



UNIVERSITI  
TEKNOLOGI  
MARA



# 2023 INDUSTRIAL TRAINING REPORT

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**ALPRO PHARMACY SDN. BHD.**

Prepared By: NURUL HANIS BINTI ALAM SHAH  
(2021118017)



## **EXECUTIVE SUMMARY**

Being in Alpro Group Head Office and Distribution Centre (Alpro HQ) for six months has created a vast and meaningful experience as a new learner trying to adapt to the corporate world. Feeling scared and anxious while stepping into such a big company also has left me with feelings that will hardly be forgotten. Despite that, everyone's warm and welcoming gestures have made me feel vibrant to start my first day as a new intern. Throughout the six months of being positioned in a finance department, I managed to identify the SWOT analysis for the company. It was made based on my observation, and the references were obtained from reliable sources. One thing that I would like to emphasize in this report is that I have noticed the company's unique values and nature, which will be explained further in this report. Being the No. 1 Prescribed Pharmacy in Malaysia, Alpro Pharmacy is full of positive vibes that hold together all the employees as one big family. It was clearly shown by how there will be a morning sharing every day where all the employees will gather in the auditorium and listen to the topics being shared. It is such a distinctive culture that can uplift one's mood and energy, which I doubt not many companies have done it before. Nevertheless, not every company is perfect. Alpro Pharmacy also has some weaknesses that I have noticed. However, with the right interventions, every weakness can turn into an opportunity, and I believe this company has the power and ability to overturn the flaws. Ultimately, I hope that my recommendations will help give insights to the readers and become beneficial in the foreseeable future.

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## ACKNOWLEDGEMENT

I want to express my sincere gratitude to all those who have supported me during my internship and have contributed to making this experience truly remarkable. First and foremost, I would like to thank Ms Yap Yee Mun, my internship supervisor, for her guidance, mentorship, and invaluable support throughout my internship. Her expertise, patience, and willingness to share her knowledge have shaped my understanding of the industry and enhanced my professional skills. I am grateful for her continuous encouragement and the opportunities she gave me to grow and excel.

I would also like to extend my heartfelt appreciation to the entire team at Alpro Pharmacy Sdn. Bhd. for their warm welcome and for creating a nurturing environment. Each team member has played a crucial role in making my internship period fulfilling and enjoyable. I am grateful for their willingness to answer my questions, provide feedback on my work, and involve me in their tasks. Their collective expertise and passion have inspired me to strive for excellence. Furthermore, I would like to thank my colleagues and fellow interns for their collaboration, camaraderie, and shared experiences. Their support, friendship, and willingness to share insights and ideas have enriched my learning journey and made the workplace a positive and engaging space.

I am also indebted to my advisor and the academic staff at UiTM Campus Bandaraya Melaka for providing me with the theoretical foundation and skills that have been instrumental in my performance during the internship. Their dedication to education and commitment to fostering student growth has laid the groundwork for my professional development. Finally, I would like to express my deepest gratitude to my family and friends for their unwavering support, encouragement, and understanding. Their belief in me and their constant motivation has been the driving force behind my success. I am truly fortunate to have them by my side.

To everyone mentioned above and those whose contributions may not have been explicitly acknowledged, thank you for being an essential part of my internship journey. Your support and encouragement have significantly impacted me, and I am truly grateful for your presence in my life.



## 1.0 STUDENT'S PROFILE

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# *STUDENT'S PROFILE*

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**HANIS ALAM SHAH**  
**Bachelor's Degree in Business (Hons) Human Resource Management**  
Seremban, Negeri Sembilan

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**EDUCATION**

May 2021 — Feb 2023	<b>Bachelor's Degree in Business Administration (Hons) Human Resource Management, UiTM Bandaraya Melaka</b> <b>CGPA:</b> 3.67 <b>MUET:</b> Band 3
Dec 2018 — Feb 2021	<b>Diploma in Accountancy, UiTM Alor Gajah, Melaka</b> <b>CGPA:</b> 3.58
Jan 2016 — Dec 2017	<b>Highschool (Science Stream), SMK Seremban 2</b> <b>SPM:</b> 5A 3B 1C+

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**AWARDS & ACHIEVEMENTS**

Diploma	Dean's List Award (Semesters 2,3,4 & 5)
Bachelor Degree	Dean's List Award (Semesters 2,3,4 & 5)

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**WORKING EXPERIENCES**

March 2023 – August 2023	<b>INTERNSHIP, ALPRO PHARMACY SDN. BHD. (SIX MONTHS)</b> <ul style="list-style-type: none"><li>Placed in a Finance Department and became a finance assistant.</li><li>Provide financial assistance such as bookkeeping for a total of 14 outlets' pharmacies.</li><li>Help to handle the company's expenses, such as recording account payables.</li><li>Ensuring the accuracy and completeness of the records on a daily basis.</li></ul>
January - April 2018	<b>PART-TIME WORKER, HAROLD'S BAKERY</b> <ul style="list-style-type: none"><li>Working in a fast-paced, high-energy environment, including running machines, packaging baked goods, and removing baked items from the oven.</li><li>Assist the assistant manager in receiving product price marking and restocking cases to ensure quality protection, accuracy, and product rotation.</li></ul>

**COURSE-RELATED PROJECTS**

November 2018	<b>ENTREBIZZ, FACULTY LEVEL</b> <ul style="list-style-type: none"><li>In-charged of designing an innovative card game (Cross Country).</li><li>Able to become a third-place winner.</li></ul>
November 2018	<b>MERCI MOMENT 2.0, UNTUKMU PALESTIN, ACCOUNTING CLUB (M3DIA)</b> <ul style="list-style-type: none"><li>Participating as a crew during the event.</li><li>In-charged of becoming one of the event's photographers.</li></ul>
January 2022	<b>VIRTUAL TALENT TALK BATTLE 2022, UNIVERSITY LEVEL</b> <ul style="list-style-type: none"><li>Participating as a moderator.</li><li>Obtained a silver award.</li></ul>
June - July 2022	<b>VIRTUAL MELAKA INTERNATIONAL INTELLECTUAL EXPOSITION 2022, UNIVERSITY LEVEL</b> <ul style="list-style-type: none"><li>Develop an innovative scented face mask, 'Breathe Wear' proposal.</li><li>In-charged of making the product video presentation.</li><li>Obtained a silver award under the endemic track.</li></ul>
October 2022 – January 2023	<b>SEMINAR PROJECT: PEMANTAPAN MINDA CILIK</b> <ul style="list-style-type: none"><li>Positioned as project leader's assistant</li></ul>

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- In-charged of assisting the project leader in handling all the bureaus.

November 2022 – January 2023

**WEBINAR PROJECT: EQUITY AND DISCRIMINATION ISSUES IN RECRUITMENT**

- Positioned in a multimedia bureau.
- In-charged in designing the program poster and making slides presentation.
- Positioned in a registration and certificate bureau.
- In-charged with setting up a google form for registration purposes and preparing participants' certificates.

