



اَللّٰهُمَّ صَلِّ وَسَلِّمْ عَلٰى اَبْنائِنَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF BUSINESS AND MANAGEMENT  
BACHELOR OF BUSINESS ADMINISTRATION  
HUMAN RESOURCE MANAGEMENT**

**BA243**

**INDUSTRIAL TRAINING**

**HRM666**

**TITLE:**

**INDUSTRIAL TRAINING REPORT  
PERBADANAN BEKALAN AIR PULAU PINANG**

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**SUBMISSION DATE: 22<sup>nd</sup> AUGUST 2023**

## EXECUTIVE SUMMARY

This report was prepared for the BBA program's internship in human resources management. This report and the internship program are crucial to my Business Administration course. Students are sent to various reputable business organizations after completing our courses in the various fields of study to gain real-world experience. We chose Perbadanan Bekalan Air Pulau Pinang as my company. The knowledge and experience acquired during the internship were used to create this report.

The state of Penang's water supply services are handled by PBA Holding. I also obtained the information for the report from PBA Holding's website. The six months of work experiences in PBA Holding are the focus of this report. This report will provide a thorough understanding of the work performed by the human resource staff. I can discover the company's strengths, weaknesses, opportunities, and threats as a result of this recognition. It gives me the opportunity to evaluate the company independently and deepens my knowledge of how their operations work. This observation also enables me to learn more about how the company, particularly in the education sector, plans and organizes its administration.

In addition, the past six months of my training have been incredibly pleasant and unforgettable. This was because every single member of the staff and the management were incredibly helpful and eager to impart their knowledge. They even gave me a sizable task during my internship as a sign that they trusted me. I feel comfortable asking them any questions that come to mind as well.

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### 3.0 COMPANY PROFILE



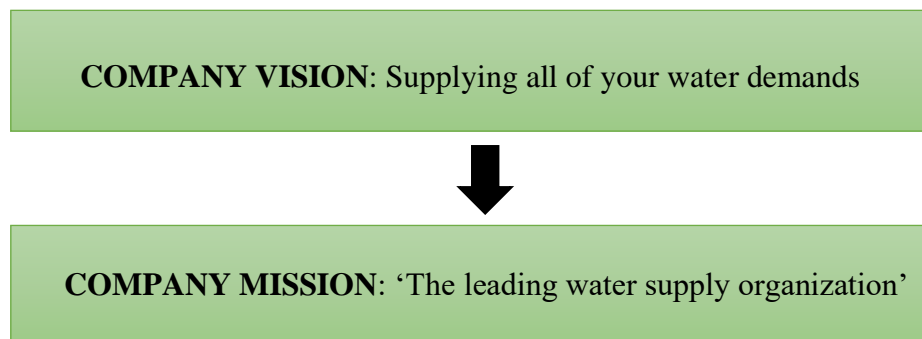
A Malaysian corporation with an investment holding feature is PBA Holdings Bhd. The purpose of the Company section is to engage in business related to the conceptualization of raw water, treatment of water, distribution and sale of treated water to residents of the State of Penang, and other related activities. With multiple branches in Penang at Perbadanan Bekalan Air Pulau Pinang Sdn Bhd (PBAPP) offers water pledged in the construction of raw water, treatment of water, offer and sale of treated water to customers. The company also owns a part in Pinang Water Limited, which is tasked with building water infrastructure, treating water, managing it, and providing treated water to the government, businesses, and residents. The company's headquarters are located at Level 32, Menara Komtar, Jalan Penang, Georgetown, 10000 Pulau Pinang, 10300.

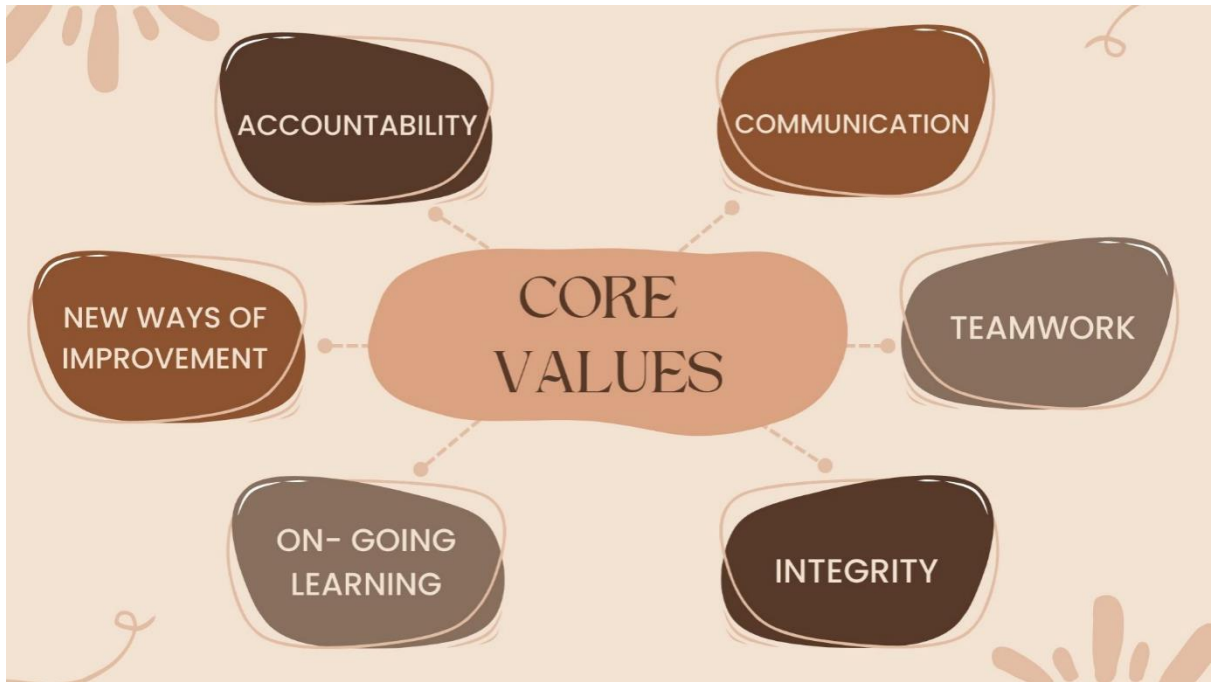
In Penang, the Perbadanan Bekalan Air Pulau Pinang Sdn Bhd (PBAPP) is a prestigious water provider. On March 1, 1999, this was combined in Malaysia to begin playing the replacement company in the business firm's exertion of the water authority in Penang State. The Penang State Government later granted PBAPP a licence under Part IV, Section 16 of the Water Supply Lawmaking 1998 to control as the state's water supplier. The business has acknowledged the overall trend towards managing the water supply in Penang State, as well as the management of raw material sourcing, water distribution, and customer billing. The company focuses on how to influence the market in the future to attract more clients or employees, and it will broaden its future mission and vision in order to foresee what will happen within the organisation in terms of service, customer satisfaction, and providing assistance more frequently.

