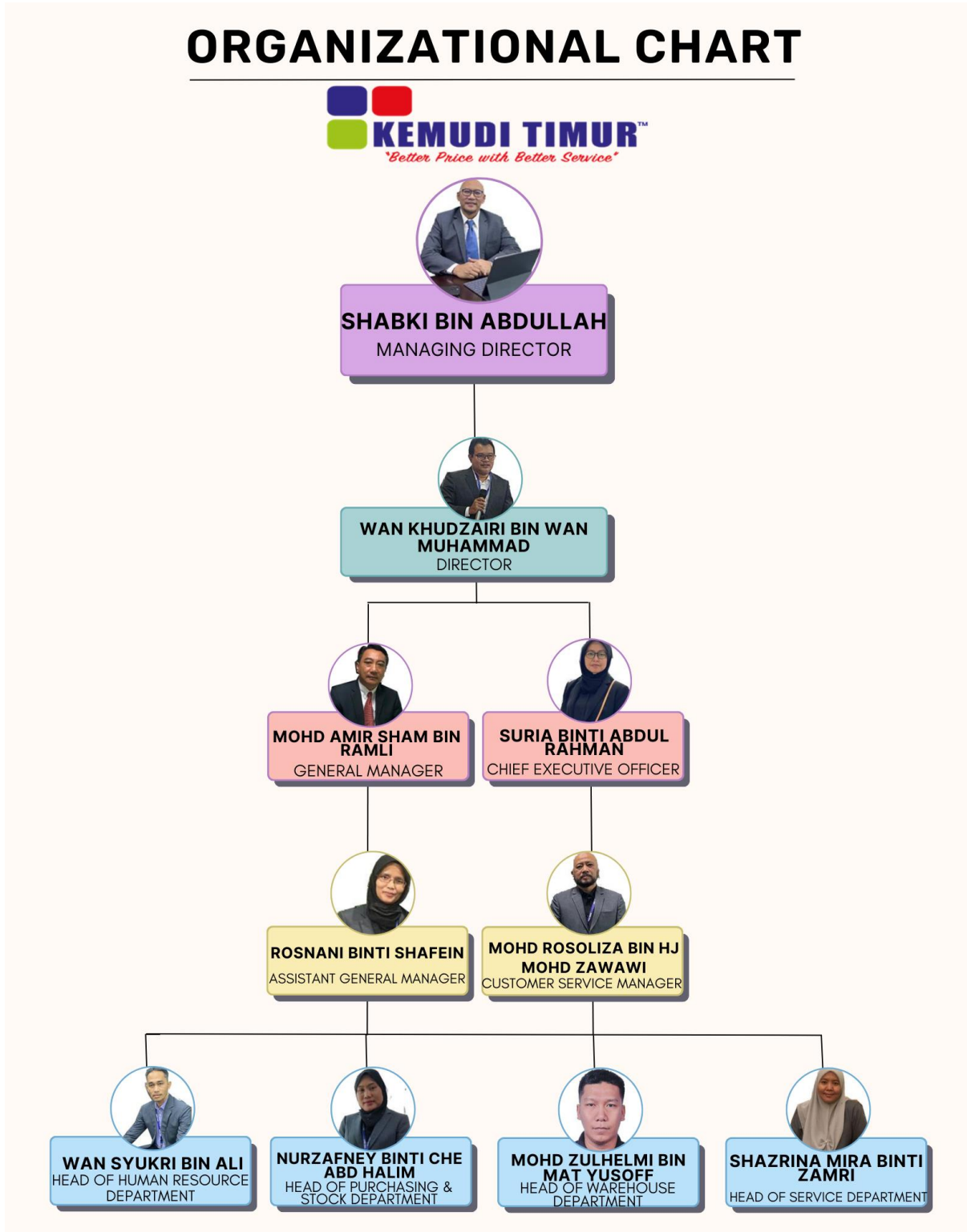


Figure 5 Organizational chart of Kemudi Timur Elektronik Sdn Bhd



### 3.4 PRODUCTS AND SERVICES

Kemudi Timur sells various electrical goods and provides various services to customers. These electrical products and services can be seen more thoroughly on the Kemudi Timur website. Among the electrical goods found in Kemudi Timur are home appliances, home entertainment, industrial machinery, kitchen appliances, beauty and personal care and broadcasting. Various options can be made on the Kemudi Timur website. Customers can check the price of goods first on the website and go directly to the store to make a purchase. Furthermore, customers can also request a more detailed explanation of the items purchased from the staff at the store. Thus, if the customer wants to make it easier, the customer can make the payment online and just wait for the item to be delivered to their home.

Among the services provided by Kemudi Timur is that if the customer buys in the store, there will be a crew on board to help the customer. Various payment options that can facilitate customers as well as repair services in the event of damage to goods. There is a home air conditioner planning service, and you can order spare parts and accessories. In addition, delivery services with basic installation are also provided by Kemudi Timur because they also have their own contractors and one of the installation services provided is air conditioning installation. Gift wrapping is also available to customers who purchase electrical goods and wish to give them as gifts. In addition, Kemudi Timur can extend the warranty and provide courier services to customers who purchase online.



## 4.1 TRAINING'S REFLECTION

### DURATION

The date of my internship session is for 24 weeks or 6 months. It starts from 1<sup>st</sup> of March to 15<sup>th</sup> of August 2023. For working days, it operates 6 days a week, which is Saturday to Thursday. We only have days off on Fridays and if there are public holidays. While the working hours are from 9 am to 5 pm and it includes 1 hour of break time. Break time is not set at what time but usually it is counted as lunch time starting at 1pm.

### DETAILS

#### 1. Department

##### 1.1 Human resource management

- The function of this department is to look after the welfare of employees in case of any problems. This department will participate in solving this problem through discussions with its own staff or can also involve the branch manager. The branch manager is the leader of the staff at Kemudi Timur store branches. They can also give evidence related to the misconduct of staff under their observation.
- The main role is to find out about the staff's daily activities including the staff's attendance at the workplace, the time the employee comes to work, and the reason why the employee does not come to work to make sure that the work can continue smoothly and comply with what the employer wants.
- The recruitment of new employees and also the consideration of removing staff who have problems or do not perform at work are also roles of this department. It happens before giving the final decision to the employer whether the employer accepts or not with the decision. The human resource department also needs to analyze the number of employees in order to identify whether there is a vacancy or not.

#### 2. Roles

The roles of an intern at this company include gaining practical knowledge and practical experience from the business while carrying out the assignments offered. Being in this department, my role included doing basic calculation of staff salary. That is why I am considered the same as the human resources and administrative staff.



### 3. Responsibilities / tasks / assignments

#### 3.1 Handle staff uniform.

This is the first assignment I got, and I need to do it until the last day of the training session. There are many uniforms which are their corporate uniforms, t-shirts and uniforms provided by suppliers. Handling staff uniforms such as inspecting staff whether new or old staff who do not have uniforms. Always update the latest number of uniforms in the uniform total details in Microsoft Excel. Write the name of the staff who got the uniform in the file uniform document. It is always necessary to ensure that the uniform amount is the same as the details stored in Microsoft Excel.

#### 3.2 Interact with third parties.

Interacting with other parties may be necessary to gain clarity on certain topics such as negotiating the purchase of products, discussing, and explaining about the activities for an event, or for other personal reasons. The customer is a third party. Usually, communication takes place through phone calls, e-mails, or formal letters.

#### 3.3 Helping in create important documents.

Many documents were created during the internship here, including making memos for staff, sorting EA forms and also creating notification letters or claim letters from third parties. Drawing an emergency route plan is also one of the important tasks given. This is for third party inspection and needs to be posted at each branch.

#### 3.4 Handle office administration tasks.

Document management tasks include filling out, printing, and scanning documents. Some documents also require official acknowledgment copies or received chops, which must be stamped or chopped by authorised personnel from the legal and secretarial departments. Documents must be organised accurately for record keeping purposes and filed with the correct title clearly labelled on each file to make retrieval easier. Among the documents that require chopping are documents related to tent installation from MPKB.



EXPERIENCES, SKILLS, AND KNOWLEDGE RELATED TO WORK

Figure 6 illustrates the summary for the knowledge, skills, experiences that are related to work. There are three main memorable events as an intern at Kemudi Timur Elektronik Sdn Bhd.

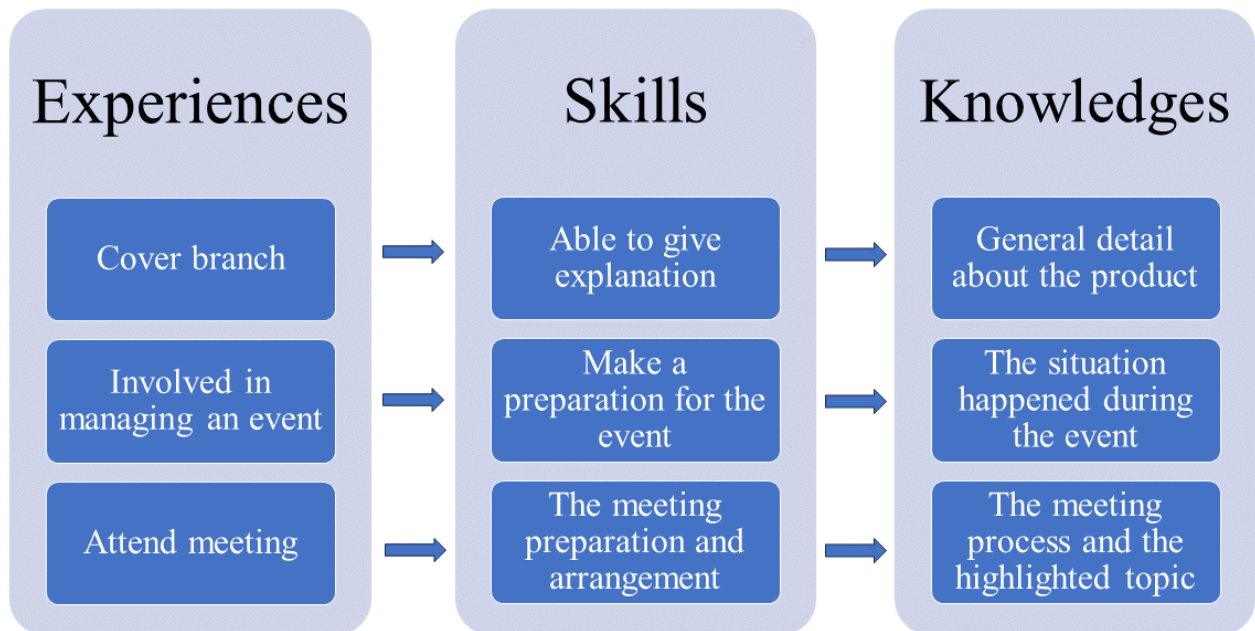


Figure 6 The experiences, skills, and knowledges related to work

- One of the most meaningful experiences during my internship at Kemudi Timur Elektronik Sdn Bhd is that I had the opportunity to cover salesmen at the branch during the festive season. During the festive season, every Kemudi Timur branch will experience heavy customer traffic, causing the salesmen to be unable to serve the large number of customers. So, the staff in the store is not enough. Because of that, the employer ordered almost all the workers in the office to cover the salesmen according to designated branch. I have been appointed to cover one of the branches, which is the PANASHOP branch. I am able to give explanations to customers about the product such as the price of products, the advantages of the products and can suggest which one is better to buy. Through this experience, I was able to learn how to deal with customers and also learn about product details in general.
- I also had the opportunity to manage the grand opening ceremony of Kemudi Timur Elektronik Sdn Bhd's new branch. Various preparations are made to ensure the event runs smoothly such as making price tags for promotional items and setting up sales tents. My main role during the ceremony is that I have to control the situation during



