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WISMA
HEALTH LANE

INDUSTRIAL TRAINING REPORT

AT HEALTH LANE FAMILY PHARMACY SDN. BHD.

1 MARCH 2023 - 15 AUGUST 2023

ADVISOR: DR. NURWAHIDA BINTI FUAD

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EXECUTIVE SUMMARY

First and foremost, this industrial training report is all about my journey throughout these six exciting months of me undergo my industrial training at Wisma Health Lane Family Pharmacy Sdn. Bhd. in order to accomplish the requirement for Internship course (HRM666). This training started on 1st of March 2023 until 15th August 2023 under the supervision of our beloved Human Resource Manager, Ms. Chooi Ee Leng. I was assigned to serve in HR recruitment team that was lead by the Senior HR Executive, Ms. Katherine and another HR Assistant.

This report describes as a whole of Health Lane Family Pharmacy company's background, activity and also their products and services. Moreover, this report consists of several parts including executive summary, table of content and acknowledgement. In this report, there is also my updated resume which I have included my Industrial Training experiences and what I had learned during these meaningful six months.

The main part of this report is my training reflection and the discussion of PESTEL and SWOT analysis of the company. Other than that, I will also include some recommendations towards the analysis in order to make an improvement towards the company.

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COMPANY'S PROFILE

**Company:**

Health Lane Family Pharmacy Sdn. Bhd.

Location:

Wisma Health Lane, 760 & 762,
Jalan Sentul, 51000 Kuala Lumpur

Contact:

Tel: 03-4041 9182

Fax: 03-4041 9362

Vision

To be a leading and trusted provider of comprehensive healthcare solutions, empowering individuals and families to achieve optimal health and well-being.

Mission

To provide accessible, personalized, and comprehensive healthcare services and products to individuals and families, promoting their well-being and enhancing their quality of life. We are dedicated to delivering exceptional customer care, professional expertise, and a wide range of high-quality healthcare solutions. Through our commitment to excellence and continuous innovation, we aim to be the preferred pharmacy choice, trusted by our customers and healthcare partners.

COMPANY'S BACKGROUND



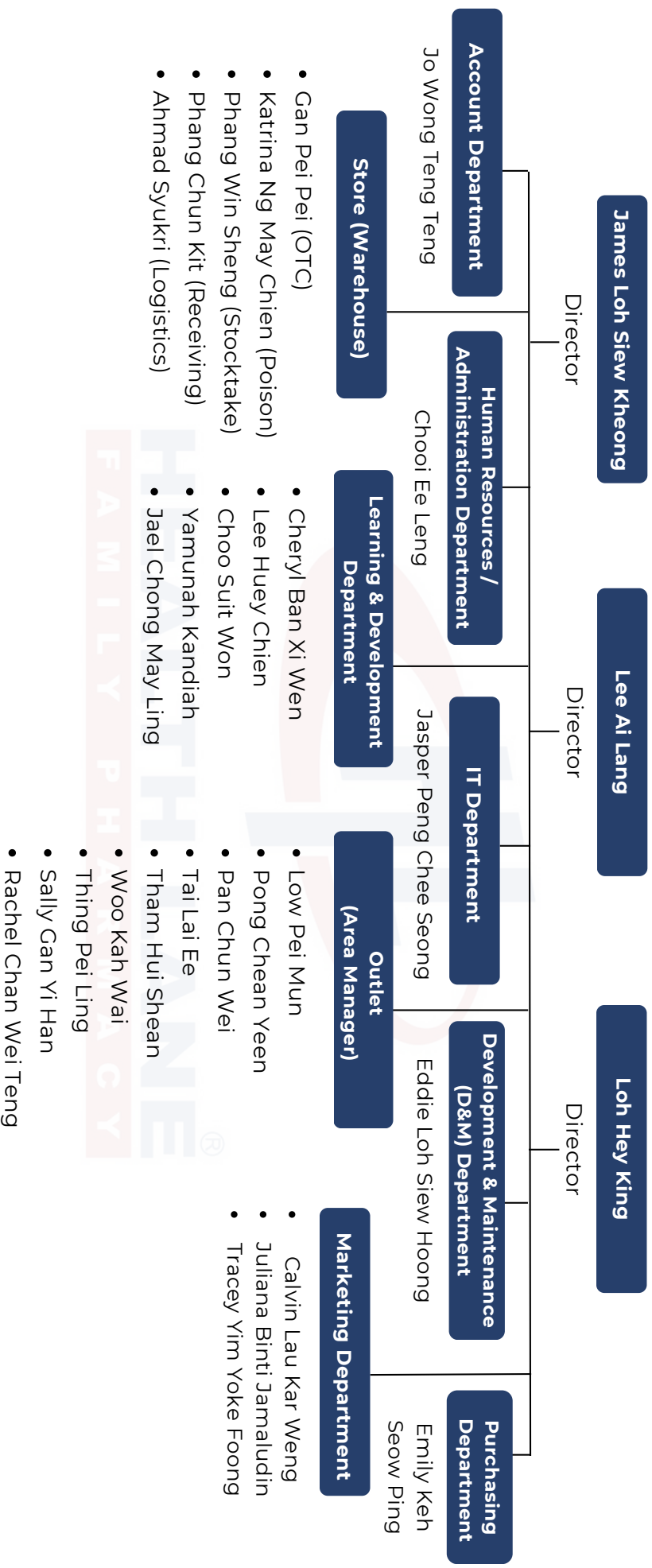
Health Lane Family Pharmacy is a well-known pharmacy chain in Malaysia. It was established in 1997 and has since grown to become one of the largest and most trusted pharmacy brands in the country. Health Lane aims to provide comprehensive and quality healthcare services to the community, with a focus on delivering personalized care to their customers.

