



INDUSTRIAL TRAINING REPORT

**SWOT AND PESTEL ANALYSIS OF
INDUSTRY OUTLOOK**



اَوْبُوْ اَسِيْدِيْ بِنْتَاكُوْ لُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA



MEGA IDEA ENGINEERING &
SERVICES SDN BHD

PREPARED BY:

**INTAN AIN SAQINAH BINTI MOHD ANUAR
(2020837368)**

MAC - AUGUST 2023

FACULTY ADVISOR:

MADAM NORSHAMSHINA BINTI MAT ISA

EXECUTIVE SUMMARY

This report describes my experience completing my industrial training at Mega Idea Engineering and Services Sdn. Bhd. (Berhad) over the 24-week period mandated by the University Teknologi Mara Kampus Arau, Perlis.

The main objective of this industrial training is for students to learn more, acquire practical experience while performing company-assigned tasks, and develop their skills by adapting to the provided operation.

In my Industrial Training Report, I go into deeper depth about what I learned while working as an intern for this company. The company has assigned me to work in the administrative department.

This report is divided into numerous sections, some containing information about the company's history, background, and services.

This industrial report contains the background of my profile, the profile of the company, a reflection on my training, a SWOT analysis, discussions, recommendations, and conclusions.

This report includes an outline of my performance throughout my industrial training, the evaluation performance of Mega Idea Engineering and Services Sdn Bhd, and some discussion and recommendations for future development.

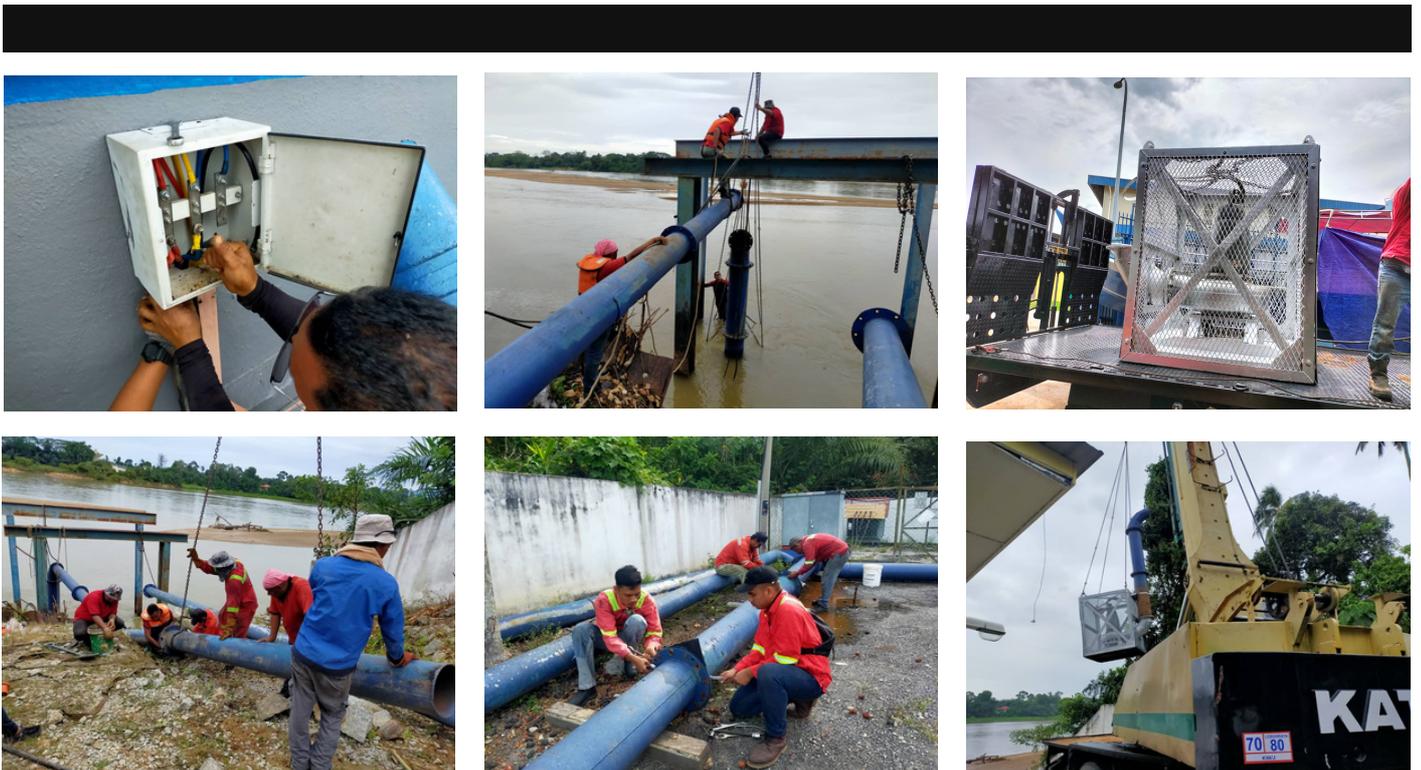




TABLE OF CONTENTS

01

ACKNOWLEDGEMENT

02

STUDENT PROFILE

03-08

COMPANY PROFILE

09-10

TRAINING
REFLECTION

11-14

SWOT & PESTEL
ANALYSIS

15-17

DISCUSSION AND
RECOMMENDATIONS

18

CONCLUSION

19

REFERENCES

20-21

APPENDICES

COMPANY PROFILE

COMPANY NAME & LOGO



MEGA IDEA ENGINEERING & SERVICES SDN BHD

CONTACT DETAILS

HQ & WORKSHOP

Plot 19 & 20, Kawasan Perindustrian
Sri Manjung, 32040 Manjung, Perak
Darul Ridzuan
Tel : 05-687 9181
Fax: 05-687 0896
E-Mail : megaidea06@gmail.com

SITE OFFICE 1

D/A Boustead Naval Shipyard Sdn Bhd
Pangkalan Tldm Lumut,
32100 Lumut, Perak Darul Ridzuan

SITE OFFICE 2

No A7, Lorong Chengal Lampong, Kg
Baru 17, Taman Idaman Bayu, 26100 Balok
Kuantan, Pahang

BACKGROUND ESTABLISHMENT

Mega Idea Engineering & Services Sdn Bhd was founded on 22 November 2006 in Seri Manjung, Perak. This company offer technical services, repair and maintain mechanical and electrical systems, and civil engineering.