the ceremony by providing interesting activities for the visitors who arrive on the day. Among the activities provided is a quiz about Kemudi Timur and a style guessing. This activity is provided to liven up the ceremony. To do the activity, I also need to discuss it with the Disc Jockey (DJ) who is hosting the event. What I gained from this experience is to know what happens during the event and how to control the situation so that the ceremony becomes lively and interesting. The most important thing is to ensure that the ceremony gets a good welcome from the visitors.

- The opportunities to participate in meetings is valuable in adding to the work-life experience. Every meeting has a varied agenda and requirements for a different level of presentation and material preparation. Through the observations made, I can find out the procedure to set-up of the meeting. As an outcome, I can find out the highlighted topic and also the agenda in the meeting.



EXPERIENCES, SKILLS, AND KNOWLEDGE RELATED TO PERSONAL DEVELOPMENT

Figure 7 provides an overview of the information relevant to self-development in terms of knowledge, abilities, and experiences. These encounters help develop abilities and information for enhancing one's character traits.

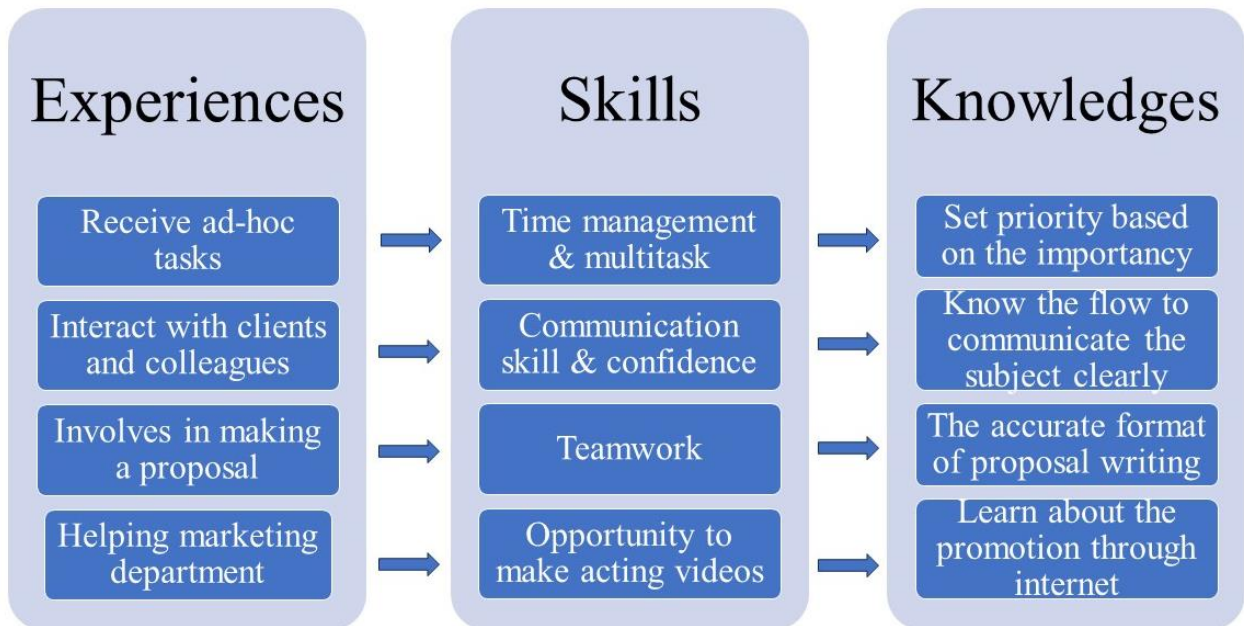


Figure 7 The experiences, skills, and knowledges related to personal development

- Ad hoc work is unpredictable and often appears out of the blue. It happened to me, where I must complete the current task given and also the new task in the same period. Therefore, managing both current and future tasks require excellent time management and multi-tasking skills. Priorities must be determined according to the level of need to handle them effectively.
- There are certain tasks that need to be dealt with by clients and colleagues to complete such as the buying and selling process. In doing this process, not only communication skills are needed but also confidence is needed to persuade customers and colleagues. To achieve this goal, the subject must be presented accurately to promote understanding among all parties, and this can also avoid misunderstandings.



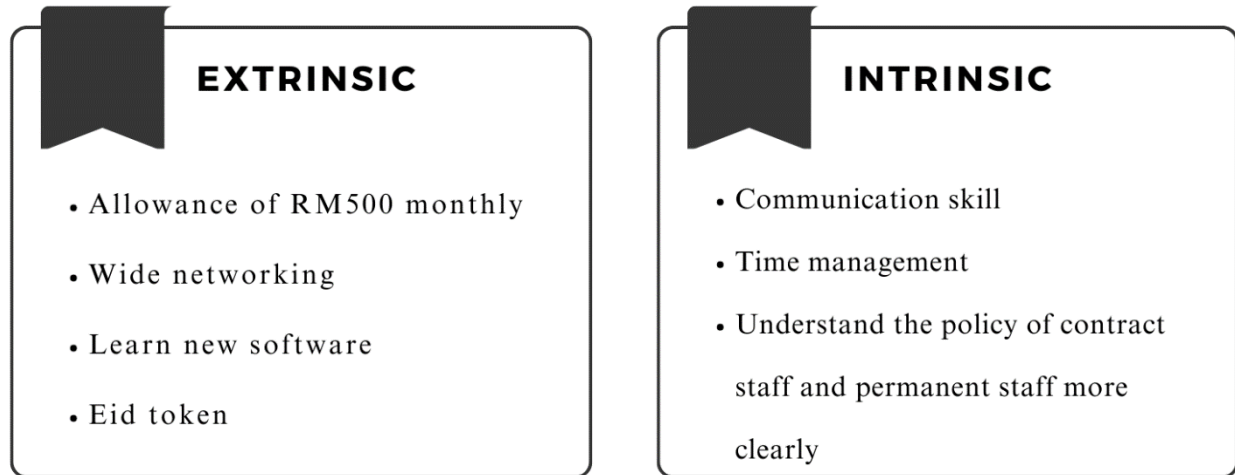


- The opportunity to participate in preparing a proposal for a grand opening ceremony with teammates demonstrates the value of teamwork. This is also important to complete the project successfully. Additionally, it can improve relationships with colleagues. While completing the work, the proper proposal writing format is also learned.
- Another experience I got was helping the marketing department. This department has a lot of work that needs to be displayed on the internet to attract more customers. Various activities they do, and I have the opportunity to participate in one of their activities which is the CSR program. This program is a community program, sharing sweets and dates in the month of fasting. They will display this program on the internet as a sign that Kemudi Timur wants to share good things. In addition, I also got to act in the advertising video they did. This further enhanced my knowledge of how to promote over the internet as I gained a lot of information through the acting scripts given.



## BENEFITS

Figure 8 shows the benefits gained during internship. There are two categories of benefits obtained during internship period at Kemudi Timur.



*Figure 8 Benefits gained during internship at Kemudi Timur Elektronik Sdn Bhd*

For extrinsic benefits or external reward, Kemudi Timur Elektronik Sdn Bhd provides an allowance of RM500 per month for every practical student at this time. Any requirement for office supplies such as stationery can be requested from the Administration Department. Another extrinsic benefit is a wider network. Through Kemudi Timur I was able to expand my networking because I was able to deal with customers directly in addition to getting guidance from the staff at the company as well. Then, I learnt about new software, especially the software related to the clock in and clock out system for the employees there, which is infotech. Besides, I also got an Eid token every time during the festive season and I also got this Eid token for acting in an advertising video directed by the marketing department. The most I can get this token is as much as RM150.

For intrinsic benefits that include internal rewards. I can improve my communication skills because during this internship I have to deal with people regardless of age and mostly old people. I also have to maintain conversations with people around me even if they are younger because they are high-ranking people. Other than that, I know how to manage my time wisely. Finally, I was able to understand more clearly the conditions of employees who want to work on a contract basis as well as on a permanent basis because I was given permission to participate in meetings related to those conditions.

## 5.1 SWOT ANALYSIS

Figure 9 below shown the SWOT analysis diagram.

