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UNIVERSITI
TEKNOLOGI
MARA

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HR INTERNSHIP

FACULTY : FACULTY OF BUSINESS AND MANAGEMENT

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

GROUP : RBA2436C

PREPARED BY:

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EXECUTIVE SUMMARY

The report summarizes my internship program from 1 March 2023 to 15 August 2023 covering 6 months on going internship. I am honored to complete my internship as the final requirement on my bachelor's degree as a Human Resource intern at Primer Cherang Clinic, a local company owned by two successful directors which are Dr Mohd Rahimie bin Sayutti and Dr Mohd Safwan bin Saifudin. I learned to adapt to a business-oriented environment where I gained a variety of experiences with the help of the manager which also my supervisor. Although it is impossible to summarize every encounter I had while interning, I believe the skills I learned there will be extremely helpful for my future profession.

As an intern, I performed a variety of tasks. For example, I helped the company manage the process of opening new branches by coordinating the account opening with suppliers, submitting the necessary paperwork to CKAPS, and overseeing the training and process for licensees. Apart from roles and responsibilities, the goal of my internship is to examine the company's strengths, weaknesses, possibilities, and dangers from a variety of perspectives, including political, economic, social, technological, environmental, and legal ones. The company's unique business and sustainability competencies, weaknesses in their dependences and operational costs, possibilities to improve the company's reputation and the improving economy, and exposure to the threat of the opening of new clinics are some of the key findings.

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2.0 COMPANY'S PROFILE

2.1 Location of The Business

No 1702, 1703, 1704, Tingkat Bawah Jalan Hospital, Paya Bemban, 15200 Kota Bharu, Kelantan.

2.2 Background of Establishment

Primer Cherang Clinic is managed by A.R. Enterprise Sdn Bhd and was incorporated on September 3, 2013, with a paid-up capital of RM100,000.00. The clinic was wholly owned by two doctors, Dr. Mohd Rahimie Bin Sayutti and Dr. Mohd Safwan Bin Saifudin.

Dr. Mohd Rahimie Bin Sayutti, who earned his medical degree from Indonesia's Udayan University Bali, was officially recognised and registered as a medical practitioner in Malaysia in 2008. Meanwhile, Dr. Mohd Safwan Bin Saifudin, who earned his MBBS from Ireland's prestigious Royal College of Surgeons, has been officially recognised and registered as a medical practitioner in Malaysia since 2011.

Both Dr Mohd Rahimie Bin Sayutti and Dr Mohd Safwan Bin Saifudin run the Primer Cherang Clinic round-the-clock with the help of a team of more than 40 people at HQ that includes registered nurses, physiotherapists, X-ray technicians, occupational therapists, certified medical officer assistants, clinic general assistants, and the management team. The clinic is currently growing and expanding its wings by opening more branches around Malaysia.

2.3 Services and Products Offered

2.3.1 Services Offered

- Knee pain treatment
- Dietary treatment
- Phlegm treatment
- Outpatient treatment & emergency treatment
- Nerve / back pain treatment
- Treatment of chronic patients such as diabetes, high

- Blood pressure, cholesterol, thyroid and hormones
- With quality medicine.
- Electrocardiogram (pemeriksaan ecg)
- Vision test (ujian penglihatan)
- Allergy test
- Health screening (pemeriksaan kesihatan)
- Blood test (kencing manis, darah tinggi, kolesterol, Gout dll)
- Urine test (feme, ibu mengandung, dadah)
- Antenatal care, ultrasound
- Fertility treatment
- Treatment of men's problems (tenaga batin/mati Pucuk)
- Family planning & contraception services
- Minor surgery/ wound care
- Female circumcision (berkhitan perempuan)
- Immunization check & health screening
- Medical check up for students and employees
- Radiation medical check up
- Medical check up ohd
- X-ray facilities
- Housecall (perkhidmatan rawatan ke rumah)

2.3.2 Products Offered

- Primer cherang vc rose lms lotion
- Primer cherang vc rose feminine wash
- Primer cherang gummy vc kids (sachets & tablet)
- Primer cherang treatment cream
- Primer cherang skin treatment serum
- Primer cherang vc rose toner
- Primer cherang hair treatment serum

- Priemr cherang join free
- Primer cherang vs rose sunscreen
- Primer cherang calming baby oil
- Primer cherang vc rose facial cleanser
- Primer cherang vitamin c plus
- Primer cherang vs rose treatment sunscreen

