



UNIVERSITI  
TEKNOLOGI  
MARA

Fakulti  
Pengurusan  
dan Perniagaan

**MB Inc.**  
PERAK  
PERBADANAN MENTERI BESAR



AMANJAYA HOLDINGS & VENTURES  
A WHOLLY OWNED SUBSIDIARY OF MB INC. PERAK

# INDUSTRIAL TRAINING REPORT

**AMANJAYA  
HOLDINGS &  
VENTURES  
SDN. BHD**

**1 SEPT 2023 – 9 FEB 2024**

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# EXECUTIVE SUMMARY

The Human Resources Internship course (HRM666) provides students with hands-on, practical experience in their selected field or business. Interns can apply the knowledge and skills gained from their academic coursework to handle real-world tasks and projects. The objective of this study is to carry out a PESTEL analysis to assess the company's strengths, weaknesses, opportunities, and threats (SWOT).

This internship report contains a comprehensive overview of the valuable professional experience I gained from September 1, 2023, to February 9, 2024, in my position as a Human Resources intern at Amanjaya Holdings and Ventures Sdn. Bhd. Amanjaya Holdings and Ventures Sdn. Bhd. is a main subsidiary of Menteri Besar Incorporated (MB Inc.) Perak. The goal of this organization is to develop and oversee various specialized industries, including Natural Resources, Properties, Renewable Energy, Leisure and Hospitality, and Trading.

This report will outline the specific duties and responsibilities that were delegated to me throughout the six months when I took part as an internship student. In addition, I will present a comprehensive evaluation of the intrinsic and extrinsic benefits obtained during my internship with this organization. Lastly, the discussion will encompass the SWOT analysis, including the PESTEL factors, and provide recommendations to improve the performance of Amanjaya Holdings & Ventures Sdn. Bhd.

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## 2.0 COMPANY'S PROFILE

### 2.1 COMPANY NAME, BACKGROUND & LOCATION



**AMANJAYA HOLDINGS & VENTURES**  
A WHOLLY OWNED SUBSIDIARY OF MB INC. PERAK

MB Inc. was formed under the Menteri Besar Incorporated Enactment 1951. Acts as diversified mineral development, property development and viable strategic industries holding arm for the state of Perak in Malaysia. Being mandated to drive shareholder value creation, attain efficiency gains and enhance corporate governance. MB Inc. is essentially empowered as the State Government's interest holder in re-emerging industries and markets.

MB Inc. established **Amanjaya Holdings & Ventures** as its main subsidiary to manage and supervise specialist companies operating in a certain field. The categories encompassed are Natural Resources, Properties, Renewable Energy, Leisure & Hospitality, and Trading. These specialized businesses are overseen by highly skilled local professionals and knowledge workers from many fields, working together cooperatively to achieve a shared objective: unleashing the untapped potential of Perak and fostering dynamic economic growth for the state. (MBInc., About Us, n.d.).

