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UNIVERSITI
TEKNOLOGI
MARA

UNIVERSITI TEKNOLOGI MARA (UTM)
CAWANGAN PERLIS, KAMPUS ARAU

INTERNSHIP (MGT666)
INDUSTRIAL TRAINING REPORT
SWOT ANALYSIS



THE ECEOS SDN BHD

(29TH AUGUST 2022 – 10TH FEBRUARY 2023)

FACULTY & PROGRAM : BACHELOR OF BUSINESS ADMINISTRATION (HONS.)
FINANCE
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EXECUTIVE SUMMARY

The eCEOs Sdn Bhd is the place where I start my wonderful and instructive six-month industrial training. This internship report includes information about the internship at The eCEOs Sdn Bhd which is a technology company. It began on August 29, 2022, and ended on February 10, 2023. For the first six months of my employment, I have been assigned to work in the finance department. Doing my internship here I learned how to handle accounts payable and accounts receivable. Additionally, I was also given the opportunity to deal with the bank to provide what the client requested. Since 2007, The eCEOs Sdn Bhd has been located on the fifth floor of the Plaza Sentral Kuala Lumpur building. eCEOs at Kuala Lumpur operates as its main headquarters since the company also has branches in Singapore and Indonesia.

I have gained new knowledge of managing accounts payable and receivable, as well as interpersonal skills and problem-solving in the financial department. Working in a team during my internship has taught me a lot about leadership, teamwork, and communication skills that must be clear to prevent misunderstandings. It has also taught me how to manage problems, find solutions if we faces any problems.

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2.0 COMPANY'S PROFILE

2.1 Name and Location

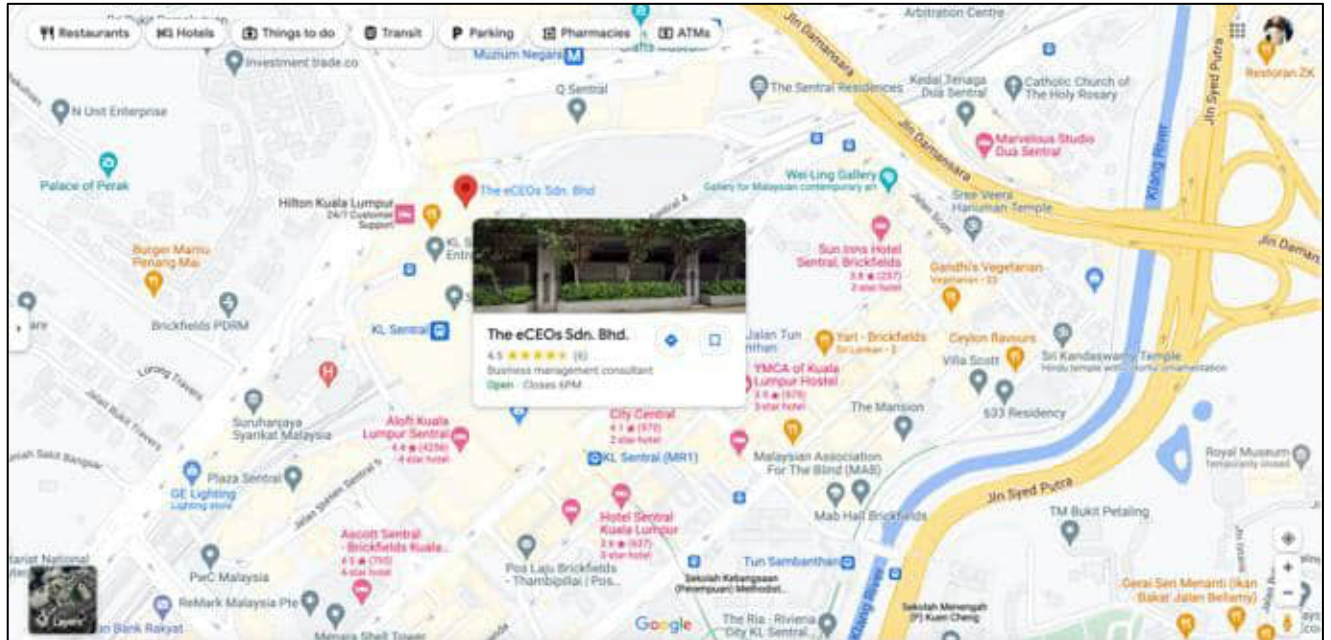


Figure 1

Company's Name : The eCEOs Sdn Bhd

Address : Block 2B, Plaza Sentral, 2B-05, 02, Jalan Stesen Sentral 5, Kuala Lumpur Sentral,
50470 Kuala Lumpur

Website: <https://eceos.com/>

Email: finance@eceos.com

Contact: 03-27735665 / 03-27735664 / 03-27735663

2.2 Company Background

The eCEOs Sdn Bhd was founded in 2007 and rapidly growing information technology company. The company name “eCEOs” is due to the concept of virtualization of business processes and project management. The Chief Executive of this company is Mr. Jailani bin Mustafa with more than 90 people working in the company. This company was recognized as a specialist in Digital Project management in Business Intelligence and consulting around the world. This company currently operates in Malaysia, Indonesia, and Singapore.