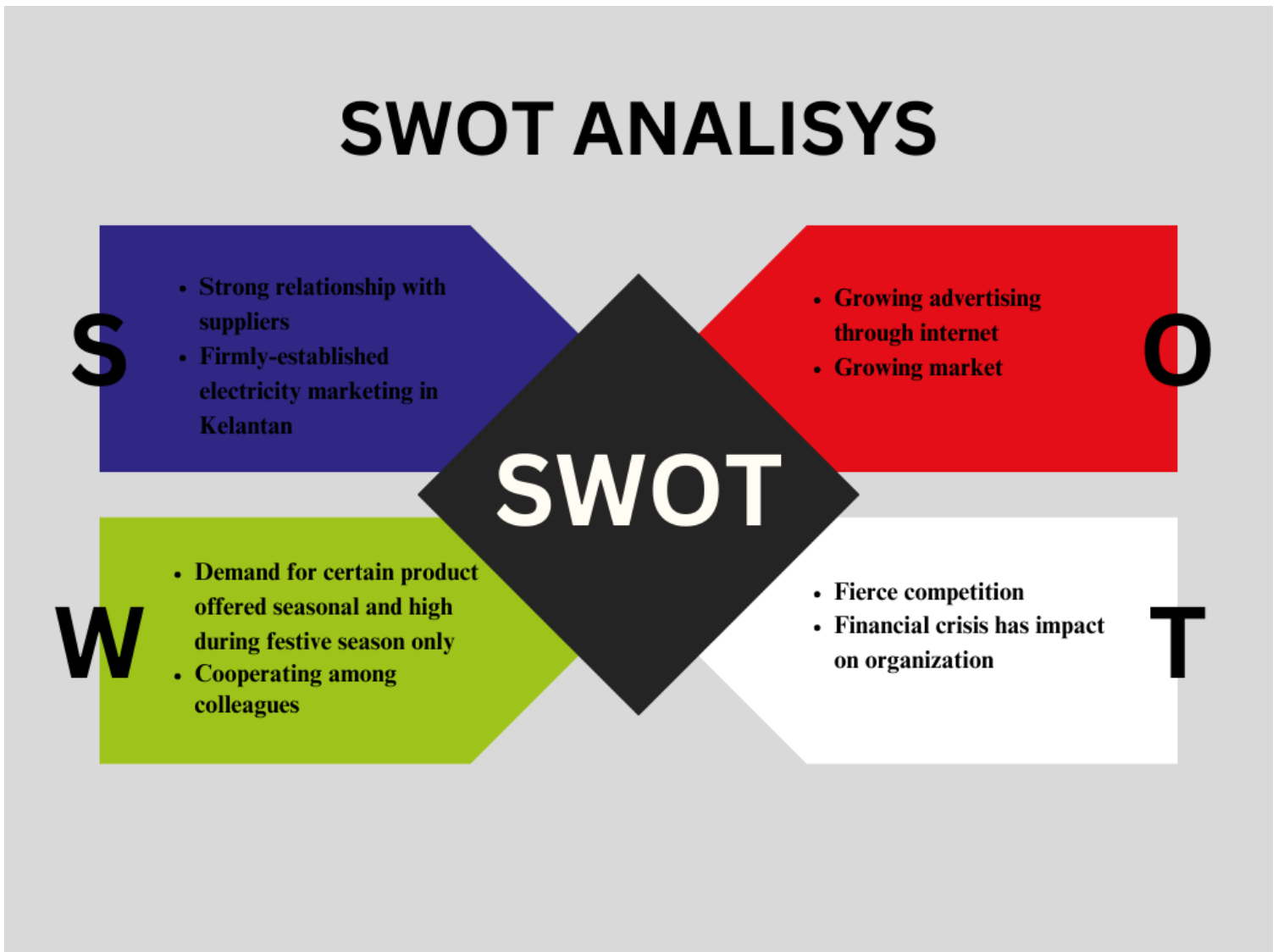


Figure 9 SWOT Analysis



## 6.1 DISCUSSIONS AND RECOMMENDATIONS

### 6.1.1 Strengths

- Strong relationship with suppliers.

Having a good relationship with suppliers is a strength that greatly influences the success of Kemudi Timur. With that relationship, they have a lot of brands and variety of electrical products in one shop and it's available in every Kemudi Timur branch. It also can become a one stop center for customers buying their electrical products. I observed this through opportunities to become saleswomen at one of Kemudi Timur branch which is Panashop branch. Furthermore, I saw that suppliers always come to the office having a meeting with the founder or managing director and director or CEO to set their new target together. This makes KTESB stock supply always available. Based on my opinion, this company needs to always achieve the target set up by supplier so that can maintain dealings with supplier and need to take care in terms of debt and talk well with suppliers so that suppliers always put their trust in us to continue dealing with them. Every target that the company achieves will receive an award promised by suppliers.

- Firmly established in electricity marketing in Kelantan

Kemudi Timur Elektronik Sdn Bhd adalah salah satu company yang firmly established in electricity marketing in Kelantan. When those people who heard about the Kemudi Timur's name they will automatically think about electric product. Kemudi Timur is a well-known and successful business because now it has almost 20 branches in Kelantan and has become the first choice among local people here compared to the other companies. The places of Kemudi Timur branches are mostly in strategic areas. Because of this well-known business they have many loyal customers. Another proof that Kemudi Timur is this company has survived from 1997 until now 2023 and can also be the focus of domestic tourists especially during the holiday season. My recommendation for this company to maintain this strength is to always maintain relationships with customers everywhere because customers are the source of a company's strength.



### 6.1.2 Weaknesses

➤ Demand for certain product offered seasonal and high during festive season only

Kemudi Timur gets a lot of sales, but the number of sales is more significant when there is a festive season and when there is a sales promotion. Based on my observation, the number of sales is also high during the dry season and there is a lot of demand for electrical items such as fans and air conditioners. It becomes one of the weaknesses because the high demand is only seasonal. The number of sales on normal days is less well received. It is because the purchasing power by the customer is decreased, and employees do not know the skills to sell. This happens because the customer feels that the goods bought are only sold and can be used only according to the season. Other than that, demand is high during this time because many people return to their villages and only at this time do they have time to buy. What I want to recommend is that Kemudi Timur needs to increase their knowledge about the use of the influence of seasonality demand. They need to expand their offer for customers related to items that are not used seasonally, namely kitchen items. Kitchen items such as blenders and rice cookers will always get requests from customers because these products are always used not just at certain times. Besides, it is also possible to expand the target audience not only for residents in Kelantan but also to attract the attention of outsiders to buy at Kemudi Timur. Lastly, they have to increase discounts and promotions such as holding 'happy hour' so that customers keep on track with what Kemudi Timur is doing and are always loyal to buy.

➤ Cooperation among colleagues

Employees are a strength for a company, but it can also be a weakness for the company if there is no agreement between the employees. Colleagues should have the same passion in making a business a success. Based on my experience here, cooperation among colleagues has been decreased and it has become a weakness for Kemudi Timur Elektronik Sdn Bhd. What worsened the situation was when the issue of clan culture arose among the workers. They seem to have their own groups or they care about their own department. In my opinion, the human resource department can play a role in strengthening the relationship between the employees. The human resource department can hold a family day to strengthen the bonding of all employees so that it arises in them that they also have a family at work, not just coming to work.



This will make them have a sense of responsibility to discuss with their family. Face any challenge together, not just being selfish. A trade union is a group of employees who join together to maintain and improve their conditions of employment (UNISON, 2022). This company needs to establish a trade union so that all employees feel valued for getting their rights as well as being able to work together to solve problems.



### 6.1.3 Opportunities

#### ➤ Growing advertising

Kemudi Timur is well known business in Kelantan and has many followers on popular social media such as Facebook, Instagram, YouTube and Tiktok. On social media, can show product visuals more clearly and in line with customer preferences. This is one of Kemudi Timur's opportunities to advertise through social media. I suggest they need to increase promotional videos or advertisement videos about electrical goods according to the current trend so as to attract followers to buy. This advertising video is not only for people from Kelantan but also for people from outside the state of Kelantan. In addition, followers can also invite others to buy because of the interesting advertising. Kemudi Timur can also promote about easy payment methods to buy Kemudi Timur goods by doing video explanation.

#### ➤ Growing market

In Kelantan, Kemudi Timur is a widely recognised business. As a result, they have the chance to grow their company into other states, perhaps by setting up shop in Terengganu and Pahang. They can broaden their market by developing a new branch in a different country. A business may benefit from it by gaining more clients and boosting sales. By opening a new branch maybe they can expand their products to customers such as electronic home furniture.





#### 6.1.4 Threats

➤ Fierce competition

For the threats, this company has fierce competition in terms of price, place or area and also the product. There are a lot of other businesses that sell the same things, so they compete related to those 3 things. The most noticeable thing is that Kemudi Timur in every branch must have competitors nearby. This causes higher competition for the sale of electrical goods. I learned this when some customers come to the store to survey the price and go to other nearby stores to ask about the price. There are also product prices that need to be increased or decreased from competitors' prices in order to maintain sales profits or losses. Among the competitors close to Kemudi Timur are G-Orange, Sen Heng and Darson. In my opinions, to make sure they can handle this situation is this company can give more attention to services like salesman need to give a good service in terms of product installation description to customer. Most of the customers care about how they are treated. With a good service, they can distinguish the quality of a business, coupled with a more reasonable price of goods compared to other competitors, it can definitely attract customers.

➤ Financial crisis has an impact on organisation

Financial crisis is the situation when the economy is in a financial state throughout the fall of the Malaysian Ringgit. The volatile currency market is expected to continue to rise, and this is a worrying situation for a business. The financial crisis affected KTESB because this situation created a high unemployment rate among the people. The increase in the cost of living for individuals causes a lack of purchase of goods. I noticed that KTESB will face many challenges during the financial crisis such as increasing the number of assistant applications and they have to deal with problems as soon as they know about it. This crisis will also have an impact on KTESB in terms of paying salaries to their employees. There are several ways to deal with this situation may not all be safe but to some extent help to control this situation, but it will take time to resolve. The first is to know the cause of the financial crisis. Then need to analyse business expenses and remove non-essential costs. Change the plan state the budget and also the business strategy. Lastly, it is necessary to monitor sales cash flow.



## 7.2 CONCLUSION

To put it briefly, having the chance to receive hands-on training at Kemudi Timur Elektronik Sdn Bhd has given me substantial exposure in a real-world working situation. As a student of human resource, I can use the knowledge and abilities I have learned in the classroom and apply in the workplace. It demonstrates how having an effective learning process will show in the way we behave and express ourselves in the workplace. Through observing the real situation at work, I gained knowledge about how to control the situation when there is misconduct occurring at work and how to solve that problem. Many things that happen in the company remind me of what I learned during my studies, especially what to do if our colleagues have problems. This is the responsibility of human resource management, to provide counseling to colleagues. This experience and knowledge are very meaningful. It has opened my eyes and mind to understand the real world of work. It shows that, entering the world of work is very challenging and I need to face it with a high spirit to be a successful person.



