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TEKNOLOGI
MARA

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BACHELOR OF BUSINESS ADMINISTRATION (HONS.)

HUMAN RESOURCES (BA243)

INDUSTRIAL TRAINING REPORT (HRM 666)

SWOT ANALYSIS REPORT OF GCB COCOA MALAYSIA SDN BHD



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Alhamdulillah, in the name of Allah SWT, the Most Gracious and Merciful, I express my heartfelt gratitude for the blessings that allowed me to complete my industrial training report. I would like to thank GCB Cocoa Malaysia for giving me the opportunity to complete my industrial training from 12th August 2024 to 24th January 2025. This experience has been incredibly enriching, offering me hands-on exposure to the various aspects of the company's operations and the chance to apply the theoretical knowledge I have gained in my studies. I am quite grateful for the opportunity to work on the SWOT Analysis report for the Industrial Training Report subject (HRM666) for the chosen company, GCB Cocoa Malaysia Sdn. Bhd.

For all of her help and support during my industrial training at GCB Cocoa Malaysia, I would like to express my sincere gratitude to Ms. Jaslyn Sim Hui Juan, Assistant Manager of HR & Admin. Her guidance has given me a thorough understanding of the administrative and human resources functions, and her support has been crucial to my learning experiences. Not only that, I want to express my sincere gratitude to my colleagues and the entire GCB Cocoa Malaysia team for their unwavering support, direction, and encouragement during this training period. I also truly grateful to my advisor, Madam Siti Norashikin Binti Bashirun, for her constant encouragement and insightful feedback. Her advice and insights have played a significant role in helping me navigate this training and further my professional growth.

Last but not least, I wish to convey a warm appreciation and gratitude to everyone who has directly or indirectly assisted me in this assignment and I hope my assignment is well received. This report would not have been possible without the assistance and guidance of everyone involved.

EXECUTIVE SUMMARY

My industrial training journey at GCB Cocoa Malaysia are almost done where I began my internship on 12th August 2024 and finished on 24th January 2025. All the part 6 students have been taken this industrial training for completed their study especially who was in Bachelor of Business Administration (Hons.) Human Resources (BA243). During my industrial training at GCB Cocoa Malaysia, I have been able to grab a few experiences and knowledge especially in human resource functions where I was reported to HR and Admin Department. As my professional development, the hands-on experience has played a major role which was acquainting me how the academic theory connected close to the real-world job application. Thus, I have been given in a number of Human Resources (HR) duties and tasks, which have taught and opened my eyes how HR plays and important role in the development of an organisation. At the same time while I was working at GCB Cocoa Malaysia, I faced a few hurdles that I need to adapt and find solutions to solve problems which it can be useful to my future career as part as my readiness to the development for my related job.

Also as part of my training and completed this report, I had conduct SWOT analysis of GCB Cocoa Malaysia. This assignment gave me wide and better understanding how the company's internal and external factors play such an important role to remain in the competitive market especially in cocoa industry. From SWOT analysis, I thought about how GCB Cocoa Malaysia can be an excellent market position which is close related to its established reputation and operational efficiencies. On the other hand, the report also pointed out certain difficulties, including the necessity to diversify its product offers and the volatility of the market. By implementing this task, it assisted me to understand well how the company react to their surroundings, which will be useful in my future job.

Thus, my 24 weeks industrial training journey at GCB Cocoa Malaysia has given me a valuable and amazing experience. It has granted me the opportunities to use what I have learnt from internship experience and have a courage to face any obstacles which can improve my skills. Due to the exposure to business operations, human resources management and administration responsibilities, I have been able to think critically about business strategy and operational methods as well as the SWOT analysis. This experience has definitely given me a stronger basis for my future career in business and human resources management.

1.0 STUDENT'S PROFILE



NURUL HASYA BINTI ROSLI

SUMMARY

A dedicated and enthusiastic HR student to utilize the knowledge of Microsoft Office, business management and experienced in managing mock training and CSR program. Eager to assist in various HR activities while contributing to a positive and productive workplace. Committed to supporting the company's strategic goals and enhancing overall employee experience.

EDUCATION

Bachelor of Business Administration (Hons.) Human Resources **2021 - Present**

Universiti Teknologi Mara Kampus Bandaraya Melaka

- Current CGPA 3.61 , Dean's list in semester 1,3 and 4.
- Coursework in Training and Recruitment, Industrial Relation, Business Analytic, Strategic Management and Organizational Development.

Diploma in Public Administration

2019 -2021

Universiti Teknologi Mara Kampus Seremban 3

- Graduated with CGPA 3.61 , Dean's list in semester 3,4 and 5.
- Coursework in Development Administration, Industrial Relation, Administrative Law and Public Financial Administration.

EXPERIENCE

Industrial Trainee , GCB Cocoa Malaysia Sdn Bhd

AUGUST 2024- JANUARY 2025

- Assisted in calculating overtime (OT) hours for employees, ensuring accuracy in payroll processing and compliance with company policies.
- Organized and managed On-the-Job Training (OJT) documentation, created new training files, and ensured proper record-keeping.
- Used Fingertech Ingress software to update and manage visitor card access for security purposes.
- Answered phone calls, assisted employees with inquiries, and supported HR personnel with daily tasks.

ACTIVITIES AND INVOLVEMENT

Event Infographic Poster Presentation on Human Resources Issues (2024)

Deputy Director of The Event

- Assisted the Program Director in perform the duties
- Ensured all members are clear with program to be implemented.

Program Webinar "Talent Management in Digital Era" (2024)

Head of Registration and Invitation Bureau

- Coordinated registration processes for webinars, ensuring smooth participant sign-up and attendance tracking.
- Gathered feedback from participants to improve future events and webinars.

Figure 1 Nurul Hasya's resume

Coffee Talk With Alumni (2024)

Event and Bureau Protocol Coordinator

- Facilitated smooth entry and navigation for VIP attendees, maintaining high standards of hospitality.
- Enhanced the event experience through attention to detail and effective communication with all committee members.

“Be Mentally Fit, Be Alert” Training and Development Program (2023)

Event and Bureau Protocol Coordinator

- Successfully coordinated training sessions with high participant satisfaction rates.
- Managed attendance and participant engagement, contributing to the overall success of the program.

International Teaching Aid Competition ITAC (2023)

- Entitled the Silver award.
- Created an interactive game “FINGO” to promote the production of innovative ideas among students.

Cheerleaders in SAP (Sukan Antara Program) (2023)

- Received a gold medal.
- Engaged in regular training sessions to refine skills and routines, displaying commitment to personal and team development.

MyYatim Amal Program with PAYASUM (2022) - Program Secretary

Program Secretary

- Prepared and distributed meeting agendas, minutes, and reports.
- Managed the program with successfully and efficiency.

