



اَوْبِقُوْا سَيِّئَاتِيْ بِاَلْحَيٰوٰتِيْ لَوْ كُنِيْ مِمَّا رَا
UNIVERSITI
TEKNOLOGI
MARA

INDUSTRIAL TRAINING REPORT 2023

HRM666

(1 March 2023 – 15 August 2023)



SYNERGY GROUP

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DECLARATION OF ORIGINAL WORK



BACHELOR OF HUMAN RESOURCE MANAGEMENT

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ARAU, PERLIS

“DECLARATION OF ORIGINAL WORK”

I am Nurul Fatihah Binti Mohd Zabidi

(I/C Number: 000831-02-1006)

Hereby, declare that,

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

Signature:

Date: 21/7/2023

EXECUTIVE SUMMARY

This internship subject, HRM666 provide students with a real work experience. Students had to complete six months of industrial training as part of their internship course with any company suitable to their field of study. This subject is crucial since it enables students to showcase their abilities and talents and get ready for a working environment in the real world.

I have successfully completed my six-month internship program at Synergy Group's Human Resource department from March 1 until August 15, 2023. I had a really valuable and helpful time working at Synergy Group as someone who is completely new to the practical and commercial sectors. This report includes my resume, information about the business, business's vision, mission, objectives, and goals, as well as information about its history of founding, organizational structure, and its product and services. The Synergy Group is also the subject of the SWOT analysis.

This report establishes Synergy Group's SWOT analysis from its six-month industrial training program based on experience and observation. The duties that have been assigned enable student to learn more and achieve more under the management and administration of Synergy Group's human resources. Additionally, student get to learnt on how to interact with the system, job processes, and workplace atmosphere. Finally, this report offers suggestions that the business can consider implementing to improve their services. Therefore, based on the student's experience and expertise, problem-solving, management, and communication abilities are employed to discover solutions for the organization.

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2.0 COMPANY'S PROFILE

2.1 COMPANY'S BACKGROUND



Figure 1

Synergy Group is a qualified and experienced agency that is a part of the Prudential Company. In order to help client, secure their financial future and meet their protection needs, Synergy Group is committed to doing so. Encik Dzulkarnaen bin Mohamad Khamis, the company's founder and agency leader for 13 years starting in 2010, founded Synergy Group. He graduates from the University of Science Malaysia (USM) with a Bachelor of Mechanical Engineering degree. This company provides services in the areas of estate planning law, small business insurance, financial planning, and financial management. The client's financial position, including income, is assessed by Synergy Group. In addition to assisting customers with defining their financial goals, Synergy Group also provides tax optimization, estate planning, retirement planning, and wealth preservation advice. They develop thorough financial plans that are customized to the client's unique requirements, taking into account elements like time horizons, risk tolerance, and market conditions.

Synergy Group has earned the status of million-dollar agency under En. Dzulkarnaen's direction, and as of 2021, it has been given the title of Premier Million Dollar Agency. In addition, he excelled three times as a leader and twice as a consultant while holding the MDRT designation. En. Dzulkarnaen has also spoken at numerous successful events for Prudential Malaysia throughout the year, most notably for Prudential Corporation Asia. Before joining this company, En. Dzulkarnaen spent ten years as Thermofisher Scientific Malaysia's Head of Research and Development in the Mechanical Department.

2.2 COMPANY'S LOCATION

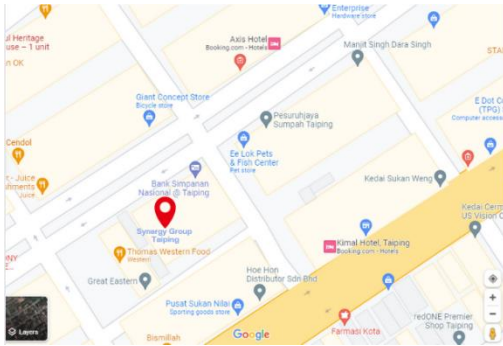


Figure 2
Synergy Group Taiping branch



Figure 3
Synergy Group Damansara Intan

Synergy Group main branch located at Damansara Intan. Address: Suite 718, Level 7, Lobby 4, Block A, No. 1, Jalan SS20/27, Damansara Intan, 47400 Petaling Jaya, Selangor.