#### **OPERATION HOUR**

**Monday – Friday: 9:00 a.m - 6:00 p.m**

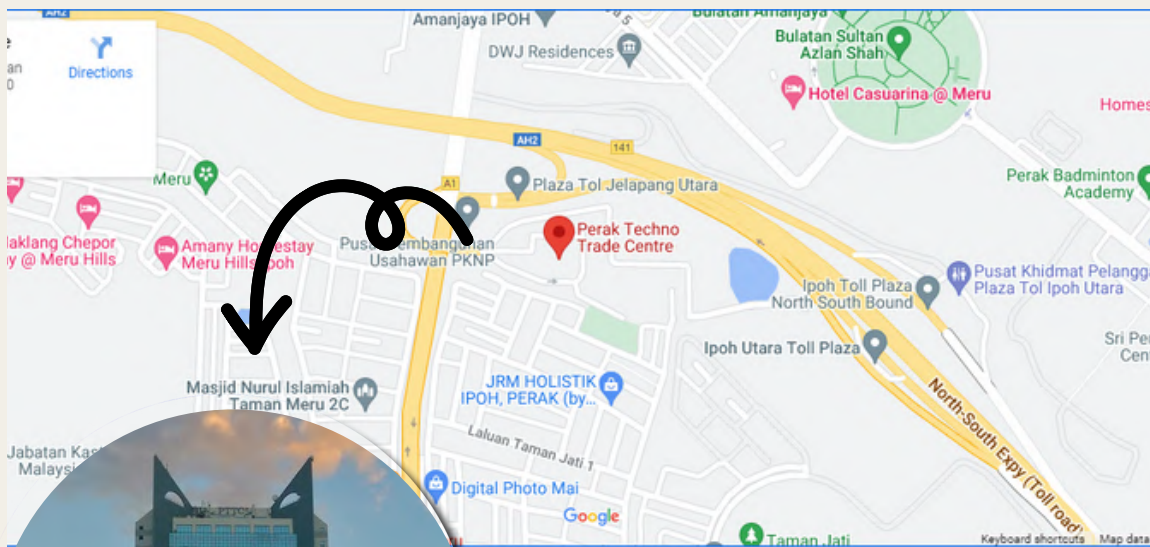
#### **CONTACT**

**+05-5291001/1002**

#### **INFORMATION**



# LOCATION



The headquarters of Menteri Besar Incorporated (MB Inc.) Perak is located at Level 16, Perak Techno Trade Center (PTTC), Bandar Meru Raya, Off Jalan Jelapang, 30020 Ipoh, Perak Darul Ridzuan, Malaysia.

In addition to level 16, this company also has offices on level 9 and level 18. The level was segmented into various departments and their subsidiaries. During my industrial training, I was initially assigned to Level 9 for the first 3 months and then relocated to Level 18 for the remaining 3 months.

## 2.2 COMPANY VISION, MISSION, OBJECTIVE & GOALS

### VISION

To be the leading value creating entity driving sustainable mineral development, responsible property development & viable strategic industries.

### MISSION

- To be a dynamic corporate entity driven by a high performance and integrity culture.
- To be the preferred partner of choice built on mutual trust and determination toward success.
- To be a progressive employer that creates a fulfilling and rewarding environment for continuous talent growth.



To be the key catalyst for Sustainable Responsible and Balanced Growth.



- To add-value
- To give benefits and
- To improve well-being of stakeholders, including the communities and Perak's State Government.

## 2.3 CORE BUSINESS



### SUSTAINABLE MINERAL DEVELOPMENT

MB Inc. ensures returns to the state economy and socioeconomic wellbeing of the people while safeguarding the environment and local community.



### RESPONSIBLE ASSET DEVELOPMENT

MB Inc, strives for progress in a responsible manner in order to bring about perpetual benefits that last for generations.



### INNOVATIVE RESOURCES DEVELOPMENT

MB Inc. ventures into new business in strategic industries / sectors with high potential of returns.

## 2.4 CORE PURPOSE



Unlock value from marginal/idle land



Effectively manage State Mineral Resources (SMR)