**COMPUTER AND SOFTWARE SKILLS**

**Microsoft Office**

Experienced

**Canva**

Skillful

**SOFT SKILLS**

**Time Management**

**Multi-tasking**

**LANGUAGES**

**B.Melayu**

Native speaker

**English**

Proficient

**REFERENCES**

**Nur Hidayah Zaini**

Academic Advisor

UiTM Bandaraya Melaka

**Nur Hazwani**

Practical Training Coordinator

UiTM Bandaraya Melaka



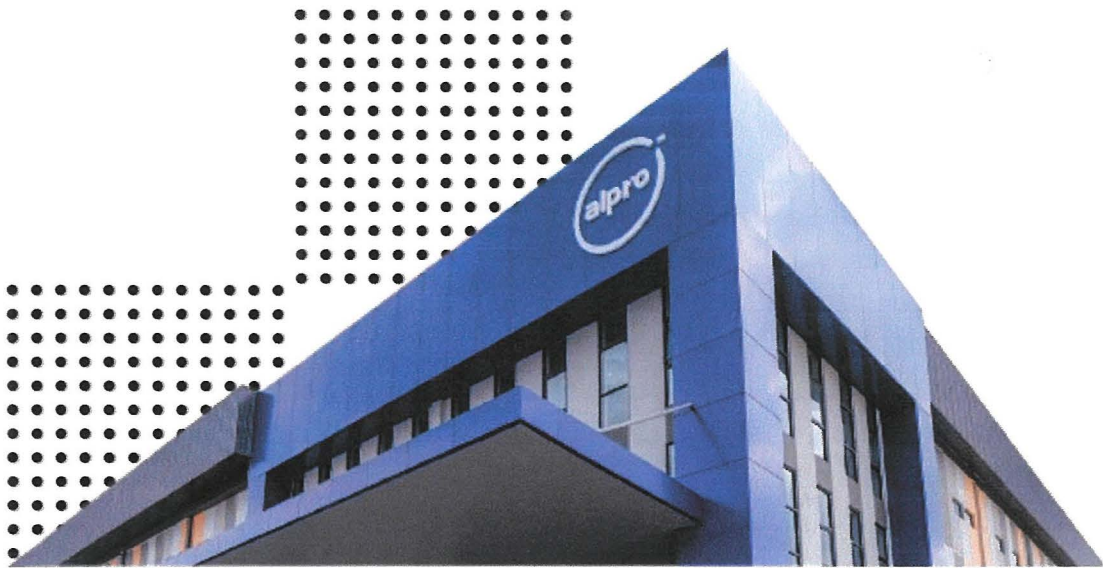
## 2.0 COMPANY PROFILE

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# *COMPANY PROFILE*

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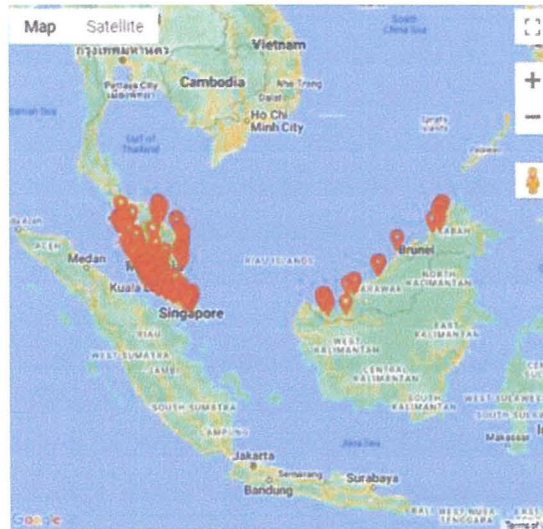
# ABOUT COMPANY



After completing their required pharmacy service in a nearby hospital, Ph.Low Swee Siong and his partner Ph.Hiew Fei Tsong agreed to launch the first Alpro Pharmacy on February 1st, 2002. As he worked at many of Kuala Lumpur's top pharmacies, Low gained expertise and became more frustrated with the industry's what he perceived to be old-fashioned, product-price-focused, and complacent management practices.

A question being asked "Where was the desire to provide superb customer service?" had driven him to open his vision community pharmacy – Alpro Pharmacy.

# MALAYSIA'S BEST & LARGEST PRESCRIPTION PHARMACY CHAIN



Alpro flourished and grew, opening branches in Sarawak, Negeri Sembilan, Selangor, Penang, Johor, Terengganu, Melaka, and Kelantan.

In 2020, Alpro solidified its position by establishing its headquarters in Sendayan TechValley, which has three primary wings: engagement, supply chain, and operation.

In a year, Alpro Pharmacy has opened more than 20 locations. It achieved revenue growth of more than 300% thanks to the support of a strong management team and individuals with the necessary expertise and experience. It is now rooted at more than 200 locations in Malaysia.



# ORGANIZATIONAL CHART



**Ph. Dr. Hiew  
Fei Tsong**  
CO FOUNDER



**Ph. Low Swee Siong**  
CEO



**Ms. Chia  
Ling Ling**  
CO FOUNDER



# ORGANIZATIONAL CHART



## Alproeans






# VISION

*"FOR A HEALTHY AND  
VIBRANT WORLD"*



# MISSION

To provide opportunities, health, and guidance to anyone striving for a better life. We promise to provide professional services and to become a disease prevention and health improvement center.