My industrial training took place at 113A Jalan Barrack in 34000, Taiping, Perak. This is where Synergy Group Taiping located. Taiping is a historic town in the state of Perak. In addition to its wide variety of attractions, Taiping is renowned for housing Malaysia's rich cultural heritage and historical sites. Synergy Group Taiping is strategically situated close to many shops, offices, and educational institutions. Next to the right is the Bank Simpanan Nasional (BSN), which is close to the Hong Leong Bank. Additionally, at peak hours, this site will be very busy, especially in the morning and at 5 o'clock in the evening when people get off work. The Synergy Group is open from 9 am to 5 pm, Monday until Friday. Training is held every Monday, Wednesday, and Friday from 9 pm to 10 pm.

2.3 COMPANY'S VISION, MISSION, OBJECTIVE AND GOAL

VISION

Synergy Group is the trusted Takaful professional organization with love, gratefulness and abundance in the hearts and minds of our people and customers.

MISSION

We build the mega team of trusted professionals, productive entrepreneurs and provide best Islamic Financial solutions and excellent memorable services to our people and customers with love, gratefulness and abundance (soul).

OBJECTIVE

Must have truthful commitment to learn, to work hard and to make positive changes to success in this business.

GOAL

To make sure that all new associates to be developed becoming a leader and for you to achieve your goal and making your dreams becoming reality.

2.4 COMPANY'S ORGANIZATIONAL STRUCTURE



Figure 4

Synergy Group organizational structure is based on multinational company's way of doing business.

2.5 PRODUCT AND SERVICES

The following products are provided by Prudential and Prudential BSN Takaful and these products are offered by Synergy Group.



Figure 5

SERVICES



Figure 6

2.6 COMPANY'S ORGANIZATIONAL CHART



Figure 7

3.0 TRAINING'S REFLECTION

My internship duration is from 1 March until 15 August 2023 which is 6 months or 24 weeks in total. During my internship, I was assigned into the Human Resource Department or we called it as Manpower department. I worked from Monday until Friday and started from 8 a.m. until 6 p.m. The lunch or break time lasts for an hour and a half, from 12.30 to 2 pm. In addition, there is a basic and intermediate training from 8 to 9 p.m. held on Monday, Wednesday, and Friday. I have a business class on Sunday from 10 to 12 but this business class only required 4 times participation to complete the module. I also I participated in a webinar that the company hosted on Tuesday and Saturday from 8 pm to 9 pm and 2 to 3 pm, respectively. Me and my other internship friends will take turn in becoming the host for the webinar.

Throughout my internship, I was assigned as an Executive assistant under internship program that basically under Human Resource Department. My main focus was to do recruitment, posting job on various platforms such as Indeed, LinkedIn and Facebook, scheduled interviews, hosting a webinar and other related tasks. During this time, I have learned on how to arranged schedule for doing task, dealing with many candidates starting from screening their resumes, set the interview, follow up with them and joining interview session. I also get to learn on how to build LinkedIn profile, inviting individuals to a webinar program or an interview to become a wealth planner, handling the webinar as the emcee.

On daily basis, I will update to Encik Dzul on the task done by the day, how many people I hired for recruitment, handle posting on company Facebook page, progress with candidates and other tasks I have done or will do. If there is any new idea to improve the work, I will inform Encik Dzul and we will discuss further about the ideas. It was a great experience to discuss and deal with many situations throughout the progress.

Beside focusing on the recruitment, I also have to prepare documents for the clients such as policy delivery, credit-debit form, nomination form and payment alteration form. Next, I have to make phone calls to approach people and calling clients regarding to their policy payment. I learned about the organization's structure and processes throughout intermediate training. I received one-by-one instruction on the tasks that I must learn and perform to fulfill my role in this insurance and Takaful company. That includes approach, calling, fact-finding, presentation, handling objections, closing, product and quote and delivering new policies. I also employ my

expertise to benefit the business by using excel sheet, pdf skills and editing job postings. I also make sure my work can be finished on time. In addition, I received the login and password needed to access the business website for administrative tasks. To obtain the customer's medical report, I must also get in touch with the clinic, hospital, and client.

The perks I received from the company include a monthly allowance of RM 300, an RM 100 mobile phone allowance, and RM 50 for each client I get into the business. Since the business is close to where I live and Synergy Group uses a hybrid method that combines online and face-to-face communication, it is affordable for me. The knowledge and skills I have acquired at this organization also include communication skills because my job as an executive assistant requires me to interact with others to forge relationships, adapt to any situation, and make sure that managers are informed of crucial information. The next set of abilities is time management. To complete all of the duties in the appropriate order and according to significance, I need to organize and plan how to manage my time. In a nutshell, I have learned a lot of abilities that will be very helpful in the future. I become better in multitasking and get to experience many useful and exciting things.