The pharmacy chain is committed to promoting health and well-being by offering a wide range of pharmaceutical products, including prescription and over-the-counter medications, vitamins and supplements, personal care items, and health-related products. Health Lane Family Pharmacy also provides various healthcare services such as medication counseling, health screenings, and diabetes management programs.

The company prides itself on its professional and knowledgeable pharmacists and staff who are dedicated to providing accurate information and advice to customers. They strive to create a friendly and supportive environment for their customers, ensuring that they receive the best possible care and guidance for their healthcare needs.

Health Lane Family Pharmacy has expanded its operations over the years and now operates numerous outlets across Malaysia. They continue to uphold their mission of being a trusted and reliable healthcare partner for individuals and families, emphasizing the importance of health promotion, disease prevention, and optimal medication management.

ORGANIZATIONAL STRUCTURE



TRAINING'S REFLECTION

Duration :

Approximately 6 months.

Specific Date :

Started from 1st March 2023 until 15th August 2023.

Working Time :

Monday until Friday

9.00 AM to 6.00 PM

Specific Department :

Headquarters, Human Resource Department

Wisma Health Lane, No. 760 & 762, Jalan Sentul, 51000 Kuala Lumpur

ROLES AND RESPONSIBILITIES

- The Human Resources Department was headed by Ms Chooi Ee Leng, the Human Resources Manager with more than 20 years of experience as a human resources industry with the assistance of 4 Officers, 3 Executives and a Clerk. Around 1550 people worked for Health Lane Family Pharmacy in Malaysia as a whole. The primary responsibility of human resources was to hire personnel as needed for the specific area operations. The management of the stores gave the outlet managers authority to hire new employees and provide them with training for the outstation outlet. A newly hired employee was required to complete on-the-job training and induction training after reporting to work before being confirmation staff.

INDUSTRIAL TRAINING TASKS

- Manage recruitment channels and employer branding.
- Carry out complete recruitment process (Job posting, shortlisting candidates, scheduling interviews, interview arrangements with interviewer and follow up with interviewers on the interview result).
- Work closely with the hiring manager to develop and update job descriptions.
- Develop talent networking and pipelines to meet hiring and staffing need.
- To prepare HR related letters.
- Update resignation records of the employees.
- To handle administrative requests and queries from Superior in a timely manner.
- Organize and sort the management files and records.
- Maintenance of employee p-files to ensure complete documents for internal and external auditing purpose.
- Performing any relevant duties when needed.

BENEFITS

- Internship allowance RM850 per month.
- Gain knowledge about Human Resource Management
- Real life working experience.
- Skills gained throughout the internship.