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## 9.1 APPENDICES

### *Appendix 1 Uniform storage Kemudi Timur Elektronik Sdn Bhd*







*Appendix 2 Take pictures with colleagues during the Hari Raya Eidulfitri feast*



*Appendix 3 The process of selling and delivering goods to customers*

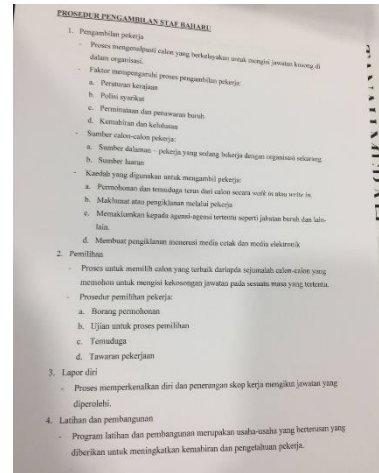




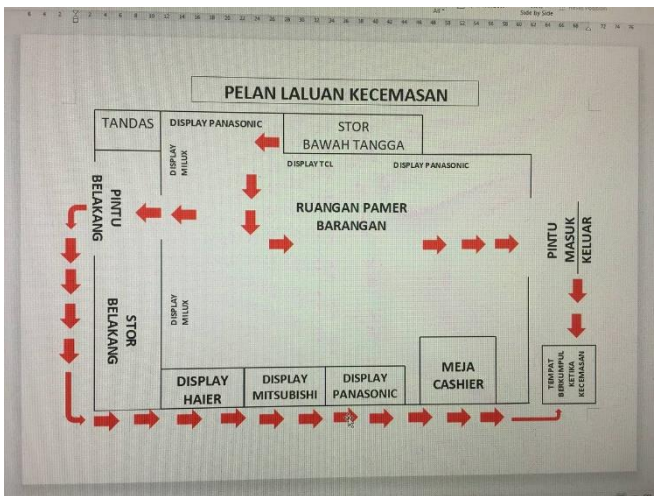
Appendix 4 Making folder labelling



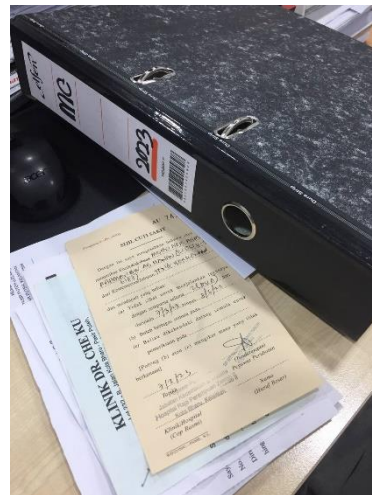
Appendix 5 Procedure hiring new staff



Appendix 6 Emergency route plan



Appendix 7 Filing staff medical certificate







Appendix 8 CSR programme



Appendix 9 Stick a sticker on the date package



Appendix 10 Filling dates in packages





*Appendix 11 Discussion for grand opening new branch*







Appendix 12 Preparation before the event



**AKTIVITI-AKTIVITI UNTUK OPENING JELAWAT (K19)**

**SENARAI AKTIVITI-AKTIVITI**

**SLOT / AKTIVITI 1 : JANJAY LUPO LIRIK (1:00 - 2:00 pm)**

**JENIS LAGU**

TAJUK LAGU	PENYANYI
1. DOK MANO	MAN KHAN
2. CAR KAPOK ULAR LIDI	MAN KHAN & ROSALINDA
3. AWE Klate	MAN KHAN & ARIS KAPILLA
4. BUDDOK MALAS SKOLOH	MAN KHAN & JALI B.T
5. GENG TAKUT BINI	ARIS KAPILLA & MAN KHAN
6. KUI KENE DEMO	ADAM ZBP
7. AMBO RASO BERKENE	MEGAT NORDIN
8. KELUK LA WEI	MAN KHAN & ARIS KAPILLA
9. LEMBU SAPO DIO	CIKGU NAIM
10. DEMO LONI TOK SUPO MULO	ROY KAPILLA
11. ADIK JANDO ABE DUDO	DEN MANJO & EDA EZRIN
12. BO LAH DUK GEWE	DEN MANJO
13. HATI LUKO	EDA EZRIN
14. GULA IRI PUTU	MAT YEH

**SLOT / AKTIVITI 2: KUIZ KEMUDI**

**JENIS SOALAN**

1. SLOGAN SYARIKAT - BETTER PRICE WITH BETTER SERVICE
2. PENGARAH URUSAN - TUAN SHABRI BIN ABDULLAH
3. ANIL LEMBAGA PENGARAH - WAN KHUZARI BIN WAN MOHAMMAD
4. LOGO KEMUDI TIMUR (WARNA, BENTUK) - MERAH, HIJAU, BIRU, PETAK
5. SUPPLIER / JENAMA BARANG (LIST 2)
6. SUPPLIER / JENAMA BARANG (LIST 2)
7. CAWANGAN KEMUDI TIMUR (LIST 2)
8. CAWANGAN KEMUDI TIMUR (LIST 2)
9. BARANG ELEKTRONIK YANG PALING BESAR ADA KAT KEMUDI TIMUR
10. BARANG ELEKTRONIK YANG MENARIK KAT KEMUDI TIMUR
11. BAGI CURI-CURI BARANG ELEKTRONIK YANG ADA KAT KEMUDI TIMUR SURUH PEMAIN TEKA -
  - > CTH: SELALU ADA BUNYI, BOLEH DISAMBUNGAN DENGAN TELEFON
  - > JWPN - SPEAKER
  - > I. MICROWAVE
  - > 2. IRON
  - > 3. WASHING MACHINE





*Appendix 13 Event grand opening with internship members*



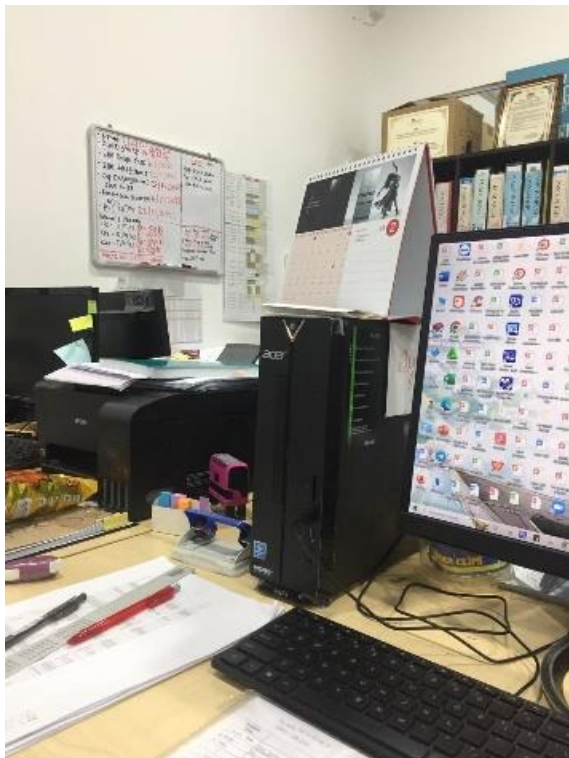




*Appendix 14 Clean water filter*



*Appendix 15 Human resource department area*





Appendix 16 Draft listing for details EBIXON

Checklist for details -  
Submitted to: [unclear] [unclear] [unclear] EBIXON 2010.

① No. of items: [unclear]  
② Category: [unclear]  
③ Status: [unclear]

No	Description	Q. No.
1.	Body Part (Cover up)	
2.	Body alignment	
3.	Space function Front Rear	
4.	Signal L " R	
5.	Number light	
6.	Number plate lights	
7.	Main light Front Rear Brake	
8.	R. Accessories charger X1 Side mirror X2 Key X2	
9.	Remote function	
10.	Charger function	
11.	USB function	

12.	Hook Holder	
13.	Meter Digital function	
14.	Others	

Prepared by: \_\_\_\_\_










Check by: \_\_\_\_\_  
~~Discard - Other~~

Date: 7/5/2020

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## Sources included in the report

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<b>W</b>	URL: <a href="https://www.emis.com/php/company-profile/MY/Kemudi_Timur_Elektronik_Sdn_Bhd_en_6697645.html">https://www.emis.com/php/company-profile/MY/Kemudi_Timur_Elektronik_Sdn_Bhd_en_6697645.html</a> Fetched: 7/28/2023 10:14:00 AM	 1
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<b>W</b>	URL: <a href="https://www.sinarharian.com.my/article/203496/edisi/kelantan-sekali-lagi-bakal-jadi-tumpuan-mu...">https://www.sinarharian.com.my/article/203496/edisi/kelantan-sekali-lagi-bakal-jadi-tumpuan-mu...</a> Fetched: 7/28/2023 10:14:00 AM	 2



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FACULTY OF BUSINESS MANAGEMENT UNIVERSITI TEKNOLOGI MARA CAMPUS ARAU, PERLIS PREPARED BY : NAME : NURUL HUSNINA BINTI MAHAMAT STUDENT ID : 2021119787 GROUP : RBA2436C PREPARED FOR : MISS JOLIN NURSHYME HASHIM SUBMISSION DATE: 21 st JULY 2023 INDUSTRIAL TRAINING REPORT AT KEMUDI TIMUR ELECTRONIC SDN. BHD. 1ST MARCH - 15TH AUGUST 2023 HRM 666

PART 1 – PRELIMINARY PAGES I 1.1 EXECUTIVE SUMMARY Throughout the training period at Kemudi Timur Elektronik Sendirian Berhad, both theory and practical skills are acquired. The opportunity given is meaningful for the development of a better and personal carrier improvement. Involvement in carrying out the tasks during the practical really gives realistic industry experience. Indeed, through practical training, new skills are discovered from assigned duties and responsibilities. Many things were observed that can be used as a lesson for the future. Cooperation between colleagues is one of the factors of successful business, so this company need to pay attention to it. To improve cooperation between colleagues, the company needs to emphasize the principles of cooperation and team spirit that have been set by the company. They need to ensure that employees always follow this principle. The stronger the cooperation between employees, the stronger the company. The outcome obtained from undergoing an internship here is that in order to succeed in a business, there will be various challenges and there must be a good relationship with people who can give profit.