Water demand for Penang State was actually split between the Public Works Section Penang (from Mainland Penang or Seberang Perai) and the City Council of Georgetown (for Penang Island). In accordance with the Penang Water Authority Enactment of 1972, Pihak Berkuasa Air Pulau Pinang (PBA) assumed the responsibilities on January 1, 1973. As a result, the PBA was established in 1973 as a self-governing organisation to manage and regulate the state's water supply.

Penang has the lowest water taxes and tariffs in all of Malaysia and the majority of PBAPP's supply is covered by 100% in urban areas and 99% in rural regions, and. (RM1.00=US\$0.28; an average of RM0.31 for the first 35 cubic metres [domestic] and RM0.94 for the first 500 cubic metres [trade]). Despite the fact that Penang is a state with limited water resources, and that 80% of its water comes from the Muda River, which originates in another state, PBAPP has done its best to make sure that the water supply in Penang State is among the most efficient in Malaysia.

The PBAPP is a corporation that supports the Penang State Government's system for preparing sustainable improvements and a green environment. As the state's population grows and expands towards vision 2020, the PBAPP plans days on a regular basis. 2004 saw the implementation of an Environmental Management System (EMS) at the Teluk Bahang Dam and the Batu Feringghi Handling Plant by PBAPP. The company then obtained ISO 14001.





### **3.1 SERVICES OF PERBADANAN BEKALAN AIR PULAU PINANG**

Private water companies can be successful and prosperous if they operate professionally and with clarity, responsibility, efficiency, accountability, and skill, which is what Perbadanan Bekalan Air Pulau Pinang Sdn Bhd (PBAPP) provides for the society in terms of providing good quality, safe, and clean water. Perbadanan Bekalan Air Pulau Pinang Sdn Bhd demonstrates that water denationalization can be effective and can cover the entire globe for a remarkable price, allowing everyone to pay a modest amount for high-quality service. The company has adopted a comprehensive strategy to manage the water supply in Penang State, including handling the procurement of raw water, water treatment, distribution, and consumer billing. By assisting in the improvement of water quality and encouraging and collaborating closely with NGOs, particularly Water Watch Penang (WWP) in its preservation programs, PBAPP has also attached itself to its Collective Social Responsibility.

The PBAPP project has been successful in making Penang State's water supply, one of, if not the most, cost-effective in Malaysia. The company supports the Penang State Government's plan to prepare sustainable development and a green environment in order to make clear who cannot be affected or to educate people on how to suffer with distinction while being satisfied by the processing sustainable development and green environment and the PBAPP continuously plans for the future as the state's population grows and succeeds toward vision 2020.



### 3.2 ORGANIZATIONAL STRUCTURE

## PERBADANAN BEKALAN AIR PULAU PINANG ORGANIZATIONAL STRUCTURE



### **3.3 CHIEF EXECUTIVE OFFICER**

#### **Ir. PATHMANATHAN A/L KRISHNAN KUTTY RAMAN NAIR**

On November 8th, 2022, Ir. Pathmanathan A/L Krishnan Kutty Raman Nair was chosen for the position as CEO.

On November 8, 2022, Ir. PATHMANATHAN A/L KRISHNAN KUTTY RAMAN NAIR, a male Malaysian citizen 54 years old, was chosen to lead the PBAHB Group. He served as the Chief Operating Officer from October 1, 2020, to November 7, 2022, prior to his appointment.

Ir. Pathmanathan K was a graduate of Universiti Putra Malaysia with a master's degree in highway and transportation engineering and a bachelor's degree in civil engineering.

He began his career in 1995 as a civil and structural designer with Ganendra, Ahmad & Associates and has since worked for numerous significant civil and structural consulting firms. His work involved site development, water intake, water mains, distribution, wastewater treatment, complex irrigation systems, pumping stations, building and reservoir structural works, and more from feasibility studies to project final implementation. He is also knowledgeable about contract management.

Then, in 2007, he joined as a Partner with Mudajaya Jurutera after receiving his Professional Engineer status from the Board of Engineers Malaysia in 2006, and then he joined PBA Holdings Bhd.

He has no family ties to any directors or major shareholders of the company, he does not own any ordinary shares of the company, and he has no competing interests with the company. He hasn't been found guilty of any crimes in the last five years, and the relevant regulatory bodies haven't imposed any public fines or penalties on him during the financial year 2022.

## 4.0 TRAINING REFLECTION

### 4.1 DURATION

I am a final-year student who is required to complete an internship for six months starting March 1, 2023, and ending August 15, 2023. My internship was in Perbadanan Bekalan Air Pulau Pinang, which is located at Tingkat 32, Menara Komtar, Pulau Pinang. The working days are from Monday to Friday. The working day begins at 8:00 a.m. and ends at 5:00 p.m. Lunch is served between 1 p.m. and 2 p.m.

