



INTERNSHIP REPORT

Faculty:	BUSINESS MANAGEMENT
Programme:	BACHELOR OF ADMINISTRATION (HONS) FINANCE
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Part 1: Preliminary Pages

1.1. Executive Summary

Each student has to choose a workplace to do industrial training. It is up to the student's own choice. The industry chosen by students should be related to the course they are taking. This is to make it easier for students to do industrial training and gain experience. Regarding the subject MGT666, this industrial training took place and was completed in an accounting industry in Ipoh, Perak. The name of the company I do industrial training is Hills & Cheryl Corporate Advisory Sdn. Bhd, an accounting firm. The industrial training starts on 01 March 2023 and ends on 15 August 2023, which is for 24 weeks. I was able to take advantage of this internship by using the theory and knowledge that I had learned and interpreted when I did my industrial training. I gained a practical approach in dealing with the real world when doing this industrial training than at university I learned a lot about theory only. This can add experience for me.

In this paper, the first part discusses the organizational details of Hills & Cheryl Corporate Advisory Sdn. Bhd. It tells about the background, organizational structure, vision and mission of Hills & Cheryl Corporate Advisory Sdn. Bhd. Everything about this company is told in this section. The next section is to discuss a complete SWOT analysis of the internship organization to identify its key internal and external elements as well as its strengths and weaknesses. In addition, the organization's opportunities and threats were developed using a framework consisting of PESTEL components. Through the research done, we can see the advantages and disadvantages of the organization. It presents a number of recommendations that it deems useful to maximize strengths and opportunities as well as to address threats and weaknesses that require prompt and effective remedial action. Through the research done, we can see the advantages and disadvantages of the organization.

Part 3: Company's Profile

3.1. Name, Location & Background Company



Hills & Cheryl Corporate Advisory Sdn. Bhd. is an accounting firm. Company founded by Miss Cheryl Wong Cheah Ling and Dr. Hills Chong Choong Kian (CK) in 2012. The company is focused on specialising in Accounts, Advisory, COSEC, Research, SST, and Tax. Headquarter Hills and Cheryl Corporate Advisory Sdn. Bhd. are located in Ipoh. This company is always expected to provide information of added value to their clients. The company's clients are mostly small to medium-sized enterprises (SMEs). Clients of this company come from various sectors including Agriculture, Automobile, Ceramic, Columbarium, Education & Training, Food & Beverages, Hotel & Tourism, Hospitality, International & E-Commerce and many more. When it comes to addressing the demands of business partners, our corporation guarantees fair costs together with quality and promptness. The company interacts with customers via e-mail, internet, and reverse courier where there is little need for the client to be physically present. This is because in the firm of the future, every piece of information may be transmitted in the least amount of time. This adds value for our clients' working hours and priceless resources.

Hills & Cheryl Corporate Advisory Sdn. Bhd. is a group of accounting professionals who provide financial management services to clients. These include auditing, tax planning and preparation, processing of payroll, bookkeeping, and advising services. For some people or organisations that own businesses, setting up an account for their business can be extremely challenging and confusing. Costs are high. Additionally, the information needed to generate financial statements is not reliable. In addition, issues arising regarding tax, audit matters, and the Companies Commission of Malaysia (SSM) Hills & Cheryl provides various services to businesses and corporate companies, especially those related to accounting, company information, tax, and law. In addition to giving advice, training, and consultancy, it offers services based on business difficulties, needs, and wants. This business provides preparation and settlement services for financial reports for businesses.

Financial accounting focuses on the data that businesses disclose to the general public. The business offers advice to help businesses grow as well as assistance with business-related issues. To record transactions and create the company's financial accounts, they appoint or engage accountants. Employed accountants document and compile daily transaction activity so that firm financial statements can be created. It is in charge of creating the documentation for the business's financial transaction activity. These accounting businesses provide a range of services that assist business owners in remaining fiscally organised, complying with tax laws, and ready for expansion. Not all accounting companies provide all services, so business owners should interview several to choose the one that best suits their particular needs.

3.2. List of Branches

- Corporate offices at Plaza Mont' Kiara (KL)
- Cameron Highlands (Pahang)
- The Spice (Penang)

3.3. Vision, Mission, Objective and Goals

3.3.1. Vision

“The Firm in our client's pocket with quality, reasonable & time creation.”

3.3.2. Mission

“To help make business owners financially organized and living in joy.”