Digital project management consulting and software are services that primarily focus by the company. The company has developed their own software product called EPMPPro. EPMPPro is a piece of a custom software product that was created and used by leading companies across the region to manage portfolios of initiatives or crucial projects. The product is developed based on Microsoft platforms such as Project Online, PowerBI, PowerAutomate, PowerApps, Azure, and.NET, as well as extensive project management and implementation expertise in the area.

Furthermore, the company also produces its own project management training program under DPMA (Digital Project Management Academy). The experience with more than ten years of expertise, the company has assisted numerous clients, including the oil and gas industry, telecommunication and plantation, financials, and government agencies. Clients of this company consist of the largest blue chips companies and organizations around the region such as Petronas, Tabung Haji, Telekom Malaysia, Felda Global Ventures Holding Berhad (FGV), government ministries, world bank, and many more. In addition, from 2019 to 2020 the company's profit increased. Although 2019 the company did not gain more profit but it increased in 2020 by RM 1,049,734. The revenue also increased from RM 6,608,850 in 2019 to RM 13,717,687 in 2020 so the company was able to cover its expenses. Last but not least, it shows that company performance increases because of getting more projects from other companies and recently many resources joined the company and now there are more than 100 resources (external staff) around the world. Since 2013, the company has been a Microsoft Gold Partner for Project Portfolio Management and teamwork. They are actually the only Microsoft Gold Partners in Malaysia.

2.3 Vision & Mission

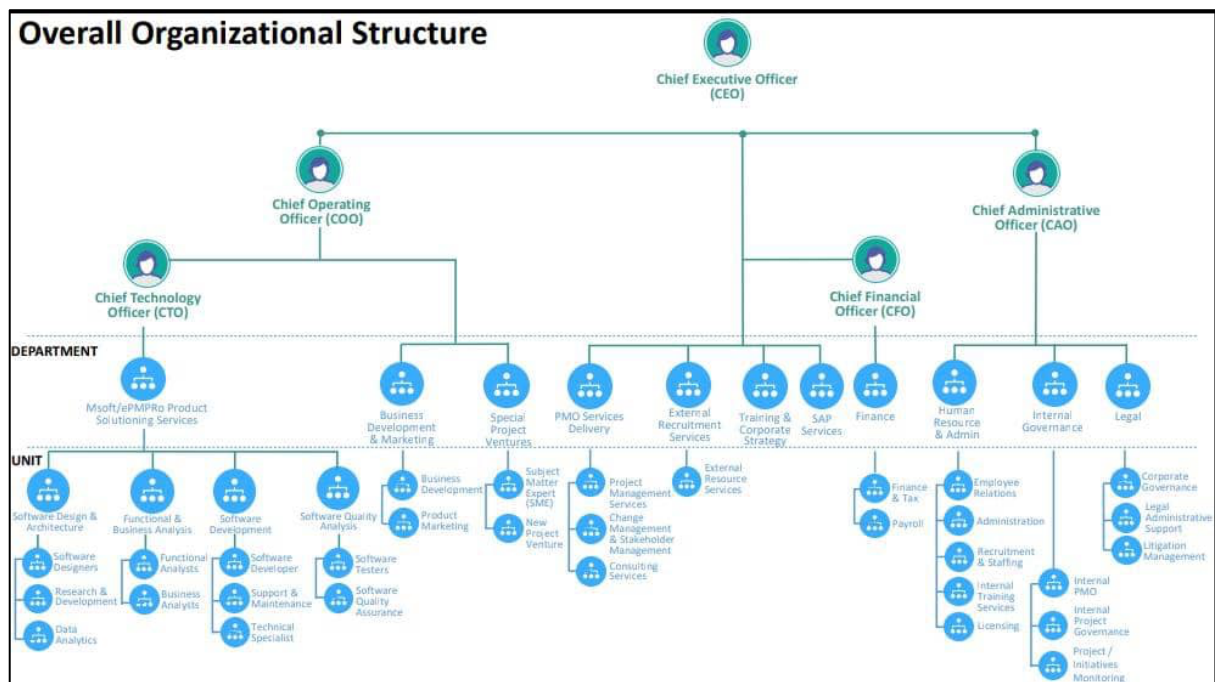
Vision :

- To be among the top 10 regional business PMO services and technology consulting companies in ASEAN.
- To be one of the most innovative technology company in Malaysia.