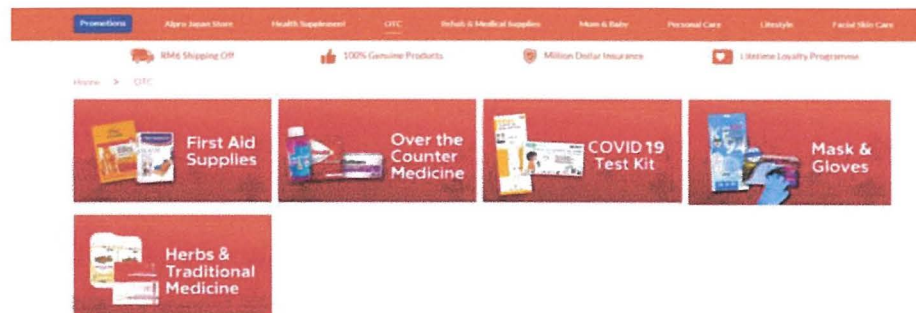


# ALPRO PHARMACY PRODUCTS

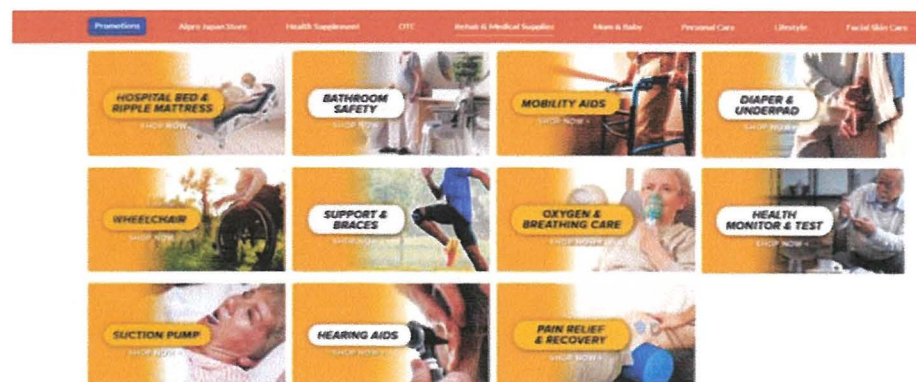
## 1) HEALTH SUPPLEMENT



## 2) OVER THE COUNTER (OTC)



## 3) REHAB AND MEDICAL SUPPLIES



# ALPRO PHARMACY PRODUCTS

## 4) MOM & BABY

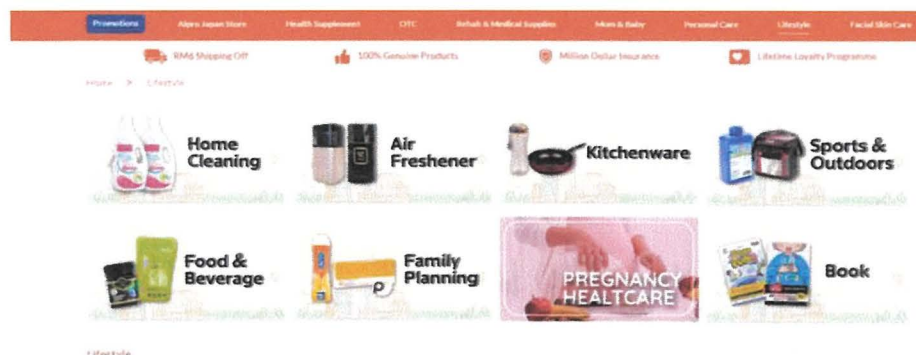


## 5) PERSONAL CARE

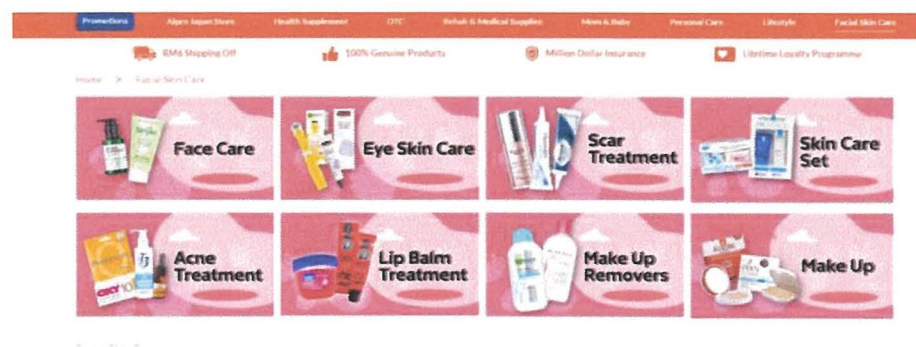


# ALPRO PHARMACY PRODUCTS

## 6) LIFESTYLE



## 7) FACIAL SKIN CARE





# ALPRO PHARMACY SERVICES

## Primary Health Screening

- ✓ Blood Pressure Monitoring and Heart Rate
- ✓ Blood Glucose Monitoring
- ✓ Total Cholesterol Test

- ✓ Body Fat & Water Test
- ✓ Artery Hardening Test
- ✓ Body Mass Index Analysis

- ✓ Lipid Profile Study (TC, LDL, HDL, TG)
- ✓ Uric Acid Test
- ✓ Aetoscan

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Taking multiple medications is now easier with medicpak®. Our well-sealed packaging and specific prescriptions enable you to take the right dosage at the right time.

[Explore More](#)



### 3.0 TRAINING REFLECTION

During my industrial training, I had the opportunity to work in the Alpro Pharmacy Sdn. Bhd., which provided me with valuable insights into the organization's operations. The following are the details of my experience:

#### 1. Duration

: The industrial training period allowed for flexible working hours with a 15-minute interval, from 7:30 a.m. to 5:30 p.m., 7:45 a.m. to 5:45 p.m. as such. This schedule enabled me to adapt to the professional work environment and learn the importance of time management.

#### 2. Department

: I was assigned to the Finance Department, where I had the chance to work closely with the finance team and gain hands-on experience in financial management.

#### 3. Roles and Responsibilities

: My primary role was to provide financial assistance and support to the department. I was entrusted with the responsibility of handling the financial accounts of 14 pharmacy outlets, ensuring the accuracy and completeness of the records. This involved bookkeeping tasks, recording the company's financial transactions into organised accounts on a daily basis. I also handled parcels from the outlets and assisted my supervisor with her tasks.

#### 4. Benefits and Learning Opportunities

**a. Allowance:** I received a monthly allowance of RM 500, which was a significant motivation during the training period. Moreover, the company did not deduct any amount for the leave I took, ensuring that I could focus on my training without worrying about financial matters.

**b. Knowledge and Technical Skills:** The industrial training provided me with the opportunity to learn new software and tools used in the finance industry. I gained hands-on experience using accounting software to manage and analyse financial data, enhancing my technical and analytical skills and proficiency in financial management.

**c. Real-World Industry Exposure:** Working in the Finance Department exposed me to the real-world dynamics and challenges of the industry. I learned about the organisation's

financial operations and gained insights into how financial decisions are made in a practical setting. This experience helped me bridge the gap between theoretical knowledge and its application in a professional environment.

**d. Personal Development:** The industrial training experience also contributed to my personal growth and development. I acquired crucial skills such as multitasking, flexible teamwork, punctuality, and the willingness to take risks. Additionally, I improved my communication and interpersonal skills through interactions with colleagues, superiors, and the person in-charged of every pharmacy outlet. The experience instilled confidence in me and prepared me for future professional endeavours.

Overall, my industrial training in the Finance Department provided me with a comprehensive understanding of financial operations and the practical skills necessary for a career in finance. Although it differs from my major, Human Resource Management, I still feel grateful for this opportunity. The benefits and learning opportunities I received during this period were instrumental in shaping my professional growth and preparing me for the challenges of the working world. I am also thankful for the knowledge and experiences gained and the supportive environment that facilitated my learning and development.

\*Refer Appendix



# SWOT

## ANALYSIS



### strengths

- Focus on continuous improvements at all levels.
- Care for employees' well-being by having its own business code of conduct and ethics (ABCCE).

### weaknesses

- Longer working hours than usual-less productive
- There is still a barrier between races.



### threats

- Increasing competitors that have better offers of product prices.
- People's choice in getting free medicines and healthcare services from public hospitals.

### opportunities

- People's awareness of healthcare services.
- Increasing qualified healthcare professionals in Malaysia creates future employment.





## **DISCUSSION AND RECOMMENDATION**

### **5.0 STRENGTH**

#### **5.1 Focus on Continuous Improvements at All Levels**

Throughout my internship, I had observed how they embraced and applied Kaizen, which means continuous improvement in Japanese terms, as their core business philosophy. Every day, we, including the higher-ups, will gather in the auditorium for half an hour of morning sharing sessions. Everyone will have their turns coming and must prepare any topic that is closely related to Alpro's philosophy. Moreover, every month there will be Gemba Team that involves managers and supervisors for focused improvement activities. It is one of the essential parts of the Kaizen philosophy. From that, cross-functional teams were formed to address specific challenges or opportunities. The teams used problem-solving techniques, such as root cause analysis, to identify the underlying issues and propose practical solutions. Any new and upcoming projects also will be shared with everyone on the floor for feedback and improvement. Even though we did not directly involve and related to the project, we still had the opportunity to give comments and thoughts. These events fostered collaboration, teamwork, and a collective effort toward improvement. This demonstrated a solid commitment to continuous improvement at all levels. By integrating Kaizen into its business philosophy, the company I interned at created a constant improvement, innovation, and employee engagement culture. The principles of Kaizen were embedded in their daily operations, resulting in enhanced productivity, streamlined processes, and a focus on delivering value to customers. The application of Kaizen played a significant role in driving the company's success and maintaining a competitive edge in the industry.