3.3.3. Objective and Goals

Hills & Cheryl Corporate Advisory's objective is to minimize the Carbon Footprint. The company aims to minimize the environmental footprint throughout the business cycle in envisioning a "PAPERLESS" community where we deliver more by using less paper, choosing only farm trees that produce paper, growing vegetables around us, installing solar panels on top our roof for solar. energy, waste separation and replacing the journey to digitization in reducing the carbon footprint. Besides that, the next objective is to unleash human potential. In addition to our commitment to mold individuals, we are accepting INTERNS, apprentices and beyond retirement to be on board with us. Hereby, we will grow, learn and contribute back to the community as a whole.

Managing 8 hours a day (Monday-Friday) is the next objective. To complete our job within deadline and do make extra time for discussion with our clients in every job either face to face or virtually. Hereby, we generate value and make things right at the first time. In addition, community improvements. On Total Societal Impact (TSI) that we do, we aim to make the world a better place for everyone to stay where children are to have basic education and sustainable community with a FAIR trade system. In short, we aim to make the world a slightly better place for every individual. The last objective is Green influencing. On a mission to become an organization that cherishes nature, greening the earth and reducing the burden of landfills.

Hills & Cheryl Corporate Advisory Sdn. Bhd. Value

1. Honesty: To ensure our responsibilities through honest, ethical and integrity manner.
2. Quality: Quality in everything we do towards our clients and consistently exceed expectations.
3. Professional: Ensure that our stakeholders are continuously learning, earning, growing & recognized as knowledgeable and thoughtful individuals in their fields.
4. Dignity: Treating every individual with dignity, respect and a good paymaster towards the supply chain.
5. Culture: Maintain a professional culture image as promoting the importance of career development, life enhancement, green workplace and work-life balance.
6. Community: Giving back to the community by creating a sustainable society without sacrificing future's resources and to support when needs arise.
7. Leadership: Empowering women leadership, career enhancement and equal opportunities.

3.4. Organizational structure



Cheryl C.L. Wong & Dr. C.K. Chong

Directors



Esther C.L. Loa

H.O.D of Accounts



E. Thanursha

H.O.D of CoSec



Jenny J.L. Tang

Tax Specialist



Allen H.L. Beh

H.O.D of Tax

Hills & Cheryl Corporate Advisory Sdn. Bhd. Management Team

The organizational structure of Hills & Cheryl Corporate Advisory Sdn. Bhd. is with a structure consisting of two directors, who are the owners of this company. They are husband and wife who have the highest position in this company. After that, under him there is a Head of Department (HOD) for Account, CoSec, Tax, Tax Specialist. Each HOD has their own duty, which is to look after and control the department under their care. Each level of the hierarchy has varying levels of authority and responsibility. The positions below them are permanent workers and also practical workers. Because this company is not big, the organizational structure of this company is also not big.

Part 4: Training's Reflection

4.1. Training's Duration

Students enrolled in this Bachelor of Business Administration (Hons) Finance must complete their internship in the final semester. This practical training is mandatory for every student before graduating. I will be able to complete my internship within the time period set by UiTM Arau Perlis for 24 weeks, which is 6 months from March 1 to August 15, 2023.

4.2. Training's Details

At the end of semester 5, which is 2 months before the semester break, I received an offer letter from Hills & Cheryl Corporate Advisory Sdn. Bhd. I was interviewed via phone call because, at that time, I was still on campus. The online interview was conducted by my supervisor at Hills & Cheryl Corporate Advisory. I was asked to introduce myself, and he asked me some questions about accounting. After that, I was told that I would be placed in the accounting department. On my first day, I was guided by a senior intern at the company. The senior intern taught me the tasks I needed to do and what I needed to do throughout my internship here. I was assigned to do accounting and administration work. I am responsible for the preparation and analysis of the company's financial records. I record the company's profit and loss. For example, I record the sales, purchases, expenses, and salary of a company to prepare taxes. I need to record invoices by making sure that none of the company's invoices are left behind.

My first job was at Hills & Cheryl Corporate Advisory Sdn. Bhd. I was assigned to make salary listings for several companies. I record the salary of each company employee by recording the basic salary, including EPF, SOCSO, EIS, and many more. If a company does not provide a salary voucher or there are several months missing, I need to make a pending list to request a salary voucher from the owner of the company. I recorded the employee's salary in Excel. This is because in Excel we can use the auto-sum formula, which makes it easier for us to calculate the employee's salary from January to December easily and without any mistakes. As a new intern, this task is quite easy for me. I only need to key in my salary. I did this task for a week.