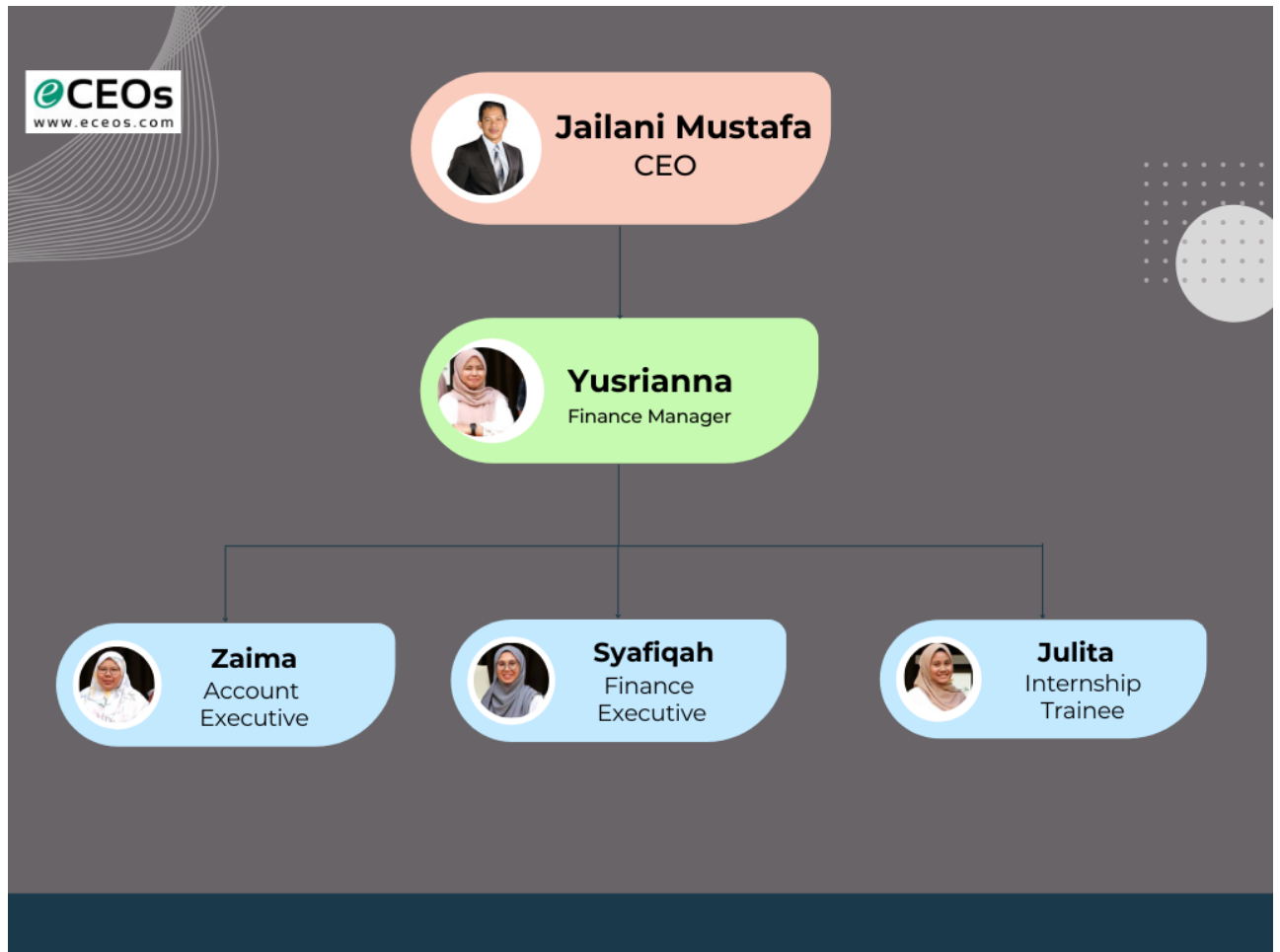
Mission :

- Assist in completing projects for our clients where failure is not an option.
- We are responsible for attaining the specified objectives while assisting in managing the project's constraints (scope, time, cost, quality, and resources).

2.4 Organizational Structure



Finance Department At The Eceos Sdn Bhd



2.5 Products or Services

i. Microsoft Implementation across Malaysia, Indonesia & Singapore

a) Project Online

- Project Online is an adaptable online tool for daily work and project portfolio management (PPM). You may manage projects with this adaptable online project management tool. Project Online offers good project management features for planning, prioritising, and managing projects and project portfolio investments from almost anywhere on any device (eCEOs, 2019).

b) Power BI

- You could connect to, transform, and view your data using a free application tool. It can connect to many different data sources using this free companion and combine them (a process known as modeling) to create a data model. To create stunning interactive reports, share insights with others and create stunning interactive reports can use POWER BI easily. It is because by using power BI we can connect, clean and mashup data, build powerful models and flexible measures. (eCEOs, Microsoft Power BI Implementation, 2019).

ii. Digital Project Management Consulting Services

a) Project Management Consultancy

- The project managers (PM) of the company are concentrated on the specified project objectives and goals. When collaborating with the clients to understand the business issues and objectives. So, the project managers can fully implement project requirements into a particular project workflow, support project business objectives, and implement the best strategies and solutions. (eCEOs, Project Management Consultancy, 2019)

b) Project Management Office Consultancy

- Project Management Office (PMO) service consists of our team that experts in their respective fields of work. PMO is responsible for delivering the goals of the organization and the approved projects as a team by overseeing all risks, opportunities, metrics, and dependencies across projects at the enterprise level. (eCEOs, Project Management Office Service , 2019).

c) Change Management

- Frontline employees and middle management are often the deciding factors in a project's success. One of the most important areas of concentration is on people and how to assist them in joining, embracing, and using a change in their regular work. The change management elements used in our services ensure the success of the individuals affected at the proper levels of navigation, leadership, ownership, and enablement (eCEOs, Change Management, n.d.).

iii. Digital Project Management Academy, Training Hub



Figure 2

It is called Digital Project Management Academy (DPMA) because they have put together its own project management training. It is the result of many years of project implementation experience and best practices in the industry. The business has revealed the best project management training program with input from stakeholders, project members, and project managers. It is unique because the training learn a lesson from past and recent life projects, delivery by industry practitioners, input from benchmarking studies and structures research support from leading institutions. The syllabus in the training is designed for a fresh project manager that enters in this market, people who want to upskill and boost their confidence, individuals who want to refine their project management approach, and for those looking for formal and run project management training.