##### **5.1.1 Recommendation**

While it is good for the company to focus on continuous improvements (Kaizen) within the organisation, it takes work to implement. To ensure the employees' productivity and competitive internal growth, the leaders need to adopt behaviours that are conducive to developing employees' trust in them at the workplace. According to the research study conducted by Khattak, M.N., Zolin, R. and Muhammad, N. (2020), emphasising the similarities between a leader and their followers is one approach to demonstrate these

behaviours. Sharing information is another technique to win over employees' trust, especially if it concerns their career or general well-being. Employees will trust their manager more when they feel trusted. Other than that, additional crucial measures to increase trust inside the organisation include owning up to mistakes and embracing responsibility for a difficult task, along with the success or failure that comes with it. Second, this study shows that when employees are treated relatively inside the company, they grow to trust the leader and see them as speaking for the whole company. These views of fairness are linked to the employees' strong organisational loyalty. Leaders should be aware that their subordinates' judgments of the worth of organisational membership are influenced by how fair they are to organisational processes. Last but not least, positive interactions between leaders and followers may increase mutual trust and foster a sense of unity within the workforce, which motivates employees to exert more effort.

## **5.2 Care for Employees' Well-Being by Having Its Own Business Code of Conduct and Ethics (ABCCE)**

During my internship at the company, I had the opportunity to witness firsthand their strong commitment to employee wellbeing. The company had developed and implemented a business code of conduct called ABCCE:

A: ACCURATE DATA

B: BRIBERY, CORRUPTION, AND CONFLICT OF INTEREST PROHIBITED

C: COMPLIANCE WITH RULES, REGULATIONS, AND POLICY

C: CONFIDENTIALITY AND DISCLOSURE OF INFORMATION SHARING

E: ETHICS OF PRACTICE FOR INCLUSION, DIVERSIFICATION, SAFE AND HARASSMENT-FREE ENVIRONMENT

The company had a robust compliance program to ensure adherence to all applicable laws, regulations, and industry standards. They had established internal policies and procedures to guide employees in conducting business ethically and legally. They also had a zero-tolerance policy towards bribery and corruption. They had implemented strict measures to prevent bribery and corruption in all aspects of their operations. These measures included clear guidelines on accepting gifts, reporting potential bribery or corruption, and conducting due

diligence on business partners and suppliers to ensure their integrity. On the other hand, the company encouraged employees to report any violations of policies or unethical behaviour through designated reporting channels. They provided multiple avenues for reporting, including anonymous reporting options, to protect employees who wished to raise concerns. Whistleblower protection policies were in place to safeguard employees from retaliation or adverse consequences for reporting in good faith. Therefore, it is clear that the company demonstrated its commitment to creating a respectful and compliant work environment by having these policies in place and ensuring that the company operated in accordance with legal and ethical standards.

### **5.2.1 Recommendation**

Prioritising employees' well-being will indeed increase employee engagement and job satisfaction. However, according to the research journal written by Arifin, Z., Nirwanto, N., and Manan, A. (2019), it is not sufficient for businesses to improve employee job performance with unilateral policies like better work practices, pay, punishment guidelines, coworkers, supervision, and promotion. To affect the positive mindset of employees, organisational policy should align with certain persons' circumstances and expectations. Additionally, businesses must hire people with more vital mental capacities who can better deal with any issue that may arise at work. The organisation should then provide training or advice to boost employee engagement. Moreover, in relation to the interpretation of attitude theory and the factors that affect employee behaviour, employee engagement plays a mediating role between job satisfaction as a reflection of organisational policy and work environment and employee engagement as a reflection of individual employee mentality. Therefore, leaders are expected to be able to direct their employees to motivate them to work in focus and control factors that can disrupt employee concentration mentalities, such as adequate wages, fair supervisor attitude, bullying, and conflict.

## **6.0 WEAKNESS**

### **6.1 Longer Working Hours than Usual- Less Productive**

During my internship at the company, I noticed that one area of concern was the practice of long working hours. While it is essential to acknowledge that longer working hours may be necessary in specific industries or situations, it can also have potential drawbacks that affect employee productivity and well-being. The usual working hour in this company is 10 hours, which can lead to employee fatigue and burnout, negatively impacting productivity. When employees consistently work long hours, their energy levels may decline, decreasing focus, efficiency, and overall output. Studies have shown that in the near term, long work hours for employees may be advantageous for maximizing business earnings, and longer work hours lead to greater performance (Chu, 2021). However, long working hours cannot support sustained productivity improvements over a longer period since health is a crucial component of employees' human capital. They cause employees to use excessive personal energy, taking away time that could be used to invest in health and increasing job stress (Chu, 2021). This phenomenon can contribute to increased stress levels, disrupted sleep patterns, and a higher risk of developing health issues such as cardiovascular problems, musculoskeletal disorders, and mental health issues like anxiety and depression. These health concerns can further impact productivity and lead to absenteeism or presenteeism, where employees are physically present but not fully engaged or productive.

#### **6.1.1 Recommendation**

It is good to be true that employees are the backbone of any organization. It is essential to prioritize employee well-being, balance productivity, and maintain a healthy work environment. If excess working hours can lower the efficiency of employees and cause work stress, a necessary solution should be taken. To overcome this weakness, Alpro can offer training and skill development programs that help individuals learn the soft, functional, and technical skills necessary to perform their jobs. They will feel that they are investing in their future and that their responsibilities within the organization have a true purpose, which will lead to a better degree of work satisfaction (Walters & Rodriguez, 2017). Even during extended work hours, individuals may feel more motivated and engaged if there are prospects



for growth and promotion. Other than that, Alpro can provide work-from-home options. Offering work-from-home alternatives can assist in reducing burnout as remote work has grown increasingly prevalent in today's workplace (Landau & Que, 2023). Furthermore, working from home allows employees to cut travel time, have more control over their workspace, and strike a better work-life balance. People who work remotely can also escape the interruptions and diversions that are common in regular office environments. Alpro also might consider developing flexible regulations for remote work that align with job requirements and ensure effective interaction and collaboration (Landau & Que, 2023).

## **6.2 There is Still a Barrier Between Races**

Another weakness I observed during my internship at the company was the presence of a barrier between races within the organization. This issue can hinder collaboration, communication, and overall employee engagement. Diversity means not only racial or ethnic backgrounds but also different perspectives, experiences, and ideas. A lack of diversity can lead to limited innovation, creativity, and problem-solving within the organisation. It may also result in a homogenous work environment that prevents the exchange of ideas, knowledge, and skills across different groups. This lack of interaction and collaboration limits the potential for learning from diverse perspectives and experiences. Moreover, employees from underrepresented groups may feel excluded and undervalued in an environment with a transparent barrier between races. This can result in lower levels of employee engagement, decreased motivation, and reduced job satisfaction. When individuals do not feel a sense of belonging or connection with their colleagues, it can negatively impact their overall well-being and willingness to contribute fully to their work and the organisation.