Furthermore, Mega Idea Engineering & Services Sdn. Bhd supplies maritime industries in Malaysia with hardware and equipment for the marine sector. Our customers include the Boustead Naval Shipyard, Royal Malaysian Navy, MTU Malaysia, and Jabatan Pengairan dan Saliran (JPS).

Since then, the business has grown and diversified into various engineering activities, including structural metal fabrication and ship maintenance.



COMPANY'S VISION, MISSION AND OBJECTIVE

VISION

To be an expertise and excellent bumiputra engineering company for a custom-made steel fabrication and engineering services, repair and maintenance of electrical and mechanical systems, and civil construction.

MISSION

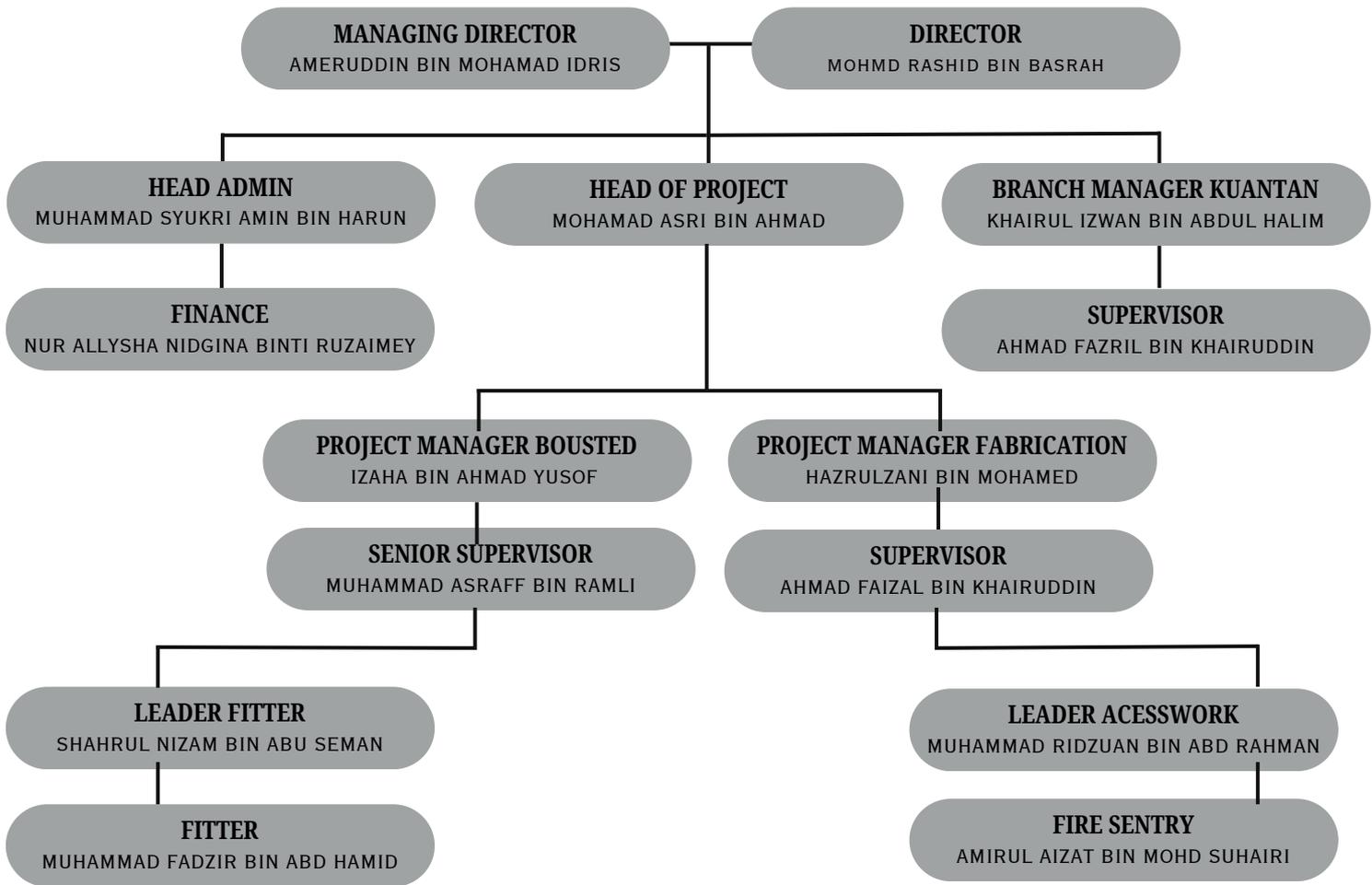
To work together with our customers and suppliers to provide total solutions to every one of them.

Commitment to providing high standards and quality products and services to ensure excellent performance.

OBJECTIVE

The director is responsible for ensuring that quality goals, which may include any criteria that must be met to comply with service requirements, are created at each appropriate level and function.

ORGANIZATIONAL STRUCTURE



PRODUCT & SERVICES



LAGGING AND INSULATION

Lagging is often made of steel or aluminium. It is the last layer of protection for the insulation on many different types of surfaces, especially the vast flat surfaces insulated in a power plant.

Lagging, also known as cladding or sheet metal, has a thickness ranging from 0.032 inches to 0.063 inches for aluminum and from 20 gauges to 16 gauges for steel.