4.0 SWOT ANALYSIS

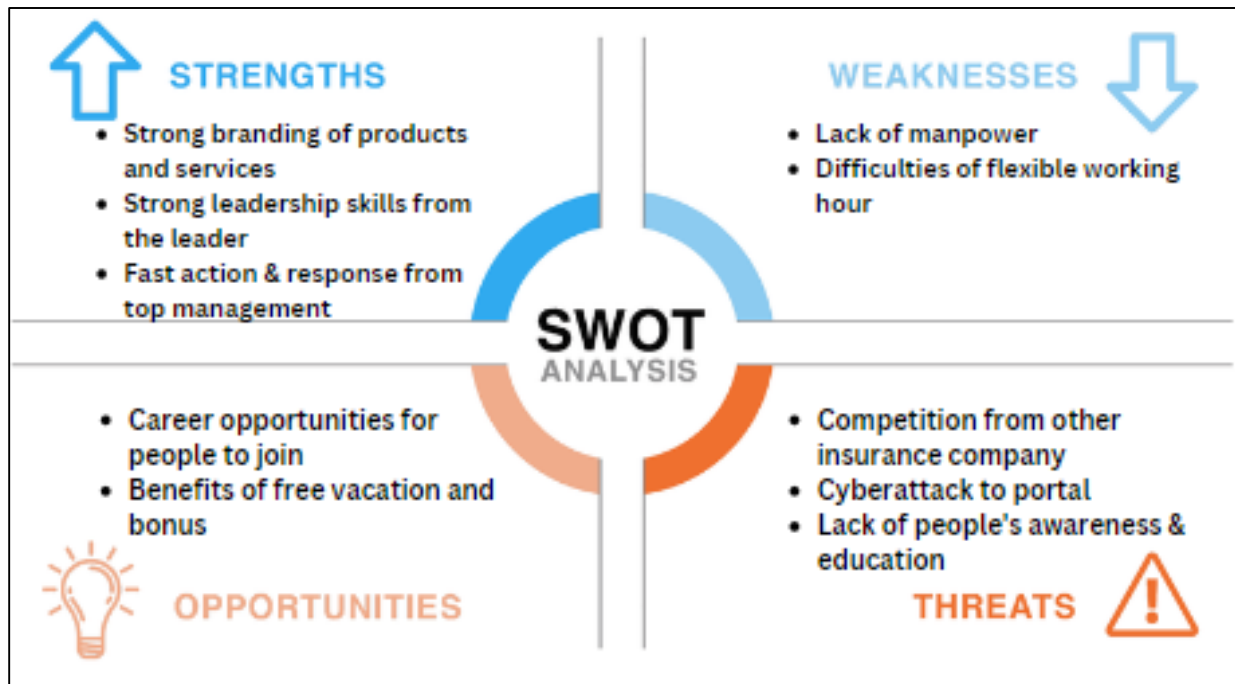


Figure 8

STRENGTHS

1. Strong branding of products and services

The leading and cutting-edge Prudential Assurance Malaysia Berhad (PAMB) serves the savings, protection, and investment needs of Malaysians by providing a full range of financial solutions via its branches, agency force, and distribution partners network across the country. Its goal is to enable customers to save for their objectives while safeguarding and expanding their customers' wealth and assets. It also aims to make healthcare accessible and affordable for all people. (Prudential, 2023)

Therefore, just like Synergy Group, we provide these goods and services to people, and for us, the needs of our clients are the driving force behind everything we do. We pay attention to our customers' demands, comprehend them, and fulfill our promises. We do this because we want to see them succeed in life and be self-assured. With success, wonderful items, alluring plans, and

cutting-edge technology, we can entice lots of individuals to purchase insurance and takaful from us. We provide a service by meeting with clients and thoroughly outlining the plan that best suits their financial situation. Additionally, at Synergy Group, we stay in touch with clients to ensure that our connection is positive and that they may contact us whenever they need guidance and support. We are also really quick and treat our customers like family. We offer the greatest services because customers prefer insurance and takaful from successful businesses because they are confident in the quality of the goods and services.

