

PENANG PORT SDN BHD

Industrial Training Report
Semester October 2023 -
February 2024

SWOT ANALYSIS OF PENANG PORT SDN BHD

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EXECUTIVE SUMMARY

During my six-month internship at Penang Port Sdn Bhd, where I served as a Strategy and Risk intern, the experience proved to be a valuable learning opportunity. The organization served as an insightful learning ground, presenting numerous chances for me to grasp the intricacies of the corporate work environment. Engaging in diverse training courses and participating in corporate meetings significantly contributed to my comprehensive understanding of the company's operations.

One of the highlights of this internship was the active involvement in handling diverse programs, contributing significantly to the development of my leadership, project management, communication, and planning skills. This hands-on experience was not only fulfilling but also instrumental in shaping my career growth.

In addition to my practical experiences, I conducted a SWOT analysis of the company, scrutinizing its strengths, weaknesses, opportunities, and threats. This helped me understand what the company is good at, where it can improve, what opportunities it has, and what challenges it might face. This analysis improved my skills in thinking strategically and analyzing situations. It also gave me insights into how the company operates and what factors affect its success. Overall, it made me better at making decisions and understanding the business world.



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COMPANY PROFILE



NAME, LOCATION AND BACKGROUND

Penang Port Sdn Bhd, located in the state of Penang in the north-west of Peninsular Malaysia, holds the distinction of being the oldest and longest-established port in the country. Functioning as the primary gateway to the Northern region of Malaysia and Southern Thailand, it serves the basins of the Straits of Malacca and the Gulf of Bengal. As per the privatisation agreement initiated on December 31, 1993, Penang Port has been entrusted with operating, managing, and providing operational facilities and services in the Port of Penang since January 1, 1994. Positioned strategically in Penang, it significantly contributes to the Indonesia – Malaysia – Thailand Growth Triangle (IMTGT), fostering private-sector-led economic growth and addressing complementarities within the sub-region. Specializing in handling conventional cargo, particularly Break Bulking, Dry Bulking, Liquid Bulk Cargo, and Dangerous Goods (DG), Penang Port's North Butterworth Container Terminal (NBCT) gained Free Commercial Zone (FCZ) status on February 1, 2021. This designation positions Penang Port as a focal point for shipping and transshipment activities, aiming to capitalize on its FCZ status to facilitate container transshipment between the Bay of Bengal and the Far-East, further enhancing its regional significance.

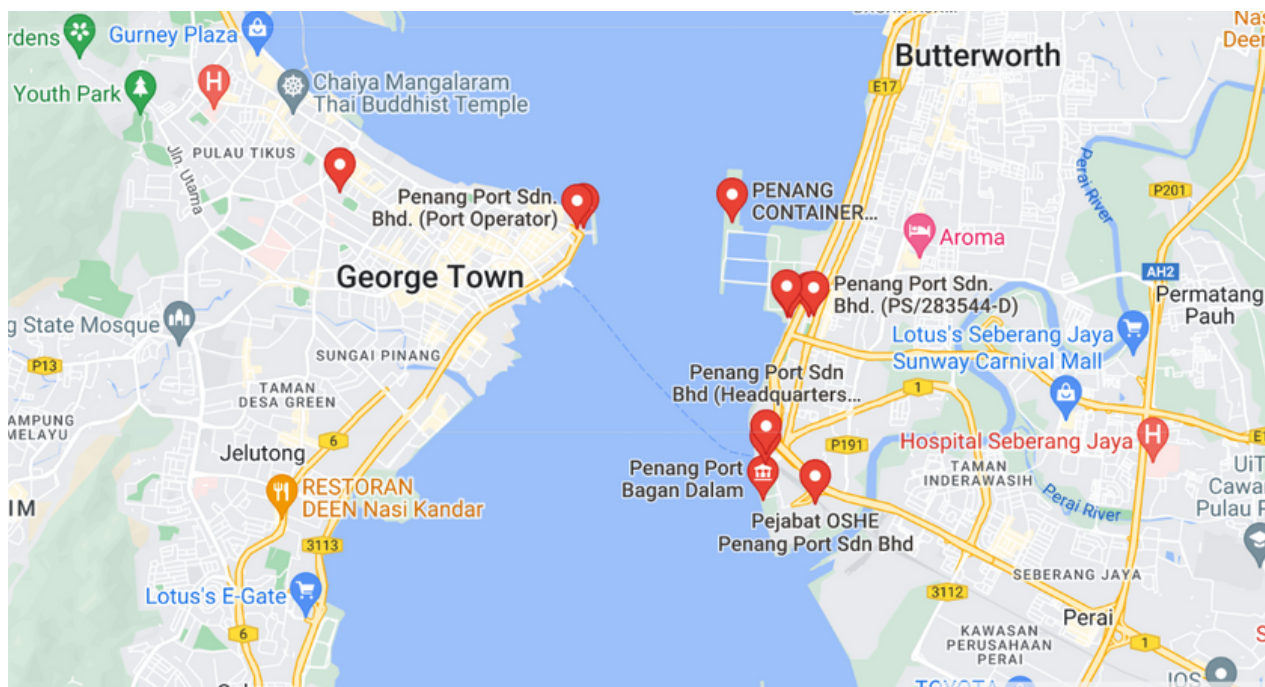


Figure 2: Penang Port Sdn Bhd Location

Company	Penang Port Sdn Bhd
Address	Level 5, 5130 Terminal Penang Sentral, Jalan Badan Dalam, 12100 Butterworth, Pulau Pinang
Email	info@penangport.com.my
Phone	04-3752400
Website	www.penangport.com.my