SKILLS

- Proficient in Microsoft Office Suite and Google Workspace
- Excellent communication and interpersonal skills
- Ability to multitask and prioritize tasks in a fast-paced environment
- Strong attention to detail and organizational skills
- Familiarity with office equipment, including printers, copiers, and fax machines

LANGUAGE

- | | |
|------------|----------------------------------------|
| • Malay | • Fluent in speaking and writing |
| • English | • Intermediate in speaking and writing |
| • Mandarin | • Basic in speaking and writing |

REFERENCE

Dr Juan Rizal Bin Datuk Hj. Sa'ari

Pensyarah Kanan UiTM Cawangan Melaka
Kampus Bandaraya Melaka

Sim Hui Juan

Assistant Human Resources & Admin
Manager of GCB Cocoa Malaysia

Figure 2 Continued Nurul Hasya's resume

2.0 COMPANY'S PROFILE

2.1 BACKGROUND OF THE COMPANY



Figure 3 GCB Cocoa Malaysia's Logo

The company began in the early 1980s by trading cocoa beans exclusively. The company began cocoa bean processing operations in 1983 through its factory located in Parit Jawa near Muar in Johor. Following the sale of Parit Jawa plant stock in 1990 management set up GCCM in Pasir Gudang to dominate Malaysia's cocoa processing market. The initial plant ran at 6,000 MT per year bean processing, but years of improvement and facility upgrades enabled us to reach 80,000 MT in annual output. Our cocoa products received favourable reception across domestic and overseas customer networks.

In 2006 the Group secured direct American entry by investing in Carlyle Cocoa Co through its subsidiary GCB America Inc to access US customers. The Group extends its reach to end-users by manufacturing chocolate items and chocolate beverages under the GCB Foods operating unit. GCB Foods launched its business operations in 2007 after completing all necessary facilities construction and machinery installation plus recipe development work. The Group launched two new chocolate brands CacaoRich and Melko and boosted their popularity through fresh marketing strategies and product developments. This company creates exclusive brand products for hypermarket stores. In July 2017 GCB took ownership of Malaysian cocoa processor KokoBudi and relocated the company's operations under the GCB Cocoa Malaysia name. The company boosted the total processing capacity to 50,000 MT yearly while opening the new facilities in early 2019. GCB boosted its worldwide cocoa grinding capacity to 250,000 metric tons yearly after adding the new facility which made them the fourth largest cocoa processor worldwide. In August 2019 GCB made public its cocoa processing plant investment project targeting Cote D'Ivoire the biggest cocoa producer nation on earth. GCB plans to launch the new facility with 60,000 MT grinding capacity during the first quarter of 2021.

2.2 VISION

To be the world's most preferred and leading cocoa partner

2.3 MISSION

We at GCB Cocoa are committed to be the leading supplier of Cocoa Ingredients. We deliver Quality Cocoa and professional services, and form alliances with strong local partners to provide long-term and reliable relationships with customers worldwide.

2.4 ORGANISATION VALUES

GCB Cocoa consistently embraces challenges, like innovating new tastes, generating more vibrant colour profiles, and refining techniques. GCB Cocoa consistently adopts a people-first approach that emboldens and empowers employees to pursue excellence, hence enabling GCB to achieve new heights and establish a comprehensive value chain.

Having established dominance in Malaysia and Asia, they undertook an ambitious initiative for worldwide expansion. GCB Cocoa presently has a presence in Indonesia, the USA, Côte d'Ivoire, and Germany, in its pursuit to establish a foothold in the worldwide arena.

GCB Cocoa is fully committed to sustainability by using energy-efficient measures in its operations, reducing waste throughout its facilities, and ensuring traceable and sustainable cocoa procurement. To do this, GCB Cocoa will get certified cocoa, initiate its own cocoa sustainability program, and collaborate with several key industry stakeholders to ensure the future viability of cocoa. The past 40 years have demonstrated our tenacity as GCB Cocoa navigated the industry's fluctuations. They not only endured but also prospered, becoming one of the largest entities globally today.

2.5 RANGE OF PRODUCTS

a) Cocoa Powder



Figure 4 Product range of cocoa powder

The Figure 3 shows where there are different shades and types of cocoa powders that can be termed either natural cocoa powders due to being entirely unrefined or alkalized and thus of shades like light brown, reddish-brown, dark brown, dark red, and black. This form of alkalization also called the Dutch process would then serve to improve the colour of the cocoa, decrease acidity, and thus create a smoother flavour profile. Generally, it is used for certain culinary applications.

These types of cocoa powders lend versatility for application purposes such as compound coatings, confectionery, filling creams, ice-cream coatings, chocolate milk, cookies, and biscuits. The colours and flavours available in these powdered forms play a part in making the use of all these products appealing in terms of appearance and taste.

b) Cocoa Butter

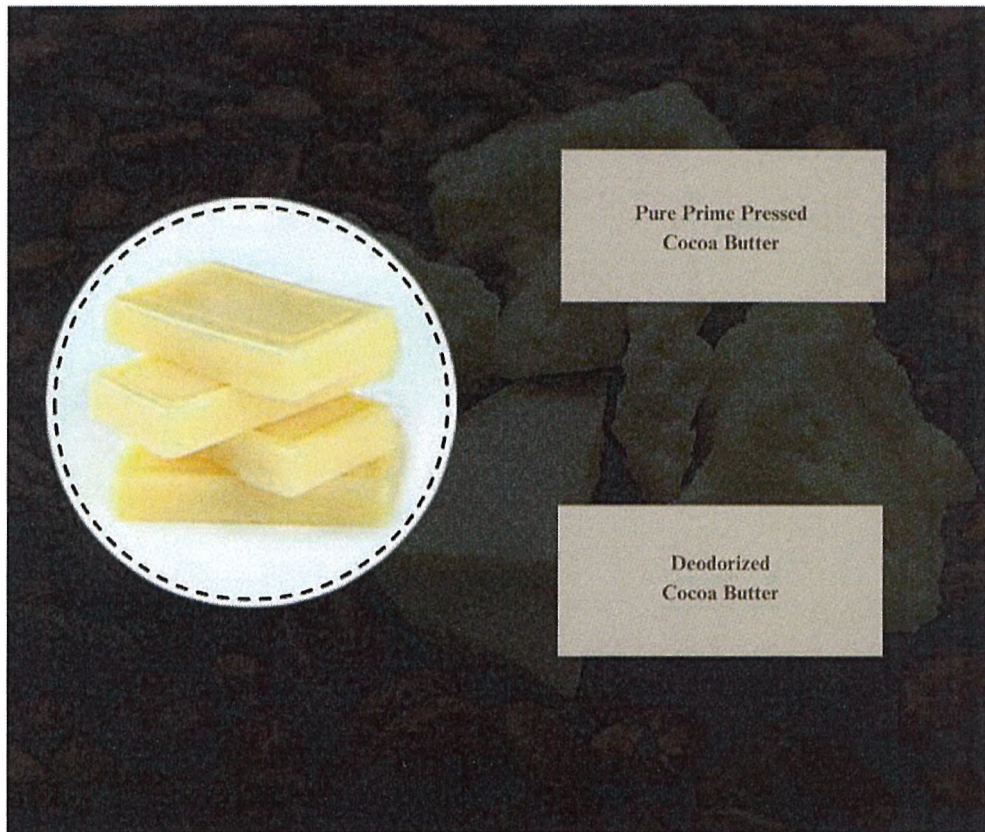


Figure 5 Cocoa butter products

The Figure 4 shows these cocoa butter production categories, whereby GCB Cocoa produces high-quality pure prime pressed cocoa butter and deodorized cocoa butter. Pure prime pressed cocoa butter is known for its natural aroma and flavour, thus is more oriented towards premium products in the chocolate and confectionery markets. On the other hand, deodorized cocoa butter is manufactured to suit removal of natural aroma. It is suitable for cosmetics, skin care products, and pharmaceutical products, which provide moisturization and work as a base in lotions, creams, and lip balms.