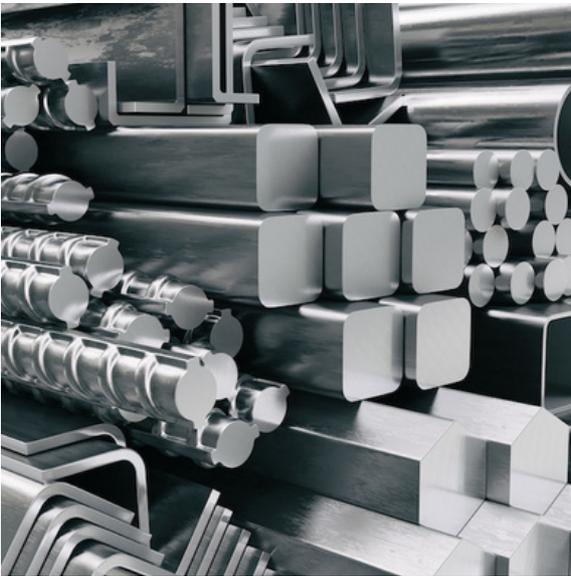
The use of lagging over insulated portions has two purposes: it creates an actual plane (that is, a surface that is level and consistent) and protects the insulation it covers.

Example of work:

- i) Air conditioning system.
- 2) Ship bulkhead for hot and cold (hull fittings).
- 3) Exhaust manifold.
- 4) Exhaust arrangement.



PRODUCT & SERVICES



STEEL AND FABRICATION

Steel fabrication entails forming raw components into the required shape. Steel is made by melting and combining basic ingredients and then shaping it into the required form.

The basic methods of fabricating include cutting or burning, forming, machining, or welding

Example of work:

- 1) Stainless steel exhaust trucking.
- 2) Stainless steel cooling water jackets.
- 3) Stainless steel exhaust silencers.
- 4) Stainless steel ship cabinet.
- 5) Aluminum ship ladder.
- 6) Aluminum bunk.
- 7) Aluminum air trucking.
- 8) Coupling



PRODUCT & SERVICES



PIPING AND ACCESS WORK

The **Expansion Bellows** is installed in a piping system to absorb vibration and shock. They also have advantages, such as reducing the noise and compensation caused by misalignment.

Hose fitting also referred to as a hose coupling, hosepipe fitting, or hose pipe connector, is a piece of equipment used in gardening and irrigation to connect and join hosepipes to faucets, adaptors, and other equipment.



A **Hydraulic Hose** is a specialist type of hose that you'll find in many commercial and industrial settings. Hydraulic hoses are typically constructed from flexible rubber or wire and feature a series of layers to give the hose strength and durability.

TRAINING REFLECTION

BENEFIT RECEIVED

- Allowance - RM500 per month
- Meal provided in the office

DURATION OF INTERSHIP

- 1 March 2023 - 15 August 2023

WORKING HOURS AND DAY

- Working Hour - 8.00 a.m till 5.45 p.m
- Working day - Monday to Friday



TRAINING REFLECTION

RESPONSIBILITIES AND TASK GIVEN

- Keep track of your documents and ensure that they are always up to date and readily accessible.
- Prepare the outgoing mail as well as sort and distribute the receiving mail.
- Pick up the phone and either take messages or transfer callers to the correct coworkers.
- Utilize office appliances such as photocopier, printers and computers for word processing/spreadsheet creation
- Perform fundamental responsibilities in accounting and generate invoices.
- Enter information about new hires into corporate systems.
- Keep an eye on the available supply of office equipment (stationery).

KNOWLEDGE AND TECHNICAL SKILLS RELATED TO PERSONAL DEVELOPMENT

During my internship training, I established a supportive and comprehensive learning environment with the assistance and direction of my supervisor.

Time management, planning, dedication, and regular practice helped me strengthen my social and problem-solving skills as an internship student. I was managed to identify the problems and come up with solutions.



SWOT ANALYSIS

STRENGTHS

- S1 Many years of establishment
- S2 Delivering first-rate service to clients.

WEAKNESSES

- W1 Weak and fragmented company culture
- W2 Lack of product and services differentiation
- W3 Poor debt collection

OPPORTUNITIES

- O1 Satisfaction and pleased customer
- O2 Technology advancement

THREATS

- T1 Rising costs
- T2 Several number of large competitors

STRENGTHS

S1 Many years of establishment

Mega Idea has more than 15 years of prior expertise in this field. Although there are many challenges that this company faces, such as the pandemic and economic shutdown, this company can sustain itself.

S2 Deliver first-rate service to clients

Mega Idea always delivers products and services on time. This company have good management in delivery services and is able to make their clients loyal and happy.

WEAKNESSES

W1 Weak and fragmented company culture

The Mega Idea has a fragmented culture because this company needs a social media presence. The clients do not have a proper way to contact directly with the company and need to find another way, such as going direct to the company's places.

W2 Lack of product and services differentiation

The Mega Idea only focus on a few services for doing the job. This company only focuses on services and technical-related jobs. Besides that, this company lacks a differentiation strategy and brand awareness.

W3 Poor debt collection

The Mega Idea has shown a lack of effort in contacting their clients to collect the debts. The client of this company, Bousted Naval Shipyard, has a significant number of overdue and unpaid debts. Due to this issue, the organization must use its funds to roll and cover automatically, putting its finances at risk.



OPPORTUNITIES

O1 Satisfaction and pleased customer

Mega Idea supplies maritime industries in Malaysia with hardware and equipment for the marine sector. A few big companies, such as Boustead Naval Shipyard (BNS), Royal Malaysian Navy, MTU Malaysia, and Jabatan Pengairan dan Saliran (JPS), always use this company's services. It will be great marketing to this company and get known internationally.

O2 Technology advancement

Nowadays, most of the activities are controlled by technology. Technology makes everything became fast and easier. By creating a good website for this company, Mega Idea will reach many potential clients and improve business development. Other than that, it would build customer trust in this company.

THREATS

T1 Rising costs

The Mega Idea relies on other companies in terms of goods and machinery. Because of inflation and other economic problems, the prices fluctuate and affect this company's sustainability. The rising costs will make the company unable to cover other costs or liabilities.

T2 Several number of large competitors

Mega Idea Engineering is a small business. This company is located in an industrial place where some other companies also provide the same services.



