

2023



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UNIVERSITI
TEKNOLOGI
MARA

INDUSTRIAL TRAINING REPORT SWOT ANALYSIS OF INDUSTRY

Tsi

Timuran Setia Industri Sdn Bhd

Prepared By :

SAYYIDATI HANUN BT HELMI

2021102181 | BA243

EXECUTIVE SUMMARY

To finish off the requirement for my Bachelor's degree, I am honored to complete my internship as a Human Resource intern at Timuran Setia Industri Sdn Bhd, which is a reliable one-stop online hardware store in Malaysia that satisfies your hardware needs. Timuran Setia Industri Sdn Bhd is recognize themselves as specialist which specialize in providing solution.

As an intern, I carried out a lot of roles such as in HR Department, I carried out my roles as HR assistant which I assist in key in leave application form, payroll pending for commission, advances deduct, overtime and leave. In addition, during my intern at Timuran Setia Industri I am also carried out my roles in Financial department as account assistant. I have been assisted in checking and verify bank, credit card transaction, generate invoice and payment voucher. I am completing this task not just for the company's headquarters but also for its branches.

My objective for this internship is to analyze SWOT and PESTEL analysis. After analyzing the SWOT and PESTEL analysis, I must give recommendations for each of the strengths, weaknesses, opportunities, and threats that I discuss in the report. By making these findings, it will provide a complete picture of the company's internal strengths and weaknesses and external opportunities and threats. By evaluating these elements, the company can create a plan to take advantage of opportunities, increase vulnerabilities, reduce threats, and increase its competitiveness and business goals.

In conclusion, doing my internship at Timuran Setia Industri give me a give me a lot of experience and benefit which sharpen my skills to do best in this industrial practice. For instance, sharpen my skill in computing, time management and using company's software. My supervisor taught me a lot of this and as an intern I will not give up in learning new things because new things give me a lot of moral value.

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COMPANY PROFILE

BACKGROUND OF ESTABLISHMENT



Timuran Setia Industri Sdn Bhd

Formerly known as Wajaplas Industri Sdn Bhd, Timuran Setia Industry was established by Mr. Yap Heng Or, who serves as the company's Managing Director today. Timuran Setia Industri (TSI) have been in January of 2001 and has continued to run well up until the present day. Timuran Setia Industri is the leading firm in the East coast region when it comes to the distribution of construction materials, and they are pioneers in producing high-quality branded building products.



COMPANY PROFILE

PARTNERSHIP

The company has established partnerships with a number of the industry's most well-known companies, including Jotun Paints, BMI Morier and GCI roofing, Clayton, Roca, Johnson Suisse, DOE, Potex, Shimge, YTL, Mapei, Alcom, Ajiya, White Horse, and many others. TSi sell these items to fabricators, developers, and contractors through their network of hardware dealers and their own retail



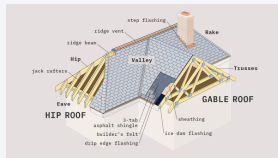
COMPANY PROFILE

SERVICE OFFERED

TSI is a reliable online tools store in Malaysia that has everything you need in one place. We have teams of professionals who know a lot about tools and building materials and can help you with questions about your projects such as :-



DECORATIVE PAINT



ROOFING SYSTEM



BUILDING MATERIAL



WATERPROOFING

&

HARDWARE



SANITARYWARES



TIMBER FLOORING



WATER PUMP



POWER TOOLS

In addition, they provided installation services for things like water pumps, roofs, timber floors, and a variety of other things. Additionally, once the project has been started, they travel to the location in question in order to carry out an inspection.

Since Timuran Setia Industri is Malaysia's leading supplier and distributor of building materials, they will offer their customer a complete range of all building materials that are required for every aspect of the build process from below grounding to finishing. Then, this shows that the company is committed to making goods that not only do their job but also make customers' lives and spaces better.

COMPANY PROFILE

LOCATION

The company is headquartered at Lot 423, Section 2, Jalan Sultan Yahya Petra, Kota Bharu 15200, Kelantan. Timuran Setia Industri headquartered is adjacent to The Grand Renai hotel, making it strategically accessible by wide option of customer either from tourist or local people.



CORPORATE PHILOSOPHY

Timuran Setia Industri aspires to be the engine of change in the building materials business model in the East coast region and aims to be the preferred choice among consumers by providing high-quality products at prices that are affordable, excellent customer service, and a pleasant buying experience. This will be accomplished by continuing to take on new challenges as a pioneer of the industry.



COMPANY PROFILE

VISION

The Hardware Specialist

MISSION

Customer Care & Excellent service

We listen and respect our customers, making necessary changes to improve our service quality and to offer a pleasant buying experience to our patrons

Great Value Pay Less

We offer exceptional quality products, backed by reputable brands, at an affordable price.

Environmental Friendly

We foster a safe and environmentally responsible culture in terms of products selections and our daily operations.

CORE VALUES

Strive For Excellence | Integrity | Gratitude | Benevolence

SLOGAN

" Always My Preferred Choice "

Timuran Setia Industri aspires to be engine of change in the building materials business model in East coast region and aims to be the preferred choice among the consumers by offering high quality products at affordable prices, excellent customer service and a pleasant buying experience.

COMPANY PROFILE

MANAGEMENT TEAM

Timuran Setia Industry Sdn Bhd is led by a group of remarkable directors, with diversified backgrounds and vast network of experience governing in multiple areas of interest.



The management team profile features a grid of 13 individuals. At the top left is a larger circular portrait of Mr. Yap Heng Or, with his name and title 'Managing Director of TSI Group' to the right. Below this are two rows of smaller portraits, each in a circular frame. Each portrait is accompanied by the individual's name and their specific role within the company. The roles range from Group Director to various Branch Managers across different divisions like Steel, Industri KL, Industri Marketing, and Colour Makers Paints.