Generate greater wealth for state's economy & socioeconomic



Catalyst for new streams of income that benefit the State



Bridge between Government & Private sector

## 2.5 STRATEGIC THRUST



To create Profitable, Liquid & Sustainable Operations

**CORPORATE**



To unlock values of State assets & maximize return on investment

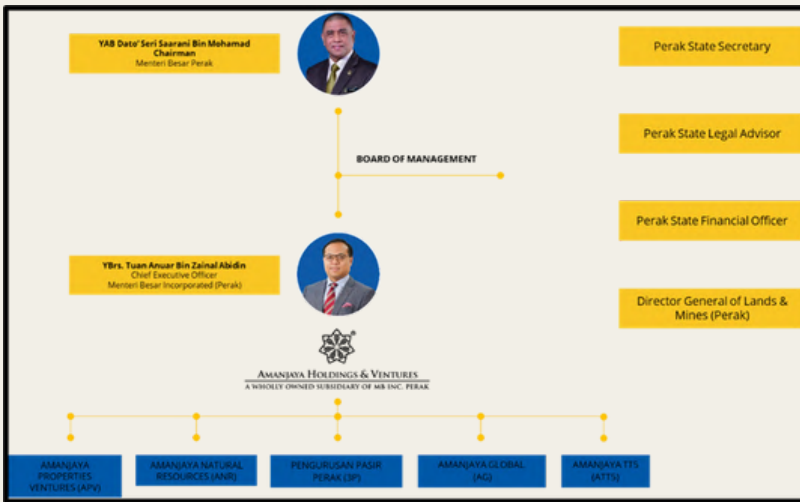
**DEVELOPMENT**



To contribute towards State's socioeconomic development

**SOCIETY**

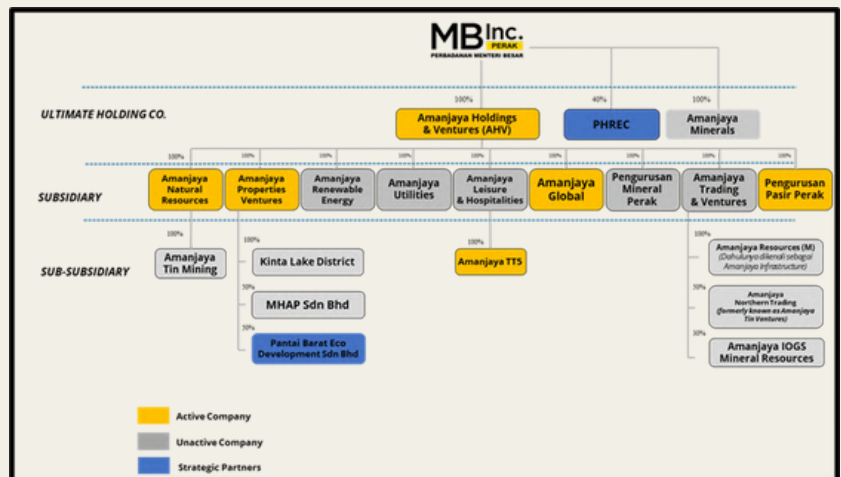
## 2.6 ORGANIZATIONAL STRUCTURE



The Board of Management is a strong centre of vision and expertise, led by Dato Seri Saarani bin Mohammad, who is also the Chairman and Menteri Besar of Perak.

This group of prominent individuals, led by the Director General of Lands and Mines (Perak), the State Secretary, the State Legal Advisor, and the State Financial Officer, organizes management and makes important decisions. Tuan Anuar bin Zainal Abidin, in his role as the Chief Executive Officer of Menteri Besar Incorporated (Perak), oversees the activities of the company, which encompasses Amanjaya Holdings and Ventures Sdn. Bhd. and its subsidiaries.

The organizational structure indicates that Amanjaya Holdings and Ventures Sdn. Bhd (AHV) was a major subsidiary of Menteri Besar Incorporated (MB Inc.) Perak.



The AHV comprises five operating subsidiaries and four inactive subsidiaries. Each subsidiary has its own distinct function and objective to ensure the smooth and efficient operation and activities. This well structured framework represents a hierarchical strategy, fostering collaboration and innovation among the diverse sectors that showcase Perak's growing environment (MB Inc., An Overview).



## 2.7 COMPANY SUBSIDIARIES (SERVICE OFFERED)

# 1.

### AMANJAYA NATURAL RESOURCES (ANR)



Amanjaya Natural Resources (ANR) is the subsidiary entrusted to ensure the continued interest and exploration of investment opportunities related to Perak's priority sector which is Minerals Development.

### AMANJAYA PROPERTIES VENTURES (APV)

Amanjaya Properties Ventures (APV) is the subsidiary tasked with unlocking Perak's inherent value in the property sector via strategic initiatives encompassing joint ventures and granting of concession or development rights.

# 2.



# 3.

### PENGURUSAN PASIR PERAK (3P)



Pengurusan Pasir Perak Sdn. Bhd. (3P) is the subsidiary mandated to oversee and manage sand extraction activities in the State – in collaboration with related federal and State government agencies.

# 4.

## AMANJAYA GLOBAL (AG)

MB Inc. is entrusted by Perak State Government to take over in managing a completed hazardous waste facility containing Natural Occurring Radioactive Materials (NORM). Its main objective is to manage, supervise and maintain a completed permanent low-level radioactive waste facility in Mukim Belanja, Perak. Aside of radiation safety, occupational safety and health requirements and excellent risk management practises are also implemented as part of the monitoring, maintenance and supervise this radioactive waste facility.



# 5.

## TANJUNG TUALANG TIN DREDGE NO. 5 (TT5)



MB Inc. undertakes the rehabilitation and restoration of the 84-year-old Tanjung Tualang Tin Dredge No 5 (TT5), the last remaining tin dredge in Malaysia, to be turned into a tourist attraction in Perak.