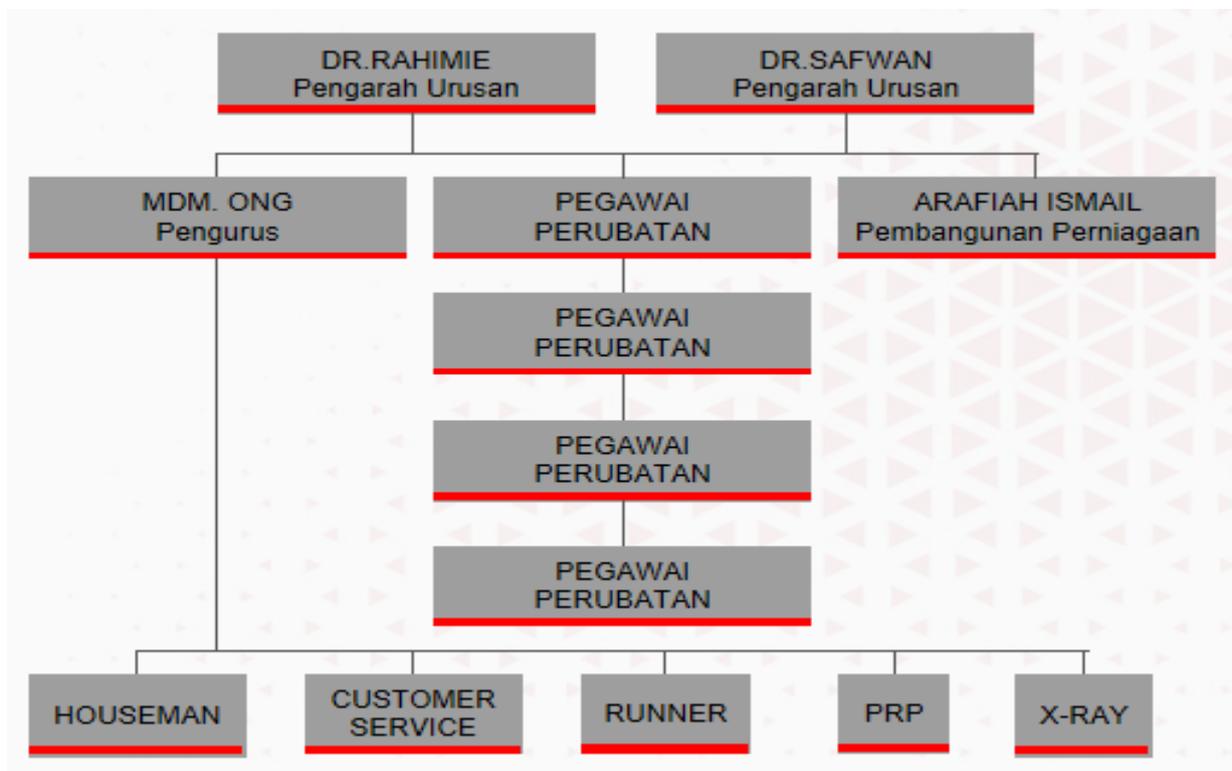
2.4 Vission

'Adalah untuk menjadikan klinik pilihan utama serta dapat meningkatkan tahap kesihatan masyarakat setempat.'

2.5 Mission

'Adalah untuk memberikan perkhidmatan penjagaan kesihatan yang berkualiti dan terbaik kepada pesakit dengan kos yang berpatutan.'

2.6 Organizational Structure



3.0 TRAINING REFLECTION

3.1 Duration: Specific date, Working days and Time

Specific Date: 1 March – 15 August 2023

Working Days: Saturday – Thursday

Working Time: 8.30 AM-5.00PM

3.2 Details: Department, roles, responsibilities, assignment and tasks

As a student intern in the administration department, one of my roles is helping the management to administer and manage the organization so that it runs smoothly. The roles include:

- Filing the documents such are the employees' information forms, licensees documents, applicants' resumes for licensee and others.
- Arranged the online interview session for licensees' applicants by creating google meet link and join the online interview.
- Perform daily duty which clean the certain clinic's area or department as assigned in the duty schedule.
- Involved in the event(s) organized by the organization such as the Eid celebration by helping in preparing the tagging of food and drinks, cleaning the clinic's areas, and help the caterer prepare the foods

Besides, assist supervise on how the business interacts with franchisees and trainee licensees and make sure that the process of launching a new clinic goes well and that all documentation is submitted on time. The responsibilities are as follows:

1. To assist in the submission of Form A and other necessary documents to Cawangan Kawalan Amalan Perubatan Swasta (CKAPS) for the opening of new franchises. The documents include Suruhanjaya Syarikat Malaysia (SSM), a statutory declaration, the Malaysian Medical Council (MMC), an annual practising certificate (APC), a lab

agreement, a tenancy agreement, and others. Two copies of collected documents must be signed by the person in charge (PIC) and the franchisor before being delivered to CKAPS, and third copy is made for the business's keeping