PESTEL ANALYSIS

POLITICAL

Breach of trust in the Littoral Combat Ship (LCS) development project in Boustead Naval Shipyard leads to a financial crisis and becomes a problem for Mega Idea Engineering and Services as Boustead can't pay invoices to Mega Idea Engineering and Services.

ECONOMIC

Mega Idea Engineering and Services has high loan rates. As a result, economic downturns such as the recent recession have the potential to negatively impact this company's production and sales.

SOCIAL

Massive job cuts in the shipping field as many new competitors join. Social and cultural constraints and duties directly impact people's purchasing patterns, brand loyalty, and market share. Companies nowadays strive to maintain corporate social responsibility to preserve their public image standing.

TECHNOLOGICAL

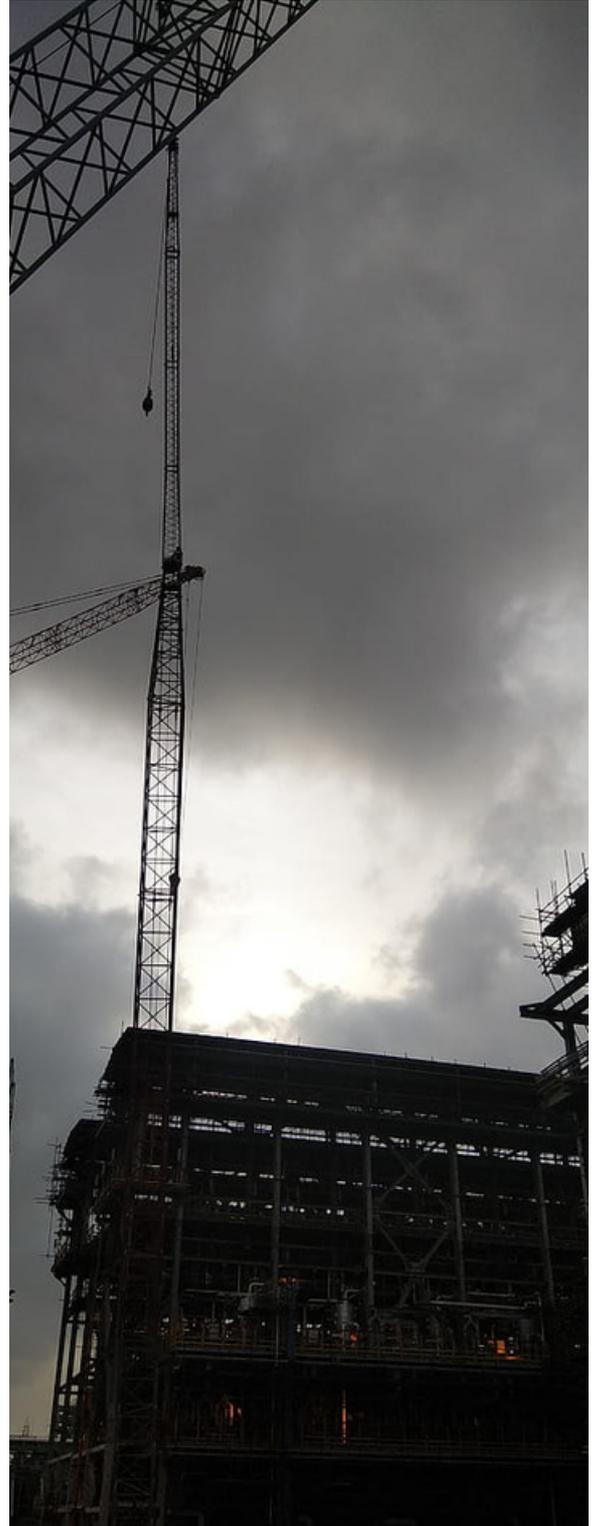
This organization lacks an official website and mobile applications. Not utilizing social media and other technological platforms for branding and advertising.

ENVIRONMENTAL

Mega Idea Engineering and Services receives more Jabatan Pengairan Saliran (JPS)-related work due to climate change, particularly during the year's second half.

LEGAL

This company had an ISO 9001 certificate.