### **6.2.1 Recommendation**

The prevalence of racial prejudice has long gone unrecognised. The dangers of remaining silent have been proved, making one a part of the repressive system (Kurter, 2020). Employees who experience prejudice at work are more likely to feel stressed out, which lowers their work quality. Additionally, they will conduct and exhibit behaviours that might negatively affect the performance and general operations of the organisation (Isaiah et al.,

2017). According to the article by Reynolds (2019), the first important step to being competitive internationally is to embrace cultural diversity in the workplace. Therefore, it is imperative to address the issue of racial discrimination that has grown pervasive in the workplace before it eventually undermines the entire organisation's performance. No of one's stature or position, racism in any form should never be overlooked, justified, or accepted. Managers in this situation must be assertive in outlining their views on racial discrimination, what will not be tolerated, and the consequences of violations. In order to respond to workplace prejudice successfully, managers and supervisors should receive enough training, according to the journal paper published by Isaiah et al. (2017). In order to manage and eliminate prejudice, they must also offer ways for employees to report any occurrences of it. These complaints must be handled seriously, quickly, and covertly. In addition, management's job is to uphold accountability and show their commitment to diversity and the benefits it brings to the company (Kurter, 2020). Ultimately, an organizational culture that supports racial diversity and works to end racial discrimination may increase job performance and reduce employee turnover by 56% and 50%, respectively (Cooks-Campbell, 2022).

## **7.0 OPPORTUNITY**

### **7.1 People's Awareness of Healthcare Services**

The growing awareness of healthcare services among the general population presents a great opportunity for the company. When more people recognize healthcare's importance, it leads to a higher demand for quality healthcare services. This creates a larger customer base for the company to cater to and expand its market presence. Moreover, with the rising awareness, people seek a wider range of healthcare services. Thus, consistently delivering high-quality care, personalised experiences, and effective communication can foster customer loyalty and build a positive brand image. Other than that, with heightened awareness, customers actively seek information and take a more proactive approach to their health. So, these can become an opportunity for Alpro to engage customers by providing valuable information through educational initiatives, health awareness campaigns, and digital platforms. This helps establish the company as a trusted source of health-related information and strengthens customer relationships. Therefore, by staying alert to growing customer needs and providing

innovative and wide-ranging healthcare solutions, the company can seize the opportunity for growth and success in the healthcare industry.

### **7.1.1 Recommendation**

Alpro can utilise one of the most cutting-edge technologies with high-quality network services to enable individuals to enhance healthcare delivery and make it accessible to an increasing number of people by capitalising on the public's increased knowledge of healthcare services in Malaysia. According to Haleem et al.'s journal paper from 2021, telemedicine is a medical service that uses electronic information and telecommunicating technology. It has a wide range of applications, including telehealth nursing, remote control, online patient consultations, and remote physical and psychiatric rehabilitation. Additionally, this technology encourages improved connection, reducing hospital readmissions and increasing patients' adherence to prescribed treatment regimens. The more significant contact benefit of telemedicine also applies to doctor-to-doctor communication. In order to share expertise and deliver better medical treatment, doctors may employ telemedicine to create support networks (Haleem et al., 2021). Therefore, by embracing telemedicine, Alpro can improve access to care, enhance patient convenience, ensure continuity of care, allow the exchange of information across many distant areas, optimize resource allocation, achieve cost savings, and leverage technological advancements in healthcare. It is essential for Alpro to carefully plan and implement telemedicine solutions, adhering to regulatory guidelines and maintaining high standards of patient privacy and security.

### **7.2 Increasing Qualified Healthcare Professionals in Malaysia Creates Future Employment**

The increasing number of qualified healthcare professionals in Malaysia presents several benefits for Alpro as a company operating in the healthcare industry. The growing pool of qualified healthcare professionals provides this company with a larger talent pool to recruit from. This increases the company's chances of attracting highly skilled and experienced professionals who can contribute to the company's success. Additionally, with more qualified professionals, this company can offer comprehensive healthcare solutions and specialised treatments, ensuring customer satisfaction. It also enables this company to meet the growing

demand for healthcare services and ensure customer satisfaction. Furthermore, the availability of qualified healthcare professionals promotes a culture of continuous professional development within Alpro. The company can invest in training programs, workshops, and certifications to enhance the skills and knowledge of its employees. This ensures that Alpro's workforce stays updated with the latest industry trends and advancements, contributing to the company's growth and success.

### **7.2.1 Recommendation**

To contribute to the increase in qualified healthcare professionals in Malaysia and create future employment opportunities, a collaboration between industry and higher education institutions can be made. For graduate or undergraduate students, Alpro can fund research projects (R. Russell Rhinehart, 2022). Preferably, they are pre-commercial studies intended to assist practitioners in finding the answers to their queries or exploring another possibility that could look interesting. After receiving individual or group funding, the students and teachers might publish the outcomes. Students will undoubtedly find value in this because they seek practical knowledge and professional experience that will open career and employment prospects. Students are eager to apply the concepts they have learned in class to real-life scenarios, work on challenges from the real world, and use cutting-edge gear and software. In order to grasp the non-technical aspects of practice, such as soft skills, project management, and market-driven decision-making, students desire to collaborate with industry mentors (R. Russell Rhinehart, 2022). Therefore, by providing opportunities for students to gain practical experience in the healthcare industry, Alpro can help develop a pipeline of qualified professionals while actively increasing the number of qualified healthcare professionals in Malaysia and contributing to future employment opportunities in the field.



## **8.0 THREAT**

### **8.1 Increasing Competitors That Have Better Offers of Product Prices**

One of the threats Alpro faces is the increasing competition from companies offering better product prices. Customers may become more price-sensitive and prioritise lower-priced products over Alpro's offerings. This can lead to a decline in sales and market share for Alpro. This company may be forced to lower its prices to stay competitive, reducing profit margins. This can impact the company's financial performance and sustainability. Customers may switch to these alternatives if competitors offer similar products at more competitive prices. This can result in losing customer loyalty and market share for this company. On the other hand, Alpro may need help to differentiate itself solely based on product prices. Competitors may also lower their costs or offer additional value-added services to attract customers, making it harder for Alpro to stand out in the market.

#### **8.1.1 Recommendation**

Despite being Malaysia's No. 1 Prescribed Pharmacy, there is a possibility that Alpro will lose with low-cost offerings from other competitors. Therefore, the best way to mitigate this threat is by focusing on developing customer loyalty. According to Raitaluoto T. (2023), acquiring prospective customers can be expensive since it sometimes requires major marketing and advertising expenditures. Meanwhile, keeping loyal consumers is frequently more cost-effective since the business has already built a relationship with them. A business may build a solid reputation and set itself apart from rivals by acknowledging loyal customers. For a product or service, they rely on, loyal clients are frequently prepared to pay more, and they may also be more understanding of minor errors or problems. From that, Alpro can focus on personalized experiences that are all about adjusting the customer experience to meet each consumer's unique tastes and demands (Raitaluoto, T. 2023). This might entail a variety of strategies, such as leveraging customer information to provide personalized product recommendations, delivering tailored discounts or offers based on previous purchase history, or supplying tailored customer service that considers each client's unique needs. As a result, it may foster an emotional connection with its consumers and a sense of worth and appreciation that can foster long-term loyalty. Moreover, in a study

conducted by Kofi Osei-Frimpong et al. (2020), businesses should strive to provide a superior holistic customer experience by facilitating personal interactions so that clients/patients feels personally engaged with service providers when discussing their issues. Therefore, building customer relationships is crucial for Alpro to ensure long-term success and sustainable growth. By offering individualized experiences, it may forge close bonds with clients, establish credibility and dependability in the market, and develop a devoted customer base to fuel development and success for years to come.