2. Join the quality control team that is in charge of making sure that all medical and non-medical supplies arrive at their destination safely and in the appropriate amount. For each franchise, a variable quantity of supplies is required.
 - The supplies include medicines and medical supplies, stationery, dustbin, sharp bin, wastebin, floormat, brooms, shovels, mops, and others.
 - Record the stock in and out in form of stock card so that the quantity of supplies available is the same as the stock recorded.
 - Count and check the quantity of goods before being supplied to the license holder and the stamp of quality control has been checked before loading them into the transport.
3. Prepared other necessary documents of that new clinic, such as the clinic's Standard Operating Procedure (SOP), organizational chart, mission, vision, tagging, grievance procedure, and others that are needed for inspection after approval of Form A.
4. Open account with suppliers for licensees which including preparing the required documents such are Zuellig, Apex, Pharmaniaga and DKSH. The documents needed are letter of agreement, SSM, doctor's APC, director(s) IC copy, form B and others. Besides, it also required me to contact the representative of each supplier for further action regarding the account opening procedures. Once the required documents have been submitted through e-mail and checked by the representative, the hard copy of original documents with original signature of director will be courier to assigned address.

3.3 Gains: Intrinsic & Extrinsic benefits such as allowance, compensation, experiences, knowledge, skills, etc

Over the course of my internship, the organization provides me with an allowance of RM500 per month and a laptop to carry out my work in the company.

Overall, I was successful in gaining as much varied experience as I could during my internship. I have taken part in a number of meetings where important individuals have discussed the long-term and short-term prospects for the company's everyday operations and activities.

In addition, I have acted as the company's main conduit for communication on both an internal and external level. However, I have successfully conducted research and processed reports with a remarkable attention to detail, notably at quarterly analyst briefings.

1. In-depth and comprehensive knowledge of the clinic as a general practitioner industry in general. This includes:

a. Process of opening new branch

i. Submission of Form A to Cawangan Kawalan Amalan Perubatan Swasta (CKAPS)

ii. Preparation of other forms for inspection by Kementerian Kesihatan Malaysia (KKM)

iii. Preparation of supplies item before inspection KKM

iv. Preparation of both acrylic and laminate tagging for branches

b. Training and development

i. Screening resumes of applicants

ii. Conduct interview session

iii. Select the right candidate for the position

- c. Account opening with suppliers
 - i. Contact the representative of each suppliers
 - ii. Fill in the required forms and prepare documents needed
 - iii. Follow up the progress until successfully open account

2. On the other hand, skills include the following:

- a. Ability to analyse and interpolate data or information from many viewpoints relevant to the company.
- b. Ability to be a team player that follows as situations dictate.
- c. Ability to work under different atmospheres according to different circumstances.
- d. Ability to employ effective communication on a granular level by utilizing different communication strategies to engage and liaise with different groups of people, both internal and external.
- e. Ability to build professionalism in communication and dealing with clients

4.0 SWOT ANALYSIS

| | |
|---|---|
| <ul style="list-style-type: none">• Strong brand values• Side brands• Experienced and friendly doctors | <ul style="list-style-type: none">• Ineffective communication exists between the upper management and the underlings• Lack of multitaskers on the job• Poor location of business |
| <ul style="list-style-type: none">• Health care awareness increased• Emerging need for a particular service line• Availability of internet and social media | <ul style="list-style-type: none">• New and rising competitors• Changing clients' attitudes or preferences towards the service and products offered by the company• Difficulty recruiting |

4.1 Strength

- 1. Strong brand values.** This is due to the fact that the company has been in operation since 2013, and both of the directors have a wide range of expertise and knowledge in the industry they work in, which has, in turn, indirectly piqued clients' attention and inspired them to trust the service offered.
- 2. Side brands.** The company has produced a line of health and beauty skin care products such as sunscreen, serum, vitamin c and many others.
- 3. Experienced and friendly doctors.** They always have a smile on their face and treat the patients like family.

4.2 Weakness

- 1. Ineffective communication exists between the upper management and the underlings.** Frequently, only oral instructions from superiors are passed along to subordinates as to which and how many days of public holidays are taken annually.
- 2. Lack of multitaskers on the job.** A worker often excels at one particular task and can only do one job at a time.
- 3. Poor location of business.** Due to its position among a row of numerous shops, the clinic is sometimes overlooked by clients.

4.3 Opportunities

- 1. Health care awareness increased.** According to survey conducted in May 2020 by The Harris Poll in United States which included 2000 respondents, concluded that 80% of respondents stated they would be more conscious about engaging in regular self-care once the pandemic Covid19 was over.
- 2. Emerging need for a particular service line.** The company is known for offering effective knee treatments which are called Platelet-rich plasma (PRP) therapy.

3. Availability of internet and social media. Used the internet and its ability to spread like wildfire to increase advertising of offered services and goods to attract more customers.