DISCUSSION AND RECOMMENDATION

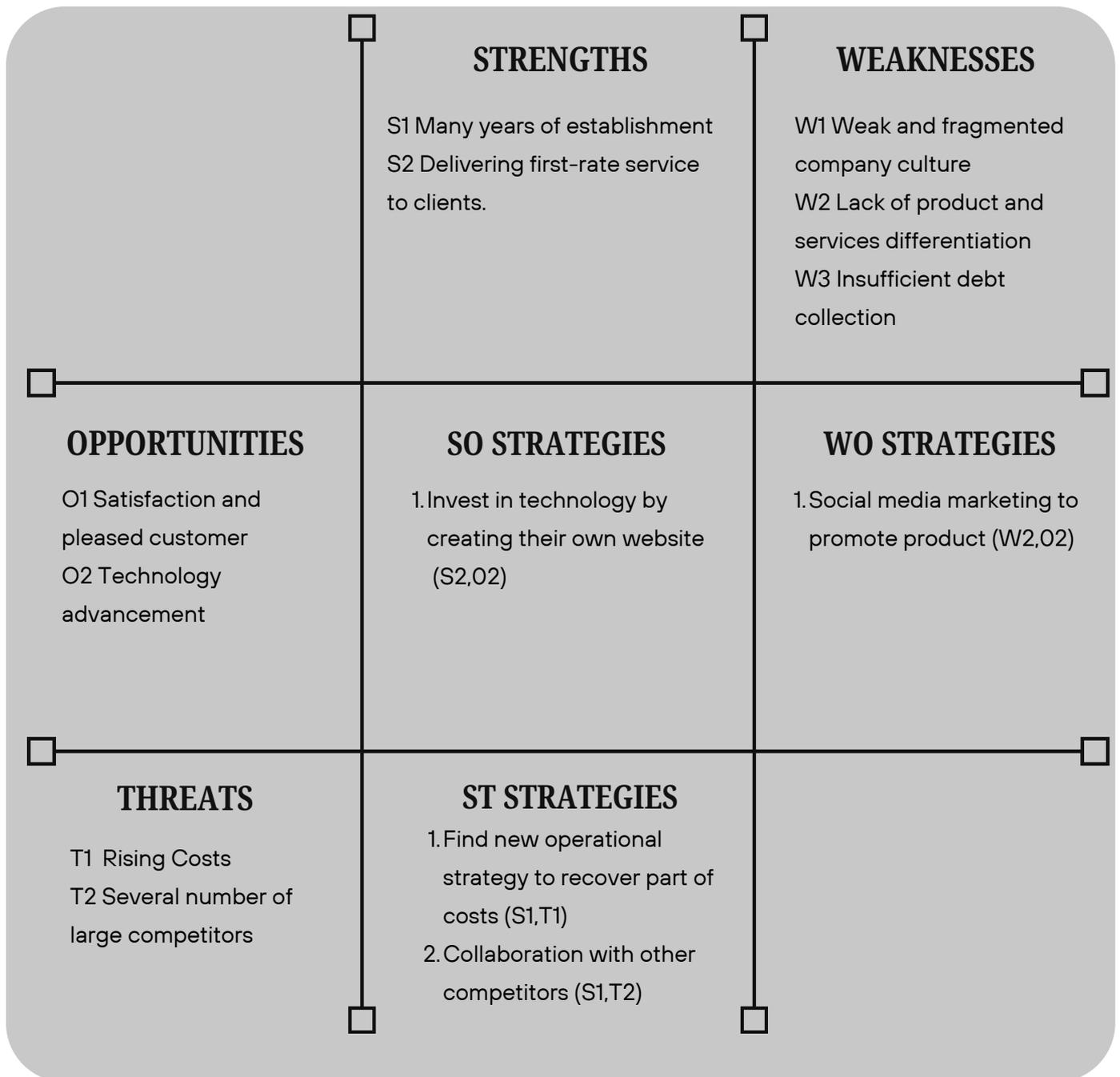
**INVEST IN TECHNOLOGY BY CREATING
THEIR OWN WEBSITE**

**FIND NEW OPERATIONAL STRATEGY
TO RECOVER PART OF COSTS**

**SOCIAL MEDIA MARKETING TO
PROMOTE PRODUCT**

**COLLABORATION WITH
OTHER COMPETITORS**

DISCUSSION AND RECOMMENDATION



DISCUSSION AND RECOMMENDATION

FIND NEW OPERATIONAL STRATEGY TO RECOVER PART OF COSTS (S1,T1)

Since Mega Idea has many years of experience in this industry, it is recommended that the company could enhance its operating efficiency that is by improving its product management process. For example, to improve its raw material allocation based on on raw material consumed in production order.

Aside from that, it is recommended to have alternative of suppliers so as so that the company able to give its customer quality products and services at competitive prices as well as without interruptions.

SOCIAL MEDIA MARKETING TO PROMOTE PRODUCT (W2,O2)

The Mega Idea needs more product and service differentiation and using social media marketing. This company can compete in producing the best-quality product other than in terms of price by differentiating their product. Besides that, it would help this company to have an opportunity to gain a high profit.

Using social media such as Facebook and Instagram is recommended as the usage will allow the company to be more visible. This is because, the visible presence can helps build the company credibility and increase exposure to a larger potential clients.

COLLABORATION WITH OTHER COMPETITORS (S1,T2)

The Mega Idea has over 15 experiences in engineering fields. Collaborating with other competitors will help this company access new ideas and improve its capabilities and performance.

Mega Idea can collaborate with other competitors by doing a joint venture. This will enable the company to operate on a larger scale than it could before. It also makes it possible for their business to quickly adapt to a new market without having to develop whole new products and services from scratch. Both companies can share knowledge, resources, and networks by collaborating. In addition, it will enhance the efficiency and effectiveness of this business.

INVEST IN TECHNOLOGY BY CREATING THEIR OWN WEBSITE (S2,O2)

Mega Idea always prioritizes customers, and it would benefit this business to invest in creating its website. This will make it easier for the company's clients to maintain interaction. Mega Idea should hire a professional website developer to create their company's website. This is because it can improve their business credibility.

The client of Mega Idea can access their website anytime. It would build a strong relationship between the owners and the clients. The client also can share their thoughts and feedback with this company. This will offer the client more options to express issues and inquiries.

CONCLUSION



The internship was a beneficial experience. I have had to identify my talents and flaws. In addition, I made many new friends and learned new things. Many of my learning objectives were met, but others could not be met under the circumstances. I gained an understanding of what I must do in the actual workplace.

If I was given adequate time, the technical aspects of my work could be improved. Given my lack of experience, the time I worked at Mega Idea Engineering Sdn Bhd was well spent. Time management skills and self-motivation are the most important factors in achieving success in life.

The internship was beneficial to my professional development since it broadened my perspective on value creation outside the engineering sector. There are numerous perspectives to explore, some of which contradict my formal education. This includes knowledge of business etiquette, the necessary technical and soft skills, and an understanding of how international marketplaces and specific sectors function.

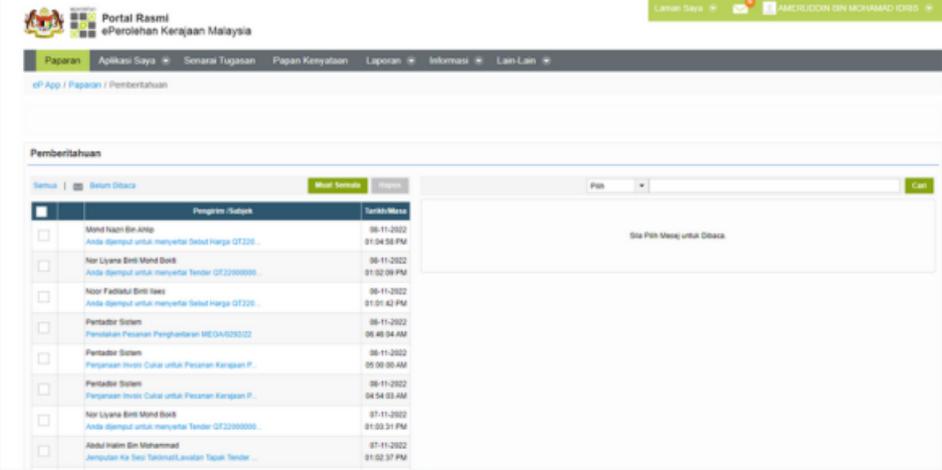
In the early stages of my professional development, I have learned levels to build a basis of abilities that have helped me be thoughtful about my vision and navigate to various positions as I have worked towards my ultimate goal. I now look forward to the numerous possibilities as I work to establish and deliver great, meaningful values to the world.