	Mr Yap Heng Or KMN Managing Director of TSI Group				
					
Yap Heng Hoe	Dato Tan Ah Chio SMK SK AK JP	ONG THIEN KIEN SMK	Phuah Chen Seong	Phuah Chen Khee	Noor Azlin Bt Hassan
TSI Group Director	Director of Timuran Setia Steel Sdn Bhd	Director of Timuran Setia Steel Sdn Bhd	Director of Timuran Setia Industri KL Sdn Bhd	Director of Timuran Setia Industri KL Sdn Bhd	Director of Drexham Holdings Sdn Bhd
					
Onn Geck Sim	Sunit Rim	Tan Lee Chun	Mohamad Khalid Tan Bin Abdullah	Cham Choon Yin	Kor Kim Ai
Finance & HR Manager of TSI Group	Marketing Manager of TSI Group	Branch Manager of Timuran Setia Industri Sdn Bhd	Branch Manager of Drexham Holdings Sdn Bhd	Branch Manager of Timuran Setia Marketing Sdn Bhd	Branch Manager of Colour Makers Paints Shop Sdn Bhd

COMPANY PROFILE

BRANCHES

Over the years, Timuran Setia Industry has experienced tremendous growth and success, leading to the establishment of various branches to expand the company's footprint in new geographic areas and take advantage of untapped markets and customer segments. The establishment of this branch has occurred in the regions of Kelantan, Terengganu, and Klang.



TIMURAN SETIA INDUSTRI SDN BHD
(HQ)



TIMURAN SETIA INDUSTRI SDN BHD
(CAWANGAN KUALA TERENGGANU)



TIMURAN SETIA INDUSTRI SDN BHD
(CAWANGAN GUCHIL BAYAM)



COLOUR MAKERS PAINTS SHOP
(CAWANGAN KOK LANAS)



DREXHAM HOLDINGS SDN BHD



COLOUR MAKERS PAINTS SHOP
(CAWANGAN JELAWAT)



TSI FACTORY OUTLET



TSI HOME DECOR SDN BHD



TIMURAN SETIA STEEL SDN BHD



TIMURAN SETIA INDUSTRI
MARANG



TSI TANAH MERAH



TIMURAN SETIA INDUSTRI KL

TRAINING REFLECTION

My very first steps into the world of industrial training.

1.

DURATION

Specific dates, working days & working hours

2.

DETAILS

Department, responsibilities, and tasks. roles, assignment

3.

GAINS

Intrinsic and extrinsic benefits

- allowance, compensation, experience, knowledge, and skills.

TRAINING REFLECTION

DURATION (SPECIFIC DATE, WORKING DAY & TIME)

1st MARCH - 15th AUGUST 2023

DATES

Internship was completed within the time frame, with optional extension until graduation.

SATURDAY - THURSDAY

WORKING DAYS

With exclusions of public holidays and leave of not more than 3 consecutive days

8.30 A.M - 5.00 P.M

WORKING HOURS

- Overtime must require permission by the head manager
- With occasional overtime due to seasonal workload increases (quarterly and yearly reports).

TRAINING REFLECTION

DEPARTMENT, ROLES, RESPONSIBILITIES, ASSIGNMENT AND TASKS

PRIMARY DEPARTMENT : HUMAN RESOURCE DEPARTMENT

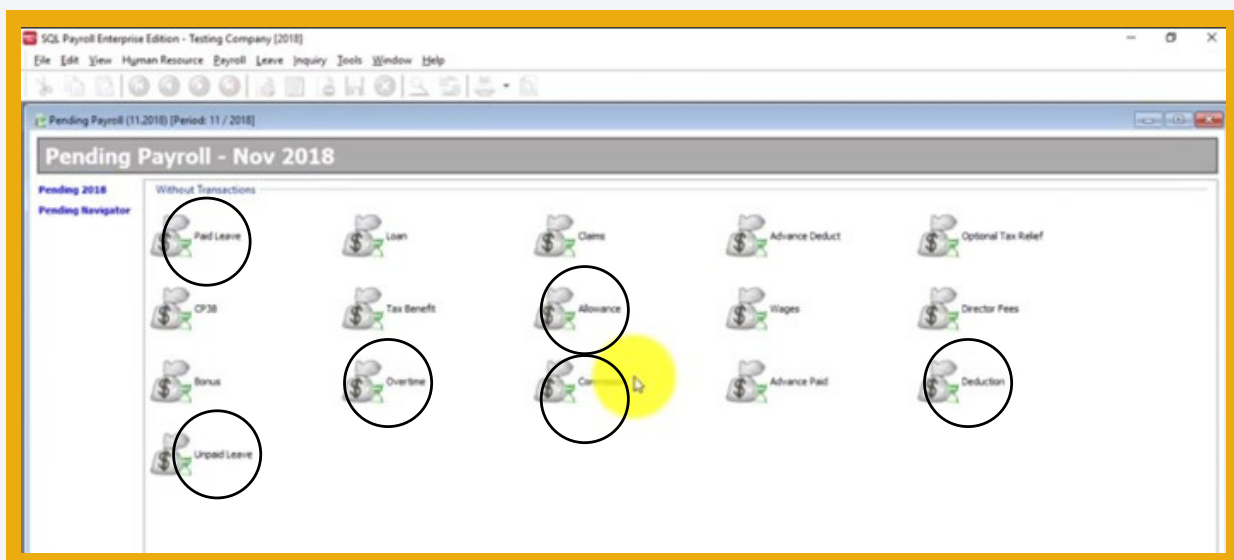
Roles: Human Resources Assistant

I'm in charge of Human Resource and administrative tasks at the company every first and last of the month. My task is to keep records for payroll using SQL Payroll for Timuran Setia Industry subsidiaries such as Timuran Setia Steel, Extra Maju Industry, and Drexham Holding.



The payment process is built into SQL Payroll software from the ground up. By using this software, the business can keep almost an unlimited amount of payroll history and keep data safe and sound with strong security and data protection. Aside from that, SQL Payroll makes it easy for the company to process and print pay slips for one to hundreds of employees with just a few mouse clicks.

The part that I have to key in on the software is allowance, commission, overtime, deduction and leave.



After key in the leave in SQL Payroll, I will choose option for leave in InvoTime software to update what leave application have been apply by the employees.