4.4 Threats

1. New and rising competitors. Numerous companies with the same business opened in the neighbourhood.

2. Changing clients' attitudes or preferences towards the service and products offered by the company.

3. Difficulty recruiting. Having difficulty in recruiting the right person for the right job

5.0 DISCUSSION AND RECOMMENDATIONS

5.1 Strength

1. Strong brand values

In the current period of globalization, there are numerous organizations competing and fighting to increase the value of their brand, as it has emerged as the most important aspect of winning hearts or being the preferred option of customers. This is because strong brand values are able to foster trust and customer loyalty by increasing their satisfaction in using that particular brand. This is proved as according to the study conducted by Didit Darmawan on The Effect of Customer Satisfaction on Trust and Customer Loyalty in 2019 found that customer satisfaction has a significant positive impact on customer loyalty (Darmawan, 2019). Thus, by placing special emphasis on brand value, organizations can take care of both customers and the company itself.

Despite various problems and obstacles that had to be faced such as concepts, environmental change, product life cycle, brand equity and so on, Primer Cherang Clinic Sdn. Bhd is said to have a strong brand value because the company has been operating since 2013 which shows that it has been able to stand firm for over a decade because the products and services offered are trusted by customers.

To further improve the company's brand value, the company should pay extra attention to their brand image, brand awareness, and perceived quality. Customers in the market of today want the brand or product they purchase to meet their needs, yet mere customer contentment is insufficient to forge a lasting bond with a company. Thus, to ensure customer loyalty, an emotional connection beyond contentment must be created, which means the company should create brand love in each consumer by first, increasing the company's brand image. As according to the study conducted by Dam Tri Cuong among 272 respondents at Ho Chi Minh City, Vietnam found that brand image had a positive impact on brand love and brand loyalty (Cuong, 2020).

There are several ways to accomplish this, one of which is for the company to double the price promotion of the service and products provided which can attract more consumers because the vast majority of users really appreciate the price promotion. The ability to persuade customers to buy at a cheaper price can persuade them to make the purchase, and promotional

pricing may also attract new customers who might try the product or service because it is more affordable. Additionally, it helps the business maintain its competitive edge and set itself apart from rivals because cheaper products can keep current customers happy and even draw in new ones. Furthermore, since most consumers value low prices, it can make selling products or services simple. This is because promotional pricing strategies require little marketing work. Cheap pricing is frequently sufficient to convince customers to make a purchase. Additionally, the company can expand their outreach initiatives, such as giving health seminars at adjacent offices or in schools, to enhance brand awareness and program participation. It promotes increasing brand recognition, facilitates promotion and boost revenue.

2. Side brands

A side brand or side business is any commercial activity that an individual or organization does outside of its core business. There are many different types of side businesses available today, from services to product sales. A side brand or business may be started for a variety of reasons, such as to supplement income, pursue personal interests, develop one's talents, or test out new business ideas. Consulting, selling goods online, or launching a small business are just a few examples of side businesses. People frequently start a side business or side brand to supplement their income, reach financial objectives, follow a passion, or try a company idea before devoting all their attention to it.

The other strength owned by Primer Cherang Clinic Sdn Bhd is that it has produced a line of health and beauty skin care products such as serum, treatment cream, vitamin C, and others. These products have received a warm response from the community until now, as there are still requests from consumers and new users about the products offered.

The company can use a number of suggestions to successfully market the side brands, starting with social media marketing. This is because social media certainly has a big impact in today's world because the majority of individuals today have a social media account and browse it every day. This is proven as according to the study conducted by researchers on The Effect of Social Media Marketing, Word of Mouth and The Effectiveness of Advertising on Brand Awareness and Purchase Intention among Grab application users in Tangerang, Java, Indonesia which found that social media marketing has positive influence on purchase intention (Ezra Aileen, 2021). It encourages happy clients and friends to tell others about the company's subsidiary brand. Besides, to encourage individuals to promote the goods or services, the company may decide to run customer loyalty programs or give referral incentives to further reveal the company's products to potential consumers and reach more people. Additionally, partnerships and collaboration. To promote each other's brands, the company can partner with complementary companies or influencers. As influencers have a significant impact on social media and may be leveraged by businesses to better publicize their products in the eyes of consumers, this can increase their reach and bring their side brand to a new audience. Other than that, online advertising. To reach a certain population or focus group interested in the side brand, the company may think about conducting targeted internet advertisements on websites like Google Ads or social media. Even while using this strategy could be expensive for the company, it gives it access to a larger market because billions of searches are made every day

in a practical and measurable way. But keep in mind that consistency is essential for marketing because it is necessary for success.