REFERENCES

- (n.d.). Retrieved from Steel Fabricating: <https://www.iqsdirectory.com/articles/metal-fabrication/steel-fabricating.html>
- Broberg, O. (2021, July 9). Retrieved from 8 Ways Technology Is Changing Business: <https://www.gomodus.com/blog/eight-ways-technology-changing-business>
- Crawford, H. (2022, March 10). Retrieved from Ways To Improve Small Business: <https://www.nerdwallet.com/article/small-business/how-to-improve-your-small-business-website>
- Dublino, J. (2023, May 2). Retrieved from 12 Tips for Building an Effective Business Website: <https://www.businessnewsdaily.com/9811-effective-business-website-tips.html>
- ECEX. (2019, January 1). Retrieved from The Benefits Of Pipe-lagging And Insulation: <https://www.ecex.co.uk/benefits-pipe-lagging-insulation/>
- Herrity, J. (2023, February 28). Retrieved from 6 Important Workplace Adaptability Skills: <https://www.indeed.com/career-advice/career-development/adaptability-skills>
- Hill, J. (2023, april 11). Retrieved from Understanding Lagging Insulation: <https://insulation-more.co.uk/blogs/the-pipe-duct-lagging-expert/understanding-lagging-insulation-types-applications-and-benefits>
- METALS, C. (2019, June 2). Retrieved from What Is Steel Fabrication?: <https://inbound.cammmetals.com/blog/what-is-steel-fabrication>
- Paharia, N. (2019, August 19). Retrieved from The Upside to Large Competitors: <https://sloanreview.mit.edu/article/the-upside-to-large-competitors/>
- Szyndlar, M. (2023, June 16). *Customer Satisfaction: Why It's Important in 2023*. Retrieved from <https://survicate.com/customer-satisfaction/importance-customer-satisfaction/>

APPENDICES

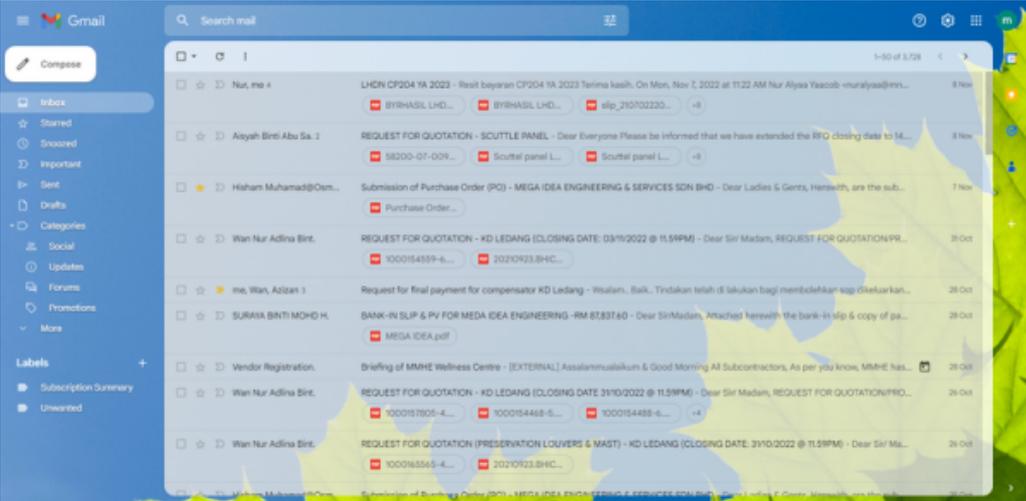


The screenshot shows the official eProcurement portal of the Malaysian Government. The header includes the logo of the Malaysian Government and the text "Portal Rasmi ePerolehan Kerajaan Malaysia". Below the header, there are navigation tabs for "Papan", "Aplikasi Saya", "Senarai Tugas", "Papan Kesyah", "Laporan", "Informasi", and "Lain-Lain". The main content area is titled "Pemberitahuan" and displays a list of messages. The messages are organized into a table with columns for "Pengirim / Subjek" and "Tarikh/Masa".

Pengirim / Subjek	Tarikh/Masa
Mohd Izam Bin Anip Anda dijemput untuk menyertai Sebid Harga QT236	08-11-2022 01:04:58 PM
Nor Lyana Binti Mohd Dzak Anda dijemput untuk menyertai Tender QT23600000	08-11-2022 01:02:09 PM
Noor Fadzilah Binti Idris Anda dijemput untuk menyertai Sebid Harga QT236	08-11-2022 01:01:42 PM
Pentadbir Sistem Pendaftaran Pesanan Pengangkutan MEDA020202	08-11-2022 08:48:04 AM
Pentadbir Sistem Pendaftaran Invois Cukai untuk Pesanan Kargoan P...	08-11-2022 08:00:00 AM
Pentadbir Sistem Pendaftaran Invois Cukai untuk Pesanan Kargoan P...	08-11-2022 04:54:03 AM
Nor Lyana Binti Mohd Dzak Anda dijemput untuk menyertai Tender QT23600000	07-11-2022 01:03:31 PM
Abdul Halim Bin Muhammad Jemputan Ke Mesin Tender/Lawatan Tapak Tender	07-11-2022 01:02:37 PM

Below the table, there is a search bar with the text "Sila Klik Mesaj untuk Dibaca" and a "Cari" button.