### 4.2 RESPONSIBILITIES AND TASKS

I was assigned to the Human Resources Department at the company. I was supervised by Puan Johanney Ahmad, a senior executive in Training and Development. In this company, I have a variety of roles and responsibilities. First and foremost, I worked for Puan Rosnah, the company's training coordinator. She will assign to me the tasks that must be completed. I also learned how to log into the PeopleSoft system to complete the task that had been assigned to me. I was assigned numerous tasks to help me improve my skills. I was transferred to a different unit after a few months, which was both a compensation and a benefit. Now I work for Encik Zubair. I'll find out about the leave that I'll be entitled to at work. In the payroll department, I also acquire some knowledge.

### **4.3 SKILLS AND EXPERIENCE**

I gained experience and skills during my internship. The working environment in the company is pleasant because all of the employees are friendly and easy to communicate. If I have a problem, I simply ask them. Puan Rosnah first taught me about the PeopleSoft system. I successfully log in to the system. My first task is to update the training records of the staff members who have participated the training session. After the training is completed, I must update each staff member's training record in the system. Many training sessions are held in-house. I update the training to reflect whether each member of staff attended or did not attend the training session. Following that, I learned how to file. I neatly arrange all of the documents and place them in their respective files. In addition, I attend the PBAPP staff member convocation. This convocation occurs after the staff has completed their SKM. I also accompany Puan Rosnah to the Air Itam Dam training center. I was tasked with inspecting all of the assets at the training facility.

After a few months, I was transferred to a different unit, which was compensation and benefits. Encik Zubir assigns me tasks to complete. First, I must key in the unrecorded leave due to the COVID-19 vaccination in the system. After that, he showed me how to label and explained what a personal file is. Encik Zubir also explained what a Medical Certificate is, as well as a job description. He also showed me how to enter the MC provided to me by the staff into the system. I occasionally assist Puan Hashimah, the assistant manager, in photostating the SKM documents. I will receive a check for RM500 as my allowance at the end of the month.

## 5.0 SWOT ANALYSIS



### 5.1 STRENGTH

#### 5.1.1 KEYS TO SUCCESSFUL BRAND REPUTATION MANAGEMENT

Brand reputation management is essential for business growth. A positive brand reputation fosters customer loyalty and trust in your brand and product, which leads to sales and bottom-line growth. Brand reputation management has risen in importance for businesses in today's fiercely competitive environment, especially when conversations on the internet about your brand are ongoing twenty-four hours a day, seven days a week.

Long-term Search Engine Optimization (SEO) strategies have elevated Perbadanan Bekalan Air Pulau Pinang to the top of search engine results, where customers are looking for resources and solutions to pressing issues. If PBA is not present where customers are looking, it will be overtaken by competitors who are there. SEO in brand reputation management uses targeted phrases and useful content to drive traffic to a website and increase sales.

A strong public relations program establishes PBA as a thought leader and expert in its field in major newspapers, business publications, blogs, and lead generation trade publications. PR is an important component of successful brand reputation management because it can improve the perception of the brand, manage adverse feedback, inform customer opinion, and increase web presence. A good public relations team can also secure high-profile speaking engagements and award nominations.

### **5.1.2 A HIGH-QUALITY WEBSITE**

Perbadanan Bekalan Air Pulau Pinang ultimately adds value to their offering by providing convenience, a point of reference, and that personal touch of individualized customer service, and their customers experience a higher level of satisfaction. Their website can also provide value by providing tips, advice, and general interest content to their customers. This will also assist them in remembering them better. Make their website template stand out from the crowd by using eye-catching images and high-quality content.

Customers can provide quick and easy feedback on the product and/or marketing strategy. You can use features on their website such as visitor polls, online surveys, and your website statistics to learn what customers prefer and how they feel about various aspects of the business in order to improve the product and the way PBA does business. Website statistics show how much traffic your website receives, how the visitor arrived at your website, and where the visitor is located geographically.

## **5.2 WEAKNESS**

### **5.2.1 WORKFORCE TRAINING AND DEVELOPMENT**

Workforce development and training are described as a connected system of approaches to solve business problems. Workforce training and development can take into account cultural changes, mentality shifts, and individual possible modifications that help significantly influence a company's future success.

As a crucial component of business success, workforce training is also occasionally referred to as worker improvement. The concept of workforce training is murky. From one perspective and informally, it may refer to the development and adaptation of laborer skill and mentality sets to create and establish employments. On the other hand, it may very well be taken to mean that occupations are being adjusted to fit with the existing specialists and their characteristics. When all is said and done, it makes sense that the previous sense will likely resonate with workforce development.

I chose this topic because Puan Johanney Ahmad, the senior executive of training and development at this company, informed me during my internship that Perbadanan Bekalan Air Pulau Pinang has a problem with the skills of lower level employees. She added that some employees encounter difficulties when assigned to perform plumbing or repair work. As a result, the company typically assigns the employees to continue with the employees who have more experience in the area in order to avoid any problems.

Additionally, employees who have worked at PBAPP for less than two years typically experience these issues. The employees weren't given adequate training to update their skills. The only training the employees have received in the past two years has been on their first day of work, and this training does not allow for on-the-job training to assess the employees' skills.

## **5.3 OPPORTUNITIES**

### **5.3.1 LOWER INFLATION RATE**

The market is more stable thanks to the low inflation rate, which also makes it possible for PBA Holdings Bhd to offer their customers credit with lower interest rates. As a result, more PBA Holdings Bhd products will be consumed. Low inflation is a good thing for PBA Holdings Bhd because it makes prices lower and more competitive, which can increase the value of exports. PBA Holdings Bhd will invest more because they can borrow more money thanks to low inflation. More purchasing power and real income for the employees. Economic expansion as output and spending both rise.