3.0 TRAINING REFLECTIONS

3.1 Duration: Specific Date, Working Day, and Time

i. Specific Date

- 29th August 2022 – 10th February 2023
- The internship occurred for six months/24 weeks.

ii. Working Days

- Monday – Friday
- I have been given 6 days of annual leave and 6 days of medical leave.
- Saturday and Sunday are off day

iii. Working Time

- 8.30 AM – 5.30 PM
- It required 8 hours of work and given a lunch break for 1 hour on Monday to Thursday. On Fridays, a lunch break is given for 2 hours and 30 minutes from 12 pm to 2.30 pm

3.2 Details: Department, Roles, Responsibilities, Assignments, Tasks

i. Department

- Finance Department

ii. Roles

- Handle the account payable email and take over the work
- Deal with vendors our resources about their invoices and timesheet

iii. Responsibilities, Assignments, and Tasks

- Filing payment vouchers, cash vouchers, and receipt vouchers
- Print payment slip to filing
- Listing vendors and resources in VMS
- Acknowledge email that get from vendor or resources
- Print invoice and timesheet after they sent a complete at the email
- Update invoice and timesheet at VMS
- Manage team Building Family cost
- Records Employee Claim at QuickBooks and change status payment at HRMS
- Record Payment at QuickBooks after done do a payment to resources/supplier/staff
- Liaise with the bank's staff (Mr. Lihao about the Bank Guarantee for extension and new projects.
- Preparing the payment advice for resources that request for it.
- Check and record Account Payable Ageing
- Record payment vouchers for eCEOs Malaysia, eCEOs Singapore, and Asia Gas Hub.
- Billing invoice to Petronas (clients)
- Bank reconciliation for eCEOs Sdn Bhd
- Joining the meeting and discussion with Head Finance, Vice President, and Technical Team.
- Contact the bank about the interest rate of the bank guarantee and make a comparison among the 4 banks to get the lower cost.

3.3 Gain: Intrinsic & Extrinsic Benefits Such As Allowance, Compensation, Experiences, Skills, Etc.

i. Allowance

- Allowance is a regular payment made by an employer to an employee to pay a specific cost. An allowance is a part of anything given to someone in exchange for their services, usually in the form of money or goods (Dictionary, 2016). During my internship, The eCEOs Sdn Bhd given to me an allowance of RM 500 per month. For me, giving an allowance can encourage internship students to do work. This is because the work they do is paid and could reduce the interns' burden by paying for the interns' meals and transportation costs.

ii. Experiences

a) Handling Account Payable

- The first task when I enter that company is handling accounts payable of eCEOs Malaysia. My task is to check the receiving email from resources that send their invoice and timesheet. I must make sure the invoice must complete and the information must be accurate based on the agreement that they had already signed. The timesheet that they give must send in pdf format and get approved by the project manager. After I record the invoice and timesheet in the system to make it easy to track every due payment clearly so that we will not be late to make the payment. It can maintain a good relationship with vendors and resources on managing accurately and promptly.

b) Liaise with staff bank

- Other than handling accounts payable, my task is to liaise with the staff bank when we get a new project. The projects are almost above RM1 million and we need to make a bank guarantee. I need to call him and ask what steps should we take to make a bank guarantee. During my internship, I had already handled two things such as making a new bank guarantee and extending the bank guarantee as per the client's request.

c) Communicate with clients and resources

- Apart from communicating with staff, I also must communicate with resources or vendors about their invoices and timesheet. The resources are mostly that have an issue communicating are from India because they did not know how to make a proper invoice even though I already mentioned what they need to amend in the invoice, they still make a mistake. It requires a lot of patience to deal with non-local resources.

iii. Skills

a) Teamwork

- Teamwork is the most important factor in completing a task. Working as a team involves more than just getting a group of people to do something. It is the ability to work well with others and help them realize their full potential and accomplish shared objectives. We cannot simply assume teamwork experience when study and teamwork with other employees are the same. It is because, when we study we must follow the guideline that the lecturer gave to us but during work, we must be professional and work in a team so that the work we do will be completed quickly and completed correctly. I learned many things in doing a job with teamwork such as I received reprimands if I made a mistake and suggestions given to do the work excellently by my work colleagues.

b) Collaboration

- I collaborate with other employees to settle a task given. For example, department contract management handles the contract and agreements of the external staff while me as a finance department handle the payment of internal. In order to know whether the external staffs are liable for the bonus, buyout, or other benefits that they get, I must work together with the contract management team to get the information.