In the second week, I started doing the acknowledgment received task. Acknowledgment received means that we check invoices or files from clients' companies to ensure that they provide enough of the items we need. I need to ensure that the clients' companies provide sales, purchases, expenses, utilities, salary vouchers, and bank statements. If they don't provide, I need to make a pending request to the company owner to provide immediately. This task is difficult if a company is large and has many invoices and files. I have to check them one by one, and it takes a long time.

After my task of making an acknowledgement receive, I started to key in the account. I was taught by a senior practical, and I was able to learn easily. My first task before keying this account is to make a filing. I need to separate sales invoices, purchases, expenses, utilities, and bank statements in arch files. This is to make it easier for me to record the invoices. The next step is to record all the invoices without missing anything in the Million software. This software is a special one for calculating accounts. I had trouble at first using this software. The longer I use this software, the more proficient I become. The next step after I keyed in all the invoices was a bank reconciliation. This bank reconciliation requires that I record all the company's deposit and withdrawal transactions in millions by looking at the company's bank statement. It needs to tally with what I recorded in millions on the company's bank statement.

In addition to my job of doing accounting for this company, I also do housekeeping work. Every intern in this company has to do tasks according to their daily task schedule. Among his tasks are sweeping the floor, throwing away the trash before going home, mopping the floor outside, filling water bottles for the director and clients, lifting the director's bag, and spraying fragrance throughout the office. Every intern in this company has to do this task according to their respective assignments early in the morning before starting work. Lastly, I also do some administrative work, such as taking documents from company clients, doing check deposits, going to the law firm to get a stamp, and many more. Usually, this work is done by CoSec employees but if they have something, we have to take over this task.

4.3. Training's Gains

This industry has given me a lot of new experiences. Completing the training in this industry was a valuable experience for me. This opportunity given to me, I will never forget. I have learned to be responsible, which makes me a difficult person to lose focus on. I need to make sure that I do the tasks without making any mistakes. In addition, I was able to increase the positive value in myself. Sometimes I have to negotiate with clients, and I have to stay positive to maintain my relationship with them. In addition, due to my long working hours, I need to remain positive and patient so that I remain active and productive when doing work. I do a lot of overtime during peak seasons, so during this time I need to control my mental and physical well-being. In addition, I also have a collaborative nature. I work for a company with multiracial employees. Although we are multiracial, we understand each other and work as a team. We help each other. It's a lot of fun when we work together as a team when doing a job because it makes our job easier.

Through my experience at this company, I was able to learn more about accounting trends. This is because I am a student majoring in finance instead of accounting. There are many things related to accounting that I have learned here. This opportunity I got is very valuable to me because I have experience in accounting, and it will be very useful for me when I enter the world of work. Next, I was able to learn about the culture of working here. Employees here don't forget to say thank you when we help them. Employees here also greet each other. Being a part of the organisation here taught me that hard work is not the only thing that is important to get the job done. Instead, we need to unite and cooperate with each other to complete tasks quickly and easily. It is important for me to learn how to see the right direction for this organisation. With that, I can give my best effort to adapt and understand the direction of the company while carrying out my tasks with valuable guidance from colleagues. This was the best experience for me.

Part 5: SWOT ANALYSIS

5.1.1 Strategic location

Location selection is one of the most important factors that determine the success of a business. Many companies think that buying or renting an office outside the city can be found at a cheaper price. There are also traders or entrepreneurs who believe that opening an office in a more prestigious location is a guarantee of greater income. (Admin, 2022) The population density in the city is an advantage for companies based in the centre of the city. Hills & Cheryl Corporate Advisory is an account firm located in Ipoh, the capital of Perak. This company is easy to get customers for because there are many companies based in the state capital. Ipoh is a city with many residents and many tourists. This company was discovered by accident while they were walking around the city of Ipoh. This gives the company an advantage in getting more customers. Additionally, businesses in this city benefit from the fact that clients frequently look up a company's location when conducting an Internet search for a specific kind of business. Online searches typically turn up businesses with a city headquarters. Most consumers believe a corporation is more reliable if it is in the middle. Additionally, a lot of skilled workers can readily apply to this organisation. The fact that so many students reside in cities explains this. They can easily get to work because of the city's many facilities.