PART 1 – PRELIMINARY PAGES II 1.2

63% MATCHING BLOCK 1/21 SA INDUSTRIAL TRAINING REPORT (QURRATU AINI, 2019 ... (D142702041)

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PART 1 – PRELIMINARY PAGES IV 1.5 ACKNOWLEDGMENT First of all, I am very much thankful to almighty Allah for giving me strength, courage, and ability to accomplish the internship program as well as the internship report in a scheduled time in spite of various complications. It gives me immense pleasure to thank a large number of individuals for their cordial cooperation and encouragement which has contributed directly or indirectly in preparing this report. I would like to express my gratitude to my internship advisor Miss Jolin Nurshyme Hashim for her guidance and feedback which made everything clear to me to complete this report. A very special gratitude goes to my department head and also my supervisor, Mr. Wan Syukri bin Ali for his kind support and timely feedback regarding the guidelines and deadlines of internship completion. I would also like to express my sincere thanks to all the employees of Human Resource and Admin Management department of Kemudi Timur Electronic Sdn. Bhd. who helped me during my work tenure and made my experience an unforgettable one. People from these departments helped me to gain more practical knowledge which made my internship journey more fruitful. Lastly, special appreciation to people who are closed to me, which are my parents, my family members and my friends. The physical, mental and emotional support given by them are the main source that gave me the strength to stay positive in finishing this degree. Thank you for always be there for me through thick and thin situations. May Allah SWT return your kindness.

PART 2 – STUDENT’S PROFILE 1 2.1 UPDATED RESUME

PART 2 –

STUDENT’S PROFILE 2

PART 3 –

COMPANY’S PROFILE 3 3.1 COMPANY NAME, LOCATION AND BACKGROUND Figure 1

<b>45%</b>	<b>MATCHING BLOCK 3/21</b>	<b>SA</b>	INDUSTRIAL TRAINING REPORT - NUR FATIN SYUHADA ... (D142662318)
<p>Kemudi Timur Elektronik Sdn Bhd Headquarters COMPANY NAME Kemudi Timur Elektronik Sdn. Bhd. LOCATION Figure 2 below shows the company’s area on maps located at PT 5115 &amp; PT 5116, Tingkat 1 &amp; 2, Pasir Tumboh, Jalan Pasir Puteh, 16150 Kota Bharu, Kelantan.</p>			

Figure 2 Kemudi Timur Elektronik Sdn Bhd view on maps.

PART 3 – COMPANY’S PROFILE 4 BACKGROUND Kemudi Timur Enterprise founded by associate Lieutenant Colonel (PA) Shabki Bin Abdullah was established in 1997. The company was established with only RM50,000 capital and is located at Greenwood Park, Jalan Batu Caves, 68100 Batu Caves Selangor. Kemudi Timur Enterprise is also a local company owned 100% by Bumiputera shareholders. This company is a sole proprietorship company involved in the trading of various electronic, electrical and commission agency products. In 1999, the second branch was opened in Kota Bharu, Kelantan and this was the first branch to be opened in Kelantan. This branch

<b>84%</b>	<b>MATCHING BLOCK 4/21</b>	<b>SA</b>	INTERN REPORT AFIQAH.pdf (D171952297)
<p>is located at Ni 2864-C Sultanah Zainab, 15000 Kota Bharu, Kelantan. In 2002, Kemudi Timur Elektonik Sdn Bhd was established to further expand the market.</p>			

Operations began fully in December 2002 and were located at Wakaf Siku. To meet the high demand from customers, Kemudi Timur started ordering more stock, and a new warehouse was established at Jalan Pintu Geng Kota Bharu. The head office of

55%

**MATCHING BLOCK 5/21**

SA

INDUSTRIAL TRAINING REPORT - NUR FATIN SYUHADA ... (D142662318)

Kemudi Timur Elektronik Sdn Bhd is located at Pt 5115 and 5116, Floor 1 and 2, Pasir Tumboh Jalan Pasir Puteh, 16150 Kota Bharu, Kelantan.

Demand is increasing, Kemudi Timur Elektronik Sdn Bhd branches are increasing. Now nearly 20 Kemudi Timur branches have opened in Kelantan. Almost every district has at least one Kemudi Timur branch.

63%

**MATCHING BLOCK 6/21**

SA

INTERN REPORT AFIQAH.pdf (D171952297)

The main purpose of Kemudi Timur Electronic Sdn Bhd is to grow the business and provide job opportunities

for Bumiputera and contribute

58%

**MATCHING BLOCK 7/21**

SA

INTERN REPORT AFIQAH.pdf (D171952297)

to the economic perspective, in addition to meeting the criteria of public demand for electrical goods by making

Kemudi Timur the best "retailer" for electricity and electronic products and equipment in Malaysia, where it is compatible with the sole vision of the company. Kemudi Timur Elektronik Sdn Bhd also have their own logo same likes other company. As shown at figure 3, Kemudi Timur Elektronik Sdn Bhd have three colours which are blue, red, and green. The meaning of these all colours are symbolizes the color of the electrical wires. The shape for this logo is square. Figure 3 Logo Kemudi Timur Elektronik Sdn Bhd PART 3 – COMPANY'S PROFILE 5 3.2

81%

**MATCHING BLOCK 8/21**

SA

INDUSTRIAL TRAINING REPORT (NUR FATIN SYUHADA ... (D142623932)

VISION, MISSION AND OBJECTIVES VISION Be the best "RETAILER" of electricals and electronics product in Malaysia. MISSION Always "COMMITTED

AND WORKING TOGETHER" to improve "INTERNAL AND EXTERNAL" quality.

94%

**MATCHING BLOCK 9/21**

SA

INTERN REPORT AFIQAH.pdf (D171952297)

OBJECTIVES • Always provide customer-friendly service to ensure customers always remember KTESB as the best Bumiputera electrical goods company. • Always apply various marketing techniques to attract interest and bond with customers. • Always strive to meet customer demand for electrical & electronic goods at reasonable prices to ensure customer satisfaction.

Figure 4 below shown the principles that all of the Kemudi Timur staff need to follow. Figure 4 Principles of Kemudi Timur Elektronik Sdn bhd

PART 3 – COMPANY'S PROFILE 6 3.3 ORGANIZATIONAL STRUCTURE Figure 5 below portrays the organizational chart of Kemudi Timur Elektronik Sdn Bhd which there are five main department in the company. Figure 5 Organizational chart of Kemudi Timur Elektronik Sdn Bhd

PART 3 – COMPANY'S PROFILE 7 3.4 PRODUCTS AND SERVICES Kemudi Timur sells various electrical goods and provides various services to customers. These electrical products and services can be seen more thoroughly on the Kemudi Timur website. Among the electrical goods found in Kemudi Timur are home appliances, home entertainment, industrial machinery, kitchen appliances, beauty and personal care and broadcasting. Various options can be made on the Kemudi Timur website. Customers can check the price of goods first on the website and go directly to the store to make a purchase. Furthermore, customers can also request a more detailed explanation of the items purchased from the staff at the store. Thus, if the customer wants to make it easier, the customer can make the payment online and just wait for the item to be delivered to their home. Among the services provided by Kemudi Timur is that if the customer buys in the store, there will be a crew on board to help the customer. Various payment options that can facilitate customers as well as repair services in the event of damage to goods. There is a home air conditioner planning service, and you can order spare parts and accessories. In addition, delivery services with basic installation are also provided by Kemudi Timur because they also have their own contractors and one of the installation services provided is air conditioning installation. Gift wrapping is also available to customers who purchase electrical goods and wish to give them as gifts. In addition, Kemudi Timur can extend the warranty and provide courier services to customers who purchase online.

PART 4 – TRAINING'S REFLECTION 8 4.1 TRAINING'S REFLECTION DURATION The date of my internship session is for 24 weeks or 6 months. It starts from 1 st of March to 15 th of August 2023. For working days, it operates 6 days a week, which is Saturday to Thursday. We only have days off on Fridays and if there are public holidays. While the working hours are from 9 am to 5 pm and it includes 1 hour of break time. Break time is not set at what time but usually it is counted as lunch time starting at 1pm. DETAILS 1. Department 1.1 Human resource management - The function of this department is to look after the welfare of employees in case of any problems. This department will participate in solving this problem through discussions with its own staff or can also involve the branch manager. The branch manager is the leader of the staff at Kemudi Timur store branches. They can also give evidence related to the misconduct of staff under their observation. - The main role is to find out about the staff's daily activities including the staff's attendance at the workplace, the time the employee comes to work, and the reason why the employee does not come to work to make sure that the work can continue smoothly and comply with what the employer wants. - The recruitment of new employees and also the consideration of removing staff who have problems or do not perform at work are also roles of this department. It happens before giving the final decision to the employer whether the employer accepts or not with the decision. The human resource department also needs to analyze the number of employees in order to identify whether there is a vacancy or not. 2. Roles The roles of an intern at this company include gaining practical knowledge and practical experience from the business while carrying out the assignments offered. Being in this department, my role included doing basic calculation of staff salary. That is why I am considered the same as the human resources and administrative staff.

PART 4 – TRAINING'S REFLECTION 9 3. Responsibilities / tasks / assignments 3.1 Handle staff uniform. This is the first assignment I got, and I need to do it until the last day of the training session. There are many uniforms which are their corporate uniforms, t-shirts and uniforms provided by suppliers. Handling staff uniforms such as inspecting staff whether new or old staff who do not have uniforms. Always update the latest number of uniforms in the uniform total details in Microsoft Excel. Write the name of the staff who got the uniform in the file uniform document. It is always necessary to ensure that the uniform amount is the same as the details stored in Microsoft Excel. 3.2 Interact with third parties. Interacting with other parties may be necessary to gain clarity on certain topics such as negotiating the purchase of products, discussing, and explaining about the activities for an event, or for other personal reasons. The customer is a third party. Usually, communication takes place through phone calls, e-mails, or formal letters. 3.3 Helping in create important documents. Many documents were created during the internship here, including making memos for staff, sorting EA forms and also creating notification letters or claim letters from third parties. Drawing an emergency route plan is also one of the important tasks given. This is for third party inspection and needs to be posted at each branch. 3.4 Handle office administration tasks. Document management tasks include filling out, printing, and scanning documents. Some documents also require official acknowledgment copies or received chops, which must be stamped or chopped by authorised personnel from the legal and secretarial departments. Documents must be organised accurately for record keeping purposes and filed with the correct title clearly labelled on each file to make retrieval easier. Among the documents that require chopping are documents related to tent installation from MPKB.