## **8.2 People's Choice in Getting Free and Low-Cost Medicines and Healthcare Services from Public Hospitals**

The preference of people for free and low-cost medicines and healthcare services from public hospitals can pose a threat to Alpro. If people choose to utilize free or low-cost healthcare services provided by public hospitals, there may be a decrease in the demand for Alpro's products and services. This can lead to a decline in sales and revenue for the company. Public hospitals offering free or low-cost medicines and healthcare services may pressure Alpro to lower its prices to remain competitive. This can affect the company's profit margins and financial stability. Meanwhile, customers may perceive Alpro's products and services as less valuable or unnecessary compared to the free or low-cost options provided by public hospitals. This can impact customer perception and reduce their willingness to purchase Alpro's offerings. Furthermore, in developed countries, such as the United Kingdom and Australia, where health insurance schemes exist, prices are controlled at the consumer level, and competition is on the quality of services offered. However, in Malaysia, where there is no separation of functions, The community pharmacy has evolved into a place where price competition and the culture of discounts are developed by various discounts and trade agreements, allowing larger pharmacies and chain pharmacies to buy in bulk and dramatically lower prices (Mathews et al., 2020).

### **8.2.1 Recommendation**

In a research study published by Mathews et al. (2020), the bargaining culture has badly damaged the professional community pharmacy practice, which is strongly correlated with patients' perceptions of being overcharged. Furthermore, community pharmacists have suffered because of everyone seeking to undercut rates due to Malaysia's free market system for drug pricing. In order to solve the issue of pharmaceutical pricing, healthcare authorities must impose a minimum selling price (MSP) and level the playing field for community pharmacies. Resolving the pricing problem will restore the public's faith in the healthcare industry, which is much required (Mathews et al., 2020). Additionally, as the profession requires knowledge, talent, and time, competition among community pharmacists should be focused on service rather than product cost. In this case, Alpro must establish trusting connections with customers by providing outstanding service, individualized care, and ongoing support. This can increase loyalty and set Alpro apart from free or inexpensive competitors because customers will be willing to spend more for better amenities. Evidence from the study showed that, compared to 17% who disagreed, 44% of community pharmacists believed that patients were willing to pay for treatments (Mathews et al., 2020).

## **9.0 CONCLUSION**

In conclusion, Alpro, as a company in the pharmaceutical industry, has several strengths, weaknesses, opportunities, and threats that shape its operations and prospects. Alpro's strengths lie in its dedication to its employees' constant improvement and strong policies to protect employees' wellbeing. These factors contribute to a positive work environment and uphold ethical practices. However, Alpro also faces weaknesses such as longer working hours that will potentially impacting employee productivity and work-life balance. Additionally, the presence of barriers between races within the company can hinder collaboration and inclusivity in the long run if no intervention is taken to solve the problem.

On the other hand, with the increase in future employment for healthcare professionals, Alpro can leverage this opportunity by developing a collaboration with higher education institutions, creating a pipeline of qualified professionals into the company. And, with the increasing awareness of healthcare services among the public it has allows Alpro to capitalize on this trend. Nevertheless, Alpro should be mindful of threats such as increasing competition with better pricing offers. To counter this, the company can focus on differentiating its offerings, providing superior value beyond price, and fostering strong customer relationships. By addressing weaknesses, capitalizing on opportunities, and mitigating threats, Alpro can position itself as a reputable healthcare provider, attract and retain qualified professionals, enhance customer satisfaction, and achieve sustainable growth in the dynamic healthcare industry for a "HEALTHY AND VIBRANT WORLD."

As for me, working in Alpro for six months as an intern has opened my eyes to the reality of the working world. Being able to witness how the company works, especially on the strengths it holds, is truly remarkable. I also feel very grateful to have this opportunity. Throughout the internship program, I developed a personal goal which is to continue working in Alpro. However, this time, I would like to pursue a career in the human resource department so that I would have a strong background in that field for my future career development. Moreover, in the next five years, I envisioned myself becoming an HR Specialist in either compensation and benefits or labour laws and legal compliances.



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## APPENDIX A



Figure 1: Finance team that consists a total of 19 people.



## APPENDIX B



Figure 2: This is how Finance Department and my working table looks like.