In addition, Hill & Cheryl Corporate Advisory is very accessible from various districts. Companies located in the heart of the city are easily accessible to customers and easy to find. This company is in a strategic position. For example, there are some clients of this company who are based outside of Perak, such as in Cameron Highland. This shows that the client company trusts the company in the city more, and they are willing to take the service from Hills & Cheryl Corporate Advisory in Ipoh even though it is far from their company. This is because they have more faith in companies located in the city centre. With this, clients will be comfortable and easy to deal with. At the same time, it can attract customers to become regular customers. Cities frequently have a broad cultural foundation. A company that caters to a particular consumer segment would perform better in a big city where the population is higher than that group. Businesses that cater to a specific niche will attract more clients from that niche amid a bigger audience. (Jensen, 2023). In addition, the advantage of the company in the city is that it is easy to access the internet. We have no problem with internet outages. If something goes wrong, it's easy for us to fix it, and it's no problem for us to get service to fix it.

5.1.2. Good relationship between employees

A good working relationship allows employees to understand one another. Through that, communication between employees will be good. Good communication is very important for a company to be successful. It is essential to the success of teams and individuals in the workplace. Additionally, it can help you avoid misunderstandings, build strong relationships with your colleagues, and establish yourself as a valuable team member. Through this, the company can further strengthen the communication skills between employees and, at the same time, make more profit. Hills & Cheryl is a small company. This company has a small number of employees. Therefore, we easily interact with each other and, at the same time, maintain a good relationship between employees. With a small number of employees, information communicated from employee to employee is easy to find and difficult to misunderstand. We work like a family, and we tolerate each other. In addition, if the company wants to reach a consensus, it can be easily agreed upon. This is because we are a small group, not many.

Hills & Cheryl Corporate Advisory has multi-racial employees. Although the workers here are multi-racial, we are all fluent in Malay and English. Therefore, we easily interact with employees and clients. It is no problem for us when clients have communication problems. Successful communication in the workplace can avoid tension and help people work as a team. It is very important in the accounting industry. Difficult conflicts happen when we understand each other. Besides that, communication with the client is also very good. We communicate easily and can talk well with clients, even though they are of various nationalities. In addition, the company's employees are also fluent in English. It provides many benefits to clients and the company. Communication in the workplace is important because it improves employee morale, engagement, productivity, and satisfaction. It is important for better team collaboration. Ultimately, effective workplace communication helps drive better results for individuals, teams, and organisations. (Campbell, 2022). It can build a positive atmosphere when we help each other's team members learn to communicate in a professional and respectful way. Friendships are built when people are more likely to communicate about work and weekend activities. As your team gets to know each other better, they become stronger as a unit, helping to build team spirit. (Turteltaub, 2021)

5.2.1 Lack of permanent workers

Permanent employees can offer long-term security, but they are now more vulnerable due to the shifting nature of the global economy. Employing temporary and contract labour has several benefits, which more firms are discovering. (Mcquerrey, 2018) Small companies usually hire more interns than permanent employees. This is because they want to reduce labour costs to pay for many permanent employees. If they hire permanent employees, they need a high salary and pay KWSP compared to practical students, who do not need to pay KWSP, and the allowance for interns is relatively low. In addition, permanent employees will have many benefits compared to practical students. If the company does not hire many permanent employees, it can be profitable for the company. In comparison to permanent employees, the company hires more temporary workers. Because of this, the business lacks experienced employees. The pace of work at the organisation also slows down since interns need time to adjust to their new roles because they change every six months. The interns had to put in extra hours because they needed to finish their assignment by the deadline. This is due to interns' continued inefficiency, which slows down productivity. The pay of a permanent employee will increase over time since they will work more hours, possibly be eligible for greater perks, and have an easier time advancing in their careers.

. Hills & Cheryl Corporate Advisory hires more interns than permanent employees. Through this, there are some disadvantages experienced by this company. Among them is the fact that it causes companies to lack experienced workers. Practical students are students who have just learned to engage in work, and their purpose is to learn. So they lack extensive work experience. As a result, the company's operations slow down and require more time to raise output. This is so that practical students may learn and adjust to the workplace, which takes time. When there are fewer personnel to man production lines and serve consumers, the quality of the products and services degrades. (Harper, 2022) In addition, the existing permanent employees have to work more because they have to teach each new practical student. This is because practical students will exchange every six months. Recruiting practical students can be an effective way to reduce labour costs, but it does not guarantee the success of a company. A certain amount of training and guidance is still needed to increase productivity in the company. In addition, there are other negative effects when there is a shortage of permanent workers. If existing permanent employees quit, the company will have a big problem. The company will lack skilled labour and experienced workers.