2.Strong leadership skills from the leader

Encik Dzulkarnaen, MDRT Court of the Table (C.O.T) titleholder and one of the Prudential MDRT Ambassadors, is a great leader for Synergy Group. He has achieved MDRT five times. The phrase "Million Dollar Round Table" (MDRT) refers to a group of international financial professionals who were founded in the United States. (MDRT, 2023) Through the MDRT title, this association recognizes insurance agents who have sold a particular quantity of life insurance. Financial services professionals can find opportunities with the MDRT Family of Brands at every point of their careers. We assist the most talented individuals in leading full and fulfilling lives through MDRT, the MDRT Academy, and MDRT Global Services.

Premier Million Dollar Agency Leader is a very prestigious distinction that points to Encik Dzulkarnaen's outstanding leadership. Additionally, he has earned the Prudential Service Marks Certification, which recognizes professional and quality life underwriting service to the public as demonstrated by an excellent track record of maintaining in-force business and extending the benefits of life insurance, as well as the Prudential Life Club Certification, the honor of the great success of protecting clients. He is able to form a quality team with great success because he will provide each agent with thorough training before they are granted a license to work as takaful agents. He can also persuade people to join his team because inexperienced agents prefer to learn from someone who has a strong track record of sales performance.

3.Fast action & response from top management

Prudential malaysia's multiple customer service touch-points available to assist you every step of the way. Their customer service is easy to contact and will get the answer right away. Some issue arise will be settle as fast as they can. Prudential pay your claim as quickly as possible and with compassion and care. They make it simple and easy, and only ask for necessary information. (prudential, n.d.) Customer service is important because it's the direct connection between your customers and your business. It retains customers and extracts more value from them. (Amaresan, 2023)

Their customer service is very easy to call and ask for information. There are few times I witnessed a conversation between my leader with Prudential's customer service. The call was answered only after few seconds and they politely asked what is our inquiries. My leader asked about a client's policy regarding to their payment method. The customer service officer told the details about the problem and they deal with it quickly. It was a very good and fast service from them. We do not have to wait few days to solve the issue.

WEAKNESSES

1.Lack of manpower

These days, few people are interested in pursuing careers as insurance or takaful agents since they perceive these careers as demanding and undesirable in the eyes of others. Some employees left when they learned how much time and effort was expended on finding new leads, recruiting clients, and closing deals, in addition to the intense pressure to fulfill sales goals Manpower impacts production, client relationships, and business operations, requiring managers to consider its benefits in depth. (Contributor, 2020)

Therefore, Synergy Group also faced the same issue with some agents quitting and a low number of people joining this company. To get an agent, we must connect with 100 people; else, we will be unable to hire. By bringing people on board, we hope to transform their future, source of income, and way of life with their families. Therefore, recruitment efforts are made every day using internet and social media platforms as well as direct approaches to individuals. Due to their preference for employment and compensation over generating their own money, they are also not interested in becoming insurance and takaful agents. In order to increase the number of agents at Synergy Group, we are therefore accountable for spreading information and preventing misunderstandings among the community.

2. Difficulties of flexible working hour

Flexible time, or flextime, is a work arrangement that gives employees the freedom to decide when their workday will begin and end. Flextime presents a chance for workers to better manage their time as they search for a better work-life balance. (Kenton, 2022) However, in order to accommodate clients, allow for meetings, and promote collaboration, flextime may require that employees be present in the office during specific hours. Sometimes, it will cause the employee to work outside the working hours such as during their rest time after 5 p.m. This will give an impact to the employee and their performance.

From 8 a.m. to 5 p.m., the company's working hours are flexible within the Synergy group. Whether I worked in the office or from home throughout my internship, I had the flexibility to plan my own schedule and complete the tasks from dawn till evening. However, this flexible work schedule has given me some problems. This is because the task was assigned after working hours, or after 5 p.m. There are situations when I am still assigned work after working hours, especially at night, and such tasks are urgent and must be completed immediately away. If that only happens occasionally, I will be fine, but when it did, I was left feeling really tired and stress. This flexible work schedule is great since I can choose my own hours, but it can occasionally be problematic because I need to work after working hour.

OPPORTUNITIES

1. Career opportunities for people to join

Prudential BSN Takaful offers job opportunities to help employees make the most of their lives. The pandemic has forced people to reflect on their true goals, making it crucial to choose a professional path that allows for innovation and significant impact. Prudential recognizes this potential and seeks passionate individuals to engage in their careers. (PARTNER, 2023) Additionally, Prudential has launched the PRUVenture program for those who are dedicated and enthusiastic about helping our customers find the best insurance options for their requirements. PRUVenture also provides a fast-track to becoming a great leader.