### **5.3.2 CUSTOMER PREFERENCES ARE FAST CHANGING**

Customers are more willing to experiment with or try new products on the market today thanks to increasing disposable incomes, easy access to information, and rapid adoption of technological products. The Water Utilities industry as well as the larger Utilities sector must be closely monitored by PBA Holdings Bhd. Another preference that might seem obvious is quality. In actuality, a lot of consumers favor a particular quality range. This range will change depending on the actual product or service, as well as the demographics and segmentation of the target market. Generally speaking, the quality provided should be high enough to meet the needs of the customer but not so high as to add unnecessary value.

Products or services that are significantly more expensive than desired typically have a higher price tag than the customer is willing to pay. Even if it is priced within their initial budget, they may still view an exceptionally high-quality good or service as more expensive and a luxury. Make sure you pay close attention to information regarding the desired range of quality for your client. It's important to comprehend consumer preferences when it comes to quality.



## **5.4 THREATS**

### **5.4.1 GROWING TECHNOLOGICAL EXPERTISE**

Growing technological expertise of local players in the export market - For PBA Holdings Bhd, the greatest threat of a partnership with local players in the export market is the risk of losing intellectual property rights. In developing nations, especially China, the legal framework for intellectual property rights is not very robust.

### **5.4.2 CHANGING DEMOGRAPHICS**

The younger population is battling to take the baby boomers' place as consumers as they retire. Young people are less loyal to brands and more ready to try new things, which may lead to PBA Holdings Bhd making more money now but having lower margins later.

### **5.4.3 HIGH WATER DEMAND**

Penang is a state with a water shortage. The per capita consumption in Penang is higher than the national average. The demand for water in Penang has also increased due to population growth. Long-term sustainability is impossible because by 2025, Sungai Muda's capacity to meet Penang's water needs will be fully utilized. In 2020, Penang had a domestic consumption of 299 l/c/d. The Aquasave program and the distribution of water-saving kits are examples of initiatives.

### **5.4.4 STRUCTURAL FAILURE OF SUBMARINE PIPELINES**

Through submerged pipelines, Penang Island receives treated water from the mainland. The island cannot survive on its water resources alone. The steady supply of water in the state depends on these pipelines. To replace the first pipeline, which is nearing the end of its useful life, a third twin-submarine pipeline was commissioned in 2020. This will assist in supplying the island's future demand for water.

## 6.0 SWOT ANALYSIS MATRIX

	OPPORTUNITIES	THREATS
STRENGTHS	<b>(SO) Strategies</b> Leveraging brand recognition in new markets.	<b>(ST) Strategies</b> Investing in R&D to prevent disruptors in the Utilities industry.
WEAKNESSES	<b>(WO) Strategies</b> Investing into customer-oriented services and supply chain.	<b>(WT) Strategies</b> Stay away of the business and concentrate on growth areas.

### 6.1 Strength Opportunities (SO) Strategies

#### 6.1.1 Leveraging brand recognition in new markets.

Utilizing an established brand name to gain acceptance and recognition as you enter a brand-new but related product category is known as brand leveraging. You benefit from leveraging the brand if only when you enter an identical item category. PBA Holdings Bhd has a lot of advantages if it already has a popular brand, but there are disadvantages if it struggles to keep the standard of its goods. Utilizing an existing brand's credibility to advance a new one is known as brand leveraging.

As a result, it also suggests that PBA Holdings Bhd may endanger the reputation of their previous brand if they fail to maintain the same level of quality. All we will say at the conclusion is that you must maintain the quality even better than the previous one because customers only need one experience to lose faith in any brand.

## **6.2 Strength Threats (ST) Strategies**

### **6.2.1 Investing in R&D to prevent disruptors in the Utilities industry.**

R&D is an essential component of economic growth because it promotes invention, innovation, and advancement. Spending on R&D can result in innovations that boost consumer welfare and profit in PBA Holding Bhd. Nowadays, R&D is present in almost every industry as companies struggle for supremacy in their niche markets. Thanks to a federal tax break, smaller businesses that conduct R&D can offset some of these expenses and draw investors.

PBA Holding Bhd outperforms its competitors in a way that is challenging for them to copy, giving them a competitive advantage. If R&D efforts lead to an improved type of business process of reducing marginal costs or increasing marginal productivity and it is easier to outperform competitors. Research and development (R&D) frequently results in the creation of a novel kind of product or service; for instance, cell phones and other mobile devices would not have been possible without R&D. If PBA Holding Bhd had not engaged in R&D in the past, the internet and even how people live today would be entirely different.

The message is clear regardless of where you are along the value chain. Demand, new fuel sources, regulatory requirements, or societal pressures aren't the only factors that must be taken into account in order to survive and thrive in the rapidly evolving power and utilities sector. It involves imagining various futures, comprehending trends and uncertainties, considering the implications for the strategy and business model's underlying assumptions, developing monitoring capabilities, and then responding appropriately when disruptions have the potential to overturn fundamental beliefs. Therefore, PBA Holding Bhd may avoid disruption in the utilities industry by using this strategy.

## **6.3 Weakness Opportunities (WO) Strategies**

### **6.3.1 Investing into customer-oriented services and supply chain**

Customer service is one of the most crucial components of logistics and supply chain management. Customer service provides information to customers about both the product and the business that sells it. Nothing could be further from the truth than the assertion made by some businesses that supply chains have nothing to do with customer service. The supply chain actually ends when the product is delivered to the customer.

PBA Holding Bhd must therefore make it simple to contact customer service. To improve customer satisfaction, there must be a variety of ways to contact the company. The company must provide a variety of ways for customers to easily contact customer service because not everyone feels comfortable using email or making a phone call. They might include social media, website chat, mobile devices, and phones. Due to this, customers who need to contact customer service or any other department will find that their communication is quick and simple, regardless of the method they choose.