5.2.2 Lack of office space

Open-plan offices with collaborative workspaces have been in vogue for decades. According to certain research, some employees may not always be content with shared areas. Open offices might not be the best choice for a company's financial health. Employees may experience both mental and physical effects. Employees that participate in open work will be exposed to things unrelated to their jobs. It may have a detrimental impact on employee morale and hinder organisational productivity. This is because employees will be easily distracted by their environment. Hills & Cheryl Corporate Advisory is an account firm; this company usually gets a lot of files from clients. This is because we need invoices and receipts from the client company to calculate profit and loss. If the client company is large, then we get more files. In the peak season, this company gets many customers. With that, files from the client also increase. This causes space in the office to become cramped because the shelves to store files are full. We had to put file boxes on the floor, and the space for us to walk was limited. Sometimes we bump into file boxes while walking, which makes employees feel uncomfortable in the office environment. Workers work in uncomfortable and cramped conditions. The company provides shelves to store files from customers. Unfortunately, it is still not enough, and sometimes we have to put files in the pantry.

In addition, files that are not arranged in order increase the risk of mixing client files. Sometimes we lose work files because there are many files near our desk. In addition, the limited office space is because the company is located in a shop lot and not a large building. The working environment has an impact on employees' physical and mental wellbeing. When working in a pleasant setting, employees are more motivated and productive. A well-designed workspace promotes a less stressful and more productive environment. Employers must take into account their employees' physical working conditions. To operate at their best, employees need to feel relaxed and at ease in their physical workspace. (Kohil, 2019). But in an office setting, workstation design—more than nearly any other decision or tactic—can greatly affect small business productivity. Whether you work from home by yourself or with a large team, creating a productive workspace is one of the finest things you can do to boost productivity and care for your mental health. (Paljug, 2020). For example, a large and spacious workspace can make it easier for us to focus and not easily lose focus on other things.

5.3.1. New clients from various sectors

When bringing in new clients, it's important to find the right client for your firm. This will help your firm drive greater growth and profitability. (Kelleher, 2022) Growth signifies success for most businesses. It creates new opportunities, brings in more customers and generates greater profits. The growth of surrounding companies can expand the company. There are many advantages when a company is located in the city. Among the advantages is the increase in customers. This is because they get many new clients from various sectors. Hills & Cheryl Corporate Advisory is located in the capital of Perak, which is Ipoh. There are many large companies based here and there are many new sectors to be opened here. For example, the rise of a new sector such as cat hotel. Nowadays, cat hotels are hard to find outside the city. It is only easy to find in big cities. Cat hotel is a new initiative for cat owners to leave their cats when they are not at home. This sector is a new sector and is not uncommon in rural areas. This is an advantage for companies in the city. These new sectors are also more inclined to take account calculation services with the nearest account firm. This is easy for them to discuss if there are problems faced.

In addition, the increase in sectors such as restaurants and workshops gives Hills & Cheryl the opportunity to increase their customers. Most of the restaurants will usually open in big towns and sectors like this don't care about the many competitors. Therefore, the sectors can contribute to the increase of Hills & Cheryl's clients. In addition, companies surrounded by various sectors, it is easy to spread news and advertisements about their company. Hills & Cheryl will also get new clients as a result of the news conveyed between clients. This is because most of the company's clients are located nearby. Therefore, the delivery of the news is very easy. Hills & Cheryl can easily advertise this company. Through this, a lot of good and positive news about this company can be conveyed to the surrounding companies. Most of Hills & Cheryl's clients are friends of the boss and they will definitely take services from this company. Companies use their existing customer base as a model to determine the potential success of a new product. For example, using data from the basic demographics of a company's customers such as age, location, income or gender, a company can determine the level of success of existing products in each demographic. (Hayes, 2011)

5.3.2 Stay profitable in the future because there is no shortage of resources

Accounting firms offer a variety of services that help business owners stay financially organized, tax compliant and that help prepare for business growth. (Leanord, 2019) An accounting firm is a company that helps in matters related to company transactions and provides advisory services to develop businesses. The company records and collects daily transaction activity. Hills & Cheryl is an accounting company responsible for preparing documents regarding the company's financial transaction activities. Therefore, companies like this do not use any natural resources. In the future, we will not know what will happen. If natural resources are depleted in the future, companies that use natural resources, such as restaurants, will suffer. Therefore, companies that do not depend on natural resources will remain calm and be able to reap great profits in the future. Hills and Cheryl can maintain their stability in the future. Through this, it opens up employment opportunities in the future. Many employees will apply to this company compared to companies that are not strong. When a company hires more employees, they can increase the company's productivity, and the company's output will increase. This, at the same time, can give the company a big profit.