4.0 SWOT ANALYSIS

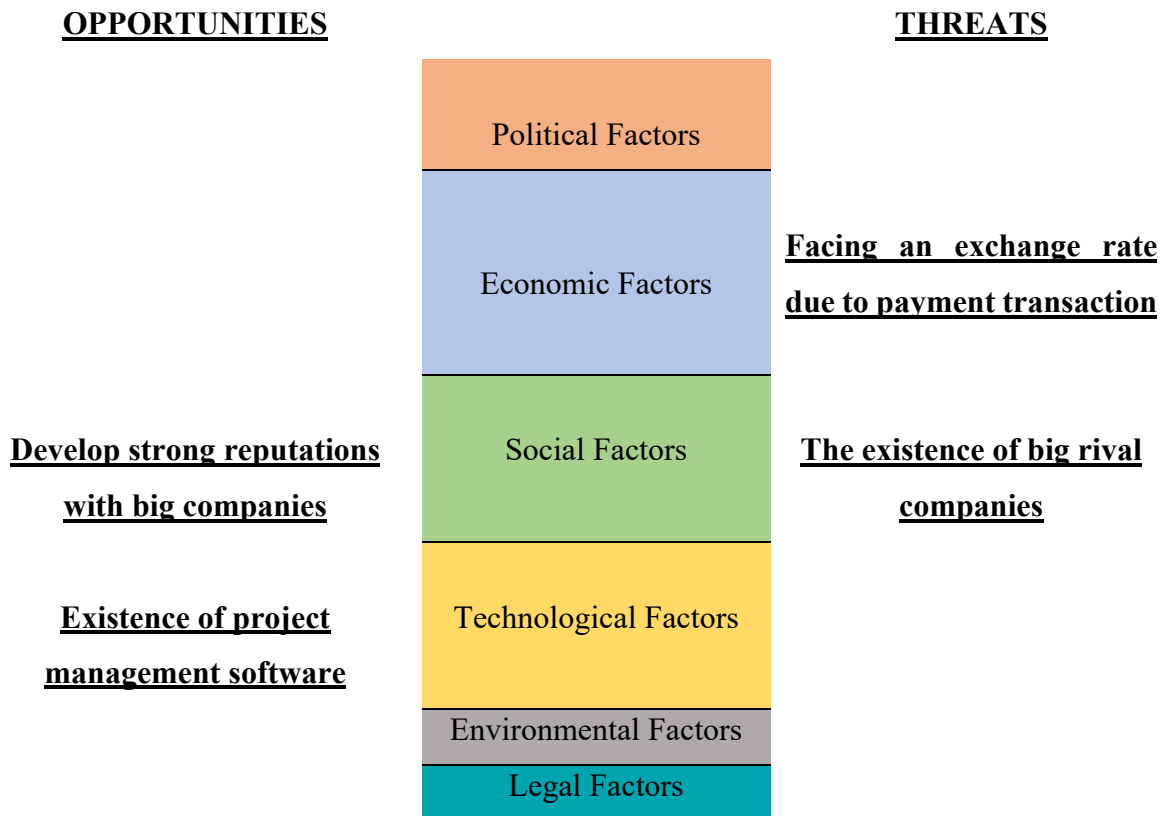
STRENGTHS	WEAKNESS
<ul style="list-style-type: none"> • Highly experienced and successful employees. • Working hours flexible and more benefits to the staff. 	<ul style="list-style-type: none"> • Lack of using social media for advertising the products or services. • Work from home and hybrid affect the job satisfaction among workers.
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Develop strong reputations with big companies. • Existence of own software – EPMPro. 	<ul style="list-style-type: none"> • Existence of big rivals companies in technology sectors. • Facing exchange rate due to payment transaction.

SWOT analysis is a method for evaluating a company's performance, competition, risk, and potential as well as that of any division, product line, industry, or other entity that the company may have. It can help organizations to understand all factors to determine what to do in the next step (KENTON, 2022).

External and Internal elements are evaluated through a SWOT analysis. SWOT analysis can help evaluate external factors and internal factors that can affect a business. External factors are factors that happen outside the company's control and the company can make appropriate adjustments to its marketing strategy. It is to make it more responsive to the external environment by paying attention to the external environment. There are five primary categories of external factors are Politics, Economy, Social, Technology, Environmental and Competitive factors. Internal factors referred to everything within the company and under the control regardless of whether it is tangible or intangible. These factors have been identified, they are categorized into the company's strengths and weaknesses. A factor is considered strong if it has a positive impact on the business.

4.1 External Factors

Prior to performing a SWOT analysis, a PESTEL analysis of external factors was required. Management teams can analyze and keep track of the variables that affect an organization's threats and opportunities by using a Pestel analysis.



4.1.1 Opportunities

Opportunities are beneficial external factors that might provide a company with a competitive advantage. They generally result from situations that occur outside of your company and require consideration of potential future events. They might appear as a result of advancements in the market you service or the technologies you employ. The capacity of your business to compete and seize market leadership depends significantly on your ability to recognize and seize opportunities.