PART 4 – TRAINING'S REFLECTION 10 EXPERIENCES, SKILLS, AND KNOWLEDGE RELATED TO WORK Figure 6 illustrates the summary for the knowledge, skills, experiences that are related to work. There are three main memorable events as an intern at Kemudi Timur Elektronik Sdn Bhd. Figure 6 The experiences, skills, and knowledges related to work > One of the most meaningful experiences during my internship at Kemudi Timur Elektronik Sdn Bhd is that I had the opportunity to cover salesmen at the branch during the festive season. During the festive season, every Kemudi Timur branch will experience heavy customer traffic, causing the salesmen to be unable to serve the large number of customers. So, the staff in the store is not enough. Because of that, the employer ordered almost all the workers in the office to cover the salesmen according to designated branch. I have been appointed to cover one of the branches, which is the PANASHOP branch. I am able to give explanations to customers about the product such as the price of products, the advantages of the products and can suggest which one is better to buy. Through this experience, I was able to learn how to deal with customers and also learn about product details in general. > I also had the opportunity to manage the grand opening ceremony of Kemudi Timur Elektronik Sdn Bhd's new branch. Various preparations are made to ensure the event runs smoothly such as making price tags for promotional items and setting up sales tents. My main role during the ceremony is that I have to control the situation during

PART 4 – TRAINING'S REFLECTION 11 the ceremony by providing interesting activities for the visitors who arrive on the day. Among the activities provided is a quiz about Kemudi Timur and a style guessing. This activity is provided to liven up the ceremony. To do the activity, I also need to discuss it with the Disc Jockey (DJ) who is hosting the event. What I gained from this experience is to know what happens during the event and how to control the situation so that the ceremony becomes lively and interesting. The most important thing is to ensure that the ceremony gets a good welcome from the visitors. > The opportunities to participate in meetings is valuable in adding to the work-life experience. Every meeting has a varied agenda and requirements for a different level of presentation and material preparation. Through the observations made, I can find out the procedure to set-up of the meeting. As an outcome, I can find out the highlighted topic and also the agenda in the meeting.

PART 4 – TRAINING’S REFLECTION 12 EXPERIENCES, SKILLS, AND KNOWLEDGE RELATED TO PERSONAL DEVELOPMENT Figure 7 provides an overview of the information relevant to self-development in terms of knowledge, abilities, and experiences. These encounters help develop abilities and information for enhancing one’s character traits. Figure 7 The experiences, skills, and knowledges related to personal development ➤ Ad hoc work is unpredictable and often appears out of the blue. It happened to me, where I must complete the current task given and also the new task in the same period. Therefore, managing both current and future tasks require excellent time management and multi-tasking skills. Priorities must be determined according to the level of need to handle them effectively. ➤ There are certain tasks that need to be dealt with by clients and colleagues to complete such as the buying and selling process. In doing this process, not only communication skills are needed but also confidence is needed to persuade customers and colleagues. To achieve this goal, the subject must be presented accurately to promote understanding among all parties, and this can also avoid misunderstandings.

PART 4 – TRAINING’S REFLECTION 13 ➤ The opportunity to participate in preparing a proposal for a grand opening ceremony with teammates demonstrates the value of teamwork. This is also important to complete the project successfully. Additionally, it can improve relationships with colleagues. While completing the work, the proper proposal writing format is also learned. ➤ Another experience I got was helping the marketing department. This department has a lot of work that needs to be displayed on the internet to attract more customers. Various activities they do, and I have the opportunity to participate in one of their activities which is the CSR program. This program is a community program, sharing sweets and dates in the month of fasting. They will display this program on the internet as a sign that Kemudi Timur wants to share good things. In addition, I also got to act in the advertising video they did. This further enhanced my knowledge of how to promote over the internet as I gained a lot of information through the acting scripts given.

PART 4 – TRAINING’S REFLECTION 14 BENEFITS Figure 8 shows the benefits gained during internship. There are two categories of benefits obtained during internship period at Kemudi Timur. For extrinsic benefits or external reward, Kemudi Timur Elektronik Sdn Bhd provides an allowance of RM500 per month for every practical student at this time. Any requirement for office supplies such as stationery can be requested from the Administration Department. Another extrinsic benefit is a wider network. Through Kemudi Timur I was able to expand my networking because I was able to deal with customers directly in addition to getting guidance from the staff at the company as well. Then, I learnt about new software, especially the software related to the clock in and clock out system for the employees there, which is infotech. Besides, I also got an Eid token every time during the festive season and I also got this Eid token for acting in an advertising video directed by the marketing department. The most I can get this token is as much as RM150. For intrinsic benefits that include internal rewards. I can improve my communication skills because during this internship I have to deal with people regardless of age and mostly old people. I also have to maintain conversations with people around me even if they are younger because they are high-ranking people. Other than that, I know how to manage my time wisely. Finally, I was able to understand more clearly the conditions of employees who want to work on a contract basis as well as on a permanent basis because I was given permission to participate in meetings related to those conditions. Figure 8 Benefits gained during internship at Kemudi Timur Elektronik Sdn Bhd

PART 5 – SWOT ANALYSIS 15 5.1 SWOT ANALYSIS Figure 9 below shown the SWOT analysis diagram. Figure 9 SWOT Analysis

PART 6 – DISCUSSIONS AND RECOMMENDATIONS 16 6.1 DISCUSSIONS AND RECOMMENDATIONS 6.1.1 Strengths ➤ Strong relationship with suppliers. Having a good relationship with suppliers is a strength that greatly influences the success of Kemudi Timur. With that relationship, they have a lot of brands and variety of electrical products in one shop and it’s available in every Kemudi Timur branch. It also can become a one stop center for customers buying their electrical products. I observed this through opportunities to become saleswomen at one of Kemudi Timur branch which is Panashop branch. Furthermore, I saw that suppliers always come to the office having a meeting with the founder or managing director and director or CEO to set their new target together. This makes KTESB stock supply always available. Based on my opinion, this company needs to always achieve the target set up by supplier so that can maintain dealings with supplier and need to take care in terms of debt and talk well with suppliers so that suppliers always put their trust in us to continue dealing with them. Every target that the company achieves will receive an award promised by suppliers. ➤ Firmly established in electricity marketing in Kelantan Kemudi Timur Elektronik Sdn Bhd adalah salah satu company yang firmly established in electricity marketing in Kelantan. When those people who heard about the Kemudi Timur’s name they will automatically think about electric product. Kemudi Timur is a well-known and successful business because now it has almost 20 branches in Kelantan and

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has become the first choice among local people here compared to

the other companies. The places of Kemudi Timur branches are mostly in strategic areas. Because of this well-known business they have many loyal customers. Another proof that Kemudi Timur is this company has survived from 1997 until now 2023 and can also be the focus of domestic tourists especially during the holiday season. My recommendation for this company to maintain this strength is to always maintain relationships with customers everywhere because customers are the source of a company’s strength.

PART 6 – DISCUSSIONS AND RECOMMENDATIONS 17 6.1.2

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Weaknesses ➤ Demand for certain product offered seasonal and high during festive season only

Kemudi Timur gets a lot of sales, but the number of sales is more significant when there is a festive season and when there is a sales promotion. Based on my observation, the number of sales is also high during the dry season and there is a lot of demand for electrical items such as fans and air conditioners. It becomes one of the weaknesses because the high demand is only seasonal. The number of sales on normal days is less well received. It is because the purchasing power by the customer is decreased, and employees do not know the skills to sell. This happens because the customer feels that the goods bought are only sold and can be used only according to the season. Other than that, demand is high during this time because many people return to their villages and only at this time do they have time to buy. What I want to recommend is that Kemudi Timur needs to increase their knowledge about the use of the influence of seasonality demand. They need to expand their offer for customers related to items that are not used seasonally, namely kitchen items. Kitchen items such as blenders and rice cookers will always get requests from customers because these products are always used not just at certain times. Besides, it is also possible to expand the target audience not only for residents in Kelantan but also to attract the attention of outsiders to buy at Kemudi Timur. Lastly, they have to increase discounts and promotions such as holding 'happy hour' so that customers keep on track with what Kemudi Timur is doing and are always loyal to buy. ➤ Cooperation among colleagues Employees are a strength for a company, but it can also be a weakness for the company if there is no agreement between the employees. Colleagues should have the same passion in making a business a success. Based on my experience here, cooperation among colleagues has been decreased and it has become a weakness for Kemudi Timur Elektronik Sdn Bhd. What worsened the situation was when the issue of clan culture arose among the workers. They seem to have their own groups or they care about their own department. In my opinion, the human resource department can play a role in strengthening the relationship between the employees. The human resource department can hold a family day to strengthen the bonding of all employees so that it arises in them that they also have a family at work, not just coming to work.

PART 6 – DISCUSSIONS AND RECOMMENDATIONS 18 This will make them have a sense of responsibility to discuss with their family. Face any challenge together, not just being selfish.

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A trade union is a group of employees who join together to maintain and improve their conditions of employment (

UNISON, 2022). This company needs to establish a trade union so that all employees feel valued for getting their rights as well as being able to work together to solve problems.

PART 6 – DISCUSSIONS AND RECOMMENDATIONS 19 6.1.3 Opportunities ➤ Growing advertising Kemudi Timur is well known business in Kelantan and has many followers on popular social media such as Facebook, Instagram, YouTube and Tiktok. On social media, can show product visuals more clearly and in line with customer preferences. This is one of Kemudi Timur's opportunities to advertise through social media. I suggest they need to increase promotional videos or advertisement videos about electrical goods according to the current trend so as to attract followers to buy. This advertising video is not only for people from Kelantan but also for people from outside the state of Kelantan. In addition, followers can also invite others to buy because of the interesting advertising. Kemudi Timur can also promote about easy payment methods to buy Kemudi Timur goods by doing video explanation. ➤ Growing market In Kelantan, Kemudi Timur is a widely recognised business. As a result, they have the chance to grow their company into other states, perhaps by setting up shop in Terengganu and Pahang. They can broaden their market by developing a new branch in a different country. A business may benefit from it by gaining more clients and boosting sales. By opening a new branch maybe they can expand their products to customers such as electronic home furniture.