Hills & Cheryl does not rely on natural resources. Many of the resources they use do not involve natural resources. Examples of natural resources are fruits and meaty foods. Examples of sectors that use these resources are restaurants and meat suppliers. With few resources, this sector is forced to raise prices, which causes the sector's profits to decrease due to fewer customers. Therefore, many advantages will come from this accounting company in the future. The advantage of an accounting company is that, by having an accountant, it can plan the future well. You will know exactly where your money is going in terms of costs such as rent, insurance, interest rates, staff salaries, etc. By focusing on difficult areas, you can improve your company's liquidity and solvency while also gaining piece of mind. Identity is the solution. People desire a sense of community and a desire to participate in something greater than themselves. Organisations that build a strong identity that satisfies employees' requirements for affiliation, social cohesiveness, purpose, and meaning will gain an advantage over businesses that merely worry about revenues. (Smet, 2021).

5.4.1. The Company became unstable

Your professional future seems to be in limbo and your workplace looks to be highly uncertain. When you believe you are just one step away from losing your job, it can be difficult to remain focused and productive, as anyone who has experienced that circumstance can attest. (Boogaard, 2015) Hill & Cheryl is a small account firm. This company does not have many partner shares and does not have investors. This company depends on the company's profits a lot. The company does not have high allocations or high costs for manpower. They employ more practical students than permanent employees to save on labour costs. Through this, it is at high risk of losing employees. If the existing permanent employees quit, this company will have a big problem. I stopped their output for a while, and they will lose clients all at once. Customers will begin to lose trust and start switching to other account firms. It may take some time to find a truly skilled and experienced permanent employee. If this company has many permanent employees, they don't have to worry about losing them, and vice versa. They depend on a handful of permanent employees to control the entire company.

In addition, if there are some regular employees who take long vacations for certain reasons, the company's output slows down or stops temporarily. Because of that, clients start to have a negative perception about the company and cause the company's profit to decrease. A business that lacks many partners and sponsors will be weak and unstable. They must be effective at running a business. In order to maintain stability, they must take numerous precautions. Another indication that there could be financial problems is if you discover that the organisation simply wants you to handle the essentials of your job description and no longer encourages upgrades and new ideas. (Crawford, 2023)

5.4.2. New competitors entering the market

A competitor is a person, business, team or organization that competes with you or your company.(MBN, 2021) If someone tries to beat you in a race, that person is your competitor. How new entrants choose to compete is a key factor in how that entry affects your business. Competing in new markets is attractive if a company can identify market segments that are not well served by existing competitors. As new competitors emerge, the variables that affect business performance change, and it needs to respond to maintain its position. How new companies overcome existing barriers to entry can guide your strategic reactions to new situations. As the market changes, we need to take into account the strength of new entrants when formulating strategies to retain customers. Accountancy is a sector that is not very popular nowadays, unlike other sectors. The challenge faced by account firms today is the opening of more account firms in the future. Emerging competitors can affect the company's profitability. This is because clients have many options to choose which service is better and more worthwhile. Hills and Cheryl currently have many clients from companies around them. When new competitors appear, customers will slowly switch to other account firms because they want the best service for their company.

The entry of new competitors in the market tends to reduce the market price. When there are more companies competing for the same market share, customers choose the company with lower prices, and the general price level falls. You can compete on price if you have intrinsic cost advantages brought on by elements like location, product design, or affordable labour. If you have more financial resources than some competitors, you can compete on price if no one else has an inherent cost advantage. In that instance, your options are to either buy a weaker competitor or bear the loss until they go out of business. You must compete on non-price considerations like quality, unique features, or customer service if your costs are higher. (Markgraf, 2023) In addition, if high demand occurs, a sector will increase its prices. Through this, the same sector has to compete to gain profit. Hills & Cheryl is a company that may be affected by this. They have to compete with their growing number of competitors. There are many aspects that they need to focus on to compete with new competitors. This company needs to focus in terms of price and service. They need to compare their prices with those of their competitors. With that, it can keep this company strong and not lose customers. Customers will increase if a company offers a reasonable price for the best service.