c) Cocoa Mass

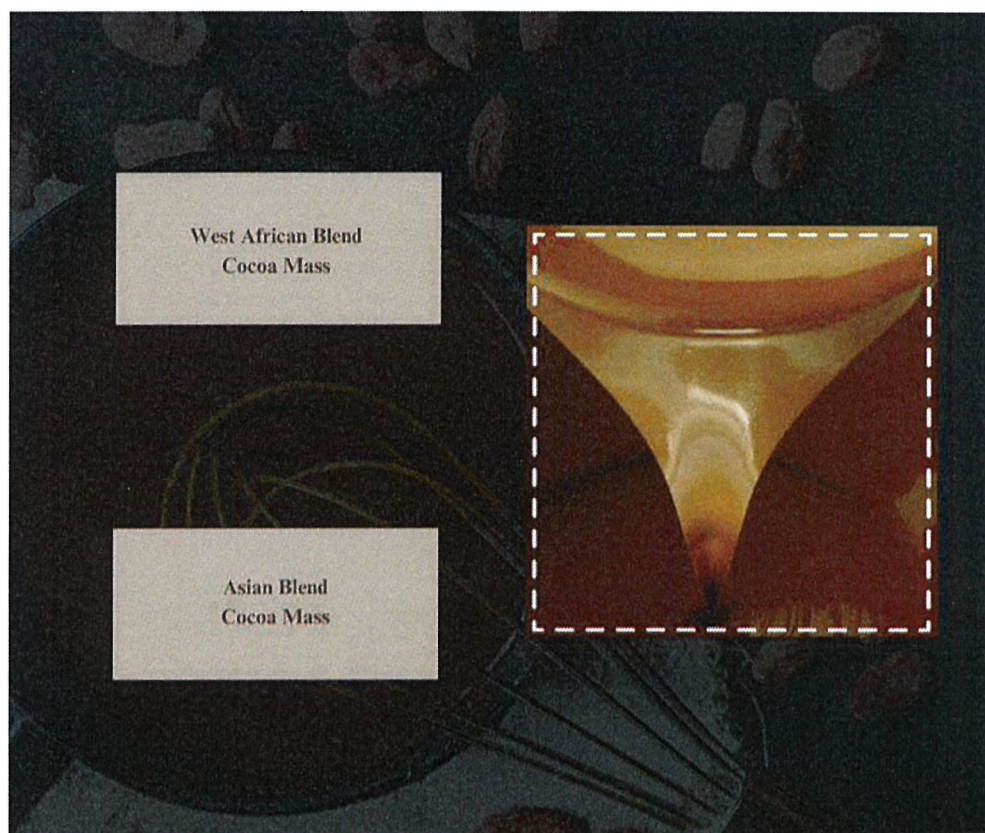


Figure 6 Cocoa mass or liquor products

The Figure 6 focuses on GCB Cocoa producing two types of cocoa mass-cocoa liquor known as West African blend cocoa mass and Asian blend cocoa mass. Each blend is crafted precisely according to the needs of the chocolate and confectionery industries. While the West African blend is characterized by strong and robust flavours, which deep cocoa notes greatly appeal to where strong, intense cocoa flavouring is required, the Asian blend offers a slightly smoother and milder cocoa mass that provides a delicate, balanced taste in products very delicately flavoured. These cocoa masses go on to feature apex use in a wide variety of products in the confectionery industry, such as pralines, rich ganaches, flavoured drinks, and premium couverture.

2.6 GCB TOP MANAGEMENT ORGANISATION CHART



Figure 7 GCB's Top Management Team

The Figure 7 above shows the GCB's Top Management Team. The organizational chart of GCB Cocoa is structured to promote efficiency and clarity in the management of its operations. At the top of the chart sits the CEO or Managing Director, overseeing the entire company and ensuring alignment with strategic goals.

3.0 TRAINING REFLECTION

3.1 OVERVIEW

My industrial training took place throughout a five-month period, from 12th August 2024 to 24th January 2025. The internship required me to work every day from 8:30 AM to 6:00 PM, with a one-hour break from 12:00 PM to 1:00 PM. On top of that, I was given an allowance every month of RM1500. I am also provided with medical benefits worth RM1500 each year, which cover both medical and dental treatments.

Upon reporting in on my first day, I received a warm welcome by my supervisor and staff. The day started with an introduction session of the company where I was well briefed of the company background and milestones, its core values, and contributions. Subsequently, I received a Good Manufacturing Practices (GMP) session where the HR staff showed that by playing a video. At the same time, I received a session from Safety officer followed by general safety briefing which indicates how to keep company compliant with workplace's safety are close connected. Afterwards, once I got my seat and personal computer, I make acquainted with colleagues as they introduced themselves friendly and their respective roles.

3.2 TASK ASSIGNED AND LEARNING OUTCOME

During my training as part of my internship, I exposed with various company policies and procedures from the server which gave me a broader understanding of how GCB Cocoa run successfully. Moreover, the regular and daily task that I was assigned is answering phone calls whether it is insider or outsider. This situation gave me chance to improve better communication skills considering that I need to successfully connect with callers, take and deliver the messages and information to appropriate department. The skills that I learnt is how to manage inquiries and ensure that all details were appropriately transmitted effectively. This responsibility helped me to maintain a positive relationship especially when prioritize the importance of customer service and be able to manage various types of calls in an efficient manner.

On top of that, one of my memorable tasks was proposing VIP door gift. I had to researched a few companies or suppliers that provide high-quality items includes paper bags, notebooks, pens, and file folders. This task involved me to surveyed the related items for VIP

door gifts by ensuring the option of items was both good quality and suitable for the event. Throughout the task, I gain a few experience on how to research supplier, select relevant item and negotiation especially for the quotation. This task taught me how to negotiate with supplier properly while gaining items that meet all the requirement. Hence, this thoughtful gifting can magnify the overall experience for event participants. It can be shown that every aspect of each event planning is important to take account to keep the company professional image and corporate branding.

Other than that, the important responsibility was calculating overtime (OT) which it started every 26th of the month. This responsibility required me to calculated employees' overtime based on employee punch cards. I had to carefully precisely count up the number of work hours beyond their usual shifts. Then, I applied the necessary pay rates according to company policies. It can be seen that this responsibility required me a better comprehending of different work schedules and the ability to make accurate estimates based on each employee's shift and department. This task also required me and another staff in payroll position to settle up the calculation of the employees' wages before 31st of the month. In addition, I was given the responsibility of processing employees' leave at HRMS platform and Infotech platform. Thus, this task need me to records their leave correctly and at the same time to keep track their attendance accurately. Both duties improved my skills especially in numeracy skill and gain better understanding about how close related the employee work hours, attendance management, and payroll calculations in Human Resource Management especially in compensation and benefits.