Eperolehan

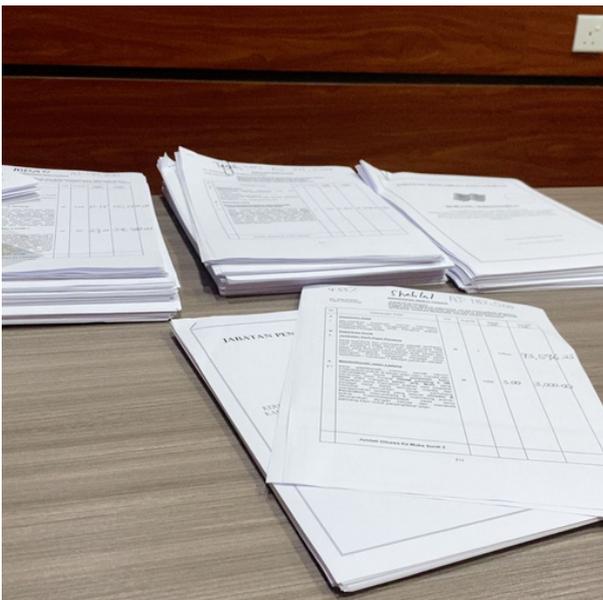
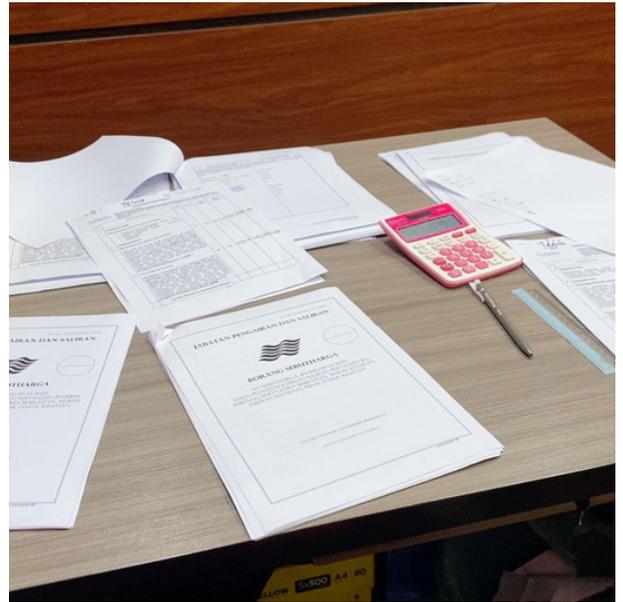
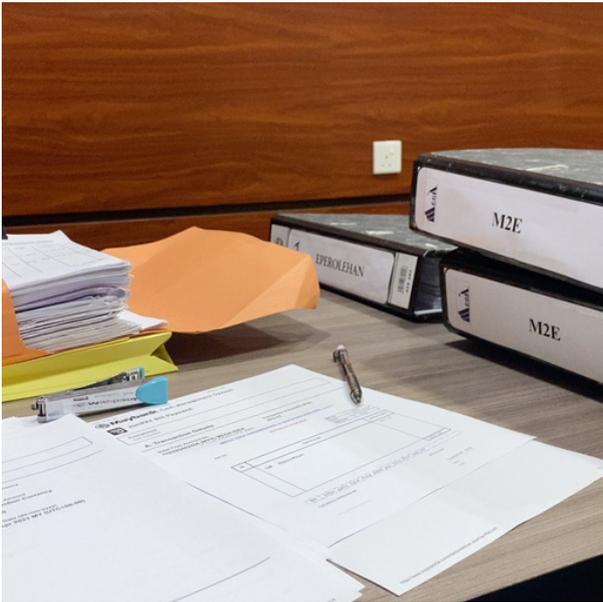


The screenshot shows a Gmail inbox with several business-related emails. The emails are listed in a table format with columns for sender, subject, and date. The sender information is truncated in the screenshot.

Sender	Subject	Date
Nur, mo	LHDN CPD04 1A 2023 - Resit bayaran CPD04 1A 2023 Terima kasih. On Mon, Nov 7, 2022 at 11:22 AM Nur Alysa Yaacob-munayya@res...	8 Nov
BYRHASIL LHD...	BYRHASIL LHD... s/np_210702230...	8 Nov
Aiyah Binti Abu Sa. I	REQUEST FOR QUOTATION - SCUTTLE PANEL - Dear Everyone Please be informed that we have extended the RFQ closing date to M...	8 Nov
Hisham Muhammad@Om...	Submission of Purchase Order (PO) - MEGA IDEA ENGINEERING & SERVICES SDN BHD - Dear Ladies & Gents, Herewith, are the sub...	7 Nov
Wan Nur Adlina Binti	REQUEST FOR QUOTATION - KD LEDANG (CLOSING DATE: 03/10/2022 @ 11.59PM) - Dear Sir Madam, REQUEST FOR QUOTATION/PRO...	30 Oct
Iw, Wan, Adzlan I	Request for final payment for compensator KD Ledang - Itulah, Baik. Tindakan telah di lakukan bagi membolehkan sap dikeluarkan...	28 Oct
SURAYA BINTI MOHD H	BANK-IN SLIP & PV FOR MEGA IDEA ENGINEERING -RM 8783740 - Dear Sir/Madam, Attached herewith the bank-in slip & copy of pa...	28 Oct
Vendor Registration	Briefing of MMHE Wellness Centre - [EXTERNAL] Assalamualaikum & Good Morning All Subcontractors, As per you know, MMHE has...	28 Oct
Wan Nur Adlina Binti	REQUEST FOR QUOTATION - KD LEDANG (CLOSING DATE: 31/10/2022 @ 11.59PM) - Dear Sir Madam, REQUEST FOR QUOTATION/PRO...	24 Oct
Wan Nur Adlina Binti	REQUEST FOR QUOTATION (PRESERVATION LOUVERS & MAST) - KD LEDANG (CLOSING DATE: 31/10/2022 @ 11.59PM) - Dear Sir Ma...	24 Oct