TRAINING REFLECTION

DEPARTMENT, ROLES, RESPONSIBILITIES, ASSIGNMENT AND TASKS

PRIMARY DEPARTMENT : HUMAN RESOURCE DEPARTMENT

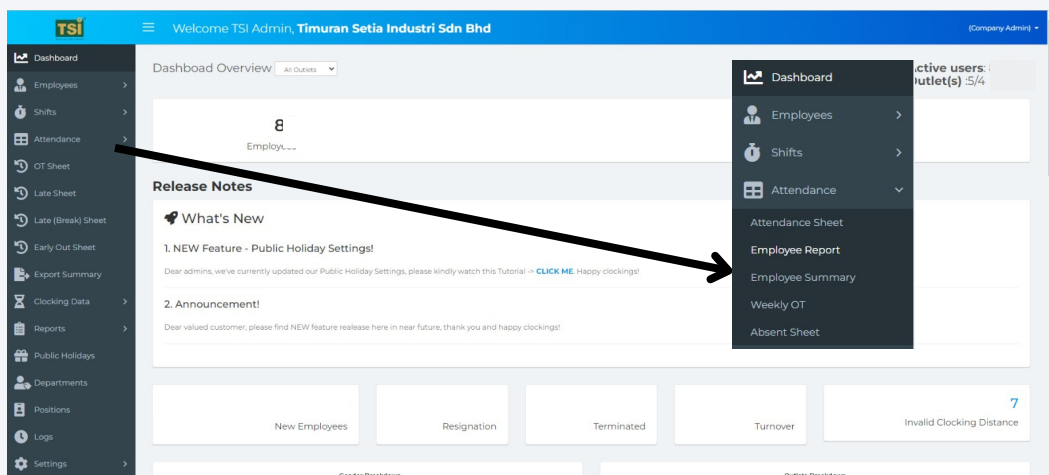
Roles: Human Resources Assistant

Next, record and update daily leave in Invocore software.



Invocore is a software firm that provides a complete cloud-based Time and Attendance Software for employee attendances by making use of smart technologies such as Face Recognition, Finger Print, and RFID Devices. This software make it easy to the company to keep track of employees attendance and reduce the amount of time that managers have to spend on human data entry such as time in and out, absences, calculating overtime, etc. With just a few clicks, all of the information can be sent to SQL Payroll.

So, at Timuran Setia Industry, the employees will scan the barcode to clock in and out. Since it is my responsibilities to updates and record the leave application so the part I can touch from the software is **Employee Summary**.



Step :

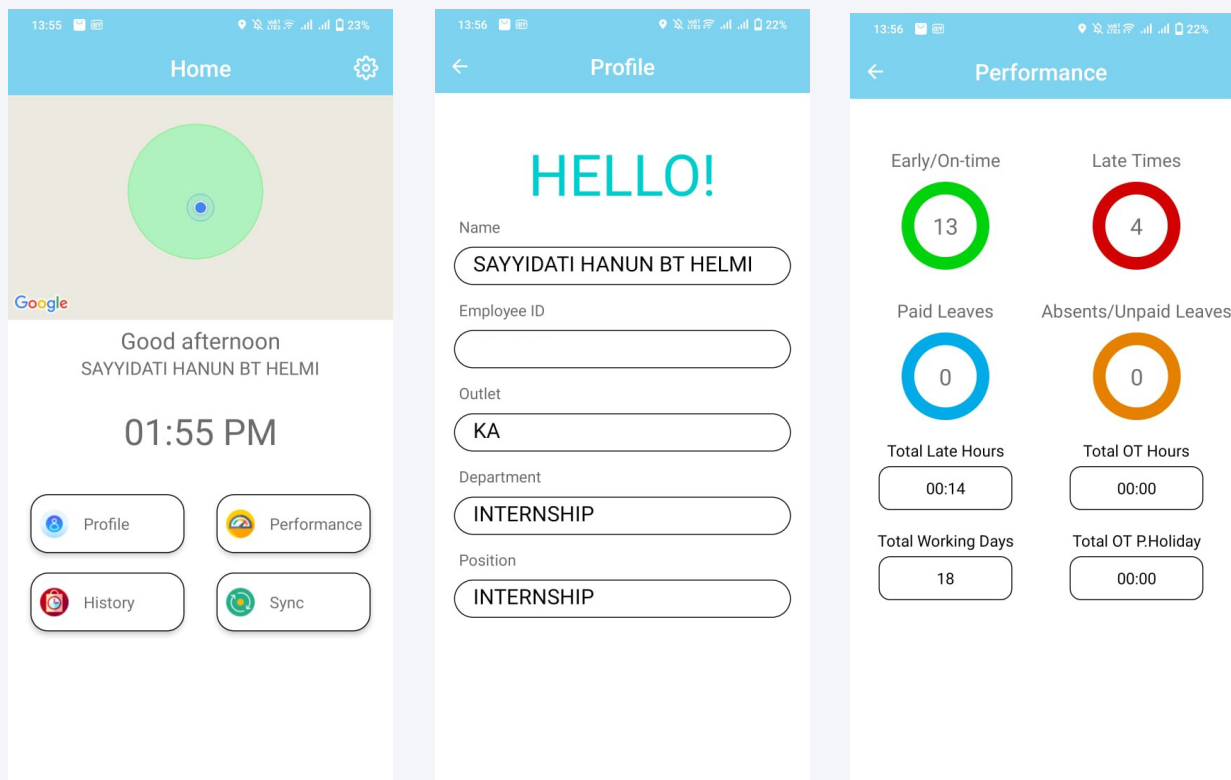
- 1) Open Invocore in website
- 2) Choose **Attendance**, then choose **Employee Summary**
- 3) Type the name who has the leave application then click on the sign + for inserting the reason why the employee apply for the leave.

TRAINING REFLECTION

DEPARTMENT, ROLES, RESPONSIBILITIES, ASSIGNMENT AND TASKS

PRIMARY DEPARTMENT : HUMAN RESOURCE DEPARTMENT

My InvoCore Profile



This app can capture accurate attendance in specific time and accurate location. So, as the employee at Timuran Setia Industry, they cannot take the barcode to scan at home or any other location because this app can detect the location accurately.