Part 6: Discussion & Recommendation

6.1. Strength

For strategic location, Hills & Cheryl Corporate Advisory Sdn. Bhd. need to stay in this location. Clients of this business frequent the area where it has an office. They risk losing their loyal customers if they relocate. Even though the new location is more strategically located and is bordered by numerous businesses, it is extremely difficult for this company to attract new customers. Additionally, compared to the previous site, their revenues might be lower. Additionally, these businesses do not require an upgrade by expanding their geographic reach. This is because there isn't enough room in the office for employees to work because this company doesn't hire many people. These days, they can generate large revenues. When they rent to a new location that is more strategic, they have to spend high costs and cause their profits to decrease.

For good relationship between employees, Hills & Cheryl Corporate Advisory needs to retain this multiracial workforce. Hills & Cheryl Corporate Advisory needs to hold onto this diverse workforce in order to maintain healthy working relationships between coworkers. This is so that, despite the existence of different races, we can further enhance our togetherness. Additionally, when we work together, we can close the distance between the races. Additionally, workers can enhance their non-native language skills. For instance, Chinese employees learn Bahasa Malaysia well and fluently since they work with Malay coworkers. In addition, because we collaborate with other races, the Malays have the opportunity to accidentally pick up other languages and cultures.

6.2 Weakness

For lack of permanent workers, Hills & Cheryl Corporate Advisory needs to cut back on practical hires and hire more permanent staff. This is because there are many shortages that occur when they hire many practical workers. Practical workers lack experience, and they work to find it. Because of that, the company's output slows down because practical workers take time to learn. With permanent workers, they can work faster because they are more experienced and skilled than practical workers. This can increase the company's profit, and the company's output also remains high. In addition, mistakes made while working will also be reduced. This is because employees remain skilled in doing work, and the results of their work are also very good. There are also fewer mistakes compared to practical workers. Because of that, regular clients for this company will increase because clients are satisfied with the work of this company. Therefore, this company needs to hire more permanent workers than practical workers, regardless of the cost to be paid to permanent workers. This is because, with the presence of many permanent employees, they can increase profits.

For lack of office space, Hills & Cheryl Corporate Advisory needs to rent a store to store files and work items. They should not store work items in the office because it causes the space in the office to become cramped. An office is a place for employees to work. Due to the many items in the employee's workplace, it causes the employee to be uncomfortable while working, and the employee also easily loses focus. In addition, the increase in clients in this company means more items, such as files and boxes. If they continue to store things in the office, the space inside becomes very small and uncontrollable. Therefore, with a store to store goods, goods from these clients can be stored properly and systematically.

6.3. Opportunities

For clients from various sectors, Hills & Cheryl Corporate Advisory needs to maintain the quality of their company. This company needs to maintain the quality of its work and give satisfactory results to its clients. With good work quality, they can retain clients from various sectors and attract more new clients. Clients of this company will spread the goodness and greatness of this company to other company owners. Because of that, Hills & Cheryl Corporate Advisory gets more clients from various sectors. Therefore, this company needs to find the best way to maintain or improve its performance.

For stay profitable in the future because there is no shortage of resources, Directors Hills & Cheryl Corporate Advisory do not need to establish a new company in a different industry to make more profit in the future. This is because accounting companies make profits more easily than companies that need to use various resources, such as restaurants. If the directors of this company open another new industrial company, they will take a high risk and may not be able to make a high profit. Because of that, it affects the profitability of Hills & Cheryl Corporate Advisory. This is because the losses faced by the second company cause this company's profits to also decrease.

6.4. Threat

For the company became unstable, this company needs to find more share partners. With many partner shares, this company will be strong and stable. Share partners will contribute more ideas to improve the quality of the company and find ways to keep it performing well. If there is only one director holding a company, it may lack good ideas to improve the company's performance and become unstable. In addition, the company needs to hire more permanent employees. They should not depend too much on practical workers. Maybe at some point there will be no applications from practical students. This causes them to not have enough workers and may cause output to decrease due to a lack of workers. In addition, this company also needs to increase the allowance for practical workers. This can attract more students to apply for industrial training here without having to think about the problem of a lack of workers. Therefore, the company can improve performance and remain strong.

For new competitors entering the market, Hills & Cheryl Corporate Advisory needs to be concerned about the price offered. The price offered by this company must be in line with the service offered. This company must provide quality service at a cheap price. They focus on price because, at this time, many competitors are just starting to enter the accounting industry. Most clients will look for the cheapest service with the best service. With many new competitors entering the industry, clients can easily choose the best company. So, Hills & Cheryl Corporate Advisory needs to reduce their prices and match the services provided.