Google mail

APPENDICES



Document Information

Analyzed document	INTAN AIN SAQINAH MOHD ANUAR .pdf (D172402605)
Submitted	2023-07-27 08:31:00
Submitted by	
Submitter email	2020837368@student.uitm.edu.my
Similarity	19%
Analysis address	norshamshina.UiTM@analysis.ouriginal.com

Sources included in the report

UNIVERSITI TEKNOLOGI MARA (UiTM) / INDUSTRIAL REPORT MUHAMMAD SAIFUL ANNUAR BIN AZIZAN 2020822532.pdf

SA

Document INDUSTRIAL REPORT MUHAMMAD SAIFUL ANNUAR BIN AZIZAN 2020822532.pdf (D157331755)

 14

Submitted by: hafiz459@uitm.edu.my

Receiver: hafiz459.UiTM@analysis.ouriginal.com

UNIVERSITI TEKNOLOGI MARA (UiTM) / Ibtisam Hayati Binti Amiruddin_2019156929_BA2326A.pdf

SA

Document Ibtisam Hayati Binti Amiruddin_2019156929_BA2326A.pdf (D126358096)

 1

Submitted by: safwanramli@uitm.edu.my

Receiver: safwanramli.UiTM@analysis.ouriginal.com

Entire Document

INTERNSHIP REPORT MAC - AUGUST 2023 MEGA IDEA ENGINEERING & SERVICES 01 EXECUTIVE SUMMARY This report describes my experience completing my

57%

MATCHING BLOCK 1/15

SA

INDUSTRIAL REPORT MUHAMMAD SAIFUL ANNUAR BIN A ... (D157331755)

industrial training at Mega Idea Engineering and Services Sdn. Bhd. (Berhad) over the 24-week period mandated by the University Teknologi Mara Kampus Arau, Perlis. The

main objective

44%

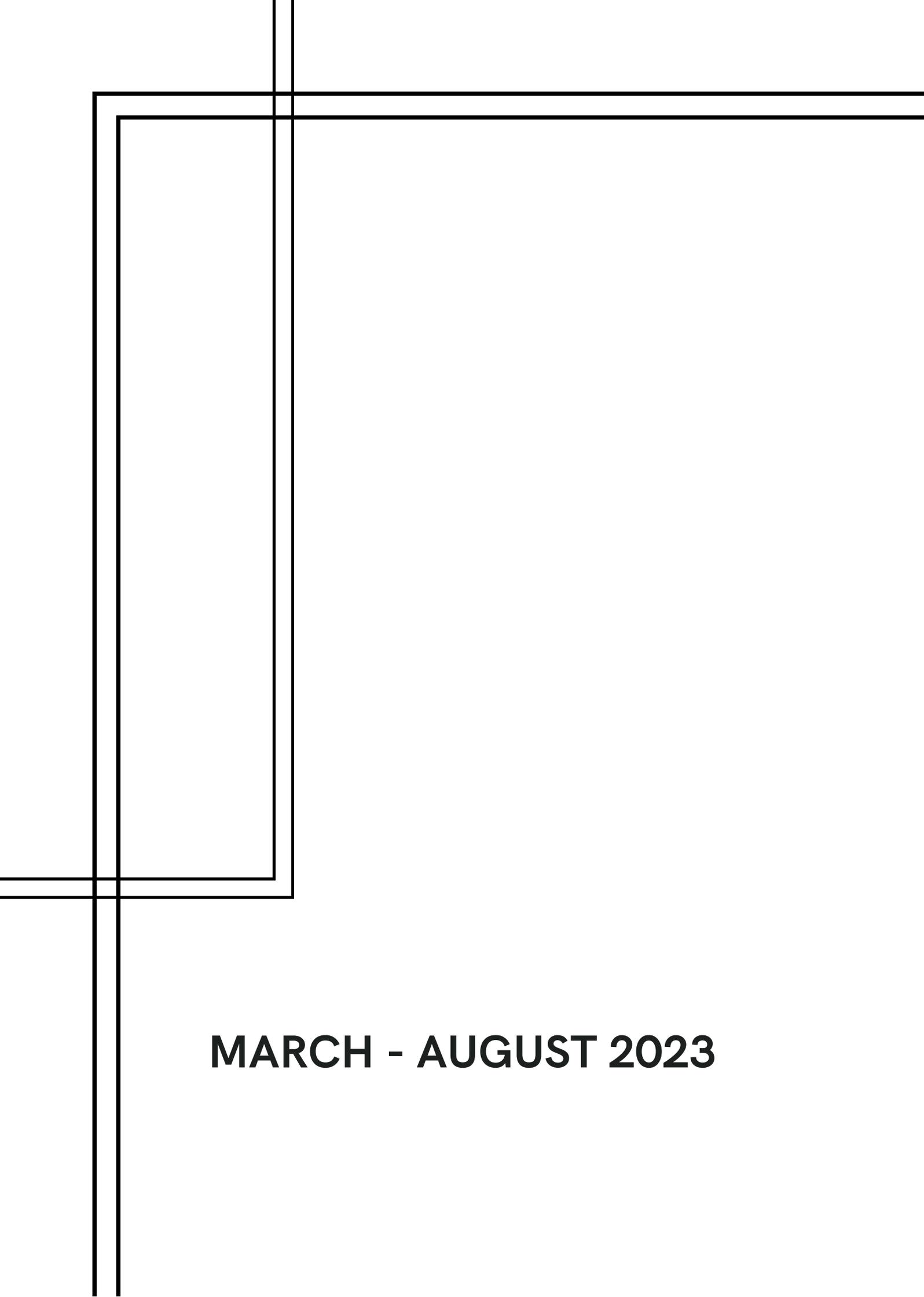
MATCHING BLOCK 2/15

SA

INDUSTRIAL REPORT MUHAMMAD SAIFUL ANNUAR BIN A ... (D157331755)

of this industrial training is for students to learn more, acquire practical experience while performing company-assigned tasks, and develop their skills by adapting to the provided operation.

In my Industrial Training Report, I go into deeper depth about what I learned while working as an intern for this company. The company has assigned me to work in



MARCH - AUGUST 2023