Besides that, I got the task of filtering candidates by reviewing and screening the relevant prospects through job portals like Jobstreet and Indeed. Throughout this task, I was screening the resumes of the candidates and choosing the individuals who met the requirements and qualifications for the job positions. After narrowing down the list of fitting candidates, I was in charge of contacting the candidates through phone call or text. This required me to let them know about the job vacancy that they applied. Afterwards, I was checking whether they were available to start working which need to give to the Head of Department for next review. Hence, this duty gave me valuable insight to learn how to prioritise candidates efficiently and be able to manage the early stage of the recruitment process. This helped me develop important abilities particularly in candidate sourcing and communication.

When every new employee joins, I was responsible for creating scan cards for them by using the Falco platform. This tasks in one of my main responsibilities in the company which I learnt of the technical aspect to set up employee access. Not only that, CSR Committee will prepare seasonal gifts, fruits and snacks for employee happy biweekly. Then, I had to assist in sorting and distributing the gifts and fruits by their department. Additionally, I be in charged to delete lost visitor scan cards at Ingress system and creating new ones while to ensure the records were accurately maintained and updated. Last but not least, I had to prepare coffee for visitors from the Ministry of Plantation and Commodities which was one of the more unforgettable experiences. This gave me an exposure about how to handle hospitality duties for high-profile guests. Accordingly, all the task I have assigned helped me develop and improve a range of skills during my internship at GCB Cocoa Malaysia.

3.3 CHALLENGES

Throughout my internship, one of the biggest challenges is adapting to a new environment. This is because at first, I was a newcomer and it was frightening which my adrenaline raced when entering in real world scenario. In order to get past this, I forced myself to observe, listen, and need to become familiar with the culture of the office. Then, I encouraged to comprehend the workflow and create relationships with colleagues by quickly ask question and getting advice from them. As someone who is naturally introverted, another challenge that I faced is communication. During my early internship duration, it was difficult for me to talk and speak friendly and share my ideas and thoughts with other people. In order to deal with this, I encouraged myself by practiced listening properly and thought through before speaking what I wanted to say in a proper manner. As time went on, in order to improve my interpersonal skills, I started to talk more often with colleagues and provided some helpful insights.

Lastly, I struggled in managing my time due to the distance between my home at my internship placement especially the first day of my internship. This is because I need to face heavy and busy traffic plus with ongoing road repairs at Pasir Gudang highway which commute almost 26 kilometres. Consequently, I successfully arranged my trip schedule and my time more effectively by leaving home earlier in order to avoid peak hours. However, my industrial training experience was both challenging and remarkable. The skills and knowledge I gained by completing the tasks will undoubtedly benefit and useful for me in my future career in HR practices.

4.0 SWOT ANALYSIS

STRENGTHS	WEAKNESSES
<ol style="list-style-type: none">1. Commitment to Sustainable practices2. High brand awareness: Food safety standard and certificate	<ol style="list-style-type: none">1. High employees' turnover2. Supply constraints
OPPORTUNITIES	THREATS
<ol style="list-style-type: none">1. Technological advancement2. Product diversification	<ol style="list-style-type: none">1. Climate change2. Regulatory impact

Table 1 SWOT Analysis

The Table 1 shows a SWOT analysis which integrates four key elements which are Strengths, Weaknesses, Opportunities, and Threats. Strengths and Weaknesses represent internal factors that the organization can control while Opportunities and Threats are external factors arising from the environment.

5.0 DISCUSSION AND RECOMMENDATION

5.1 SWOT MATRIX

	STRENGTHS S1: Sustainable practices S2: High brand awareness: Food safety standard and certificate	WEAKNESSES W1: Outdated punch card system W2: Supply constraints
OPPORTUNITIES O1: Technological advancement O2: Product diversification	S O STRATEGIES SO1: Leverage Sustainable Practices with Technological Advancements (S1, O1) SO2: Diversify Product Offerings with Certifications (S2, O2)	W O STRATEGIES WO1: Upgrading Technology to Improve Factory Conditions (W1, O1) WO2: Optimise the Supply Chain with Predictive Analytics (W2, O1)
THREAT T1: Climate change T2: Regulatory Impact	S T STRATEGIES ST1: Collaboration with Agricultural Research (S1, T1) ST2: Differentiate Through Certifications in Competitive Markets (S2, T2)	W T STRATEGIES WT1: Regular Compensation Benchmarking (W1, T2) WT2: Strengthening Relationship with Farmers and Suppliers (W2, T1)

Table 2 SWOT Matrix

The table 2 shows a SWOT matrix is a strategic planning tool used to formulate strategies by analyzing the internal and external factors that influence an organization. SWOT matrix assists organisations in developing practical strategies by methodically matching various components, such as Strengths with Opportunities (SO strategies), Strengths with Threats (ST strategies), Weaknesses with Opportunities (WO strategies), and Weaknesses with Threats (WT strategies). This strategy promotes a well-rounded and knowledgeable strategic direction by making sure that strengths are maximised, weaknesses are reduced, opportunities are taken advantage of, and threats are kept to a minimum.

5.1.1 STRENGTHS

S1: Commitment to Sustainable Practices

The commitment of GCB Cocoa to sustainability is shown by its engagement in the Direct Supply Chain Programme and the Cocoa & Forests Initiative (CFI). The company also directly engages with the governments of Ivory Coast and Ghana to prevent deforestation and to regain forested land, thus being consistent with the global environmental objective.

Some of the special initiatives applied by GCB Cocoa in its facilities within Malaysia include the utilization internally generated cocoa shells to supply almost half of the steam generation fuel for its production, hence less on non-renewable natural gas source. Also, the company has implemented solar energy, the company increases renewable energy capacity and advanced to reduce the emission of carbon dioxide. Not only that, the company's Corporate Social Responsibility (CSR) also underlines it to the environment and society. Other initiatives that reflect the organisation's contribution to community welfare include sharing fruits and gifts to employees, sponsoring the underprivileged students in Chong Hua Associated Chinese Schools, and offering COVID-19 aid packs to various subsidiaries of GCB Cocoa. These efforts increase the morale of the employees, strengthens relations with the community, and improves the image of the company.

Recommendation: Leverage Sustainable Practices with Technological Advancements (S1, O1)

GCB Cocoa is very well known by its commitment to sustainability practices which can be amplified by adopting blockchain technology. This is because GCB Cocoa can improve transparency and accountability throughout the supply chain especially when it comes to cocoa. It can be shown from study Duan et al. (2024), that blockchain technology can enhance the safety and quality of the global food supply chain by providing credibility. It shows that journey of cocoa beans is difficult to track as cocoa bean often pass-through multiple intermediaries. If GCB Cocoa implement this initiative, blockchain technology can stores data in blocks which its connected together in a chain. So, it is best possible for tracking the cocoa bean from the cocoa land to the final products. Blockchain technology ensures that every step and pathway from farm to final user is documented. This level of traceability ensures that the company's

sustainable practices such as ethical sourcing, zero deforestation, and child labour are verifiable by all the parties that can access. This helps companies identify and resolve issues like deforestation, child labour, or unfair trade practices in the supply chain. Study from Ibrahim et al. (2024), explained that blockchain paves the way for a more sustainable and competitive agricultural industry, undoubtedly put to good use both farmers and consumers from promoting ethical sourcing to fostering transparent supply chains.