As a result, Synergy Group provides these chances to those who are interested. Since it plays a crucial part in helping our clients satisfy their insurance and takaful demands, finding the right candidates is essential. We seek to collaborate with people-centered business executives who can assist our clients in some of the most crucial life decisions. In addition to short interviews, clear explanations of the benefits offered, webinars about this career, posting on social media, and good interaction, we are looking for people who want to find and try a new career that can provide them with better opportunities. Therefore, it is crucial to have a fantastic description of them. the following six months comprise on-the-job training, focused on getting you to leader level at the end of the plan. the initial six months of development concentrate on increasing the sales ability and equipping with the skills to sell. This is a fantastic opportunity since PRUVenture works to help you advance your abilities so you may have a stable and scalable income that is supported by high perks and prizes for leaders who perform well. (Prudential, 2023)

2. Benefits of free vacation and bonus

Non-salary pays, or employee benefits, might differ from one employer to the next. Employee benefits are provided by employers to entice new hires, keep existing employees on board, and increase output. A typical benefits package consists of paid time off, retirement planning, and health insurance. (Doyle, 2022) PruVenture program provide financial support such as 12 months bridging income. People who are looking for a full-time career change are encourage to join this program. (Prudential, 2023)

In Synergy Group, we have two people who currently joined the PruVenture program. One of them was almost one year joining and the other one was just enrolled. Even it is not one year yet, they have already received many benefits and bonuses throughout the program. It is a big achievement for them and they have encouraged all of us to work better every day. In addition, Prudential Assurance Malaysia and PruBSn Takaful will sponsor vacation for top achiever. My leader o known as the founder of Synergy Group has achieved 13 times of the Star Club and have traveled to many countries for free under Prudential. Other employees of Synergy Group have also received this benefit. This has inspired them to work with full spirit and energy.

THREATS

1.Competition from other insurance company

Usually, insurance businesses compete on both pricing and the caliber of the services they offer. The cost of production and the level of industry rivalry, like with most other goods for sale, affect the price of insurance. Insurance businesses face competition from the government, risk retention organizations, and self-insurance in addition to rivalry with one another. In order to increase competition for insurance carriers, many large corporations and organizations also self-insure for a number of their employee benefits, including health care. There were also many local insurance company in Malaysia that join the competition.

For Synergy Group, we also had to compete with other insurance company from many aspects. There were many local insurance company in Malaysia that have the trust from many Malaysian people. Some of the companies are Zurich Insurance, Allianz Great Eastern Malaysia, AIA Group and many more. Every company have their own advantages and specialty. Each of them also have their loyal customers from ages. To gain trust and opportunity from the people, Synergy Group need to work harder to fight spreading awareness about the importance of Takaful and insurance so people will get to protect their loved ones, their property and so on. Competition provides businesses with ongoing incentives to increase the efficiency of their production and distribution, embrace better technologies, and innovate. (Abel, 2021)

2. Cyberattack to portal

An attempt to acquire unauthorized access to an IT system by an attacker for the goal of theft, extortion, disruption, or other evil motives is known as a cyberattack. Of course, insiders play a significant role in many security events, whether via carelessness or malicious intent. (Robinson, 2023) The international insurance company Prudential has disclosed that two of its Malaysian subsidiaries have been the target of a cyberattack. The Prudential BSN Takaful Bhd (PruBSN) and Prudential Assurance Malaysia Bhd (PAMB) have acknowledged that they were the targets of the wave of MOVEit data theft attempts that affected businesses throughout the world. (Saw, 2023)

During my internship with Synergy Group, I have encountered several times when the website is under maintenance. As informed by my leader, the maintenance was done to avoid the cyberattack and also to upgrade the portal. There was one time that we need to update the password to the portal account to avoid data breach and the cyberattack. It will be a huge problem if the portal gets attack as there were many private information about the clients such as their IC number, bank account number and also their address. To avoid the cyberattack, Prudential have to make tight security to the portal.