3. Experienced and friendly doctor

Primer Cherang Clinic Sdn Bhd is said to have experienced and friendly doctors as staff because they have received the recognition of doctor's certificates by prominent universities, and some have served for more than 10 years in this field. Besides, the doctors always welcome new patients with a grin and treat them warmly and as members of the family.

This shows that experienced employees who have acquired significant knowledge, skills, and expertise in a particular field or profession through years of hands-on experience and learning are crucial and important for the company because these employees have accumulated an irreplaceable value and wealth of understanding in their respective fields of expertise, which enabling them to carry out their duties effectively and efficiently. They are indirectly contributing to the overall success of the company.

Some recommendations for the company to improve and maintain this advantage are that it should offer competitive compensation and benefits to staff. By providing benefits and perks that are competitive and aligned with industry standards, the company will be able to attract and maintain staff members who will stay with the company and achieve success in the future. As an example, the company can consider offering health insurance, flexible work arrangements, opportunities for professional development, and so on. Besides, the company can promote work-life balance as one of its initiatives to take care of both the physical and mental health of employees as well as retain them working with the company. This includes offering flexible schedules, vacation time, and reasonable working hours. Other than that, recognition and rewards. This is because, by doing so, it can motivate the staff to continue their dedication and commitment to the organization. The company can start by providing opportunities for advancement, promotions, and salary increases based on merit and performance shown by the staff. When the staff feels like they are fairly treated and they get their rights, they will find it worthwhile to work with the company.

5.2 Weakness

1. **Ineffective communication exists between the upper management and the underlings**

Effective communication is crucial for both individual and team success as it can help in reducing misunderstanding, enhancing productivity, enabling effective decision-making and boost employee engagement. Employees may share ideas, exchange information, and collaborate on projects when they can speak honestly and plainly with one another. This supports group problem-solving and innovation while fostering a sense of oneness. According to survey conducted in United States and United Kingdom found that at least 100,000 employees lost \$62.4 million per year on average due to poor communication (Coursera, 2023) which should be avoided.

The company is said to have ineffective communication between the upper management and the underlings as superiors often give oral instructions to subordinates instead of written instructions. Even though the issue related to public holidays which most of employees already know or are aware but there is still a few employees who do not know it which the company cannot take lightly to avoid misunderstandings in the company's terms and policies.

However, if this value is ignored and not put into practice, it may lead to various negative consequences such as misunderstanding, and mistakes occurring in the workplace. Employees may misunderstand instruction, rework and waste resources, all of which will make them feel less motivated to complete their tasks and reduce their efficiency. Besides, conflict and tension. Conflicts and damaged relationships in the workplace are frequently caused by poor communication. No matter how minor the issue, effective communication is essential for fostering a more cordial working relationship between employers and employees.

Thus, to improve or overcome this weakness, the company should come out with several strategies such as practice active feedback and constructive criticism. The upper management may allow the underlings to provide regular feedback on their management style as well as the upper management to provide feedback on employees about their performance so that both parties able to improve their performance and achieve the company's goals. Besides, foster an open and transparent communication culture. Promote a culture where employees feel comfortable expressing their thoughts, ideas, and concerns without fear of retribution. Other than that, the company should improve active listening

skills. Even though, this role usually plays by the Human Resource Department, each of the Head of Department in the company also plays critical roles in ensuring all the employees' voices heard by the management and they do not feel alone and oppressed. This is because some employees may feel intimidated to directly share their problem to other person from different department, so that is why the leader in each department should play their roles as one of the closest to employee.

2. Lack of multitaskers on the job

The ability to multitask becomes one of the key criteria when choosing applicants for a specific position in the company. This is because the ability to manage multiple responsibilities or work at once by focusing on one task while keeping track of others allows that person to become more efficient throughout the working day and increase productivity. Primer Cherang Clinic is said to have a lack of multitaskers on the job as there are some employees who often excel at one task and can only do one job at a time. An employee uses 8 hours of working time to design five posters without doing any other work, which should be doubled to increase productivity.

Thus, the company should overcome this weakness by providing training and development for certain groups of employees so that they are able to improve both their knowledge and skills so that they are able to contribute to the company's success. The company can consider having workshops, or online courses that focus on time management, prioritization, and multitasking techniques for employees so that they are exposed to the importance of being multitaskers. Besides, the company should improve task delegation. The company should identify employees with complementary skills and distribute tasks accordingly. Ensure that responsibilities are clear and provide adequate support and guidance to those taking on new tasks so that they are not misunderstand the instruction or feel unmotivated to perform. Furthermore, the company can consider implementing task management tools which facilitate efficient tracking and organization of tasks. This tools or software allows employees to set deadlines, manage their workload effectively and help them prioritize tasks.