# 3.0 TRAINING REFLECTION

## 3.1 DURATION OF INTERNSHIP AT AHV



Day	Working Time	Lunch Break	Total Hours
<b>MONDAY - THURSDAY</b>	9:00 am - 6:00 pm	1:00 pm - 2:00 pm	8 hours
<b>FRIDAY</b>	9:00 am - 6:00 pm	12:30 pm - 2:30 pm	7 hours

My internship with Amanjaya Holdings and Ventures Sdn. Bhd start on 1st September 2023 until 9 February 2024, equivalent to 24 weeks. Moreover, Amanjaya Holdings and Ventures Sdn. Bhd follows a structured workweek, with operations scheduled from Monday to Friday. The working hours on Monday through Thursday extend from 9:00 a.m. to 6:00 p.m., with a one-hour lunch break from 1:00 p.m. to 2:00 p.m. This results a total of 8 working hours per day. However, Fridays have a slight modification in the schedule, with operations from 9:00 a.m. to 6:00 p.m. and a longer lunch break of two hours, lasting from 12:30 p.m. to 2:30 p.m., resulting in a 7-hour workday.

This structured timeframe is designed to mimic real-world working conditions, ensuring that I will be exposed to the rigors and demands of a professional environment. The variation in Friday's schedule also provides a unique perspective, introducing to the adaptability required in the business world.

## 3.2 DETAILS

### 3.2.1 DEPARTMENT

## HUMAN RESOURCES & ADMINISTRATION



Throughout my industrial training at Amanjaya Holdings & Ventures Sdn. Bhd, I was assigned to the Human Resources and Administration department. I have been appointed as a receptionist at two separate levels: Level 9, commencing from the beginning of the internship period, 1st September 2023 until 4th November 2023, and Level 18, from 6th November 2023 until the end of the internship period on 9th February 2024. The department located on Level 9 consists of the Senior General Manager's (SGM) Office, Land Administration Department (LAD), Tanjung Tualang Tin Dredge No.5 (TT5), and Amanjaya Property Ventures (APV) meanwhile on Level 18 consist of Chief Operating Officer's (COO) Office, Amanjaya Natural Resources (ANR), and Pengurusan Pasir Perak (3P).

### 3.2.2 ROLES AND RESPONSIBILITIES

My industrial training at Amanjaya Holdings and Ventures Sdn. Bhd. began on September 1st, 2023. I have been designated the role of a receptionist, on both Level 9 and Level 18. Being a receptionist is an essential role in an organization, since it acts as the initial point of contact for visitors, clients, and other stakeholders. Therefore, the receptionist plays a crucial part in establishing a favorable and professional impression for the company, since they are typically the first point of contact for individuals visiting the premises or reaching out to the organization.

Below are my roles and responsibilities as a receptionist at Level 9 and Level 18.

## Greeting & Directing Visitors

I am responsible for greeting and welcoming visitors to the office or facility. I aim to create the first impression of the company by providing a friendly and professional greeting. Furthermore, I guide visitors to the relevant individuals or departments, ensuring a smooth and organized entry process.



## Answering & Managing Phone Calls



In my role as a receptionist, I manage incoming phone calls, directing them to the appropriate personnel or departments. Additionally, I may offer fundamental information about the company's products, services, or operational hours. Effective telephone management is essential for sustaining efficient communication within the organization.

## Mail & Package Handling

In my role within the receptionist department, I am frequently responsible for overseeing the handling of both incoming and outgoing mail and packages. This encompasses tasks such as receiving and distributing mail, as well as coordinating the delivery or shipment of packages.



## Appointment Scheduling



I often handle the task of scheduling appointments and overseeing the organization's calendar. This involves coordinating meetings, conferences, and other events, ensuring that the schedule is optimized for maximum efficiency.



## Taking Messages and Handling Correspondence



Responsible to handle correspondence by stamp received date to the correspondence letter received for Pengurusan Pasir Perak (3P), or send the correspondence to the third party and take note the important messages from third party and inform to the respective colleagues. Not only that, I also handling correspondence by sending to despatch person who will send the correspondence letter to the stated name and address.

### 3.2.3 ASSIGNMENT AND TASKS

As a practical student or receptionist at AHV, the most important task is to aid visitors and respond to incoming phone calls. Nevertheless, I have been handed another specific assignment and set of tasks. During the initial 3 months of my internship, I was assigned to Level 9. The task that I was assigned was creating a standard operating procedure (SOP) for Land Encroachment Management using Microsoft Word, as well as preparing a slide report for site monitoring of the Land Administration Department using Microsoft PowerPoint. In addition, I assisted in managing the conference room by providing refreshments before to the commencement of the meeting, as well as doing various administrative duties on Level 9.