## **6.4 Weaknesses Threats (WT) Strategies**

### **6.4.1 Stay away of the business and concentrate on growth areas**

PBA Holding Bhd ought to concentrate more on areas of expansion or how to run a profitable business. PBA Holding Bhd ought to offer excellent service. Numerous companies undervalue the importance of providing top-notch customer service. If you give your customers better service, they'll be more likely to pick PBA Holding Bhd over your competitors the next time they need something.

In today's fiercely competitive business environment, the caliber of the services a company provides frequently separates successful from unsuccessful businesses. In this circumstance, the adage "undersell and overdeliver" is applicable, and wise business owners would do well to heed it.

## 7.0 CONCLUSION

In a nutshell, this internship has been fantastic and fulfilling. I can say with certainty that working at Perbadanan Bekalan Air Pulau Pinang taught me a great deal. It goes without saying that the technical aspects of the work I've done could be improved given enough time. Since I had zero prior experience with the work, I feel that the time I invested in learning about it was well worth it and helped me find a workable solution that allowed me to excel at my job. I've come to realize the significance of time management abilities and self-motivation.

## 8.0 REFERENCES

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## 9.0 APPENDICES



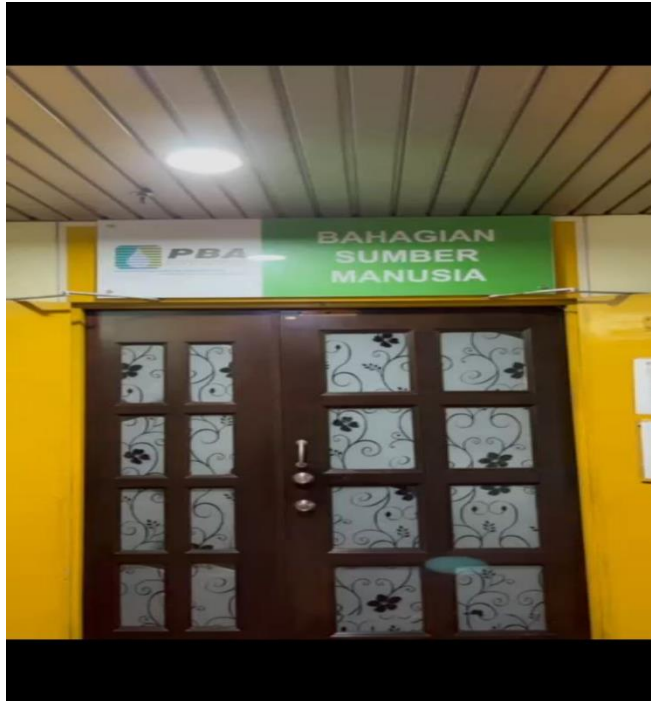
**Appendix 9.1 Perbadanan Bekalan Air Pulau Pinang**



**Appendix 9.2 Air Itam Dam**



**Appendix 9.3 Mengkuang Dam**



**Appendix 9.4 Human Resource Office**

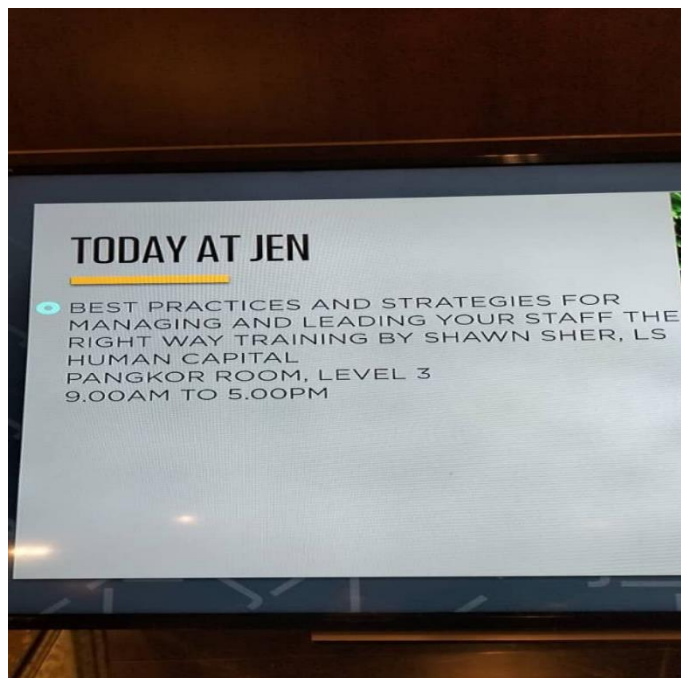


**Appendix 9.5 Conducting the employee's satisfaction survey 2023.**





**Appendix 9.6 Record some documents and then place it into the personal file.**



**Appendix 9.7 Conducting the training that was held in Jen Hotel.**

## Document Information

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<b>Analyzed document</b>	NUR ATHIRAH BINTI MOHAMED SIRAJUDDINSAH_2021102191_REPORT INTERNSHIP.pdf (D172261877)
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## Sources included in the report