PESTEL ANALYSIS

OPPORTUNITY

THREATS

P POLITICAL	<ul style="list-style-type: none">Healthcare policy and reformation	
E ECONOMIC		<ul style="list-style-type: none">InflationHigh Interest rate
S SOCIAL	<ul style="list-style-type: none">Purchasing patternsHealth conscious	
T TECHNOLOGY		<ul style="list-style-type: none">Increased online competition
E ENVIRONMENT		<ul style="list-style-type: none">Natural disasters
L LEGAL	<ul style="list-style-type: none">Licenses and permitsData privacy protection	

PESTEL ANALYSIS

POLITICAL :

Healthcare Policy and Reformation

- Political changes or policy initiatives related to healthcare can create opportunities for pharmacies. For instance, the introduction of policies promoting affordable healthcare access, increased funding for public health programs, or initiatives to expand community-based healthcare services can benefit pharmacies by increasing the demand for their products and services.

ECONOMIC :

Inflation

- In an inflationary environment, businesses may face challenges in adjusting their pricing strategies. Pharmacies may need to evaluate their pricing structure to account for higher costs, while still remaining competitive and affordable for customers. If price adjustments cannot be implemented effectively, it can impact profitability and financial sustainability. Inflation also can affect the demand for essential medications, as individuals may prioritize their spending on necessities and healthcare needs.

High Interest Rate

- If consumers face higher borrowing costs or reduced disposable income due to high interest rates, they may struggle to afford prescription medications or healthcare products. This can lead to a decline in demand for such items, potentially impacting Health Lane Family Pharmacy's prescription medication sales and overall revenue. Other than that, it can also make business owner more cautious about pursuing expansion plans or taking on additional debt. Health Lane Family Pharmacy may delay or scale back expansion projects or investments due to increased borrowing costs, which can affect their growth potential.

SOCIAL :

Purchasing Patterns

- Customer purchasing patterns can be influenced by seasonal factors or trends in healthcare and wellness. For example, during flu season, there may be increased demand for cold and flu medications, while during allergy seasons, antibiotic and allergy relief products may be in higher demand. Health Lane Family Pharmacy may adjust its stock and marketing strategies to align with these patterns and cater to customer needs accordingly.

Health Conscious

- Health-conscious customers actively seek out products and services that support their well-being and promote a healthy lifestyle. This can result in increased demand for various health-related products such as vitamins, supplements, organic and natural products, and other wellness items. Health Lane Family Pharmacy can cater to this demand by providing a wide range of high-quality health products that align with customers' health-conscious choices.

TECHNOLOGICAL :

Increased Online Competitors

- The growth of e-commerce and online pharmacies presents a challenge towards pharmacies like Health Lane. Online pharmacies offer convenience, competitive pricing, and a wide range of products, attracting customers who prefer the ease of online shopping. Health Lane Family Pharmacy needs to make an improvement on their online shop and e-commerce appearance to remain competitive in this evolving landscape. Health Lane Family Pharmacy needs to adapt by integrating digital health solutions into their services or exploring partnerships with telemedicine providers to stay relevant.

ENVIRONMENTAL :**Natural Disasters**

- Natural disasters such as floods, hurricanes, earthquakes, or severe storms can lead to temporary or prolonged closures of the pharmacy. Damage to infrastructure, power outages, transportation disruptions, or evacuation orders may force the pharmacy to suspend its operations, resulting in a loss of sales and potential customer dissatisfaction. During and after natural disasters, safety concerns may arise. Access to the pharmacy may be compromised due to road closures, unsafe conditions, or evacuation orders. Health Lane Family Pharmacy outlet in Johor Bahru has been affected by flood early this year. As it will impact the safety of employees and customers, the outlet are facing temporary closure and restricted operations.

LEGAL :**Licences and Permits**

- Obtaining licenses and permits ensures that Health Lane Family Pharmacy operates legally and in compliance with applicable laws and regulations. This helps establish trust and credibility with customers, suppliers, and regulatory authorities. It demonstrates that the pharmacy meets the required standards and follows the necessary protocols for the safe and ethical provision of healthcare products and services. In addition, certain licenses and permits are also required for Health Lane Family Pharmacy to obtain insurance coverage.