3. Poor location of business

Primer Cherang Clinic is said to have a poor location of business due to its position among a row of numerous shops which lead to the clinic is sometimes overlooked by customers or clients. Even though it is located in the middle of the city, it is sometimes not noticed by new customers. This may be due to the fact that the clinic's theme color is red and black including their signboard and outside wall of the clinic which does not stand out very much compared to other colors such as pink, yellow and orange.

Several ways that can be chosen by the company to increase business's visibility, reach and success is the company should have targeted marketing and branding. It should focus on building a strong brand and implementing targeted marketing strategies to attract customers from a wider area such as using advertisement through Google Ads where it has highlighted the unique selling points, competitive advantages owned by the company, and special offers of services and products offered to draw attention and entice customers to make the trip to the company's location. Besides, the company can venture into online presence and e-commerce. By establishing a strong online presence through a well-designed website, active social media accounts, and online advertising, the company can expand the customer base beyond the physical limitation of their location. The company can also offer convenient online ordering and delivery options to reach customers who may not be able to visit the company such as house call practice which a doctor will visit the patient's house and provide a requested service. This may help the customers who have difficulty in transportation. Other than that, the company can consider having delivery or cash-on-delivery (COD) options. By offering competitive shipping rates for online orders or having lower charge for COD, it helps to expand the customer reach and make it more convenient for customers to make purchase from the company.

5.3 Opportunities

1. Health care awareness increased

Healthcare is crucial for promoting and maintaining health, preventing and managing disease, and achieving health equity for all individuals. As according to survey conducted in May 2020 by The Harris Poll in United States which included two thousand respondents, concluded that 80% of respondents stated they would be more conscious about engaging in regular self-care once the pandemic Covid19 was over (Aislinn Antrim, 2020), showed that many have realized that taking care of health is important. As an example, many people have visited the clinic to receive an injection of the blood sugar-controlling medication such as Jardiance after hearing about its advantages from others and social media platforms such as TikTok. As according to study among 1363 respondents in Saudi Arabia in 2021 found that 90.9% of respondents agreed that health information on the internet or social media does contributes to raising of health awareness among people (Sarah A. AlMuammar, 2021)

The company should grab this opportunity to boost the revenue by conducting educational campaigns. By implementing it, the company indirectly helps in raising awareness about specific health issues or promote preventive measures which help the audiences or customers to have better understanding as well as aware about the current health issues. The company should use multiple channels such as social media (TikTok, Facebook and Instagram), brochures and websites to spread the information as people nowadays tend to spend most of their leisure time browsing the internet. Besides, the company can consider having a promotional price for injection or procedure that have high demand for that particular time so that it able to attract more customers and able to boost the revenue as well as achieve the monthly or annually target. This is because people tend to try when they feel the price offered is lower and affordable.

2. Emerging need for a particular service line

Emerging needs refer to the evolving demands that arise due to changes in society, technology or other relevant factors. It is important for the company to successfully recognize and address emerging needs to stay relevant with the current needs. The company is said to have an opportunity on emerging needs for a particular service line as it is known for offering effective knee treatment which are called Platelet-Rich Plasma (PRP) therapy and according to study conducted by several researchers in 2021 found that an elderly between 60-69 years of age to have knee pain is 21.4% (Elisabeth Ginnerup-Nielsen, 2021). Thus, by offering this treatment, it allows the company to have a competitive advantage and differentiate the business from its competitors.

In order to make the most of this opportunity, the company should continuously monitor and stay vigilant about emerging needs as trends or market dynamics can evolve rapidly. That is why it is important to stay agile and adaptable so that the customers will always choose the business instead of competitors. As an example, when there is new effective medicine, machines, or medical equipment released, the company needs to take the initiative to take stock or buy the equipment in order to be able to provide and supply the best for customers. Besides, the company should enhance the customer engagement to have and gain deeper understanding of their evolving needs and preferences. The company can use online communities, surveys, and interviews as some methods to create continuing contact and involvement with customers.

3. Availability of internet and social media

The availability of internet and social media is changing our society and really have significant and huge impact in today's world as everything is just at fingertips. Any information, story, statistics, knowledge and direction that a person wants to know can all be found by just surfing the internet whenever and wherever they are. People can find a wide variety of information, research subjects, access instructional materials, and keep up with current affairs with just a few clicks without having to go through the hassle of searching for them. This indirectly has increased educational options, given people the freedom to pursue their own education, and made it simpler for scholars to work together and exchange ideas as most everyone have their own gadgets and the internet network has covered almost all areas.