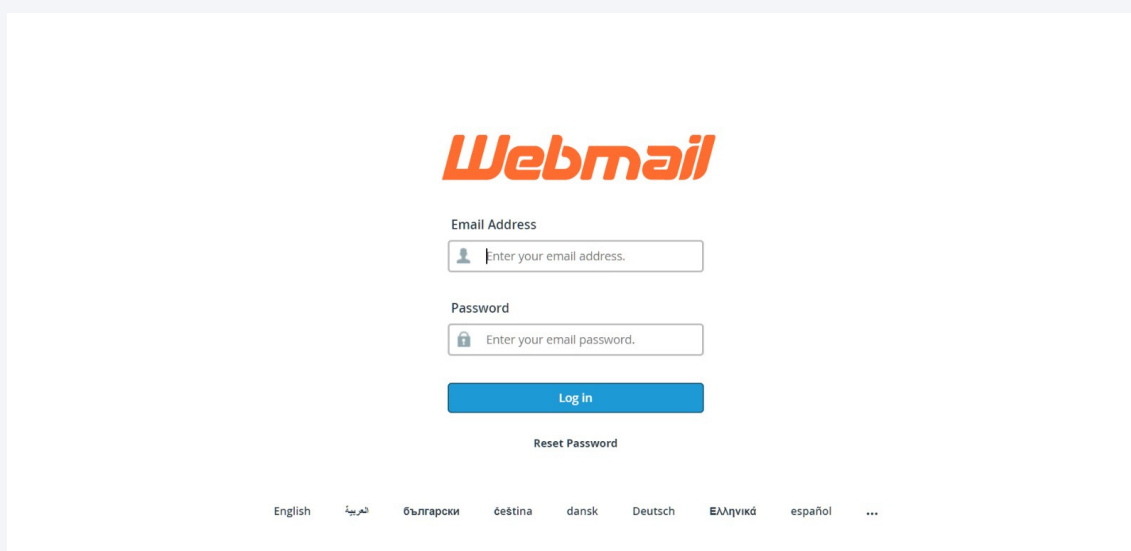
TRAINING REFLECTION

DEPARTMENT, ROLES, RESPONSIBILITIES, ASSIGNMENT AND TASKS

PRIMARY DEPARTMENT : HUMAN RESOURCE DEPARTMENT

Roles: Human Resources Assistant

Next, checking and download invoice and statement from company general e-mail.



This task is, I must do everyday checking and download the document that been sent by supplier to the Timuran Setia Industry e-mail. Once I download it, I will save the pdf, print and filing it into the file. But, if the supplier did not sent the complete document then I have been assigned to sent an e-mail or call to ask for the missing document.

Create Human Resources (HR) Handbook

Furthermore, I also have been asked by my supervisor to do HR Handbook for the company as the project between my supervisor and me. From this task, I have been assist by her to talk with Labor Department to make the confirmation about the chapter I have been plan for.

TRAINING REFLECTION

DEPARTMENT, ROLES, RESPONSIBILITIES, ASSIGNMENT AND TASKS

SECONDARY DEPARTMENT : FINANCIAL DEPARTMENT

Roles: Account Assistant

Prepare Top 10 sales

For the first assignment have been assigned by my supervisor to me is to prepare the report of Top 10 sales by each agent using Microsoft Excel. The report will generate from Sale Profit and Loss report that consist of dealer sales, online and home living sales, and Timuran Setia Industry outlet such as from Kota Bharu outlet, Headquartered, Padang Tembak, Kuala Terengganu and Tanah Merah.

Verify and Checking Bank Reconciliation

Bank reconciliation is the process of matching the entries in accounting records to the information on a bank statement. In Timuran Setia Industry, my roles as account assistant is to do monthly checking and verify bank reconciliation for Timuran Setia Industry itself and other outlet. My task is, I must compare transactions from bank statements with SQL Account software. If the number is there then I will just tick it. If there is none then I must look for it by checking from other entry transaction such as cash sales, customer payment or cash book entry which show the cash in and out.



SQL Accounting software is an Enterprise resource planning (ERP) and double entry accounting system. It is made for network environments with a lot of users. An SQL Database Server is used to store accounting data, and a regular web browser that can be used to access it. This software gives it big benefits in terms of flexibility, reliability, speed, and stability. More importantly, SQL Financial Accounting is an Open Period option that lets a company gather more data over a longer period of time so that a person in charge can analyse it better for making decisions.

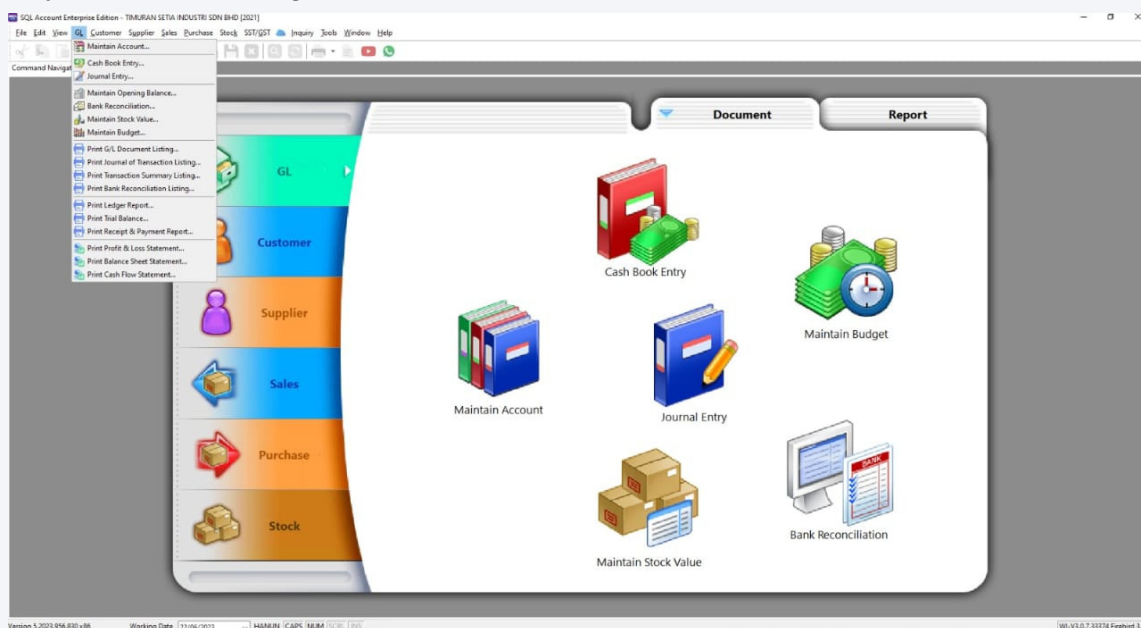
TRAINING REFLECTION

DEPARTMENT, ROLES, RESPONSIBILITIES, ASSIGNMENT AND TASKS

SECONDARY DEPARTMENT : FINANCIAL DEPARTMENT

Roles: Account Assistant

Verify and Checking Bank Reconciliation



Step :