3. Lack of people's awareness & education

Insurance penetration in Malaysia is increasing every year, but there are still major gaps in coverage such as life insurance and health coverage. Although penetration increased, it was only 54 percent and it is still lower than 68 percent, the global average due to lack of awareness and education about the concepts and products. Even though Malaysia's insurance penetration has been progressively increasing in recent years, there are still sizable coverage gaps, especially in areas like health and life insurance. The comparatively low penetration rates in the nation may be attributed to elements like low levels of knowledge and education about insurance products, as well as cultural attitudes toward risk and financial planning. However, it is important to keep in mind that insurance penetration rates can vary significantly depending on the precise type of insurance and demographic category being taken into account. (Hanif, 2023)

In Synergy Group, we must keep working to improve coverage for all Malaysians and increase public understanding of the value of insurance and Takaful. Even though they are unaware of the numerous protection benefits available, individuals already have a poor opinion of salespeople, making it challenging to contact them and explain the value of insurance and Takaful. Because they have no savings, they are unaware that insurance and Takaful can aid them when they are sick, have an accident, or require a lot of money in other ways. Therefore, agents at Synergy Group have to work hard to ensure that many people gain awareness.

5.0 PESTEL ANALYSIS

SOCIAL

Benefits of free vacation and bonus

PruVenture program provide financial support such as 12 months bridging income. People who are looking for a full-time career change are encourage to join this program. These have made people who have less income or fresh graduate to join. Free vacation has become the target if they able to achieve the Star Club title. These give many benefits for people who currently working with us and also for the internship student.

TECHNOLOGY

Cyberattack to portal

It will be a huge problem if the portal gets attack as there were many private information about the clients such as their IC number, bank account number and also their address. To avoid the cyberattack, Prudential have to make tight security to the portal. Regular maintenance must be done to make sure the portal is safe. Prudential can also update the password for the portal regularly to avoid the data breach.

ENVIRONMENT

Lack of people's awareness and education

People are often ignoring when it comes to takaful and insurance matter. Their perspective towards this has become negative and some of them are still in ‘wait until old to learn about this’ mindset. Synergy Group must keep working to improve coverage for all Malaysians and increase public understanding of the value of insurance and takaful.

6.0 DISCUSSION AND RECOMMENDATION

DO DIRECT APPROACH TO RECRUIT MORE PEOPLE/INCREASE AWARENESS.

There are few recommendations I can suggest for this company as I worked for them during this internship. The first recommendation, Direct approach will include some sort of delay before you deliver your message, whereas the direct approach has you deliver the message immediately following your salutation. The situation and the manner in which you want to convey your message will determine which approach you take. (University, 2021) This company can do a direct approach at a public place such as shopping mall or any events. This will help them to explain to people about the importance of Takaful and insurance and get their phone number so they can get connected from time to time.

USE APPS THAT TRENDING TO CREATE CONTENT & FOR COMPANY RECOGNITION

The second recommendation, use applications that trending to create content and for company recognition. More and more businesses are considering developing a mobile app as another marketing tool and sales channel. With consumers spending a lot of time on their smartphones, it makes business sense to have a solid presence there, staying top of mind for your target audience. (Jotform, 2023) Nowadays people are more interested in viral things and as we all know this current trending application which is TikTok. This app is more than just to have fun watching videos but it can help the company to create content and grow their business. Leader and all the employees can use this application to create content and spread awareness about Takaful and insurance.

DO MAINTENANCE ONCE A MONTH/ UPGRADE THE SYSTEM SECURITY

The third recommendation is, do maintenance once a month/ upgrade the system security. An intentional exploitation of your systems and/or network is a cyber-assault. Through the introduction of malicious code, cyberattacks might infiltrate your computer's logic or data and steal, leak, or hostage your data. Every company and organization must take steps to prevent cyberattacks. Your website's security is equally as crucial as the information it contains. Every measure you take to safeguard your website adds another barrier for potential attackers to overcome. (advisor, 2020)The portal security is very importance as there are client's information such as their identification number, bank account number home address and many more. Regular maintenance needs to be done to prevent the cyberattack.

UPGRADE WEBSITE PAGE FOR BOTH BRANCH

The last recommendation is, upgrade website page for both branch. Building trust with your customers through updating the material on your website is a good way to do this. Customers most likely look to your website for helpful information on whichever niche you are in. A domain's authority can be increased by providing updated information. (Coults, 2022) The website page for synergy group Damansara is great but for synergy group Taiping branch there is not many information available for this branch. Perhaps the company can make a website for the Taiping branch so the people who want to survey the office in Taiping will get more information from the website. Plus, the Damansara website also need an upgrade regularly to improve the engagement with customers.