## APPENDIX C

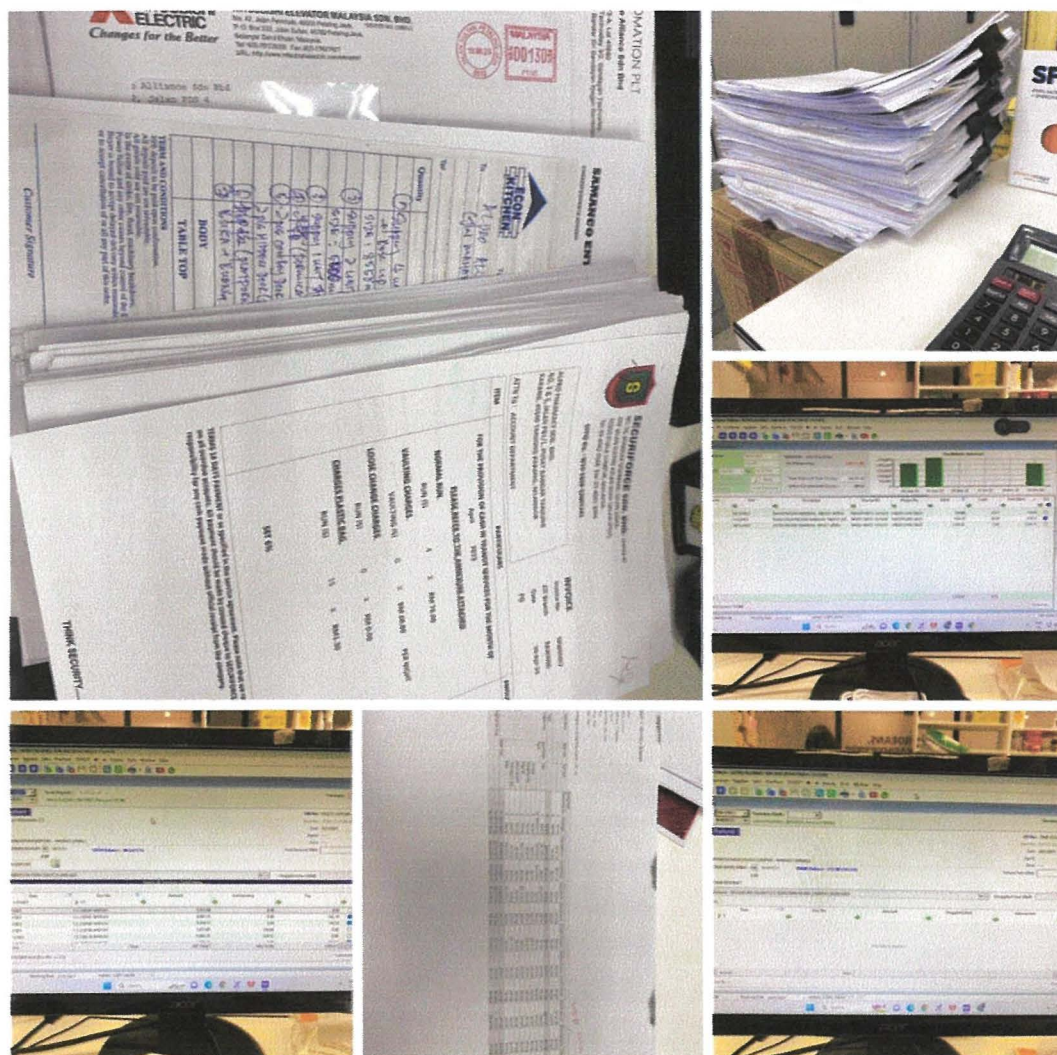
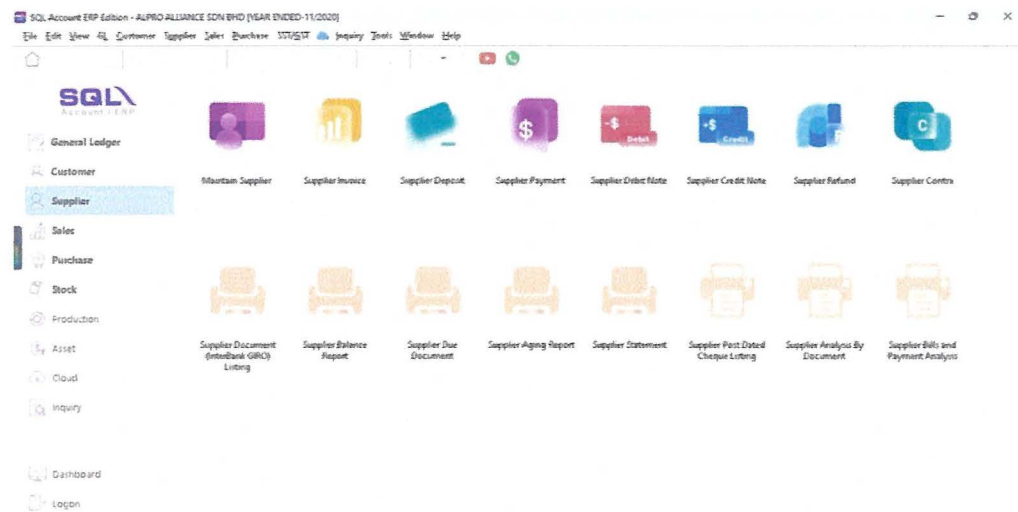
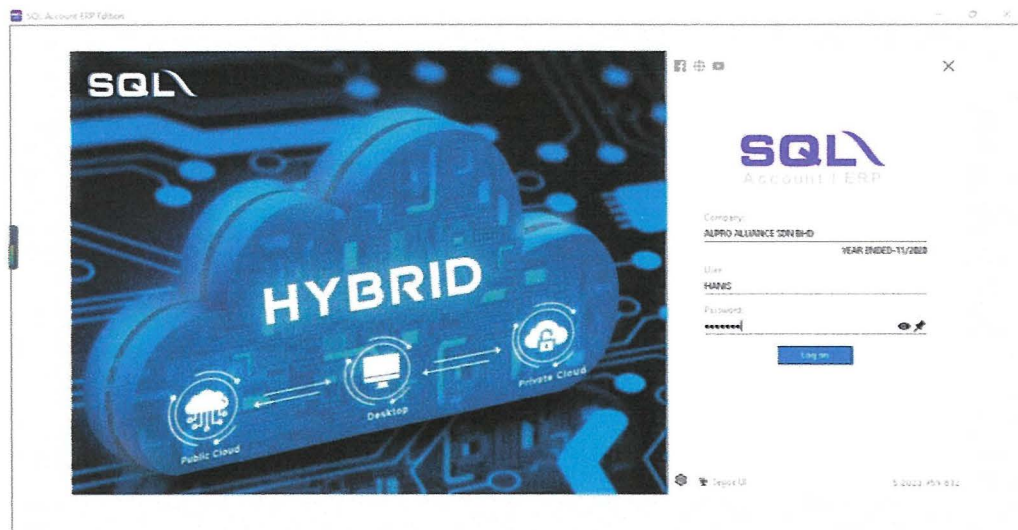


Figure 3: My daily tasks include recording outlets' daily sales and handling supplier invoices and payments.

## APPENDIX D

Below are the accounting systems that I have been using to complete my tasks.