- 1) Choose bank reconciliation and create new
- 2) Insert date, closing balance of the bank, and apply.
- 3) Lastly, compare account entries with the bank statement

Checking credit card transaction daily and monthly

Next, checking credit card transaction and calculate the commission incurred by the bank for the company and its outlet. This task was a big complicated for me in the first place because I must find an e-mail from finance department webmail to see the transaction where it come from. It takes me 5 days to finish the task for the first time. But after adapt with it, it just take me 1 days to do the checking, and additionally for the last step in checking credit card transaction is after calculate the commission that have incurred by the bank then I will generate payment voucher and print bank reconciliation report to merge with bank statement.

TRAINING REFLECTION

DEPARTMENT, ROLES, RESPONSIBILITIES, ASSIGNMENT AND TASKS

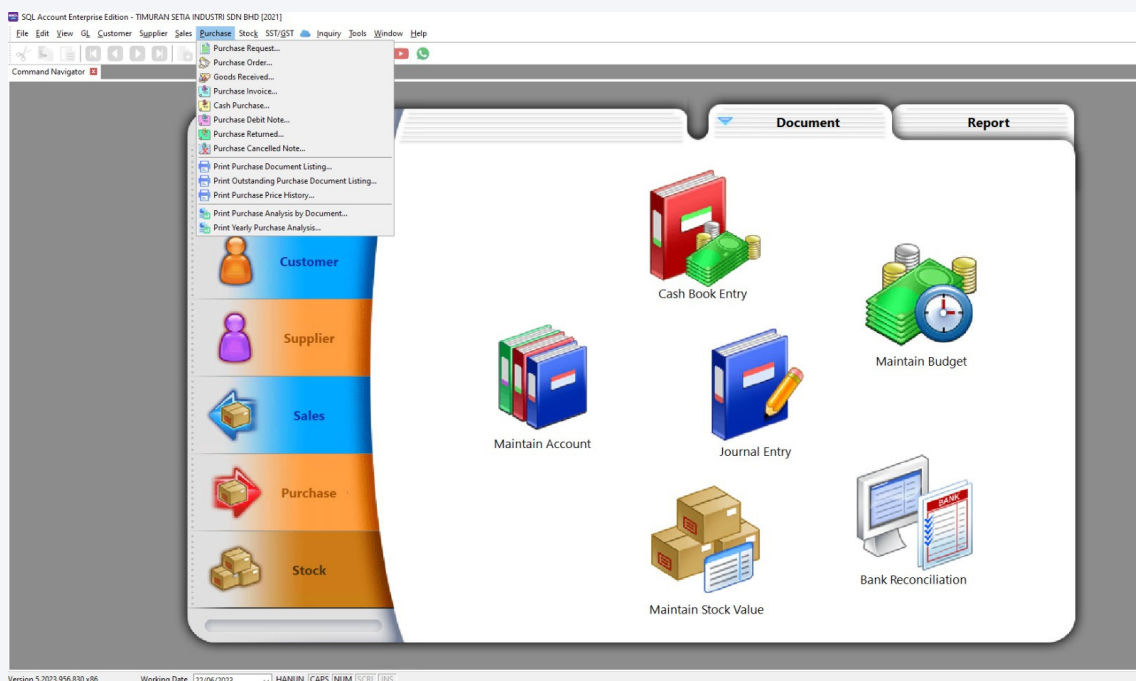
SECONDARY DEPARTMENT : FINANCIAL DEPARTMENT

Roles: Account Assistant

Checking and verify purchase and sales invoice from Timuran Setia Industry outlets

I have been assigned by my supervisor to do checking and balancing the statements of purchase and sales from it outlets. I have to remote the desktop with TSI Home Decor (HD) and do checking with Timuran Setia Industry itself. Because TSI Home Decor is the customer of Timuran Setia Industry.

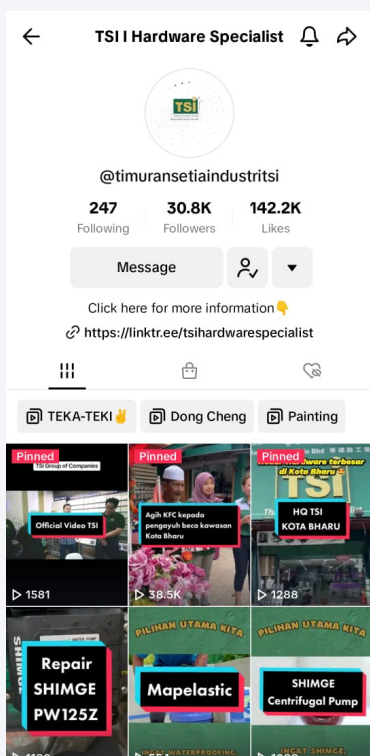
From this task, I also have to generate new Purchase Invoice if the invoice is not exist in TSI Home Decor. Besides, I must compare the price and change the invoice number to balancing the ledger report between both company.