The opportunities for eCEOs are to **develop strong reputations with big companies**. In general, the vision of eCEOs is to be one of the most innovative technology companies in Malaysia. In this era of globalization, the uses of technology are expanding rapidly because we now depend on sophisticated tools or software to help us do a job. With the sophistication of the software and skilled employees in the company, eCEOS has managed to get projects from large companies because we get the trust from them to handle the project. As evidence, the company gets more projects from Petronas which is the largest oil and gas company in Malaysia, TNB, Sirim, Telecommunication companies, and other sectors companies.

Next, the opportunities for eCEOs are the **existence of project management software** which is EPM-PRO. EPM-Pro is a powerful digital collaborative project management software for effective project tracking and management. The software is created for easier to planning and scheduling of the work. The client project's current state is displayed in our customizable project dashboard, which is always up to date with the most recent team updates. Only with one click, EPMPPro enables clients to see right away how their tasks, team, and projects are progressing. By using EPM-Pro it will reduce time consuming in reporting the task to the manager. EPMPPro makes it simple to update tasks and status. Whether using a desktop or a smartphone, your staff can easily stay updated on their work and progress. It can attach files, post comments, or even like discussions and assignments to keep project communications more efficient and organized (eCEOs, EPM-Pro, n.d.).

4.1.2 Threats

Any unfavourable circumstance in the environment of an organization that could harm its strategy is considered a threat. A barrier, restriction, or anything external that could lead to issues, harm, or damage is a potential threat.

Firstly, the threats in the eCEOs are **the existence of big rival companies**. According to an article from Indeed, competitive rivalry is an external factor that affects organizations in that particular field in a variety of ways either it is positively or negatively. Competitive rivalry or industry rivalry can take many different forms depending on the resources available to the businesses engaged (Indeed, 2021). The eCEOS have a rivalry because of they are Competitors the eCEOs are companies that have offered the same service, namely business consultant and project management. Among the rival companies of eCEOS are AMK Technology Berhad, Virtual Calibre, Lavu Tech Solutions, Tech Solutions and Development, and others.

Secondly, it is **facing an exchange rate due to payment transaction**. Exchange rate fluctuations affect not only multinational companies, large companies and businesses that trade on international markets, but also small and medium-sized enterprises, including those that only operate in their home country. The eCEOs Sdn Bhd operates not only in Malaysia but also outside the country such as Singapore and Indonesia. They have more than 100 resources (external staffs) that work with them and all resources are around the world such as Singapore, India, Indonesia and Philippines. In term of payment, we not only make a payment use MYR currency but also in SGD, INR, IDR and PHP currency. It shows that sometimes the company will facing loss due to exchange rate when make a payment.

4.2 Internal Factors

SWOT analysis is done after conducting a PESTEL study to determine the opportunities and threats. Now we can determine the internal factor of the organization. The organization's strengths and weaknesses will be determined by this element.

4.2.1 Strengths

Firstly, for internal factors, we start with strengths that show a skill or ability that the organization can utilize well to accomplish its goals. The strength of The eCEOs Sdn Bhd is **the high experience and successful employees and resources**. Successful employees are a valuable asset for any company since they contribute significantly to the growth of a company's reputation and sustained improvement (NEW, 2019). A skilled employee of this company is someone who holds the necessary qualifications to perform their role, and consistently goes above and beyond in performing assigned tasks. They strive to provide excellent service to the client and ensure that all work is carried out carefully and fully committed to the task. In this company, they have internal and external workers that work together to carry out tasks given. Internal staffs means the employees that work in the company while external staffs (resources) are people that the company hired from outside to work on the project that they get. The lowest qualification for external workers that they accept are Diploma but they have more experience and related certificates to work. During the practical training, I managed to handle external workers from various projects. The company not only gets the project from Petronas but also from VPC, PERKESO, TNB, and other big companies. In the Petronas project, the company has 84 resources that work with them and do not include yet other project resources that totally overall have more than 100 resources to handle. It shows that the company gets more projects from the big company because they have high experience, skills, and successful workers.

Secondly, the strengths of eCEOs are the **working hours flexible and more benefits to the staff**. Flexible working refers to a type of employment that allows for some flexibility in the period of time, place, and time that individuals work. Working time starts from 8.30 am to 5.30 pm and they work from Monday until Friday every week. The company offers flexible work schedules to help employees effectively manage their personal and professional life. Flexible scheduling helps in increasing productivity and may raise employee job satisfaction. Other than that, the indirect and non-cash compensation provided to an employee is known as

employee benefits. Employees receive these benefits along with their wages and salaries. They are also known as fringe benefits, and they are provided to attract and retain employees (CIRCLE, 2022). The company also give more benefits to the staff such as Annual Leave, Replacement Leave, Medical Leave, Wedding Leave, Compassionate leave, Team Building, Maternity or Paternity Leave, Monthly Claim and others.