Thus, to make full use of this opportunity, the company should utilize the availability of internet and social media by establishing an online presence to be more well-known across all societal levels. The company can create a website or social media profiles for the company itself or brand to allow the company to showcase the products and services offered by the company to a global audience. In order to keep the target audience interested and awed by the firm's online presence, the company must consistently update it with compelling material, pertinent information, and graphics that speak to them. Plus, the company must first choose the right social media platforms to focus on and put extra efforts on to maximize the reach and engagement. As according to survey conducted among 1363 respondents in Saudi Arabia found that 91.5% of respondents' most used social media platforms is WhatsApp, 84.6% and 82.6% for Youtube and twitter respectively (Sarah A. AlMuammar, 2021). The business might employ a skilled web designer to aid in building online presence and marketing personnel to further update the platforms. Besides, by swiftly answering questions, messages, and comments, the company may establish two-way conversation with the audience and engage them. This enables customers to form a favorable first impression of the provided goods or services. In order to keep the audience interested in the brand, the company can also promote user-generated content by holding contests or giving away prizes, as well as by sharing useful and pertinent information.

5.4 Threats

1. New and rising competitors

Competitors can be referred to as other businesses or firms that can provide customers with the same or similar goods and services that a company offers. This enables the company to have healthy competition by motivating the company to expand and enhance its offerings. Competitors aid the company in benchmarking and learning because by looking at and analyzing the strengths, flaws, and strategies of the competitors or rivals, the company is able to assess its performance and pinpoint the areas that require development, which helps it to remain competitive. Besides, it helps the company to strive to improve quality of products and services offered in order to gain competitive advantage which then will benefit the consumers as they will get and be offered higher quality products at affordable prices.

The existence of numerous competitors operating in the same neighborhood is said to pose a threat to the company, which could result in competition for customer.

Thus, in order to gain competitive advantage, the company should take several initiatives or steps to tackle the threat of new and rising competitors. First, the company should undertake competition analysis, which entails determining the competitors' advantages, disadvantages, pricing tactics, clientele, and range of goods and services. As a result, the company will be able to understand more clearly what has to be maintained and improved in order to draw in new clients. Second, the company should put extra focus on differentiating the products or services offered compared to competitors such as quality and innovation. This is because product differentiation is able to help make the products stand out from the competition, which indirectly allows the products to gain more attention from customers. Third, the company needs to keep an eye on its competitors' pricing methods and modify its own rates accordingly in order to compete with them for customers, particularly those who are price sensitive. The company can also consider having discounts and promotions on products or services offered. This is because as according to the study conducted by Yuliando Revzand Hasibuan and Prawira Fahar Belgiawan which on Factors Influencing Purchase Intention for Crevolene Products from Evolene Company: A Study on Brand, Packaging, Promotion, Price, and Quality that included 207 respondents, found that the price of products does affect the purchase of customers (Yuliando Revzand

Hasibuan, 2023). Thus, the company should pay more attention on pricing strategies to gain a competitive advantage.

2. Changing customers' attitudes or preferences towards the service and products offered by the company

Customers' attitudes or preferences are something that is out of control by the company because it is influenced by various factors such as psychological, personal, social and cultural. However, it is something that the company should take the initiative to overcome in order to stay relevant and always become customers' choices. The company is said to have threat of changing customers' attitudes or preferences towards the service and products offered as the number of customers who make physical visit and buy products has decreased due to several reasons such as wanting to experience new atmosphere, difficult to get the transportation, and experience slow or poor service which led them to visit other nearby clinic.

Several approaches can be taken by the company to effectively tackle this problem such as gathering customer feedback in order to stay relevant and meet the customer demands. The company can choose to either have online or offline feedback as it is able to give new exposure to the company about customer needs and dissatisfactions. As an example, the company can consider having medicine delivered by third party for those who face difficulties to physically walk in the clinic. But it should be remembered that medicine is a controlled substance that requires consultation and prescription before being given to customers, which should not be taken lightly. Next, the company can also employ market research which includes conducting surveys, focus groups, and interview sessions to further understand the customers' demands and needs. Even though this method may require the company to spend both time and money, it is able to help in providing the company with valuable information on how to effectively tackle changing customer attitudes or preferences. Other than that, the company should enhance service quality as it has a favorable impact on customer loyalty and satisfaction. As according to the study conducted on Factors Affect Customer Retention: A Systematic Review in Indonesia found that service quality does affect the customer retention (Salama S.Alkitbi, 2020). Staff or people who are in charge of customer service should try being friendly and treat with customers wholeheartedly regardless of their age, rank and wealth. Meanwhile the marketing staff should engage with customers regularly to build relationships and understand their preferences. It depends on the company to use social media, email or online communities to interact with customers as long as it is able to reach them and help the company to stay relevant with current customers' demands and needs.

3. Difficulty recruiting

Recruiting or hiring the right person for the right position at the right time is not simple as it may seem. The recruitment process itself is complex. But it needs to be highlighted that hiring the right person for the job vacancy is critical as it contributes to the company's overall success. However, it is difficult to truly measure a person's capabilities, including their knowledge, skills, and abilities by only being guided by resumes and online interview sessions. The company is said to have difficulty recruiting as it faced some challenges such as attracting the right candidates, hiring quickly, and building a powerful employer brand which make it difficult for the company to move to the next stage, training and development.