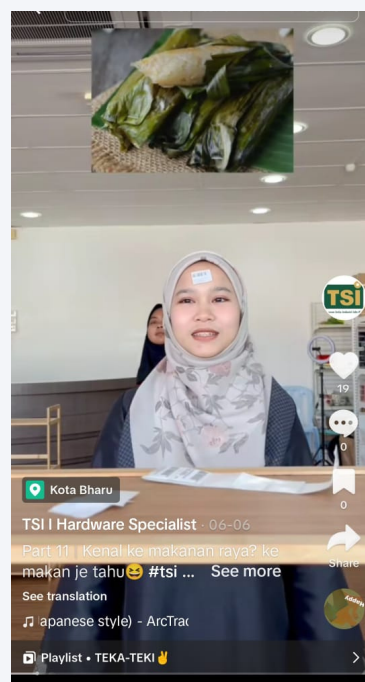
TRAINING REFLECTION

DEPARTMENT, ROLES, RESPONSIBILITIES, ASSIGNMENT AND TASKS

THIRD DEPARTMENT : MARKETING DEPARTMENT



Another role that I carried is to assist the department to serve as the artist in their Tiktok video. I have joining several Tiktok video such as quiz, Tiktok Live to market and brand the company name and product. Company's Tiktok name is **TSI Hardware Specialist**



TRAINING REFLECTION

GAINS

During the period of my internship at Timuran Setia Industri Sdn Bhd, I will be provided with an allowance of RM900 per month in addition to a personal computer (PC) so that I may carry out the duties associated with my position. Besides, the company also gave me calculator and notes books for the first day of my internship.

In addition, during the time that I was doing my internship, my supervisor requested me to participate in a book club, a book called "The 7 Habits of Highly Effective People." By being a member of this group, I was able to make connections with numerous coworkers from various other departments and outlet. In addition to the opportunity to broaden one's knowledge by means of the reading a book, this group has been developed for the purpose of luring employees to become members of the Cancer Association.

In general, I was successful in gaining as extensive of an experience base as I possibly could during my internship. Apart from the company information itself, I also know a little bit about the knowledge of business and able to sharpen my skills either hard or soft skill such as I have the ability to see the detail during doing accounting.

SWOT & PESTEL ANALYSIS

STRENGTH | WEAKNESS | OPPORTUNITY | THREATS

Strengths	weakness
<ul style="list-style-type: none">• Providing service consultation• Technological advancement	<ul style="list-style-type: none">• Inefficiency of documentation• Lack of space
Opportunities	Threats
<ul style="list-style-type: none">• Customer loyalty• Leverage Internship program	<ul style="list-style-type: none">• Less demand from other states contractor• changing in customer preferences

SWOT & PESTEL ANALYSIS

STRENGTH | WEAKNESS | OPPORTUNITY | THREATS

STRENGTH

PROVIDING SERVICE CONSULTATION

During my internship with Timuran Setia Industry, I noticed that the company provided its customers with 20 years' worth of expertise and experience in the form of a consultant who advised them on the appropriate material for the particular project at hand. One of the core competencies of companies is listening and caring about their customers. If the company actively asks for feedback and tries to understand what the customer wants, then from it the company can constantly improve the quality of their services and make purchase process for them is a memorable experience.

As for my recommendation, I would like to suggest the company to build a long-term partnership with their customer. It is essential to have a long-term partnership with one's customers to achieve both sustainable company growth and consumer loyalty. In order to establish and nurture long-term partnerships with customer, here are some strategies the company can use such as providing exceptional customer service at every touchpoint. For example, respond quickly to questions, solve problems well, and go above and beyond what customers expect. Also, the company must understand the needs, challenges and goal of the customers . For instance, having open conversation with customer to meet and find out what they want. This strategies will help the company show its service well and always meet their needs. Building solid relationships will not only result in repeat business, but it will also result in increased customer advocacy and recommendations, all of which are beneficial to the long-term success of the company.

TECHNOLOGICAL ADVANCEMENT

Timuran setia industry is very advanced in technology based on my research. For example, they use software such as for payroll they use SQL Payroll and InvoTime . SQL Payroll is linking each other with InvoTime especially when key in for the leave and salary. In addition, they also use SQL Account software to provide a structured and organized way to store and manage accounting data. SQL can automate common accounting processes, save time and reduce manual errors. This improves productivity, ensures consistency, and frees up time for related department to focus on value-added activities. Use the advantage of technology nowadays can keep your company data in private moreover the data about the customer. If the data leak, company must be responsible for future risk.

SWOT & PESTEL ANALYSIS

STRENGTH | WEAKNESS | OPPORTUNITY | THREATS

STRENGTH

TECHNOLOGICAL ADVANCEMENT

So, as for the recommendation securing software is crucial to protect sensitive data, maintain the integrity of systems, and prevent unauthorized access. Hence, to make the software is safe and secure the company must implement strong authentication mechanisms to ensure that only authorized users can access the software and its features. Besides, make sure to put antivirus system, and data privacy in all things technological. Make sure the software gets tight security, do regular checks, and stay up to date with all the latest cyber threats. Make sure comply with all rules and standards for data protection and privacy.



WEAKNESS

INEFFICIENCY OF DOCUMENTATION

Throughout the internship, I have been assigned by my supervisor to download document from e-mail. The purpose of this document is to make payment when the document is merge completely. From what I have seen, it showed that related department has a problem in terms of its inefficient documentation practices. Because, when I'm in charge of looking for a document,

it's hard because sometimes the document isn't sent by the supplier or the person who saved it put it somewhere it shouldn't be. The impact from these practices is time consuming. Inefficient documentation practices might consume excessive time and effort. I had to spend a significant amount of time looking for information, updating obsolete documents, or reorganizing files if the documentation processes are not automated and standardized. This may lead to delay in payment that must be made by the senior accountant.

Regarding this matter, I would like to suggest that the person who received and sent the document, record or mark specific information such as the date and time the document should arrive so that other employees who have been assigned to search document can make it quickly without taking too many hours to search for it. In addition, employee who is responsible for organizing the document organize it according to the letter of the company that the supplier works for. Hence, by having good documentation it will cause the document easy to track and save a lot of time to others employee as well.

SWOT & PESTEL ANALYSIS

STRENGTH | WEAKNESS | OPPORTUNITY | THREATS

LACK OF SPACE

Every company will face this problem due to high demand of the product, seasonal peaks, planned inventory for shutdowns of manufacturing or when a slow sales period. As we can see here there too many causes of having lack of space in warehouse for example is, company's lack



of planning before placing a new order with a supplier or failing to make adequate preparations for where the products will be stored. This problem occurred at Timuran Setia Industry because one of the employees in charge of the Jotun brand had a sales quota that needed to be met before moving on to the next quarter of sales. The result of this problem is that the product must be stored underneath the parking garage, which means that there is insufficient space for employees to park their cars. Some of them are required to park their cars outside the building where the office is located.