Following a period of 3 months, I was relocated to Level 18. I have been assigned the responsibility of managing the collection and renewal of quarry stickers for individuals, specifically those with K2 and K3 stickers. Subsequently, I acquired the knowledge of operating photocopy machines to fulfill the document requirements of the 3P department. This includes printing labels for files, scanning newly received letters that have been approved by the COO and assistant general manager to be sent via email for internal attention, and making copies of quarry forms for submission. In cases where the lorry requires multiple stickers, such as quarry and K3 stickers, I am responsible for producing duplicate copies as there are two individuals in charge of the stickers.

In addition, I am also tasked with receiving new incoming correspondence for the 3P department. It is my responsibility for stamping a "received" stamp on each letter and then submit them to the Chief Operating Officer for record-keeping. The Assistant General Managers are then informed of the contents of the letter so that they can take appropriate action. Furthermore, the HR department has tasked me with creating a summary listing of the training program at Amanjaya Holdings and Ventures Sdn. Bhd for the years 2022 and 2023. Lastly, I have also been tasked with performing filing duties for the 3P department at the end of the year 2023, to be thereafter relocated to another storage location.

## 3.3 GAINS (INTRINSIC AND EXTRINSIC BENEFITS)

### 3.3.1 INTRINSIC BENEFITS

Intrinsic rewards refer to the incentives offered to the personnel of the company. An intrinsic reward refers to the internal satisfaction that employees experience upon successfully completing their jobs or projects. These incentives mostly consist of psychological benefits and are depend on an individual's efforts and skills. Intrinsic workplace rewards include pride in the job, respect from supervisors or colleagues, personal development, management trust, enjoyable tasks, a sense of accomplishment, acquiring new knowledge or skills in specific areas, allowing employees choose their projects, and being part of a team (Manzoor et al., 2021).

#### • **TRUST**

I have received intrinsic benefits in the form of trust from my colleagues, who allow me unrestricted access to the office printer, seek my assistance in troubleshooting printer issues, provide me with a complete set of stationery at my desk, and even communicate with me on excel formatting. Indirectly, this can enhance my productivity and boost my confidence when performing my task.



#### • **KNOWLEDGE**

During my industrial training, I have acquired extensive expertise in several aspects of the realworking world, such as practical experience, effective meeting management, correspondence handling, and more. Below are the knowledge I acquired during my industrial training.





**1**

### **Learn New Working Environment**

I have learned a new working environment, where administration and human resources department was treated me as a staff not as a practical student. This can be seen when En. Faliq, senior executive of Land Department, giving me real task of employees without show me on how to do it and I need to find out by myself.

**2**

### **Learn in Handling Correspondence**

My responsibility as a receptionist includes handling all forms of correspondence. I learned how to fold the letter in order to ensure that the name and address are legible through the translucent plastic of the MBInc. envelope. Not only that, I also have learned to stamp with Pengurusan Pasir Perak (3P)'s received date every time I received the letter for 3P department.

**3**

### **Learning in Handling Confidential Information**

As the document that related with Human Resources such as Performance Appraisal are considered confidential, I have learned in handling the confidential information where I am responsible to not disclose any information to other colleagues.

**4**

### **Learn in Using Photocopy Machines**

Increase domestic resource mobilization through effective taxation, improve public financial management, and reduce illicit financial flows.

## **TECHNICAL SKILLS RELATED TO WORK**

During my industrial training, I enhanced my technical skills by engaging in tasks directly relevant to my everyday work, such as improve typing, organizing files, managing administrative duties, refining Microsoft Office proficiency, and documentation skills. The following are the technical skills that have been enhanced through my industrial training.

**1**

### **Improve Typing Skills**

During my industrial training, I need to preparing ad hoc document which needed urgently by En. Tun from Senior General Manager (SGM) Office, I need to always type in faster way to complete the document quickly. This has improved my typing skills that I have learned from my studies as I need to type in faster way.