S2: High Brand Awareness – Food safety standard and certificate

High safety and quality standards in food production make it easier for GCB Cocoa to be reliable and of the highest quality since the company has been certified. Among all the certificates they highlighted there is Halal Certificate that can guarantee to Muslim consumers that the cocoa products do not violate Islamic law. By having a halal certification opens up this huge market for GCB Cocoa to tap on; which will increase the pool of customers notably in Malaysia. Also, there are Food Safety Scheme Certification (FSSC 22000) and ISO 22000 that GCB Cocoa's production processes conform to food safety management. This certification is one of the most important when it comes to export market as these markets require high-quality assurance. Furthermore, the implementation of Hazard Analysis Critical Control Points (HACCP), and Makanan Selamat Tanggungjawab Industri (MeSTI) certificate show that the company realizes the risks of food safety and builds the customer trust. These certifications show that GCB Cocoa is focused to satisfying various consumer demands and food safety standard around the world.

Furthermore, there is GCB Cocoa also along with the above further improving consumer confidence and consumer loyalty through the focus on sustainability. For instance, Rainforest Alliance certificate address the concern of GCB Cocoa on ethical sourcing and environmental conservation that many consumers with conscience of use of environmentally friendly products would be willing to pay for, especially those nations in Europe. Furthermore, Fairtrade International standards embrace compliant labour bench and reasonable trade suggesting GCB Cocoa commitment. This type of certification targets the buyers who are so sensitive to social causes, which are becoming the biggest influences for many products. highlight the ethical aspects of the company.

Recommendation: Differentiate Through Certifications in Competitive Markets (S2, T2)

In order to catch eyes of the customers, GCB Cocoa can differentiate through certifications in various ways where the company can display its certifications both on product packaging and maintain ongoing presence on social media and in promotional materials. Therefore, GCB Cocoa can also adopt augmented reality (AR) or QR codes on its physical product packaging to attract customers and provide them with detailed information about the company's certification through unique interactive packaging. Through interaction with AR virtual content, it can provide corresponding feedback according to different interactive user behaviors (Shi & Tengku Fauzan Tengku Anuar, 2024). A QR code may be positioned on the product packaging in a noticeable yet unobtrusive location. Scanning the QR code with a smartphone may lead users to a specific webpage that offers comprehensive information regarding the certifications included on the packaging, which involves Halal, HACCP, Fairtrade, and ISO 22000.

In addition, Yang et al. (2020) assessed consumers' willingness to pay for products where one of the attributes influenced was certification. In order to do that successfully, GCB Cocoa must display their certificates on their website and social media sites. The website could have a specific "Certifications" or "Our Standards" page, illustrating every certification and how it meets the company's mission. Images of the certification logos and links to the certifying organizations should be on the page to give consumers added info. To serve as a final push, both digital and hard copy promotional materials should emphasize certifications as the company's main differentiating feature. GCB Cocoa could demonstrate marketing campaigns or email newsletters show how certificates reflect the company's commitment to quality and sustainability. Printed brochures or trade fair materials could be used to showcase their certified products and create the impression in wider audience that safety and sustainability are matters of deep commitment to the company. Footage for social media or digital marketing successfully showcases how GCB Cocoa upholds its high standards throughout the process, thereby bringing the certificates into life and delivering on the company's core values. This is because most customers spend a lot of time searching for information online, especially on products and services that have been reviewed by other customers (Dwivedi et al., 2020). GCB Cocoa can strengthen its reputation as a high-end brand in the cocoa industry by consistently incorporating certifications across a variety of platforms and media.

5.1.2 WEAKNESSES

W1: High Employee Turnover

While GCB Cocoa has many advantages in cocoa manufacturing industries, the company has also experienced high levels of its employees' turnover. The nature of cocoa production involves physically demanding work under harsh conditions, such as exposure to high temperatures and cocoa dust. As a result, employees might incline to leave their positions because of work environment or desire to work in different company. Due to that, high levels of employee turnover can have several negative effects on the organisation particularly GCB Cocoa. First, owing to the high turnover rate, the company has to concede the costs related to medical examinations of the employees, as well as typhoid vaccination before starting to work. Then, extra time is required to spend on recruiting, selecting and training new employees cause pressure on the company's HR department. Also, new employees may be hired and trained, resulting in lack of experience, which affects products quality and production capacity.

Addition to that, high turnover due to insufficient compensations and perks is a significant issue in GCB Cocoa. These have been a big challenge for GCB Cocoa when compensation is not in line with industry standards, it discourages workers hunt for another better compensations and benefits. Whenever there is a difference in the compensation scale, some employees feel dissatisfied and disappointed to the extent that they will seek better paying offers and jobs. Such cases might make the employees feel unappreciated and hence they are may not be motivated to look forward to specific attractive perks such as an enticing workplace.

Recommendation: Regular Compensation Benchmarking (W1, T2)

GCB Cocoa should seek to create a conducive and rewarding working environment to reduce the high employee turnover and gain a competitive advantage. The organization should carry out regular wage benchmarking of the company to ensure that its wage structures and the employee perks are in line with industry standards (Paliling et al., 2023). This method helps to pinpoint the areas in which the company does not provide sufficient support and compensation for its employees, which in turn leads to dissatisfaction and employee turnover. Benchmarking of wages is concerned with how much different jobs in the cocoa business typically pay which helps GCB Cocoa to remain in the competitive cocoa market. If the company realises that its

pay is lower than the market rate, it may change its compensation arrangements in order to better recruit and keep the best talent. Organisations that do not meet these criteria risk losing employees to competitors that provide more appealing job opportunities.

Additionally, benchmarking evaluates the influences of non-monetary remuneration, which includes work-life deal and recognition and engagement initiatives that are aimed at promoting employee engagement (Balu .L, 2022). For instance, if competing companies are providing flexible work hours or remote work options, GCB Cocoa might consider about implementing similar practices in order to maintain its attractiveness to employees. GCB Cocoa has its finger on the pulse of the changing expectations of its employees and the developments in the business by regularly comparing itself to others. This allows the company to proactively change its rules and processes, which helps it maintain its reputation as a preferred employer. A good benchmarking compensation approach would create an environment for operating effectively by reducing turnover rates and placing the organisation as one of the top leading organisations in attracting and retaining talented employees.

W2: Supply constraints

The cocoa industry, including companies like GCB Cocoa, is facing significant challenges linked to supply constraints. With increased population density across the world, the demands for food products such as chocolates, a confectionery made from cocoa also increases. The key factors contributing to supply constraints are ageing cocoa trees producing lower yields and disease thereby putting even more pressure or strain on the global cocoa supplies.