Data Privacy Protection

- Data privacy protection measures build trust and confidence among customers. When Health Lane Family Pharmacy demonstrates a commitment to safeguarding customer information, it enhances the perception of the pharmacy as a reliable and trustworthy healthcare provider. This trust can lead to increased customer loyalty, positive word-of-mouth referrals, and long-term relationships. Data privacy protection also ensures compliance with relevant data protection regulations, such as the General Data Protection Regulation (GDPR) or the Personal Data Protection Act (PDPA) in Malaysia. By adhering to these regulations, Health Lane Family Pharmacy can avoid legal penalties, reputational damage, and potential loss of business due to non-compliance.

SWOT ANALYSIS

STRENGTHS

- Integrated systems
- Ability to respond quickly to staff matters

WEAKNESSES

- Inefficient workflow process
- Lack of manpower in the organization

OPPORTUNITIES

- Healthcare policy and reformation
- Health consciousness among customers
- Gain customers trust with data protection

THREATS

- Inflation
- High interest rate
- Increased online competitors
- Natural disasters

DISCUSSION AND RECOMMENDATIONS

STRENGTHS

Integrated System

- Implementing an integrated system in management process brings several benefits to Health Lane Family Pharmacy. An integrated system combines various operational processes and data into a centralized platform, streamlining workflows, enhancing efficiency, and improving decision making capabilities. It is also recommended that Health Lane Family Pharmacy implement an integrated system which enables a holistic view of customer information, including purchase history, preferences, and medication profiles. This information can be leveraged to personalize interactions, provide tailored recommendations, and offer targeted promotions. It can enhance customer service, strengthens customer loyalty, and improves overall satisfaction.

Ability to Respond Quickly to Staff Matters

- Punctually respond to staff matters demonstrates that Health Lane Family Pharmacy values its employees' concerns and well-being. When staff members feel heard and supported, it enhances job satisfaction, motivation, and loyalty, leading to higher employee retention rates. Moreover, quickly responding to staff matters also ensures minimal disruption to daily operations. It will help to maintain productivity levels by promptly addressing staffing issues, workload concerns, or other factors that may hinder employee performance. It is recommended for Health Lane Family Pharmacy to regularly review and evaluate the effectiveness of the staff's management processes. Seek feedback from employees and make necessary adjustments to ensure continuous improvement in addressing staff matters punctually.

WEAKNESSES

Inefficient Workflow Process

- Reliance on manual and paper based processes can slow down operations and increase the likelihood of errors. Tasks such as inventory management, prescription processing, and documentation become time consuming and prone to mistakes, leading to inefficiencies in the overall workflow. Ineffective communication among staff and inadequate information sharing can also cause delays and errors in the workflow and at the same time lead to misunderstandings or missed deadlines. Therefore, Health Lane Family Pharmacy need to explore opportunities to automate manual tasks and streamline processes using technology solutions and utilize tools such as shared calendars, and project management systems to avoid miscommunications.

Lack of Manpower in The Organization

- The lack of manpower in Health Lane Family Pharmacy refers to a situation where there is an insufficient number of staff members to meet the demands of the pharmacy's operations effectively. A shortage of manpower can result in an increased workload for existing staff members. They may have to take on additional responsibilities, work longer hours, or handle multiple tasks simultaneously. This can lead to stress, burnout, and decreased job satisfaction among employees. It is recommended for Health Lane Family Pharmacy to conduct a comprehensive workforce planning exercise to determine the ideal number of staff members required to meet operational needs. Other than that, they also can consider temporary staff or outsourcing options during peak periods or to address immediate staffing needs. This can provide short-term relief and ensure that critical tasks are adequately covered.

OPPORTUNITIES

Healthcare Policy and Reformation

- Many healthcare policies emphasize the importance of primary healthcare and preventive services. Health Lane Family Pharmacy can position itself as a primary healthcare provider by offering services such as health screenings, medication counselling, immunizations, and chronic disease management. Collaborating with healthcare providers and participating in government-led initiatives can expand the pharmacy's role in primary healthcare delivery. Health Lane Family Pharmacy can invest in technologies and systems that enable seamless exchange of patient information with healthcare partners. This facilitates better coordination of care, improves medication management, and enhances patient safety.