4.2.2 Weakness

W in a SWOT analysis stands for weaknesses which are restrictions, faults, or defects that will prevent it from attaining its goals. Weaknesses are negative internal factors that affect your organization's success. Firstly, the weakness of eCEOS is **lack of using social media for advertising the products or services**. In this era of globalization, social media is very important to us because everyone uses social media these days. The example of social media is Facebook, Twitter, TikTok, Instagram or professional such as LinkedIn which many people use. Social media is significant because it gives businesses like yours a platform to interact directly with their target market and turn them into clients. The company does not use social media to promote their product or services. It is because they just use their websites to tell what the specializes of their products. The Facebook platform were last updated by them in 2019 while on Twitter the latest update is in 2015. We can see that they do not emphasize the use of social media to promote their product and services to get more projects. It is because they always get the project by joining the tender at big companies.

The second weakness are **work from home and hybrid affect job satisfaction among workers**. Working from home (WFH) indicates an employee who is working from their home, apartment, or other places of residence as compared to the workplace. Many companies have a WFH policy known as a remote work policy. It allows their staff to work from home either full-time or only at times that work best for them. Most of these policies started after our country was hit by the Covid-19 pandemic. When covid-19 hit it caused the government to initiate movement control in each district or state and only the head of the family can leave the house to buy necessities. During movement Control Orders (MCO) happens, many companies are affected because they cannot do work in the company. Therefore, many companies have started a work-from-home policy to allow businesses to run smoothly. WFH is also one of the reasons in the weakness section because it may occur some employees not to be satisfied with it. It's because people who work at home mostly don't do their jobs during working hours. They will mix working time with personal time such as cleaning the house, cooking, taking care of children and so on. It will affect team members because the time to work is not same.

5.0 DISCUSSION AND RECOMMENDATIONS

STRENGTH

- i. Highly experienced and successful employees.
 - The eCEOs Sdn Bhd consists of competent and skilled employees who can manage projects well. All the employees have a higher level of education and it shows every project that they get will be done well. They will work in groups and divide the work according to their respective departments. For example, when they get the project from the client the team from the Business Analytics department will meet the client to know what requirements they want. The team will listen and take notes carefully to avoid a mistake. It is because when they get the details about the project, they will pass the details to the Technical Analysis teams. It shows that the company has a team spirit to complete the task. Therefore, the company should reward those who work hard to complete the project by giving a bonus or award to the staff that is involved in the project. The higher management always monitors and ensure their subordinate do work properly to satisfy the client.
- ii. Working hours flexible and more benefits to the staff.
 - Create a process for flexible working with clear roles and obligations for staff, line managers, and HR. Benefit that company given can make employees happier and more enthusiastic to continue working in this company. This shows that most of the employees here are employees who have been working at The eCEOs Sdn Bhd for more than 5 years. Therefore, the company should maintain the benefits that have been given and appreciate the employees who work hard to carry out their responsibilities to ensure The eCEOs are the leading innovative technology company.

WEAKNESS

- i. Lack of using social media for advertising products or services.
 - Billions of people use social media to communicate and share information. Social media gives the organization the opportunity to interact with clients, get their opinion, and build product awareness. Compared to its rivals, the Madinah group is a bit behind on this trend. It is because they do not use social media to attract clients, I can see this throughout their Facebook and Twitter (Florida, n.d.).

I am recommending that eCEOs use social media platforms more actively in order to boost awareness and sales. It is because nowadays people use social media to get more information that we can find out the prospects. The company should always update the current activities or projects that they get. By doing this, they can gain the trust of a new client. Using media platforms such as Facebook, Twitter, or Instagram, the client can learn about the company's development or learn more about the company's business. They do not need to go to the website to find out what activities we are running because, with the social media platform, we can attract more clients to join the business.

- ii. Work from home and hybrid affect job satisfaction among workers.
 - WFH affect the satisfaction among employees that work at the office because they may feel that they do more work than employees who work from home. When some staff starts to WFH or hybrid there will be less communication among the team members and employees are distant and less apparent to their line manager. So line managers should implement it by always having physical or virtual meetings to find out the problems they face and want to tell. The boss must be able to properly delegate the responsibilities of his subordinates. It is important that each employee is responsible for their specific area of work.

OPPORTUNITIES

- i. Develop strong reputations with big companies.
 - Always do the given project diligently and complete it on time. Always maintain a good relationship with the client so that we will get the next project. The reputation of the company is the most crucial factor because it has an impact on everything. If we took a good care reputation with the client, it can benefit to us such as more business opportunities, a better selection of prospective employees, and higher company value. (Campbell, 2022)
- ii. Existence of own software – EPMPro
 - I recommended that the company should encourage product and service innovation. Firms can gain profits by developing unique products and services and introducing them before competitors. So, the products should be improving the work and input required to accomplish an objective. It is often important for a company's reputation and for continued success. Next, the company also should advertise the product out there so that many people can know the advantages of the company's software. It can increase the number of clients and also the company's profit will increase. If more people know that EPM-Pro can make it easier for them to do work without having to supervise for 24 hours, they will definitely be attracted to this software.

THREATS

i. The existence of big rivals companies

- Competition in the industry is common even though there are many people already selling product A, that does not mean we cannot sell the product. Therefore, the business owner should always find a way to be relevant in the market and not lag behind their competitors. Always release a new version of the product so that our product or service is different from competitors out there. Always produce products or services that can attract customers and are always up to date with current technology.

ii. Facing exchange rate due to payment transaction

- We cannot avoid charges that are applied during the exchange rate process. Therefore, we can avoid the charges being large amounts. For example, if we pay on a public holiday in the country, so the excess charges will be applied. Therefore, the company must identify every public holiday for every country in which we want to make a payment. The company also must understand the currency conversion and interbank charge rate.