Part 7: Conclusion

In conclusion, my industry training at Hills & Cheryl Corporate Advisory gave me many good experiences. I learned a lot of new things and gained more new knowledge. As a student who has just learned to work, I feel that this industrial training is very good for my skills. My skills started to grow and improve. This is very good for me in the future because with the experience and skills, it is easy for me to apply for jobs. According to my knowledge and experience, the mission and vision of a business is very important. This is because it determines the direction for the organization to monitor and guide all employees to achieve the same company objectives and standards to achieve the best performance. In addition, the SWOT analysis presented in this report can help in identifying the skills and strengths of Hills & Cheryl Corporate Advisory.

SWOT analysis can be a source of knowledge and can help organizations better plan their organizational strategy. In addition, it also allows this company to leverage its strengths and use skills to become the best private company. In the Swot analysis as well, Hills & Cheryl Corporate Advisory was able to identify the company's weaknesses and threats. This can help the company take swift action so that it does not become something unwanted. It can help the company review the internal and external weaknesses and then take the right action. Finally, by using the PESTEL component in Hills & Cheryl Corporate Advisory's opportunity and threat study, it provides a perspective to understand the external factors that determine the organizational characteristics of this company. The use of SWOT and PESTEL tools resulted in the formulation of several complete recommendations that greatly benefited Hills & Cheryl Corporate Advisory Sdn. Bhd. The use of this tool is very useful for this company to strengthen the company to become more stable.

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Part 9: Appendices



The atmosphere of my workplace .



Front picture of Hills & Cheryl Corporate Advisory.



Picture on my first day reporting.



I sent the income tax form at LHDN.



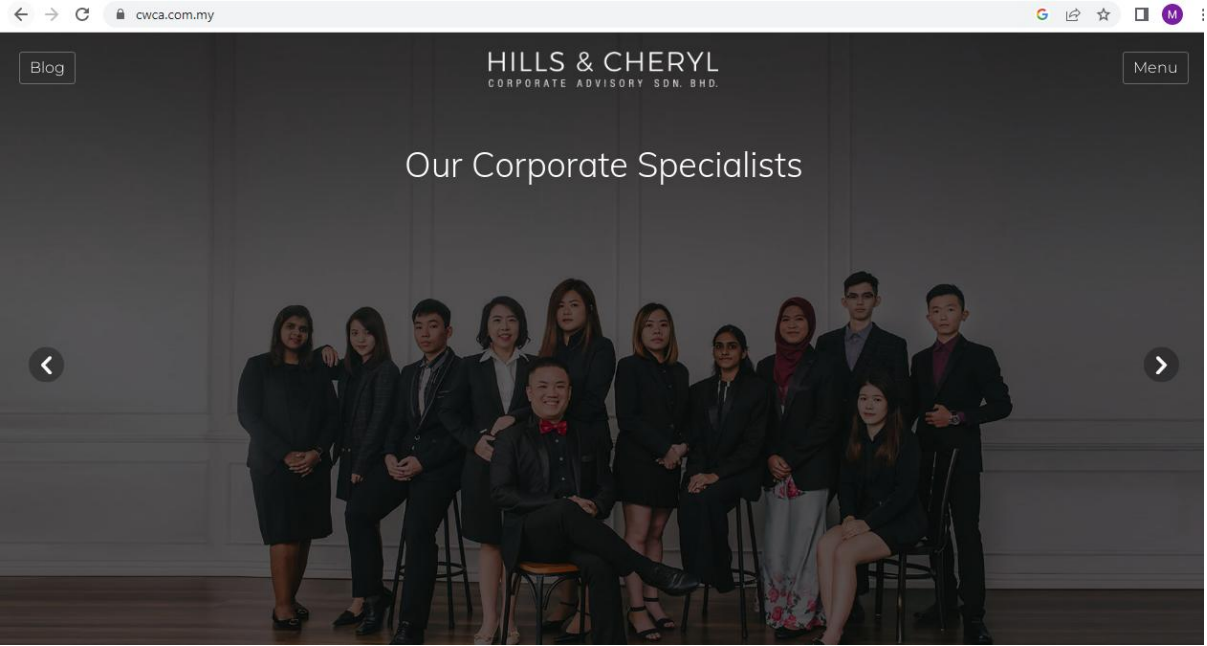
Buy snacks for office refreshment.



Food for the farewell party



Farewell party of one of the practical workers.



The official website of Hills & Cheryl Corporate Advisory Sdn. Bhd.

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