2

### **Improve Filing Skills**

End of the year 2023, I had provided support to the administration department of Pengurusan Pasir Perak (3P) in the management and disposal of files. This involved implementing various procedures such as document filing style, document arrangement, and document type. Due to the manual process of document storage, these filing skills enable me to organize the files in 3P, ensuring that the confidential files remain secure while facilitating the retrieval and reference of other files.

3

### **Improve Administrative Skills**

By completing the site monitoring report and Standard Operating Procedure, I have implemented administrative skills that I have acquired during my studies in the context of my industrial training. These consist of the letter's format, the appropriate font and size, and the wording structure. Thus, my administrative abilities have been enhanced, as I consistently engaged in such tasks throughout my industrial training.

4

### **Improve Microsoft Office Skills**

I have been completing my daily tasks with Microsoft Office applications such as Microsoft Word, Microsoft PowerPoint, Microsoft Excel, and PDF throughout my industrial training. My proficiency in Microsoft Office has enabled me to efficiently accomplish my daily responsibilities due to my knowledge with its functions. It has also assisted me in enhancing my proficiency with Microsoft Office, as I have been utilizing functions that I had not previously utilized. In addition, I have instructed or shared with other staff members specific Excel formatting and ways to convert Microsoft Word to PDF directly. These have simplified matters for other personnel utilizing Microsoft Office.

## **SKILLS RELATED TO PERSONAL DEVELOPMENT**

1

### **Communication Skills**

Due to the fact that my daily responsibility involved communicating with staff, third parties, and visitors of Amanjaya Holdings and Ventures Sdn Bhd, communication is essential for ensuring that information or messages are conveyed effectively and to prevent misunderstandings. By acquiring knowledge in areas such as managing appointments, answering incoming calls, conducting meetings, and accomplishing tasks, I have enhanced my communication abilities.

2

### **Confidence Skills**

My confidence abilities have developed as a result of my routine and everyday task of communicating and working with internal and external parties, when previously I would feel frightened and nervous when meeting new individuals. However, since my job involves interacting with them on a near-daily basis, I no longer experience fear and anxiety. In fact, I am now comfortable providing explanations to transporters who want to collect their stickers in case a problem appears.

3

### Professionalism Skills

Throughout my industrial training, as the receptionist, I will serve as the initial point of contact for guests and hold an important role in establishing a favorable and professional image of the organization through both appearance and behaviour. My professionally abilities have been enhanced, and I have acquired the ability to manage difficult situations with calm and retain control even in high-pressure situations.