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### Entire Document

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#### 2.0 STUDENT PROFILE

3.0 COMPANY'S PROFILE A Malaysian corporation with an investment holding feature is PBA Holdings Bhd. The purpose of the Company section is to engage in business related to the conceptualization of raw water, treatment of water, distribution and sale of treated water to residents of the State of Penang, and other related activities. With multiple branches in Penang at Perbadanan Bekalan Air Pulau Pinang Sdn Bhd (PBAPP) offers water pledged in the construction of raw water, treatment of water, offer and sale of treated water to customers. The company also owns a part in Pinang Water Limited, which is tasked with building water infrastructure, treating water, managing it, and providing treated water to the government, businesses, and residents. The company's headquarters are located at Level 32, Menara Komtar, Jalan Penang, Georgetown, 10000 Pulau Pinang, 10300. In Penang, the Perbadanan Bekalan Air Pulau Pinang Sdn Bhd (PBAPP) is a prestigious water provider. On March 1, 1999, this was combined in Malaysia to begin playing the replacement company in the business firm's exertion of the water authority in Penang State. The Penang State Government later granted PBAPP a licence under Part IV, Section 16 of the Water Supply Lawmaking 1998 to control as the state's water supplier. The business has acknowledged the overall trend towards managing the water supply in Penang State, as well as the management of raw material sourcing, water distribution, and customer billing. The company focuses on how to influence the market in the future to attract more clients or employees, and it will broaden its future mission and vision in order to foresee what will happen within the organisation in terms of service, customer satisfaction, and providing assistance more frequently. Water demand for Penang State was actually split between the Public Works Section Penang (from Mainland Penang or Seberang Perai) and the City Council of Georgetown (for Penang Island). In accordance with the Penang Water Authority Enactment of 1972, Pihak Berkuasa Air Pulau Pinang (PBA) assumed the responsibilities on January 1, 1973. As a result, the PBA was established in 1973 as a self-governing organisation to manage and regulate the state's water supply. Penang has the lowest water taxes and tariffs in all of Malaysia and the majority of PBAPP's supply is covered by 100% in urban areas and 99% in rural regions, and. (RM1.00=US\$0.28; an average of RM0.31 for the first 35 cubic metres [domestic] and RM0.94 for the first 500 cubic metres [trade]). Despite the fact that Penang is a state with limited water resources, and that 80% of its water comes from the Muda River, which originates in another state, PBAPP has done its best to make sure that the water supply in Penang State is among the most efficient in Malaysia. The PBAPP is a corporation that supports the Penang State Government's system for preparing sustainable improvements and a green environment. As the state's population grows and expands towards vision 2020, the PBAPP plans days on a regular basis. 2004 saw the implementation of an Environmental Management System (EMS) at the Teluk Bahang Dam and the Batu Feringghi Handling Plant by PBAPP. The company then obtained ISO 14001. COMPANY VISION: Supplying all of your water demands. COMPANY MISSION: 'The leading water supply organisation.'

3.1 SERVICES OF PERBADANAN BEKALAN AIR PULAU PINANG Private water companies can be successful and prosperous if they operate professionally and with clarity, responsibility, efficiency, accountability, and skill, which is what Perbadanan Bekalan Air Pulau Pinang Sdn Bhd (PBAPP) provides for the society in terms of providing good quality, safe, and clean water. Perbadanan Bekalan Air Pulau Pinang Sdn Bhd demonstrates that water denationalization can be effective and can cover the entire globe for a remarkable price, allowing everyone to pay a modest amount for high-quality service. The company has adopted a comprehensive strategy to manage the water supply in Penang State, including handling the procurement of raw water, water treatment, distribution, and consumer billing. By assisting in the improvement of water quality and encouraging and collaborating closely with NGOs, particularly Water Watch Penang (WWP) in its preservation programs, PBAPP has also attached itself to its Collective Social Responsibility. The PBAPP project has been successful in making Penang State's water supply, one of, if not the most, cost-effective in Malaysia. The company supports the Penang State Government's plan to prepare sustainable development and a green environment in order to make clear who cannot be affected or to educate people on how to suffer with distinction while being satisfied by the processing sustainable development and green environment and the PBAPP continuously plans for the future as the state's population grows and succeeds toward vision 2020.

### 3.2 ORGANIZATIONAL STRUCTURE

3.3 CHIEF EXECUTIVE OFFICER Ir. PATHMANATHAN A/L KRISHNAN KUTTY RAMAN NAIR On November 8th, 2022, Ir. Pathmanathan A/L Krishnan Kutty Raman Nair was chosen for the position as CEO. On November 8, 2022, Ir. PATHMANATHAN A/L KRISHNAN KUTTY RAMAN NAIR, a male Malaysian citizen 54 years old, was chosen to lead the PBAHB Group. He served as the Chief Operating Officer from October 1, 2020, to November 7, 2022, prior to his appointment. Ir. Pathmanathan K was a graduate of Universiti Putra Malaysia with a master's degree in highway and transportation engineering and a bachelor's degree in civil engineering. He began his career in 1995 as a civil and structural designer with Ganendra, Ahmad & Associates and has since worked for numerous significant civil and structural consulting firms. His work involved site development, water intake, water mains, distribution, wastewater treatment, complex irrigation systems, pumping stations, building and reservoir structural works, and more from feasibility studies to project final implementation. He is also knowledgeable about contract management. Then, in 2007, he joined as a Partner with Mudajaya Jurutera after receiving his Professional Engineer status from the Board of Engineers Malaysia in 2006, and then he joined PBA Holdings Bhd. He has no family ties to any directors or major shareholders of the company, he does not own any ordinary shares of the company, and he has no competing interests with the company. He hasn't been found guilty of any crimes in the last five years, and the relevant regulatory bodies haven't imposed any public fines or penalties on him during the financial year 2022.

4.0 TRAINING REFLECTION

4.1 DURATION I am a final-year student who is required to complete an internship for six months starting March 1, 2023, and ending August 15, 2023. My internship was in Perbadanan Bekalan Air Pulau Pinang, which is located at Tingkat 32, Menara Komtar, Pulau Pinang. The working days are from Monday to Friday. The working day begins at 8:00 a.m. and ends at 5:00 p.m. Lunch is served between 1 p.m. and 2 p.m.

4.2 RESPONSIBILITIES AND TASKS I was assigned to the Human Resources Department at the company. I was supervised by Puan Johanney Ahmad, a senior executive in Training and Development. In this company, I have a variety of roles and responsibilities. First and foremost, I worked for Puan Rosnah, the company's training coordinator. She will assign to me the tasks that must be completed. I also learned how to log into the PeopleSoft system to complete the task that had been assigned to me. I was assigned numerous tasks to help me improve my skills. I was transferred to a different unit after a few months, which was both a compensation and a benefit. Now I work for Encik Zubir. I'll find out about the leave that I'll be entitled to at work. In the payroll department, I also acquire some knowledge.