6.0 CONCLUSION

In conclusion, The eCEOs Sdn Bhd has become a leading company in the technology sector. This is because this company has gained the trust of many parties to manage the project. This company experienced a crisis in 2016 and had to lay off several people. However, with the persistence of dedicated and committed employees, this company can become one of the best companies in Malaysia. This can be seen from their clients because most of their clients are from the largest blue chips companies and organizations.

However, The eCEOs Sdn Bhd needs to maintain the strength they have or add more welfare for staff. This can encourage staff to do a good job. For the weakness of the company, the owner himself must take care of all the weakness of the company so that the company can run operations well. Although this problem seems like a small thing, but a small thing if left for a long time will become a big problem.

Last but not least, this company has given me the opportunity to gain a lot of knowledge in the field of finance. This is because I have learned a lot such as dealing with clients, making invoices, bank reconciliation, and to be more precise I have learned a lot in managing accounts payable and accounts receivable.

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8.0 APPENDICES



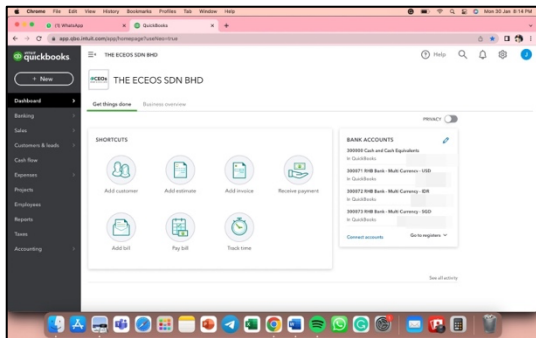
Team Building at Cherating



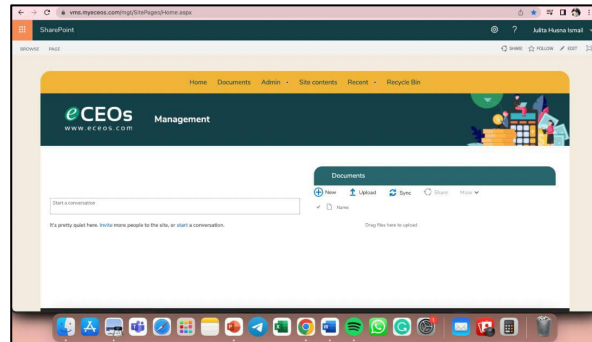
Dinner with staff eCEOs



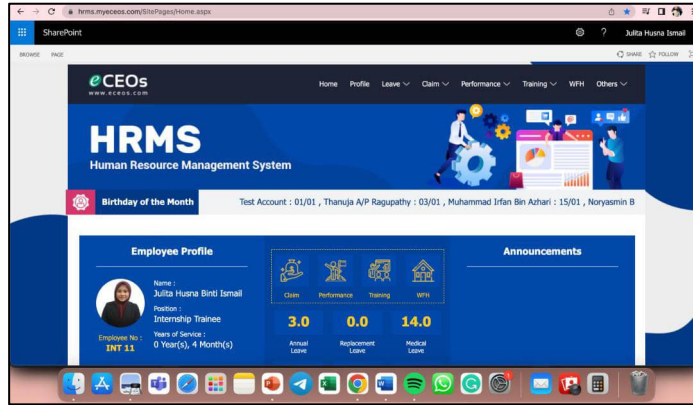
Onboarding session with new resources.



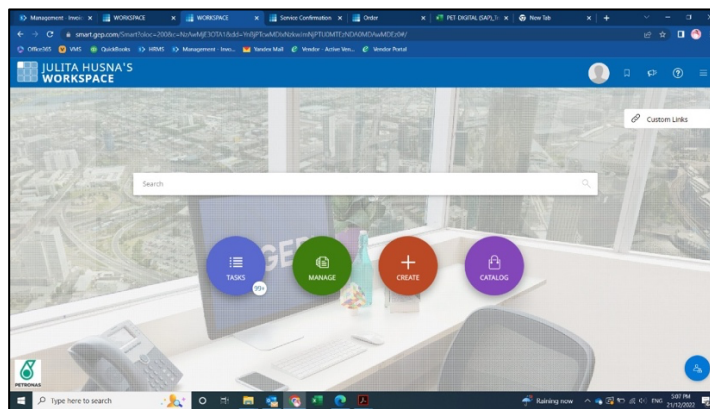
QuickBooks to record payment



VMS portal to record invoice and timesheet



HRMS portal to apply for leave and know information about the company.













SMART GEP :- Petronas system billing invoice to Petronas, Service Confirmation and send Purchase order to vendor.

Document Information

Analyzed document	INDUSTRIAL TRAINING REPORT - JULITA HUSNA ISMAIL_RBA2426B.pdf (D157270460)
Submitted	2023-01-29 18:42:00
Submitted by	
Submitter email	julitahusna87@gmail.com
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Sources included in the report

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