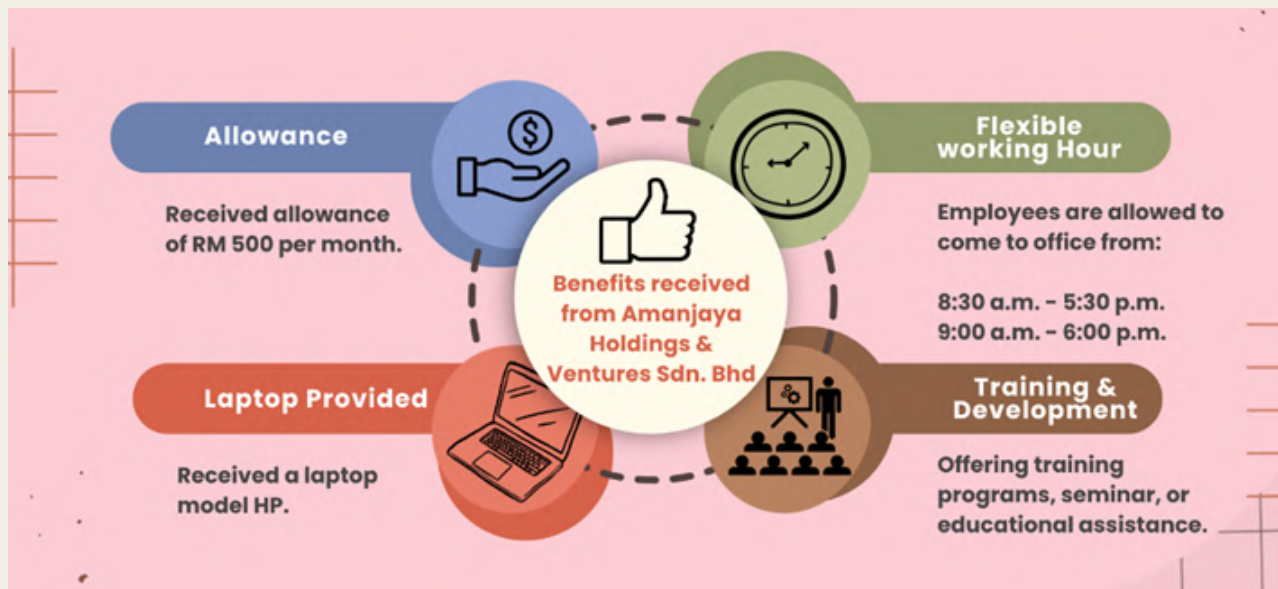
4

### Time Management Skills

As I am receptionist, time management is very important where I need to make sure that I always be punctual and need to handle multiple tasks efficiently. This skills really help me to prioritize my responsibilities and meet deadlines by ensuring that daily tasks are completed in a timely manner.

## 3.3.2 EXTRINSIC BENEFITS

According to (Alimawi & Muda @ Ismail, 2022), extrinsic benefits refer to financial or tangible rewards provided to employees, such as salary increases, bonuses, incentives, rewards, promotions, and job stability. Extrinsic benefit refers to a tangible reward that is given to you in the form of a physical thing upon the completion of a task (N. Khan et al., 2017). During my industrial training at Amanjaya Holdings and Ventures Sdn. Bhd., I have gained some external advantages. Here are the extrinsic benefits that I obtained from this company.



I have received an allowance every month of RM500 and have been provided with an HP laptop. In addition, this organization offers its employees the benefit of flexible working hours, allowing them to choose between two different options for their work schedule. The available choices consist of either coming to the office between 8:30 am and 5:30 pm or between 9:00 am and 6:00 pm. In addition, this organization provides a diverse range of educational support, along with opportunities for professional growth through events and seminars.

### 3.3.3 EXPERIENCE



Throughout my industrial training on a 24-week journey at Amanjaya Holdings and Ventures Sdn. Bhd. from September 1, 2023, to February 9, 2024, has been a transformative experience. The dynamic work environment, diverse responsibilities, and exposure to different departments have provided me with a comprehensive understanding of corporate operations and enriched my professional skills. Being a receptionist at Level 9 for the first three months was an interesting and challenging experience. Even though there were fewer clients and customers, the environment was still rather peaceful, and my duties went beyond those of a typical receptionist. My primary responsibility was to provide support to the Land Administration Department in carrying out SOPs and Land Monitoring Reports. This level of engagement facilitated my understanding of the complexities inherent in the organization's land management procedures.

Moreover, I worked closely with the office of the Senior General Department to help set up meeting rooms and make sure that communication flowed well. My responsibilities also included assisting guests in arranging meetings with the SGM. This feature improved my organizing abilities and gave me insightful knowledge about how important professionalism is while dealing with clients.

I fostered a sense of affiliation within the organization through my active participation in company programs conducted on Fridays. Through these events, I was able to learn more about the company's culture and principles in addition as fostering team building. My responsibilities shifted significantly as I progressed to Level 18, with a focus on Pengurusan Pasir Perak. I played an important role in helping transporters who attempted to renew their permits to enter the quarry. Due to the importance of following regulations, this position required a high degree of attention to detail.

In addition to renewing permits, I was heavily involved in filing tasks, which included organizing records for 2023 before transferring to other filing room. I also have gained experience in the records management where I assisted in creating the label for Administration Unit for Pengurusan Pasir Perak. This label is very important in order to save the document in related file, and easy to find the document whenever in need. Overall, the department was more efficient because of this methodical approach.

Through my time at Amanjaya Holdings and Ventures Sdn. Bhd., I had the opportunity to learn and develop personally. I have gained a deeper understanding of corporate operations and a broader skill set due to the different duties. Participating in corporate activities and gaining experience in other areas has enhanced my professional skills and broadened my perspective on the workplace. I feel much more prepared to handle the challenges of the corporate world and have learned invaluable lessons as I end this industrial training.