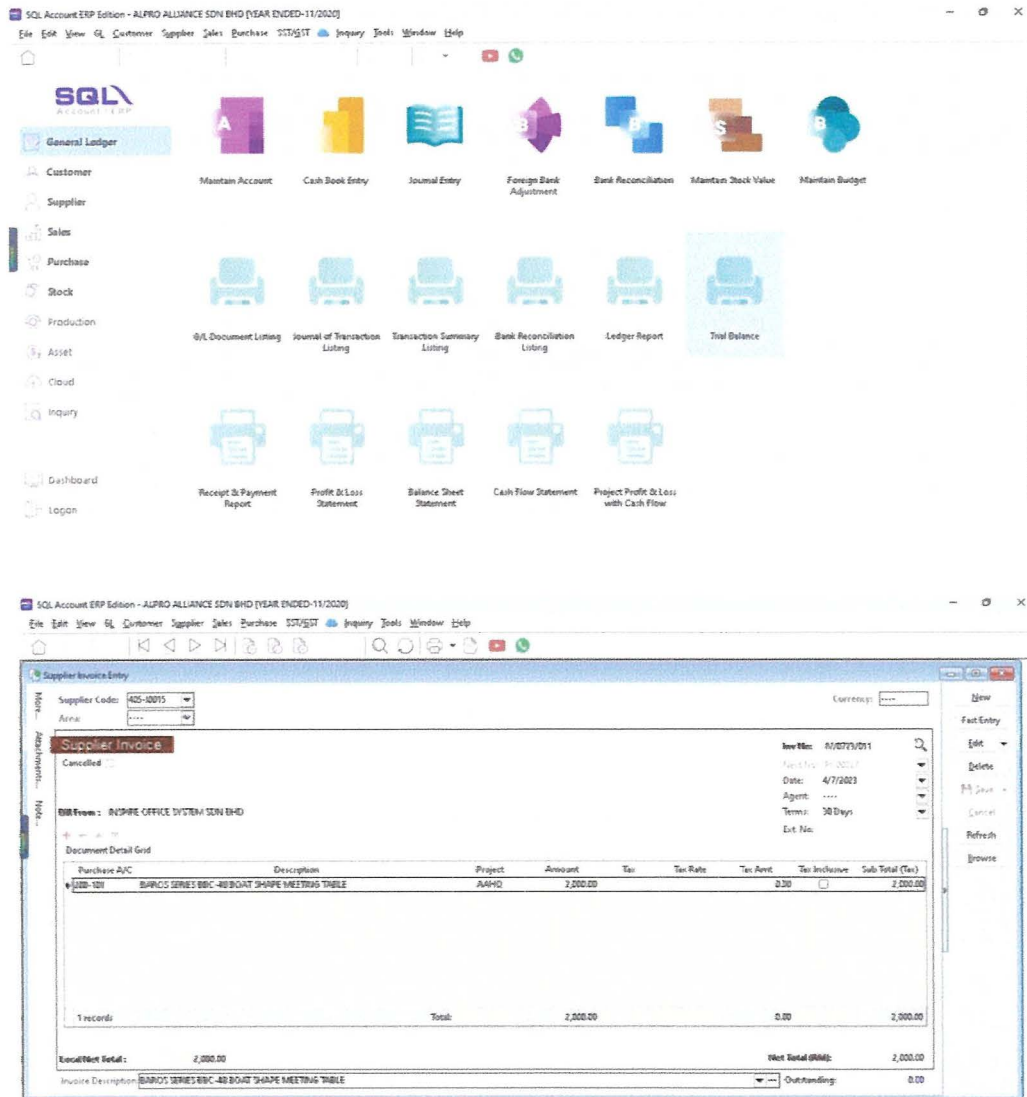
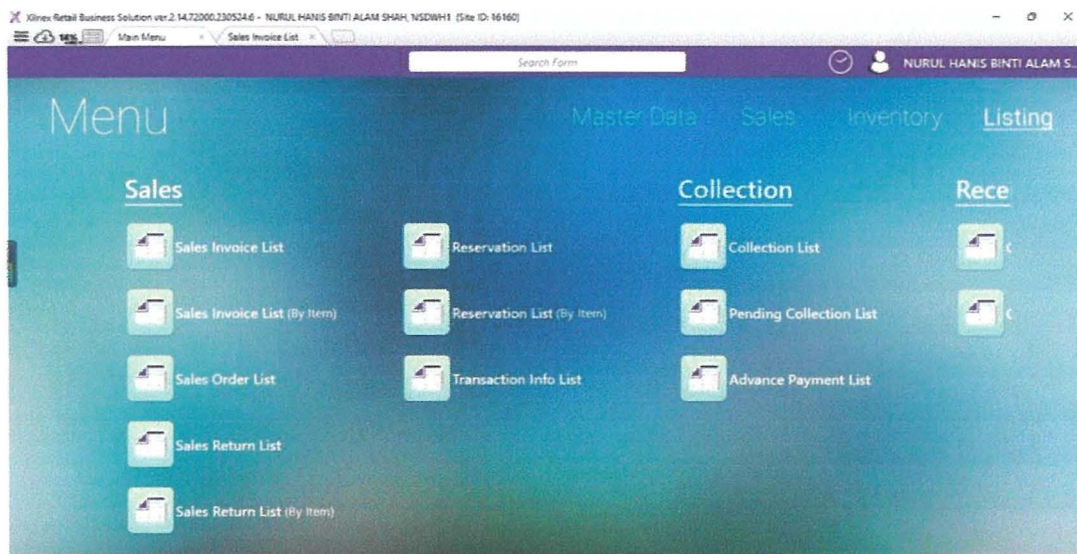


Figure 4: SQL Accounting





Xilnex Retail Business Solution ver.2.14.72200.230524.6 - NURUL HANIS BINTI ALAM SHAH, NSDWH1 (Site ID: 16160)

Main Menu Sales Invoice List

Search Form

NURUL HANIS BINTI ALAM S...

Menu Master Data Sales Inventory Listing

Sales Collection Rece

Sales Invoice List Reservation List Collection List

Sales Invoice List (By Item) Reservation List (By Item) Pending Collection List

Sales Order List Transaction Info List Advance Payment List

Sales Return List

Sales Return List (By Item)

Outlet Cost Date From Date To

KSP1H1 Custom Cost 02/05/2023 14/07/2023 Use business date

Sales Date	Sales Status	Sales #	Customer Code	Payment Stat	Client Name	Total Amount(Incl Tax)	Total Amount(Excl Tax)
02/05/2023	COMPLETED	355401575	300-1M0044	PAID	Mytekxi Sdn Bhd (GRABMART)	RM25.50	RM
02/05/2023	COMPLETED	355401576	2002000002390404	PAID	LIM BOON CHAI	RM43.80	RM
02/05/2023	COMPLETED	355401577	2002000001918779	PAID	NOOR HIDAYADTHUL	RM113.20	RM
02/05/2023	COMPLETED	355401578	2002000002451424	PAID	LIM GUAT LEE	RM144.00	RM
02/05/2023	COMPLETED	355401579	2002000002451424	PAID	LIM GUAT LEE	RM144.00	RM
02/05/2023	COMPLETED	355401580	300-F0019	PAID	FOODPANDA MALAYSIA SDN BHD	RM57.50	RM
02/05/2023	COMPLETED	355401581	2002000002284172	PAID	AMINA BINTI ABD RAHIM	RM36.20	RM
02/05/2023	COMPLETED	355401582	2002000002284172	PAID	AMINA BINTI ABD RAHIM	RM6.50	R
02/05/2023	COMPLETED	355401583		PAID	CASH	RM9.25	R
02/05/2023	COMPLETED	355401584	2002000002581750	PAID	*ROSMADI MAJULA RAMLI	RM0.00	R
02/05/2023	COMPLETED	355401585	2002000002190105	PAID	MOHD NAJIB BIN MOKHTAR	RM74.90	RM
03/05/2023	COMPLETED	355401586	2002000002391188	PAID	NUR ILMADIENA BINTI ANOR	RM45.90	RM
03/05/2023	COMPLETED	355401587	200200000239485	PAID	MUHAMAD NAJIB BIN ABDUL JALIL	RM29.40	RM

Count = 2327 Sum = 141,402.80 Sum = 141,402.80

Figure 5: Xilnex





## APPENDIX E



*Figure 7: This is some of the documents that have been filed accordingly and those boxes are the parcels from outlets all over Malaysia that consist of daily sales receipts and reports.*

## APPENDIX F

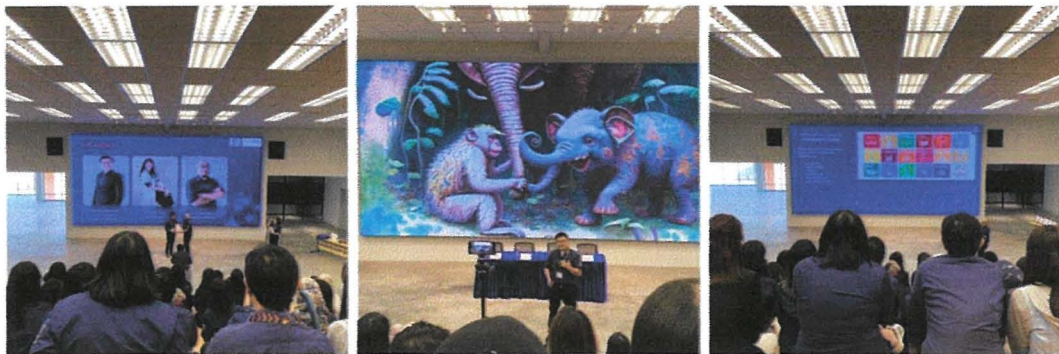


Figure 8: The auditorium where the morning sharing will be held every day.



## APPENDIX G



*Figure 9: Finance Department's Eva House Project to decorate Alpro's Greenhouse.*