In many cocoa-producing regions, farmers often lack the resources or knowledge to replant cocoa trees on a regular basis. Consequently, old trees have remained dominant in cocoa farms and the situation results in negative intrusion towards farm capacity. This problem is recent made worse by the fact that young cocoa trees can take several years to come to full bearing and produce large amounts of cocoa beans. The lack of investment in replanting and the increasing world demand for cocoa are some of the reasons that have continued to put pressure on the supply line. In addition, cocoa trees are susceptible to a variety of diseases and pests that can drastically reduce yields. Two of the most significant threats are Black Pod Disease and Cocoa Swollen Shoot Virus (CSSV). These diseases, along with pests like the

Cocoa Mirids, attack the trees, leading to the destruction of both pods and the tree itself, thereby affecting the overall yield and health of the crop.

Recommendation: Optimise the Supply Chain with Predictive Analytics (W2, O1)

GCB Cocoa faced a few challenges particularly in supply chain which give negative impact both yield and quality of cocoa beans, for instance, the ageing of cocoa trees, infestations of pests and cocoa diseases that affect both yield and quality. Not only that, the irregular and unpredictable weather patterns had significantly affect cocoa production which lead to erratic variations in supply and quality. This had complicating GCB Cocoa's ability to remain the production of cocoa bean rates constantly. Through the implementation of predictive analytics, GCB Cocoa can more successfully cater these threats these difficulties (Oluwafunmi Adijat Elufioye et al., 2024). By adopting predictive analytics that will be relevant to GCB Cocoa, the company will be able to predict and forecast the possible interruptions in the supply chain (Okechukwu et al., 2024)

This method will facilitate informed decision-making regarding cocoa plantation management, optimization of planting schedules and improvement of pest control tactics. Not only that, adopting predictive analytics can assess the prolonged droughts or floods especially in cocoa cultivation areas and can provide modification of harvest times according to weather patterns. For example, if Ivory Coast is predicted to encounter an extended dry season, GCB Cocoa have options to expand its sourcing to countries with favourable weather like South America or Southeast Asia. Utilising predictive analytics, GCB Cocoa can foresee future supply chain interruptions and be able to implement pre-emptive measures to manage various risks (Puica, 2023). This initiative guarantees uninterrupted product availability and keeping of the high quality expected by customers.

5.1.3 OPPORTUNITIES

O1: Technological Advancement

The developments of technology in cocoa processing are changing dimension to enhance cocoa processing production in a more efficient, precise and most importantly, consistent way. Applying new technologies may help GCB Cocoa Malaysia increase the speed and quality of cocoa production in the company. Automation, data analytics and artificial intelligence could then be used in roasting, grinding, packaging and quality control within cocoa production process. For instance, automation is capable to decreasing the number of mistakes and the amount of money spent on workers, and increase the number of products that can be produced in a day. Moreover, technologies that focus on quality control can help guarantee that cocoa produced is of the highest standards delivering consumer satisfaction through quality assurance. Thus, maintaining product quality and cost effectiveness is essential for GCB Cocoa to stay ahead in the fiercely competitive cocoa processing sector.

Recommendation: Upgrading Technology to Improve Factory Conditions (W1, O1)

GCB Cocoa Malaysia, being a nascent subsidiary in the cocoa processing sector, has obstacles typical of manufacturing industries, including elevated staff turnover attributable to the work environment's nature. This is due to the company had a few old machine which was transferred from headquarter which is GCCM (Guan Chong Cocoa Manufacturer). In a consequence, factors such as extreme temperatures and exposure to cocoa dust need take into account. This is because it will give negative impact to the employee well-being and morale, which can result employees' absenteeism, increase in turnover, and even employee absconded. Thus, by upgrading manufacturing technologies due to technology become more advance can build safety and better working environment to prevent less exposure to hazardous circumstances.

For instance, GCB Cocoa Malaysia can adopt ventilation and air conditioning systems. The implementation of advanced air filtration and temperature regulation systems in Heating, Ventilation, and Air Conditioning (HVAC) may regulate factory temperatures and remove cocoa dust particles, hence improving air quality (Saran et al., 2020). This can reduce certain respiratory problems associated with cocoa dust exposure, further improving worker comfort and productivity. By improving technology, organizations can create safer workplaces and

efficient environments. This can lead to increased employee satisfaction, enhanced engagement, and higher retention rates (Nur'aeni et al., 2023). Furthermore, to enhance its competitiveness in cocoa manufacturing, GCB Cocoa can ensure superior product quality and subsequent operational efficiency by constantly maintaining technological advancements.

O2: Product Diversification

The opportunity for GCB Cocoa to build up on product and innovation to expand its product range beyond traditional chocolate in order to appeal to its customers. By expanding out into other markets like cosmetics and health snacks, it may diversify and uncover additional revenue streams. Diversification also ensures that GCB Cocoa is well placed to respond the changing of consumer preferences, further securing its market presence.

Product diversification means that organisation broadens its product mix and offer other product apart from the regular product line. New categories can help GCB Cocoa extend its appeal to a broader consumer base such as health snacks or even cosmetics which has both targeted consumers who are oriented on healthy lifestyle. This is because many consumers are realizing the natural value addition of cocoa whether in snacks or in skincare. With the increasing demand for natural and organic products, this diversification into new markets could offer a sustainable growth strategy for GCB Cocoa. If there should be GCB Cocoa Malaysia relies on a single product line, like cocoa ingredients or processed cocoa products, it poses significant risks to GCB Cocoa since its business is expected to be affected by changes in market trends. This is because product diversification is functional in that it helps the company explore new sources of product revenue and helps to manage fluctuations common in the market for chocolates. In addition, GCB Cocoa will be in a position to capture the rapidly growing markets through diversifying into related growth products such as health snacks and cosmetics. This strategy allows GCB Cocoa to take advantage of the current increased market demand for value added and functional foods.

Recommendation: Diversify Product Offerings with Certifications (S2, O2)

GCB Cocoa already has a strong reputation in the market due to the company proved its compliance with the food safety certificates. Through this reputation the company can create trust with their customers and this gives them the chance to introduce new lines of products

assuring their customers that these products bear the same quality of the cocoa processing products that they have constantly produced. When developing healthier eating habits, people today are more mindful of their health. These adjustments are based on the responses of over half of the people who took part in the poll in Malaysia (theSun, 2023). As a result, this will lead to a greater demand for snacks and products that have enhanced nutritional value. For example, antioxidants, fibre and magnesium present in cocoa can be presented as a healthy addition to various innovation functional snacks including cocoa protein bars, chocolate covered nuts or cocoa based granola among others. Chocolate is a delectable treat and a vital source of nutrients that enhance human health. Snack chocolates classified as functional foods, enhanced through innovative production methods, possess the capacity to guarantee cardiovascular health, boost the immune system, and have beneficial effects on neurological health due to their antioxidant and anti-inflammatory properties. This caters for the needs of the health-conscious consumer, then, it will help GCB Cocoa penetrate the market segment.