4.3 SKILLS AND EXPERIENCE I gained experience and skills during my internship. The working environment in the company is pleasant because all of the employees are friendly and easy to communicate. If I have a problem, I simply ask them. Puan Rosnah first taught me about the PeopleSoft system. I successfully log in to the system. My first task is to update the training records of the staff members who have participated the training session. After the training is completed, I must update each staff member's training record in the system. Many training sessions are held in-house. I update the training to reflect whether each member of staff attended or did not attend the training session. Following that, I learned how to file. I neatly arrange all of the documents and place them in their respective files. In addition, I attend the PBAPP staff member convocation. This convocation occurs after the staff has completed their SKM. I also accompany Puan Rosnah to the Air Itam Dam training center. I was tasked with inspecting all of the assets at the training facility. After a few months, I was transferred to a different unit, which was compensation and benefits. Encik Zubir assigns me tasks to complete. First, I must key in the unrecorded leave due to the COVID-19 vaccination in the system. After that, he showed me how to label and explained what a personal file is. Encik Zubir also explained what a Medical Certificate is, as well as a job description. He also showed me how to enter the MC provided to me by the staff into the system. I occasionally assist Puan Hashimah, the assistant manager, in photostating the SKM documents. I will receive a check for RM500 as my allowance at the end of the month.

5.0 SWOT ANALYSIS 5.1 STRENGTH 5.1.1 KEYS TO SUCCESSFUL BRAND REPUTATION MANAGEMENT Brand reputation management is essential for business growth. A positive brand reputation fosters customer loyalty and trust in your brand and product, which leads to sales and bottom-line growth. Brand reputation management has risen in importance for businesses in today's fiercely competitive environment, especially when conversations on the internet about your brand are ongoing twenty-four hours a day, seven days a week. Long-term Search Engine Optimization (SEO) strategies have elevated Perbadanan Bekalan Air Pulau Pinang to the top of search engine results, where customers are looking for resources and solutions to pressing issues. If PBA is not present where customers are looking, it will be overtaken by competitors who are there. SEO in brand reputation management uses targeted phrases and useful content to drive traffic to a website and increase sales. A strong public relations program establishes PBA as a thought leader and expert in its field in major newspapers, business publications, blogs, and lead generation trade publications. PR is an important component of successful brand reputation management because it can

improve the perception of the brand, manage adverse feedback, inform customer opinion, and increase web presence. A good public relations team can also secure high-profile speaking engagements and award nominations. 5.1.2 A HIGH-QUALITY WEBSITE Perbadanan Bekalan Air Pulau Pinang ultimately adds value to their offering by providing convenience, a point of reference, and that personal touch of individualized customer service, and their customers experience a higher level of satisfaction. Their website can also provide value by providing tips, advice, and general interest content to their customers. This will also assist them in remembering them better. Make their website template stand out from the crowd by using eye-catching images and high-quality content. Customers can provide quick and easy feedback on the product and/or marketing strategy. You can use features on their website such as visitor polls, online surveys, and your website statistics to learn what customers prefer and how they feel about various aspects of the business in order to improve the product and the way PBA does business. Website statistics show how much traffic your website receives, how the visitor arrived at your website, and where the visitor is located geographically. 5.2 WEAKNESS 5.2.1 WORKFORCE TRAINING AND DEVELOPMENT Workforce development and training are described as a connected system of approaches to solve business problems. Workforce training and development can take into account cultural changes, mentality shifts, and individual possible modifications that help significantly influence a company's future success. As a crucial component of business success, workforce training is also occasionally referred to as worker improvement. The concept of workforce training is murky. From one perspective and informally, it may refer to the development and adaptation of laborer skill and mentality sets to create and establish employments. On the other hand, it may very well be taken to mean that occupations are being adjusted to fit with the existing specialists and their characteristics. When all is said and done, it makes sense that the previous sense will likely resonate with workforce development.

I chose this topic because Puan Johanney Ahmad, the senior executive of training and development at this company, informed me during my internship that Perbadanan Bekalan Air Pulau Pinang has a problem with the skills of lower level employees. She added that some employees encounter difficulties when assigned to perform plumbing or repair work. As a result, the company typically assigns the employees to continue with the employees who have more experience in the area in order to avoid any problems. Additionally, employees who have worked at PBAPP for less than two years typically experience these issues. The employees weren't given adequate training to update their skills. The only training the employees have received in the past two years has been on their first day of work, and this training does not allow for on-the-job training to assess the employees' skills. 5.3 OPPORTUNITIES 5.3.1 LOWER INFLATION RATE The market is more stable thanks to the low inflation rate, which also makes it possible for PBA Holdings Bhd to offer their customers credit with lower interest rates. As a result, more PBA Holdings Bhd products will be consumed. Low inflation is a good thing for PBA Holdings Bhd because it makes prices lower and more competitive, which can increase the value of exports. PBA Holdings Bhd will invest more because they can borrow more money thanks to low inflation. More purchasing power and real income for the employees. Economic expansion as output and spending both rise. 5.3.2 CUSTOMER PREFERENCES ARE FAST CHANGING Customers are more willing to experiment with or try new products on the market today thanks to increasing disposable incomes, easy access to information, and rapid adoption of technological products. The Water Utilities industry as well as the larger Utilities sector must be closely monitored by PBA Holdings Bhd. Another preference that might seem obvious is quality. In actuality, a lot of consumers favor a particular quality range. This range will change depending on the actual product or service, as well as the demographics and segmentation of the target market. Generally speaking, the quality provided should be high enough to meet the needs of the customer but not so high as to add unnecessary value.