7.0 CONCLUSION

As a conclusion, I want to say that I learned a lot throughout the 6 months I spent interning with the company. I get the chance to interact with wonderful people by attending events and serving as the emcee for a webinar. I've learned a lot from this company, including how to organize an event and interact with people. During my internship, I had a variety of job situations that helped me advance my talents. I gained knowledge on how to handle the realities of the workplace. I acquire new interpersonal skills, including how to manage rejection. I discover that effective communication abilities promote both a positive workplace culture and strong bonds amongst coworkers. I learn how to develop my self-confidence, responsibility toward my employers, and ability to do any task or labor assigned to me. Additionally, I am learning the value of time management and group projects through this internship.

In addition, I have learned about this company's strengths, weakness, opportunities, and threats. I've drawn a few recommendations from this that might aid this business in improving and succeeding. My eyes have been opened to a new world by this internship, one where employment is commission-based rather than salary-based. Besides, I can handle clients professionally and complete tasks on time the leader is so nice and have guide me from the starting of my internship until now. The opportunity given will not be forgotten. Although the work was difficult, overall I had a good time, and what I learned will be helpful in the future. It was a wonderful experience.

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9.0 APPENDICES



Figure 9



Figure 10



Figure 11



Figure 12



Figure 13



Figure 14



Figure 15

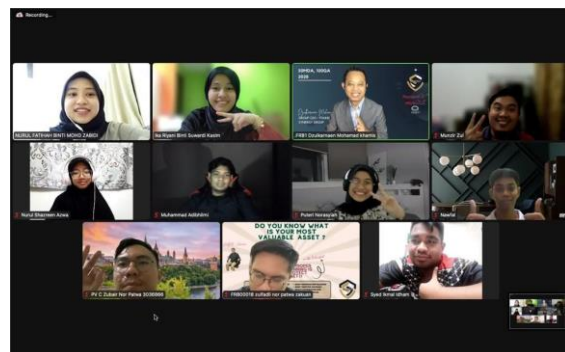


Figure 16



UNIVERSITI TEKNOLOGI MARA
ENDORSEMENT OF OUR ORIGINAL REPORT

Coordinator

Unit Jaminan Kualiti Akademik (UJKA)
Universiti Teknologi MARA Cawangan Perlis
02600 Arau
Perlis

Sir

**ENDORSEMENT OF OUR ORIGINAL REPORT FOR PROPOSAL/ DISSERTATION/
THESIS/PROJECT PAPER/ ASSIGNMENT**

With reference to the work of the candidate below:

Name : NURUL FATIHAH BINTI MOHD ZABIDI

Matric No.: 2021130841

Faculty : BUSINESS MANAGEMENT (BA243)

Programme : HUMAN RESOURCE MANAGEMENT

Title : INDUSTRIAL TRAINING REPORT 2023

Percentage of Our Original Report : 1%

I am pleased that the proposal/thesis/dissertation/project paper/ assignment of the above candidate has fulfilled the Our original percentage of the university's requirement.

Thank you.

1st advisor's signature and stamp

Name: SYAZWANI BINTI YA
Pensyarah Kanan
Fakulti Pengurusan dan Pemiagaan
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Date: 3.8.2023

OUR ORIGINAL REPORT



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EXECUTIVE SUMMARY This internship subject, HRM666 provide students with a real work experience. Students had to complete six months of industrial training as part of their internship course with any company suitable to their field of study. This subject is crucial since it enables students to showcase their abilities and talents and get ready for a working environment in the real world. I have successfully completed my six-month internship program at Synergy Group's Human Resource department from March 1 until August 15, 2023. I had a really valuable and helpful time working at Synergy Group as someone who is completely new to the practical and commercial sectors. This report includes the my resume, information about the business, business's vision, mission, objectives, and goals, as well as information about its history of founding, organizational structure, and its product and services. The Synergy Group is also the subject of the SWOT analysis. This report establish Synergy Group's SWOT analysis from its six-month industrial training program based on experience and observation. The duties that have been assigned enable student to learn more and achieve more under the management and administration of Synergy Group's human resources. Additionally, student get to learnt on how to interact with the system, job processes, and workplace atmosphere. Finally, this report offers suggestions that the business can consider implementing to improve their services. Therefore, based on the student's experience and expertise, problem-solving, management, and communication abilities are employed to discover solutions for the organization.