Not only delicious snacks, cocoa has become a pretty common and valuable ingredient in the formulation of skincare or cosmetic products since it provides moisturization and has anti-inflammatory effects. One of the research studies done by Great Iruoghene Edo et al. (2023) demonstrates that cocoa butter from *Theobroma cocoa* seeds keeps skin hydrated by increasing collagen synthesis thereby maintaining a youthful appearance and enhancing the ability to hold moisture. Cocoa butter contains polyphenols that preserve the skin by preventing damage and sensitizing it to ageing. GCB Cocoa could develop cocoa-based creams, lotions and lip balms to target this naturally-oriented and organic cosmetics market. With a global move towards the use of natural plants in every type of skincare or cosmetic product, GCB Cocoa can successfully penetrate into the large cosmetics market and expand into health snacks.

5.1.4 THREATS

T1: Climate Change

Cocoa production is affected by the environmental factors which make it challenging for cocoa manufacturing industry especially GCB Cocoa. Climate change has brought weather patterns such as inaccurate rainfall, long dry seasons, and severe flood seasons. These changes impact on growth and development of cocoa trees since cocoa trees are among the most responsive crops to small changes in temperature, humidity and sunlight. For instances inadequate rainfall or even lengthy dry seasons unfavourably affect cocoa tree growth, thus decreasing yield of cocoa beans. On the other hand, excessive rainfall or floods can damage the roots of cocoa trees, increase the risk of diseases, and negatively affect the quality of the beans. This imbalance of cocoa production not only lowers the supply of cocoa but also the quality hindering companies such as GCB Cocoa that rely on quality beans for their business. Then, GCB Cocoa may face delays in procurement, increased transportation costs, and difficulties meeting the demands of its customers.

Recommendation: Collaboration with Agricultural Research (S1, T1)

GCB Cocoa can create a partnership with agricultural research groups in order to reduce unpredictable environmental problems by benefitting from technical breakthroughs and improvements (Plex et al., 2024). As research particularly in agriculture is play a major role for producing cocoa varieties that can bear up against climate change, how to improve farming practices in Ivory Coast and Ghana, and applying sustainable agricultural policies to deal with the outcome of climate change on cocoa bean production. It can be proven where collaboration with agricultural research can help breed cocoa trees that can withstand drought and flood, can improve pest and disease control measures, and offer new agricultural approaches that address the threats associated with climate change (Anning et al., 2022). Another research study that can be proven where the company can obtain more consistent yields and maintain better product quality by increasing cocoa tree tolerance to climate change (Yiridomoh et al., 2022). This can result in a decline in the quantity of cocoa produced, a fall in the quality of the beans, and interruptions in the supply chain. As a result, the company's sustainability efforts and environmental targets are strengthened by collaborating with agricultural research, as demonstrated by its participation in the Cocoa & Forest Initiative (CFI). This partnership will

help GCB Cocoa meet global environmental goals and address the growing issue of climate change in the agriculture industry.

T2: Regulatory Impact

GCB Cocoa also poses a threat especially for cocoa industry which is regulatory impact. It can be shown that the European Union's Deforestation Regulation (EUDR), was introduced on 1st January 2025. This is because, this regulation established very strict compliance requirements which need to ensure the verification of all the raw material sources. Then, this regulation banned the importation of cocoa enter to the EU if it came originally from deforested land. Consequently, GCB Cocoa will be faced with high operational expenses associated in order to comply with EUDR standards. Such as GCB Cocoa need to establish a comprehensive traceability system, performing due diligence, and upholding documentation. Furthermore, due to obtaining cocoa from non-compliant land may lead to fines or market exclusion as EUDR has the authority to step in and disrupt the supply chain.

Recommendation: Enhancing Relationship with Farmers and Suppliers (W2, T1)

On the global scenario in order to comply with the EU Deforestation Regulation (EUDR), it is essential for the company to strengthen relationship with suppliers, offering special training programs customized to institutional needs. GCB Cocoa may collaborate with suppliers and farmers toward building a shared understanding of good agricultural practices and regulations supporting them. The organization could organize training courses or seminars enabling the supply chain partners to prevent deforestation. Agroforestry practices, crop diversification, and soil conservation are some of these practices that could be taught. Besides, the organization consistently provides favourable conditions to suppliers who maintain sustainable practices, a relationship that obligates both the supplier and the GCB Cocoa in a long-term commitment to sustainability. By effecting agreements with suppliers committed to ethical sourcing, GCB Cocoa guarantees a continuous supply of cocoa free from deforestation while fostering trust and loyalty along the entire supply chain. This strategy positions them as a responsible leader of the industry, enhancing the capability of GCB Cocoa to comply with stringent regulatory requirements and to secure access especially to the EU market.

6.0 CONCLUSION

In conclusion, this Industrial Training is an important aspect of the learning process. This helps me a lot to understand everything in the field that I am deeply involved in, especially in HR practices. In addition, it gives me exposure to the real work environment where the industrial training place that I have chosen is GCB Cocoa Malaysia. Industrial training is the most difficult moment for all students, I am not excluded. Indeed, the experience of working for the first time will not be forgotten for a lifetime because it has embedded various bitter and sweet memories even though it sometimes gives me pressure and problems. As someone who still holds the status of a student, I should be grateful for being given the opportunity to experience real work experience so that the knowledge gained can be maintained for the future. When I undergo this industrial training, I hope that I will not feel awkward in stepping into the world of work later because I have gone through the pre-employment world while undergoing this industrial training.

In completing this industrial training, I need to do a SWOT analysis of GCB Cocoa Malaysia. SWOT analysis can help me find internal factors, namely strengths and weaknesses, and external factors, namely opportunities and threats, as well as help to expand and develop the vision and mission of an organization. Therefore, through SWOT analysis this can help improve and fix the weaknesses and threats identified in GCB Cocoa Malaysia. In general, SWOT analysis is an important tool for GCB Cocoa Malaysia to assess their current situation and create plans that can improve performance, reduce risks and take advantage of new opportunities by using SWOT matrix.