Some strategies can be taken by the company to overcome these difficulties such as improving selection methods used in the selection process. In s. As according to the study conducted on The Relationship between Recruitment and Selection with Organizational Performance in 2021 found that selection methods used by an organization such as interviews, psychometric tests and CV data has significant effect on organization's performance (Pshdar Abdalla Hamza, 2021). Plus, the company should clearly outline the responsibilities, qualifications, and benefits of the position that accurately represent the role and its requirements in job vacancy advertisement so that both parties, employer and employees know what to expect from the position. The company should advertise the job vacancy using inclusive language and emphasize opportunities for learning and advancement to attract a larger candidate pool and have larger applicants to choose from. Besides, offer competitive compensation and benefits. In order to give potential employees confidence that they are receiving their rights such as wages and benefits, the company must make sure that they are competitive in both the local and industry markets. The company can review and improve the benefits package such as retirement plans, opportunities to grow, flexible working schedules and others as employees nowadays really pay attention to this package. Other than that, make a good first impression in the interview session. The interviewer can start improving the candidate's experience by providing positive and professional responses throughout the recruitment process. Communicate clearly and promptly with candidates at each stage so that they have a better and good first impression of the company and maintain their high spirits to be a part of the company. Providing feedback and updates on their progress also should be taken in order to avoid misunderstanding or miscommunication.

6.0 CONCLUSION

In conclusion, I have developed and gained numerous knowledge and skills during my internship at Primer Cherang Clinic Sdn Bhd which has given me access to real-world job experience and gained countless benefits and advantages. This is because apart from good experience that I gained, they also provide me some allowances, laptop, Wi-Fi, access card and many others which facilitate me during my internship there. It goes without saying that my internship has been fantastic and fulfilling because I've learned a lot that I can use to become a better employee in the future and help the company succeed. I am able to see directly how the theoretical ideas I have studied during my academic career are applied and make the connection between the theory and practical implementations. In addition, I was able to get first-hand experience and establish a thorough understanding of the management, flow, and technology that are involved or used by the business.

I am thankful for my supervisor, Puan Siti Aisyah and other colleagues for being helpful and always providing guidance to me in settling issues or whenever needed. I believe that the internship course was a great opportunity for me as well as other students to learn and apply what we have learned into real-life situations, and I hope it will still be implemented in the future in order to continuously benefit the generations.

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8.0 APPENDICES

Several licensees' branches of Primer Cherang Clinic

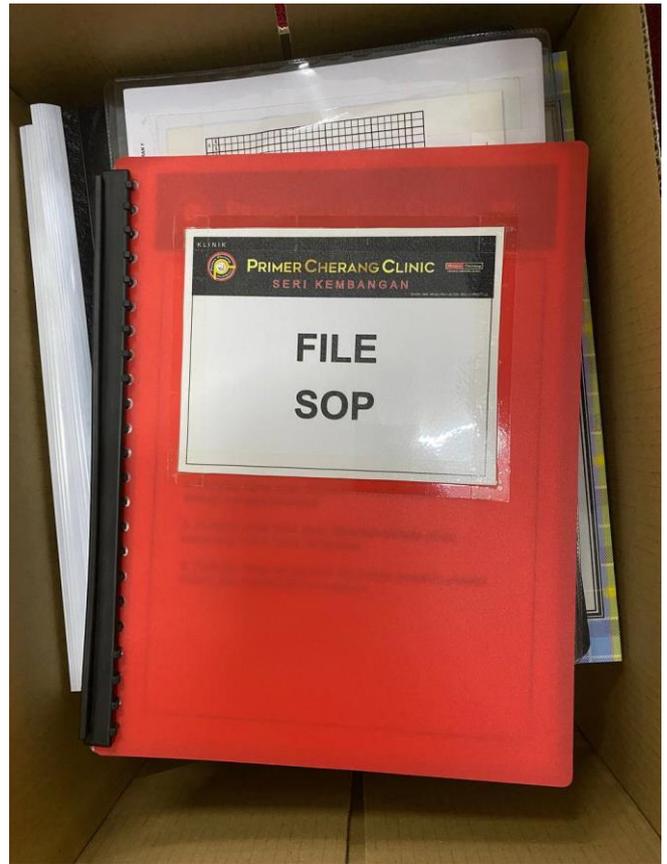




Available stock supplies for licensees at the warehouse of Primer Cherang Clinic



Quality control team and morning briefing of Primer Cherang Clinic HQ



Some documents needed for CKAPS inspection and acrylic signage for licensees