PART 6 – DISCUSSIONS AND RECOMMENDATIONS 20 6.1.4 Threats ➤ Fierce competition For the threats, this company has fierce competition in terms of price, place or area and also the product. There are a lot of other businesses that sell the same things, so they compete related to those 3 things. The most noticeable thing is that Kemudi Timur in every branch must have competitors nearby. This causes higher competition for the sale of electrical goods. I learned this when some customers come to the store to survey the price and go to other nearby stores to ask about the price. There are also product prices that need to be increased or decreased from competitors' prices in order to maintain sales profits or losses. Among the competitors close to Kemudi Timur are G-Orange, Sen Heng and Darson. In my opinions, to make sure they can handle this situation is this company can give more attention to services like salesman need to give a good service in terms of product installation description to customer. Most of the customers care about how they are treated. With a good service, they can distinguish the quality of a business, coupled with a more reasonable price of goods compared to other competitors, it can definitely attract customers. ➤ Financial crisis has an impact on organisation Financial crisis is the situation when the economy is in a financial state throughout the fall of the Malaysian Ringgit. The volatile currency market is expected to continue to rise, and this is a worrying situation for a business. The financial crisis affected KTESB because this situation created a high unemployment rate among the people. The increase in the cost of living for individuals causes a lack of purchase of goods. I noticed that KTESB will face many challenges during the financial crisis such as increasing the number of assistant applications and they have to deal with problems as soon as they know about it. This crisis will also have an impact on KTESB in terms of paying salaries to their employees. There are several ways to deal with this situation may not all be safe but to some extent help to control this situation, but it will take time to resolve. The first is to know the cause of the financial crisis. Then need to analyse business expenses and remove non-essential costs. Change the plan state the budget and also the business strategy. Lastly, it is necessary to monitor sales cash flow.

PART 7 – CONCLUSION 21 7.2 CONCLUSION To put it briefly,

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having the chance to receive hands-on training at Kemudi Timur Elektronik Sdn Bhd has given me substantial exposure in a real-world working situation. As a student

of human resource, I can use the knowledge and abilities I have learned in the classroom and apply in the workplace. It demonstrates how having an effective learning process will show in the way we behave and express ourselves in the workplace. Through observing the real situation at work, I gained knowledge about how to control the situation when there is misconduct occurring at work and how to solve that problem. Many things that happen in the company remind me of what I learned during my studies, especially what to do if our colleagues have problems. This is the responsibility of human resource management, to provide counseling to colleagues. This experience and knowledge are very meaningful. It has opened my eyes and mind to understand the real world of work. It shows that, entering the world of work is very challenging and I need to face it with a high spirit to be a successful person.

PART 8 – REFERENCES 22 8.1 REFERENCES Halliday, M. (2020, January 21). The advantages of a well managed supplier relationship. Oxford College of Procurement and Supply. <https://www.oxfordcollegeofprocurementandsupply.com/the-advantages-of-a-well-managed-supplier-relationship/> Hashmicro. (2023, July 4). 5 ways to overcome a financial crisis in business. BusinessTech. <https://www.hashmicro.com/blog/overcoming-financial-crisis-in-business/> Kemudi Timur - Eletrik & Eletronik | Kedai Muslim. (2019, January 22). Kedai Muslim. <https://kedaimuslim.my/listing/elektrik-elektronik/>

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**MATCHING BLOCK 14/21**

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90%

**MATCHING BLOCK 15/21**

**W**

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**MATCHING BLOCK 16/21**

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How does seasonality affect the demand for goods and services?

AdwService. <https://>

**100%** **MATCHING BLOCK 17/21** **W**

[adwservice.com.ua/en/how-does-seasonality-affect-the-demand-for-goods-and-services](https://adwservice.com.ua/en/how-does-seasonality-affect-the-demand-for-goods-and-services)

PART 8 - REFERENCES 23 WAHID, A. S. (2022, May 22).

**100%** **MATCHING BLOCK 18/21** **W**

Kelantan sekali lagi bakal jadi tumpuan musim cuti sekolah. Sinar Harian. [https://www.sinarharian.com.my/](https://www.sinarharian.com.my/article/203496/)

[article/203496/](https://www.sinarharian.com.my/article/203496/)

**100%** **MATCHING BLOCK 19/21** **W**

[edisi/kelantan-sekali-lagi-bakal-jadi-tumpuan-musim-cuti-sekolah](https://www.sinarharian.com.my/edisi/kelantan-sekali-lagi-bakal-jadi-tumpuan-musim-cuti-sekolah)

**80%** **MATCHING BLOCK 20/21** **W**

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**100%** **MATCHING BLOCK 21/21** **W**

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[article/212817/BISNES/Pasaran-mata-wang-](https://www.sinarharian.com.my/article/212817/BISNES/Pasaran-mata-wang-tidak-menentu-dijangka-terus-meningkat-1.212817)

[tidak-menentu-dijangka-terus-meningkat-1.212817](https://www.sinarharian.com.my/article/212817/BISNES/Pasaran-mata-wang-tidak-menentu-dijangka-terus-meningkat-1.212817)

PART 9 - APPENDICES 24 9.1 APPENDICES Appendix 1 Uniform storage Kemudi Timur Elektronik Sdn Bhd

PART 9 - APPENDICES 25 Appendix 2 Take pictures with colleagues during the Hari Raya Eidulfitri feast Appendix 3 The process of selling and delivering goods to customers

PART 9 - APPENDICES 26 Appendix 4 Making folder labelling Appendix 5 Procedure hiring new staff Appendix 7 Filing staff medical certificate Appendix 6 Emergency route plan

PART 9 - APPENDICES 27 Appendix 8 CSR programme Appendix 9 Stick a sticker on the date package Appendix 10 Filling dates in packages

PART 9 - APPENDICES 28 Appendix 11 Discussion for grand opening new branch

PART 9 - APPENDICES 29 Appendix 12 Preparation before the event

PART 9 - APPENDICES 30 Appendix 13 Event grand opening with internship members

PART 9 - APPENDICES 31 Appendix 14 Clean water filter Appendix 15 Human resource department area

PART 9 - APPENDICES 32 Appendix 16 Draft listing for details EBIXON

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

<b>Submitted text</b>	As student entered the text in the submitted document.
<b>Matching text</b>	As the text appears in the source.



1/21	SUBMITTED TEXT	45 WORDS	63% MATCHING TEXT	45 WORDS
	TABLE OF CONTENTS PART 1 PRELIMINARY PAGES 1.1 EXECUTIVE SUMMARY ..... I 1.5 ACKNOWLEDGMENT ..... IV PART 2 STUDENT'S PROFILE 2.1 UPDATED RESUME ..... 1 PART 3 COMPANY'S PROFILE 3.1 COMPANY NAME, LOCATION		TABLE OF CONTENT PART 1: PRELIMINARY PAGES Executive Summary.....1 Table of Content.....2 Acknowledgement..... ..3 STUDENT'S PROFILE Updated Resume..... 4 PART 3: COMPANY'S PROFILE Name, Location,	
	<b>SA</b> INDUSTRIAL TRAINING REPORT (QURRATU AINI, 2019627258).pdf (D142702041)			

2/21	SUBMITTED TEXT	41 WORDS	38% MATCHING TEXT	41 WORDS
	Kemudi Timur Elektronik Sdn Bhd Headquarters..... 3 Figure 2 Kemudi Timur Elektronik Sdn Bhd view on maps. ..... 3 Figure 3 Logo Kemudi Timur Elektronik Sdn Bhd ..... 4 Figure 4 Principles of Kemudi Timur Elektronik Sdn bhd ..... 5		KEMUDI TIMUR ELEKTRONIK SDN BHD 2 2.0 STUDENT'S PROFILE 2.1. UPDATED RESUME Figure 2.1: Updated Resume INDUSTRIAL TRAINING REPORT: KEMUDI TIMUR ELEKTRONIK SDN BHD 3 3.0 COMPANY'S PROFILE 3.1. NAME, LOCATION AND BACKGROUND 3.1.1. Name Figure 3.1: Company's Logo Kemudi Timur Elektronik Sdn Bhd 3.1.2. Location Figure 3.2: Company's Location Address : Kemudi Timur Elektronik Sdn Bhd	
	<b>SA</b> INDUSTRIAL TRAINING REPORT - NUR FATIN SYUHADA BINTI ADNAN (2020519853).pdf (D142662318)			

3/21	SUBMITTED TEXT	46 WORDS	45% MATCHING TEXT	46 WORDS
	Kemudi Timur Elektronik Sdn Bhd Headquarters COMPANY NAME Kemudi Timur Elektronik Sdn. Bhd. LOCATION Figure 2 below shows the company's area on maps located at PT 5115 & PT 5116, Tingkat 1 & 2, Pasir Tumboh, Jalan Pasir Puteh, 16150 Kota Bharu, Kelantan.		KEMUDI TIMUR ELEKTRONIK SDN BHD 3 3.0 COMPANY'S PROFILE 3.1. NAME, LOCATION AND BACKGROUND 3.1.1. Figure 3.1: Company's Logo Kemudi Timur Elektronik Sdn Bhd 3.1.2. Location Figure 3.2: Company's Location Address : Kemudi Timur Elektronik Sdn Bhd PT5115 & PT 5116 Tingkat 1 & 2, Pasir Tumboh, Jalan Pasir Puteh, 16150 Kota Bharu, Kelantan	
	<b>SA</b> INDUSTRIAL TRAINING REPORT - NUR FATIN SYUHADA BINTI ADNAN (2020519853).pdf (D142662318)			

4/21	SUBMITTED TEXT	26 WORDS	84% MATCHING TEXT	26 WORDS
	is located at Ni 2864-C Sultanah Zainab, 15000 Kota Bharu, Kelantan. In 2002, Kemudi Timur Elektionik Sdn Bhd was established to further expand the market.		is located at No 2864-C Jalan Sultanah Zainab, 15000 Kota Bharu Kelantan. In 2002, Kemudi Timur Elektronik Sdn Bhd was established to further expand the market	
	<b>SA</b> INTERN REPORT AFIQAH.pdf (D171952297)			

5/21	SUBMITTED TEXT	26 WORDS	55% MATCHING TEXT	26 WORDS
	Kemudi Timur Elektronik Sdn Bhd is located at Pt 5115 and 5116, Floor 1 and 2, Pasir Tumboh Jalan Pasir Puteh, 16150 Kota Bharu, Kelantan.		Kemudi Timur Elektronik Sdn Bhd PT5115 & PT 5116 Tingkat 1 & 2, Pasir Tumboh, Jalan Pasir Puteh, 16150 Kota Bharu, Kelantan	
	<b>SA</b> INDUSTRIAL TRAINING REPORT - NUR FATIN SYUHADA BINTI ADNAN (2020519853).pdf (D142662318)			