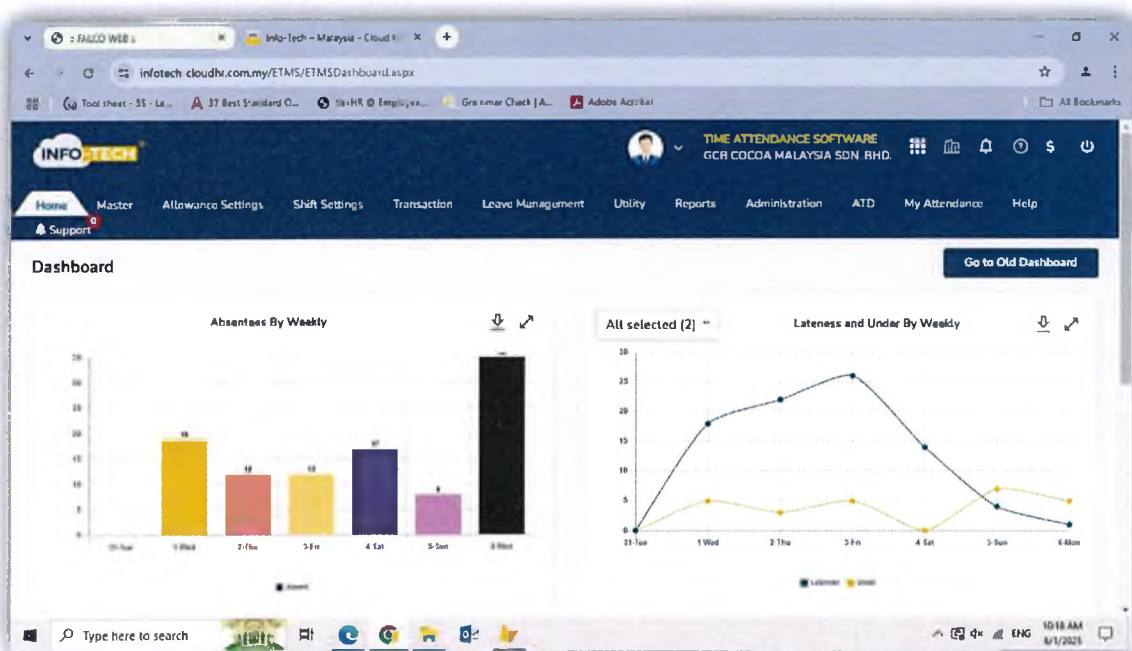
Finally, I would like to express my gratitude to all parties who are directly or indirectly involved in helping me to complete my mission of undergoing industrial training and completing this report. Also, my industrial training at GCB Cocoa Malaysia was an amazing learning experience. It helped me build practical skills and gave me a better understanding of the difficulties and potentials in business throughout these 24 weeks. Therefore, it can be concluded that the exposure that has been given to the students throughout this industrial training is very useful and needs to be properly utilized in the future.

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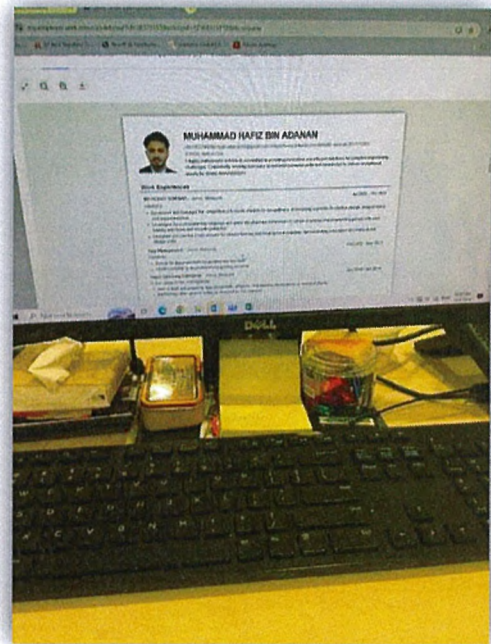
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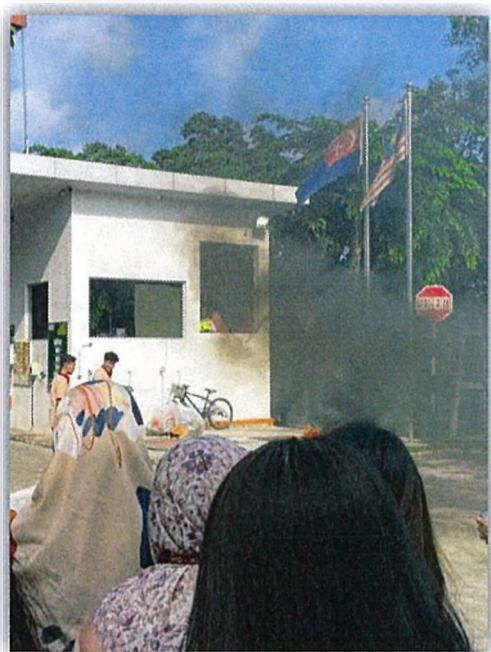
The images above show applying leaves by Infotech

Page 1 of 2 832 words English (Malaysia)

The images above show me creating punch card label for each employee by each department



The images above show me filtering candidates by screening their resume



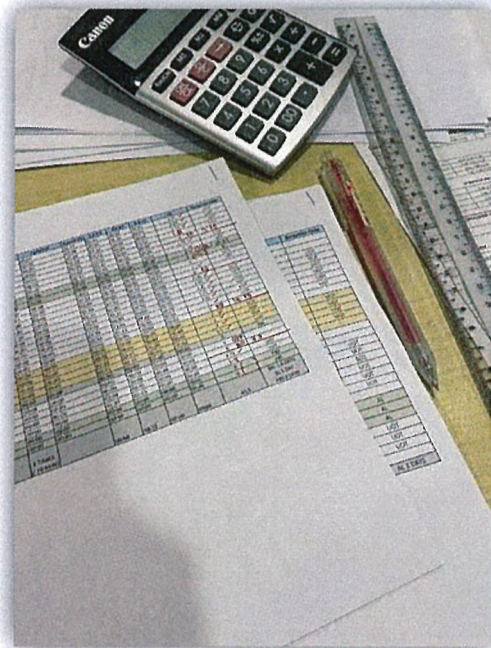
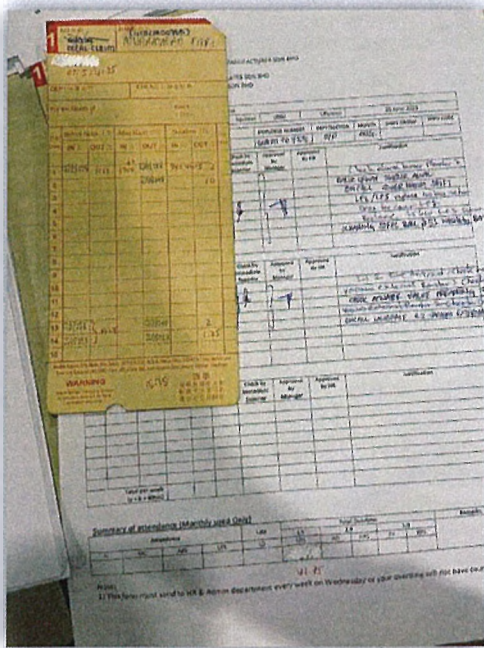
The images above show me attending fire drill training.



The images above show fruits and festival gifts that need to sort and distribute to employees.



The image above shows me and GCB Cocoa's employees joining plantation workshop organized by CSR Committee.



The images above show me calculating overtime.

Copy of CARD NUMBER VISITOR - Excel

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3	8084057	12,323,129	GCRCM VISITOR A003	19/11/2024
4	8084058	12,323,130	GCRCM VISITOR A004	19/11/2024
5	8084059	12,323,131	GCRCM VISITOR A005	19/11/2024
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22	2002894	030, 36814	GCRCM VISITOR A022	20/11/2024
23				

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The image above shows that me tallying all the visitors' card before give it to the guard house.