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Products or services that are significantly more expensive than desired typically have a higher price tag than the customer is willing to pay. Even if it is priced within their initial budget, they may still view an exceptionally high-quality good or service as more expensive and a luxury. Make sure you pay close attention to information regarding the desired range of quality for your client. It's important to comprehend consumer preferences when it comes to quality. 5.4

**5.4.1 GROWING TECHNOLOGICAL EXPERTISE** Growing technological expertise of local players in the export market - For PBA Holdings Bhd, the greatest threat of a partnership with local players in the export market is the risk of losing intellectual property rights. In developing nations, especially China, the legal framework for intellectual property rights is not very robust. **5.4.2 CHANGING DEMOGRAPHICS** The younger population is battling to take the baby boomers' place as consumers as they retire. Young people are less loyal to brands and more ready to try new things, which may lead to PBA Holdings Bhd making more money now but having lower margins later. **5.4.3 HIGH WATER DEMAND** Penang is a state with a water shortage. The per capita consumption in Penang is higher than the national average. The demand for water in Penang has also increased due to population growth. Long-term sustainability is impossible because by 2025, Sungai Muda's capacity to meet Penang's water needs will be fully utilized. In 2020, Penang had a domestic consumption of 299 l/c/d. The Aquasave program and the distribution of water-saving kits are examples of initiatives.

**5.4.4 STRUCTURAL FAILURE OF SUBMARINE PIPELINES** Through submerged pipelines, Penang Island receives treated water from the mainland. The island cannot survive on its water resources alone. The steady supply of water in the state depends on these pipelines. To replace the first pipeline, which is nearing the end of its useful life, a third twin-submarine pipeline was commissioned in 2020. This will assist in supplying the island's future demand for water.

**6.0 SWOT ANALYSIS MATRIX** **6.1 Strength Opportunities (SO) Strategies** Leveraging brand recognition in new markets Utilizing an established brand name to gain acceptance and recognition as you enter a brand-new but related product category is known as brand leveraging. You benefit from leveraging the brand if only when you enter an identical item category. PBA Holdings Bhd has a lot of advantages if it already has a popular brand, but there are disadvantages if it struggles to keep the standard of its goods. Utilizing an existing brand's credibility to advance a new one is known as brand leveraging. As a result, it also suggests that PBA Holdings Bhd may endanger the reputation of their previous brand if they fail to maintain the same level of quality. All we will say at the

conclusion is that you must maintain the quality even better than the previous one because customers only need one experience to lose faith in any brand. **6.2 Strength Threats (ST) Strategies** Investing in R&D to prevent disruptors in the Utilities industry. R&D is an essential component of economic growth because it promotes invention, innovation, and advancement. Spending on R&D can result in innovations that boost consumer welfare and profit in PBA Holding Bhd. Nowadays, R&D is present in almost every industry as companies struggle for supremacy in their niche markets. Thanks to a federal tax break, smaller businesses that conduct R&D can offset some of these expenses and draw investors. PBA Holding Bhd outperforms its competitors in a way that is challenging for them to copy, giving them a competitive advantage. If R&D efforts lead to an improved type of business process of reducing marginal costs or increasing marginal productivity and it is easier to outperform competitors. Research and development (R&D) frequently results in the creation of a novel kind of product or service; for instance, cell phones and other mobile devices would not have been possible without R&D. If PBA Holding Bhd had not engaged in R&D in the past, the internet and even how people live today would be entirely different. The message is clear regardless of where you are along the value chain. Demand, new fuel sources, regulatory requirements, or societal pressures aren't the only factors that must be taken into account in order to survive and thrive in the rapidly evolving power and utilities sector. It involves imagining various futures, comprehending trends and uncertainties, considering the implications for the strategy and business model's underlying assumptions, developing monitoring capabilities, and then responding appropriately when disruptions have the potential to overturn fundamental beliefs. Therefore, PBA Holding Bhd may avoid disruption in the utilities industry by using this strategy. **6.3 Weakness Opportunities (WO) Strategies** Investing into customer-oriented services and supply chain Customer service is one of the most crucial components of logistics and supply chain management. Customer service provides information to customers about both the product and the business that sells it. Nothing could be further from the truth than the assertion made by

some businesses that supply chains have nothing to do with customer service. The supply chain actually ends when the product is delivered to the customer. PBA Holding Bhd must therefore make it simple to contact customer service. To improve customer satisfaction, there must be a variety of ways to contact the company. The company must provide a variety of ways for customers to easily contact customer service because not everyone feels comfortable using email or making a phone call. They might include social media, website chat, mobile devices, and phones. Due to this, customers who need to contact customer service or any other department will find that their communication is quick and simple, regardless of the method they choose. 6.4 Weaknesses Threats (WT) Strategies Stay away of the business and concentrate on growth areas PBA Holding Bhd ought to concentrate more on areas of expansion or how to run a profitable business. PBA Holding Bhd ought to offer excellent service. Numerous companies undervalue the importance of providing top-notch customer service. If you give your customers better service, they'll be more likely to pick PBA Holding Bhd over your competitors the next time they need something. In today's fiercely competitive business environment, the caliber of the services a company provides frequently separates successful from unsuccessful businesses. In this circumstance, the adage "undersell and overdeliver" is applicable, and wise business owners would do well to heed it.

7.0 CONCLUSION In a nutshell, this internship has been fantastic and fulfilling. I can say with certainty that working at Perbadanan Bekalan Air Pulau Pinang taught me a great deal. It goes without saying that the technical aspects of the work I've done could be improved given enough time. Since I had zero prior experience with the work, I feel that the time I invested in learning about it was well worth it and helped me find a workable solution that allowed me to excel at my job. I've come to realize the significance of time management abilities and self-motivation.

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**Coordinator**

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02600 Arau  
Perlis

Sir

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Matric No. : 2021102191

Faculty : BUSINESS ADMINISTRATION

Programme : BACHELOR OF BUSINESS ADMINISTRATION (HONS) HUMAN RESOURCE MANAGEMENT

Title : INDUSTRIAL TRAINING REPORT AT PERBADANAN BEKALAN AIR PULAU PINANG

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

Thank you.

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1<sup>st</sup> advisor's signature and stamp

Name: *JULIANA AHMAD*

*18/8/23*

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Date

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