<b>6/21</b>	<b>SUBMITTED TEXT</b>	19 WORDS	<b>63% MATCHING TEXT</b>	19 WORDS
<p>The main purpose of Kemudi Timur Electronic Sdn Bhd is to grow the business and provide job opportunities</p> <p><b>SA</b> INTERN REPORT AFIQAH.pdf (D171952297)</p>		<p>The main purpose of the company Kemudi Timur Elektronik Sdn Bhd was established is to expand business and provide employment opportunities</p>		
<b>7/21</b>	<b>SUBMITTED TEXT</b>	19 WORDS	<b>58% MATCHING TEXT</b>	19 WORDS
<p>to the economic perspective, in addition to meeting the criteria of public demand for electrical goods by making</p> <p><b>SA</b> INTERN REPORT AFIQAH.pdf (D171952297)</p>		<p>to the Bumiputera group, in addition to meeting the community's demand for electrical goods by making</p>		
<b>8/21</b>	<b>SUBMITTED TEXT</b>	22 WORDS	<b>81% MATCHING TEXT</b>	22 WORDS
<p>VISION, MISSION AND OBJECTIVES VISION Be the best "RETAILER" of electricals and electronics product in Malaysia. MISSION Always "COMMITTED</p> <p><b>SA</b> INDUSTRIAL TRAINING REPORT (NUR FATIN SYUHADA BINTI ADNAN - 2020519853).pdf (D142623932)</p>		<p>VISION, MISSION, OBJECTIVE AND GOAL 3.2.1. Vision Be the best "RETAILER" of electricals and electronics products in Malaysia. 3.2.2. Mission Always "COMMITTED &amp;</p>		
<b>9/21</b>	<b>SUBMITTED TEXT</b>	53 WORDS	<b>94% MATCHING TEXT</b>	53 WORDS
<p>OBJECTIVES • Always provide customer-friendly service to ensure customers always remember KTESB as the best Bumiputera electrical goods company. • Always apply various marketing techniques to attract interest and bond with customers. • Always strive to meet customer demand for electrical &amp; electronic goods at reasonable prices to ensure customer satisfaction.</p> <p><b>SA</b> INTERN REPORT AFIQAH.pdf (D171952297)</p>		<p>OBJECTIVES ❖ Always provide customer friendly service to ensure that customers always remember KTESB as the best Bumiputera electrical goods company. ❖ Always apply various marketing techniques to attract interest and build relationships with customers. ❖ Always strive to meet customer demand for electrical &amp; electronic goods at reasonable prices to ensure customer satisfaction.</p>		
<b>10/21</b>	<b>SUBMITTED TEXT</b>	12 WORDS	<b>100% MATCHING TEXT</b>	12 WORDS
<p>has become the first choice among local people here compared to</p> <p><b>SA</b> INTERN REPORT AFIQAH.pdf (D171952297)</p>		<p>has become the first choice among local people here compared to</p>		
<b>11/21</b>	<b>SUBMITTED TEXT</b>	15 WORDS	<b>88% MATCHING TEXT</b>	15 WORDS
<p>Weaknesses ➤ Demand for certain product offered seasonal and high during festive season only</p> <p><b>SA</b> INDUSTRIAL TRAINING REPORT - NUR FATIN SYUHADA BINTI ADNAN (2020519853).pdf (D142662318)</p>		<p>WEAKNESSES 1) Demand for certain product offered seasonal and high during festive seasons only</p>		

<b>12/21</b>	<b>SUBMITTED TEXT</b>	20 WORDS	<b>100% MATCHING TEXT</b>	20 WORDS
<p>A trade union is a group of employees who join together to maintain and improve their conditions of employment (</p> <p><b>W</b> <a href="https://www.unison.org.uk/about/what-we-do/about-trade-unions/">https://www.unison.org.uk/about/what-we-do/about-trade-unions/</a></p>		<p>A trade union is a group of employees who join together to maintain and improve their conditions of employment.</p>		
<b>13/21</b>	<b>SUBMITTED TEXT</b>	27 WORDS	<b>53% MATCHING TEXT</b>	27 WORDS
<p>having the chance to receive hands-on training at Kemudi Timur Elektronik Sdn Bhd has given me substantial exposure in a real-world working situation. As a student</p> <p><b>SA</b> INTERN REPORT AFIQAH.pdf (D171952297)</p>		<p>having the opportunity to undergo practical training at Kemudi Timur Elektronik Sdn Bhd has provided me with extensive experience in a real-world working environment. As a financing student,</p>		
<b>14/21</b>	<b>SUBMITTED TEXT</b>	18 WORDS	<b>100% MATCHING TEXT</b>	18 WORDS
<p>Kemudi Timur Elektronik Sdn. Bhd. Company profile - Malaysia   Financials &amp; key executives   EMIS. (2022,</p> <p><b>W</b> <a href="https://www.emis.com/php/company-profile/MY/Kemudi_Timur_Elektronik_Sdn_Bhd_en_6697645.html">https://www.emis.com/php/company-profile/MY/Kemudi_Timur_Elektronik_Sdn_Bhd_en_6697645.html</a></p>		<p>Kemudi Timur Elektronik Sdn. Bhd. Company Profile - Malaysia   Financials &amp; Key Executives   EMIS • \$0.00 (0) •</p>		
<b>15/21</b>	<b>SUBMITTED TEXT</b>	16 WORDS	<b>90% MATCHING TEXT</b>	16 WORDS
<p>Jom kenal kod WARNA WAYAR BAGI PERALATAN ELEKTRIK Kita. (2021). Mamapaparea   Lifestyle, Healthy, Beauty. <a href="https://mamapaparea.com">https://mamapaparea.com</a></p> <p><b>W</b> <a href="https://mamapaparea.blogspot.com/2021/02/jom-kenal-kod-warna-wayar-bagi-peralatan-elektrik-kita.html">https://mamapaparea.blogspot.com/2021/02/jom-kenal-kod-warna-wayar-bagi-peralatan-elektrik-kita.html</a></p>		<p>JOM KENAL KOD WARNA WAYAR BAGI PERALATAN ELEKTRIK KITA ~ Mamapaparea   Lifestyle, Healthy, Beauty Mamapaparea  </p>		
<b>16/21</b>	<b>SUBMITTED TEXT</b>	11 WORDS	<b>100% MATCHING TEXT</b>	11 WORDS
<p>How does seasonality affect the demand for goods and services?</p> <p><b>W</b> <a href="https://adwservice.com.ua/en/how-does-seasonality-affect-the-demand-for-goods-and-services">https://adwservice.com.ua/en/how-does-seasonality-affect-the-demand-for-goods-and-services</a></p>		<p>How does seasonality affect the demand for goods and services?</p>		
<b>17/21</b>	<b>SUBMITTED TEXT</b>	4 WORDS	<b>100% MATCHING TEXT</b>	4 WORDS
<p><a href="https://adwservice.com.ua/en/how-does-seasonality-affect-the-demand-for-goods-and-services">adwservice.com.ua/en/how-does-seasonality-affect-the-demand-for-goods-and-services</a></p> <p><b>W</b> <a href="https://adwservice.com.ua/en/how-does-seasonality-affect-the-demand-for-goods-and-services">https://adwservice.com.ua/en/how-does-seasonality-affect-the-demand-for-goods-and-services</a></p>		<p><a href="https://adwservice.com.ua/en/how-does-seasonality-affect-the-demand-for-goods-and-services">adwservice.com.ua</a> » How does seasonality affect the demand for goods and services?</p>		
<b>18/21</b>	<b>SUBMITTED TEXT</b>	12 WORDS	<b>100% MATCHING TEXT</b>	12 WORDS
<p>Kelantan sekali lagi bakal jadi tumpuan musim cuti sekolah. Sinar Harian. <a href="https://www.sinarharian.com.my/">https://www.sinarharian.com.my/</a></p> <p><b>W</b> <a href="https://www.sinarharian.com.my/article/203496/edisi/kelantan-sekali-lagi-bakal-jadi-tumpuan-musim-...">https://www.sinarharian.com.my/article/203496/edisi/kelantan-sekali-lagi-bakal-jadi-tumpuan-musim ...</a></p>		<p>Kelantan sekali lagi bakal jadi tumpuan musim cuti sekolah - Sinar Harian <a href="https://www.sinarharian.com.my/">https://www.sinarharian.com.my/</a></p>		

<b>19/21</b>	<b>SUBMITTED TEXT</b>	3 WORDS	<b>100% MATCHING TEXT</b>	3 WORDS
<p>edisi/kelantan-sekali-lagi-bakal-jadi-tumpuan-musim-cuti-sekolah</p> <p><b>W</b> <a href="https://www.sinarharian.com.my/article/203496/edisi/kelantan-sekali-lagi-bakal-jadi-tumpuan-musim-...">https://www.sinarharian.com.my/article/203496/edisi/kelantan-sekali-lagi-bakal-jadi-tumpuan-musim ...</a></p>		<p>EDISI Kelantan sekali lagi bakal jadi tumpuan musim cuti sekolah</p>		
<b>20/21</b>	<b>SUBMITTED TEXT</b>	18 WORDS	<b>80% MATCHING TEXT</b>	18 WORDS
<p>What is a trade union?   What we do   UNISON national. (2020, March 11). UNISON National.</p> <p><b>W</b> <a href="https://www.unison.org.uk/about/what-we-do/about-trade-unions/">https://www.unison.org.uk/about/what-we-do/about-trade-unions/</a></p>		<p>What is a trade union?   What we do   UNISON National Skip to content • UNISON National •</p>		
<b>21/21</b>	<b>SUBMITTED TEXT</b>	11 WORDS	<b>100% MATCHING TEXT</b>	11 WORDS
<p>Pasaran mata Wang tidak menentu dijangka terus meningkat. Sinar Harian. <a href="https://www.sinarharian.com.my/">https://www.sinarharian.com.my/</a></p> <p><b>W</b> <a href="https://www.sinarharian.com.my/article/212817/BISNES/Pasaran-mata-wang-tidak-menentu-dijangka-ter-...">https://www.sinarharian.com.my/article/212817/BISNES/Pasaran-mata-wang-tidak-menentu-dijangka-ter ...</a></p>		<p>Pasaran mata wang tidak menentu dijangka terus meningkat - Sinar Harian <a href="https://www.sinarharian.com.my/">https://www.sinarharian.com.my/</a></p>		