Health Consciousness Among Customers

- Customers' health consciousness presents a significant opportunity for Health Lane Family Pharmacy. Health-conscious customers understand the importance of preventive healthcare measures to maintain overall well-being. They may prioritize regular health check-ups, screenings, and disease prevention strategies. Health Lane Family Pharmacy can provide services such as health screenings, vaccination programs, and counselling on preventive measures to support customers in their pursuit of proactive health management.

Gain Customer's Trust With Data Protection

- Health Lane Family Pharmacy can gain their customers' trust with data protection by implementing robust measures to safeguard customer information. They should have clear and transparent data privacy policies in place. These policies should outline how customer data is collected, stored, used, and protected. By openly communicating their commitment to data privacy and security, the pharmacy is able to gain trust and confidence among customers. Health Lane Family Pharmacy also should employ industry standard security measures to safeguard data from unauthorized access, breaches, or cyber threats.

THREATS

Inflation

- There are a few recommendations when it comes to managing the impact of inflation on Health Lane Family Pharmacy's business. Regularly monitor the inflation rates and adjust the pricing of products and services accordingly. Conduct market research to understand how competitors are adjusting their prices in response to inflation. Striking a balance between maintaining profitability and ensuring customer affordability is essential. Furthermore, engage in negotiations with suppliers to explore opportunities for better pricing and terms. Consolidate purchasing volumes and build strong relationships with reliable suppliers to negotiate favourable rates and mitigate the impact of inflation on the cost of goods sold.

High Interest Rate

- When faced with a high interest rate environment, it can put a strain on cash flow. Health Lane Family Pharmacy can consider implement effective cash flow management practices, such as forecasting, budgeting, and expense control. Monitor cash flow closely to ensure that the pharmacy has sufficient funds to meet interest payments and other financial obligations.

Increased Online Competitors

- Health Lane Family Pharmacy must encourage satisfied customers to leave positive reviews and testimonials about their experiences with their services. Online reputation management can help build trust and attract potential customers who rely on reviews and recommendations. Other than that, they also must regularly assess pricing strategies to remain competitive with online competitors. Focus on delivering value to customers by offering competitive pricing, bundling services, or providing additional benefits such as loyalty rewards or free health consultations.

Natural Disasters

- First of all, they must ensure that critical business data, including customer records and inventory information, is regularly backed up and stored securely off-site or in the cloud. This safeguards important information and facilitates business continuity in the event of physical damage or loss. And the most important part is to review insurance policies and understand coverage for damages caused by natural disasters. In the event of damage or loss, initiate the claims process promptly and document all necessary information to speed up recovery.

CONCLUSION

In conclusion, Industrial Training is really essential because it provide a high value of experience and knowledge before entering the real world of employment. There are a lot of things can be explored during Industrial Training which I am able to implemented what I have learned in the past two years and half of studies into working environment. The experience and knowledge that I got during the six months of industrial training period at Health Lane Family Pharmacy Sdn. Bhd. as Human Resources assured me to be more ready to contribute my abilities and skills to start my career.

Subsequently, I was able to identify a number of crucial PESTEL and SWOT analysis components that help the organization keep on track with the management throughout the whole company process. During the strategic planning phase, most of the company utilize PESTEL and SWOT analysis to determine and evaluate their current resources, both internally and externally, as well as to look into trends and patterns that could have positive or bad consequences on their enterprises.

I was able to identify strengths, weaknesses, opportunities and threats of the Health Lane Family Pharmacy Sdn. Bhd. The strengths of the company able to help them accomplish their goals and uphold effective work management. If there are any shortcomings, the company can identify them and strive to strengthen the organizational structure. Additionally, the company can gain benefit from the chances offered to advance the company's advancement in the future as well as able to take safeguards and is continually ready to deal with dangers in order to safeguard the organization's well-being and efficient operation.

Last but not least, the experience gained during this industrial training is highly useful and is anticipated to be used as a roadmap for future goal setting and navigating the workplace.

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APPENDICES



Receptionist



Human Resource Department



Head Of Department Office



Human Resource Department



Hari Raya Celebration



Staff Birthday Celebration



Lunch with HR Department