To overcome this situation, the company needs to do some planning before placing an order with the supplier. Additionally, in order to prevent running out of space in the warehouse, the business should implement space optimization strategies, such as stacking and nesting procedures, so that they can maximize their storage capacity. For example, stack boxes or containers on top of each other, or nest items that fit within each other. Furthermore, the company can ensure the effective storage and collection of products by using an orderly labeling and inventory system. So, if there are product that stay too long in the warehouse, remove and discard the products that are no longer needed, or the company can sell them at discounted prices.

SWOT & PESTEL ANALYSIS

STRENGTH | WEAKNESS | OPPORTUNITY | THREATS

OPPORTUNITY

CUSTOMER LOYALTY

Since Timuran Setia Industry provide service consultation to the customer, hence, the impact for that is the company will be having the opportunity to have loyal customer to repeat purchase their hardware product. Loyalty of the customer play a crucial role in providing stability and support to a company especially during challenging times. For example, during economic downturns or market fluctuation, loyal customer tends to remain committed to the company and continue to making purchase. According to the article written by Patricia Rioux, she stated that the chance of making a sale to a current customer is up to 14 times higher than the chance of making a sale to a new customer. Other than that, loyal customers can become advocates for the company by actively recommending its goods or services to others. During hard times, their good word-of-mouth support can bring in new customers who are looking for names or solutions they can trust. This external rise helps the company keep growing and lessens the effect of outside problems.

To make loyal customers stay with the company for a long time, I would like to recommend the company to offer them exclusive rewards. for example, customers that remain faithful to the company should be rewarded with special privileges, such as discounts, offers, or rewards. Develop customer loyalty programs that award benefits like as early access to newly released products, discounted prices, or points of loyalty that can be used for more purchases in the future. Create the impression that they are high-level consumers. Besides, engage with them by retaining an active presence across all of company's social media sites. For example, quickly respond to the reviews, comments, and notes left by customers. Share content, promotions or updates about products or services that are relevant and of interest to customer. Inspire them to share their adventures on social media while tagging the company name.

SWOT & PESTEL ANALYSIS

STRENGTH | WEAKNESS | OPPORTUNITY | THREATS

OPPORTUNITY

LEVERAGE INTERNSHIP PROGRAM

Next opportunities, since Timuran Setia Industry is emphasis on develop entrepreneurial skills for young people thus by leverage an upcoming internship program will identify new talent at the beginning of their careers. The impact of this opportunity is young people can learn and grow within the company, also Timuran Setia Industry can build a strong and motivated workforce that is invested in the company's success. For example, the company can help interns develop these crucial skills, as well as other industry-related abilities they might be lacking. As a consequence of this, by the time students have finished their internships, they will have the knowledge, abilities, and experience that an organization looks for in candidates for entry-level positions. In addition, you will know whether they are compatible with the culture of the organization. It's a win-win scenario that could result in them finding job and the company finding new talent that has the qualities what the company looking for.

To encourage interns to stay with the company for the long term, companies can offer challenging and meaningful work. For example, during my training, my supervisor had assigned me with challenging and meaningful projects that aligned with my skills and interests. She gave me a sense of ownership and responsibility that I felt like I was a full-time employee at the company. From here, it not only keeps the interns engaged and motivated but also shows the company's trust in their abilities. Also, the company can build a network to interns. For example, encourage interns to connect with other employees, both their peers and those who hold more senior positions on employee. Make sure they have plenty of opportunities to meet new people and work together, as this will help them form relationships with colleagues and feel more at home in the organization. It is possible for intern to feel more invested in the success of the firm and increase the likelihood of them staying if the organization has a strong professional network.

SWOT & PESTEL ANALYSIS

STRENGTH | WEAKNESS | OPPORTUNITY | THREATS

THREATS

LESS DEMAND FROM OTHER STATES CONTRACTOR

From my research, the product offered by Timuran Setia Industry in Kelantan is not in high demand among contractors based in other states. Because contractors from other states like to receive suppliers from other hardware companies which is closer to them, this situation has arisen. As a result, the company's access to broader markets outside of Kelantan has become restricted. This narrowing of the customer base may put a cap on the company's growth potential and reduce the number of available options for obtaining contracts and projects. This threat can cause limitation to the number and variety of business opportunities available to the company. This lack of diversification may hinder the company's ability to explore new sectors or industries, limiting its potential for growth and innovation

To achieve higher demand from contractors based on other states is creating a strong online presence. For example, requires the creation of a professional and user-friendly website. This website should highlight your company's capabilities, services, and projects. Increasing the visibility of your website can be achieved by optimizing it for search engines. Use many social media platforms as well as online directories to communicate with contractors located in other states. In addition, develop strategic partnerships. Find strategic partners in other states, such as architects, engineers, or subcontractors, with whom the company can collaborate on projects and develop a working connection to work together. By utilizing their network and utilizing their experience, it may increase the demand for the services and obtain access to contractors in those states.

SWOT & PESTEL ANALYSIS

STRENGTH | WEAKNESS | OPPORTUNITY | THREATS

THREATS

CHANGING IN CUSTOMER PREFERENCES

As we all know, we cannot always attract customers with the same products because they are constantly changing their preferences to new ones. Timuran Setia Industry is a hardware company, which the products are created for men and many hardware companies have been developed throughout the year. From that, there are too many competitors that this company needs to compete to keep customers loyal to them. A change in customer preferences could pose a potential threat to the Timuran Setia Industry because if the customer's choice shifts away from the company's products or services, it can lead to a decrease in demand. Also, this can lead to lower sales, revenue, and market share, impacting the company's overall financial performance. For example, a company's brand may become less relevant or outdated. This can negatively affect the perception of its brand, which leads to a decrease in customer loyalty and trust. The customer may think the company is disconnected from their needs, resulting in a loss of market position.

In my opinion, Timuran Setia Industry should diversify their product for both men and woman. Conduct thorough market research to identify customer needs, priorities, and trends. For example, understand the additional products or variations that interest the target customers. This research helps in guiding the company to generates product diversification efforts and ensure that it aligns with customer expectations. Additionally, introducing new products or variants that complement products and services that already exist. To offer customers more variety, provide products in different sizes, flavors, colors, features, and packaging alternatives. For example, products to homeowners or housewives such as food paste. This will increase the likelihood of meeting a wide range of customer options if the company can expand the scope of the product line.

SWOT & PESTEL ANALYSIS

LEGAL FACTOR

Business Formation and Structure: Timuran Setia Industry is private limited company registered with SSM in the years 2001. Their nature of business is manufacture and market hardware product and they offered service decorative painting & floor coating, Timber laminated flooring and others. Diversified into property development and construction sectors via a joint Venture company, Orange Hue Development Sdn Bhd. Their trademark is the Timuran Setia Industry (TSI) company itself. Timuran Setia Industry obtain their financial license with MOF 26.9.20-25.9.23.

ECONOMIC FACTOR

Exchange Rates: An economic factor has a direct impact on the economy and its performance, which in turn directly impacts on the organization and its profitability.

For example, economic opportunity such as project taken by the TSI company. If the economic in a good condition, then the product can be sold in a normal price to the contractor. But during the downturn of economic, then there will be less demand in the product which cause the price of the product is high.

SOCIAL FACTOR

Demographics: Nowadays, there is too many young purchaser which is more educated in purchase the product. Timuran Setia Industry has diversified their product and sell those product to the homeowner and contractor. Most target customer is baby boomer, millenial and generation z who born at the year 1969 until 2000. Most them use online payment to pay for the product except for baby boomer, certain of them still using cash for the payment.

CONCLUSION

In conclusion, internships provide valuable opportunities for individuals at the beginning of their careers to gain practical experience, develop skills, and explore their interests within a professional setting. Internships offer several benefits, including skill development, networking, resume building and personal growth.

skill development, in the course of which I have been given the opportunity to apply the theoretical knowledge that I have acquired in academic contexts to situations that occur in the real world. Internship making me improve my employability and ready for my future career roles by acquiring practical and skills. They improve intern employability and get themselves ready for future career roles by acquiring practical skills and industry related skill.

Network. Also, during training, I get the opportunity to network with professionals working in the chosen sector while I spend time working in training. For example, I was given to work with senior accountants, HR managers, retail operations, marketing departments and operations departments. It was possible to make useful connections and receive continuous assistance throughout my career by cultivating relationships with specialists in each department.

Resume Building. Internships provide applicants with experiences that are valuable to include on their resumes and make them more competitive in the job market. For example, practical experience, such as that earned through internships, is highly valued by employers since it demonstrates an individual's capacity to adapt the skills to professional settings and put those skills into practice.

Lastly, during internship, I have foster personal growth which make me to step out from my comfort zones, develop self-confidence and also acquire a teamwork skill. During intern, I was being able to gain better understanding of my strength, areas of interest and aiding in personal and professional development.

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APPENDICES



GET FREE CUP FROM MISS CHEIN



JOIN LIVE WITH MARKETING DEPARTMENT



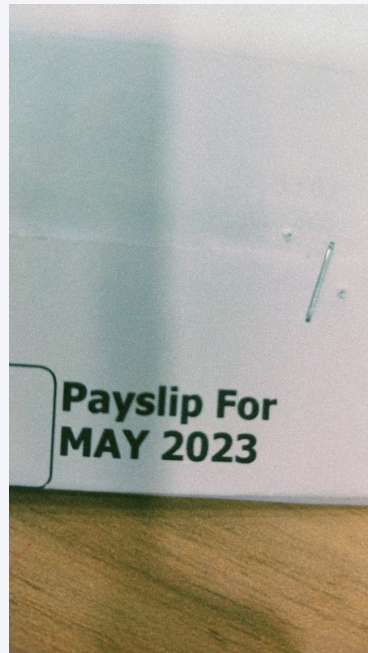
FACE TO FACE MEET MY ADVISOR DR. NORUL HUDA AND SUPERVISOR, MISS ONN



SELAMAT HARI RAYA!

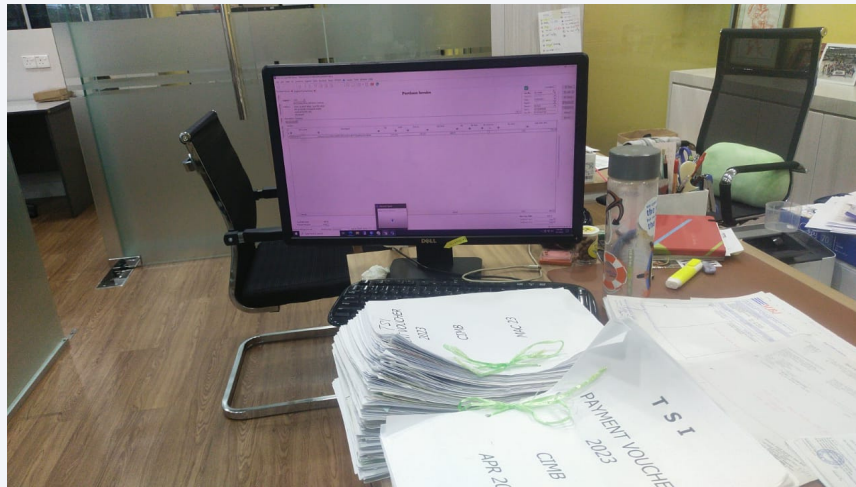


FACE TO FACE MEET ME AND MY ADVISOR DR. NORUL HUDA



MY THIRD PAY SLIP

APPENDICES



MY TABLE



RAMADHAN KAREEM



WORK LIFE BALANCE -
BADMINTON SESSION



BIRTHDAY CELEBRATION
MISS CHEIN

APPENDICES



JOINING MARKETING DEPARTMENT MAKING VIDEO FOR TIKTOK
PROMOTE COMPANY PRODUCT



WAREHOUSE



ADVISOR-SUPERVISOR MEETING



UNIVERSITI TEKNOLOGI MARA

ENDORSEMENT OF OUR ORIGINAL REPORT

Coordinator

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

Sir

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Programme : BA243 HUMAN RESOURCES MANAGEMENT(HONS.)

Title : INDUSTRIAL TRAINING REPORT

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Thank you.

1st advisor's signature and stamp
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Analysis address	hasziani88.UITM@analysis.ouriginal.com



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