# 4.0 PESTEL ANALYSIS

## 4.1 PESTEL COMPONENTS

A PESTEL analysis is a systematic approach or instrument employed to analyze and manage the external environmental elements that influence an organization. The outcome of this analysis is utilized to identify potential threats and weaknesses, as well as strengths and opportunities, which can be taken into account or utilized in a SWOT analysis (Sheffield Hallam University, 2023). Additionally, the term PESTLE refers to an acronym that represents the six categories of macroeconomic factors in the model. These categories are Political, Economic, Socio-cultural, Technological, Environmental, and Legal (Buye, 2021)

## 4.2 IMPORTANCE OF PESTEL ANALYSIS

According to (Buye, 2021), PESTEL Analysis is crucial due to its ability to provide valuable insights into the business environment, enabling individuals to identify opportunities and mitigate threats. This enables the company to understand the context in which it operates. It enables the organization to leverage data in alignment with the strategic direction and establish goals that will facilitate the achievement of the business's purpose and vision. By conducting analysis, the organization may identify the crucial aspects and factors, develop action plans, and set objectives to improve performance. By generating information, it enables the business to strategically plan and assess its operations to attain improved performance metrics. This tool enables the assessment of the current environment and any future modifications that may arise. It facilitates the acquisition, assessment, and utilization of information to enhance the company's performance.

## 4.3 PESTEL ANALYSIS



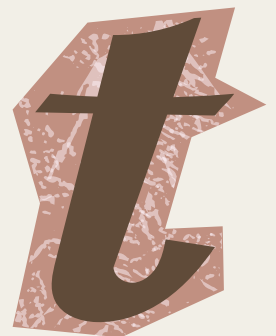
Political factors encompass the impacts of government policies and other political institutions. These things encompass factors like the stability of the government, the policy on taxation, and government regulation (Henry, 2021). Amanjaya Holdings & Ventures operates in sectors subject to government regulation, such mineral development, real estate, and renewable energy. Changes in legislation regarding land use, environmental protection, and industry-specific regulations might impact the operations and strategies of subsidiary companies. Moreover, since AHV is a subsidiary of MB Inc., which receives substantial government support and is closely aligned with state interests, this organization is likely to have government support.

Interest rates, disposable income, jobless rates, and exchange rates all change when there are changes in economic activity. When an economy gets stronger, most industries will gain, but the size of the effect will depend on which economic factors are affected the most (Henry, 2021). Since AHV operates across numerous fields, it can have an effect on the real estate market, the energy industry, and the business world. AHV needs to keep a close eye on the economy in order to make the right changes to its plan. Thus, the investment environment can affect AHV's ability to get money for all of its different projects. Making sure the economy is stable and building investor trust are very important.



Social influences encompass shifts in demographics, such as variations in income levels, population ages and sizes, and cultural norms (Henry, 2021). The success of AHV relies on its strong affiliation with the nearby communities. In order to achieve long-term progress and effectively carry out projects, it is crucial to obtain broad social support and encourage active engagement. Hence, the characteristics of a population and the current situation in the job market can have an influence on the process of attracting and managing skilled individuals in AHV.

The technical factor encompasses the rapidity with which new technology advancements replace existing technologies (Henry, 2021). Adopting and incorporating technology innovations is crucial for improving operational efficiency and maintaining competitiveness in mineral development, property, and other crucial sectors under the AHV framework. Furthermore, AHV should give more attention to investing in digital technology specifically for project management, communication, and data analytics in order to enhance overall productivity.



Given AHV's involvement in mineral development and property ventures, adherence to sustainable practices and environmental regulations is crucial. The organization should prioritize eco-friendly initiatives. In addition, AHV needs to assess and address the potential impact of climate change on its operations, especially in areas related to property development and renewable energy.

Legal factors encompass modifications or limitations imposed by legislation. These variables encompass health and safety regulations, changes to mergers and acquisitions policy, and employment regulation (Henry, 2021). Compliance with different legal frameworks, including environmental laws, land use restrictions, and industry-specific requirements, is critical to AHV's operations.



# 5.0 SWOT ANALYSIS

## 5.1 DEFINITION

According to (Sharath Kumar C.R and Prof. Praveena K.B, 2023), One of the tools that is utilized in businesses for the purpose of strategic planning and strategic management is the SWOT Analysis. The development of organizational strategy as well as competitive strategy can be accomplished with its appropriate utilization. A company can be described to exist in two different settings, one of which is the organization itself, and the other of which is the outside world. These environments must be analyzed in order to implement effective strategic management practices.

## 5.2 SWOT COMPONENTS

The SWOT Analysis is a two-dimensional procedure that evaluates four areas. The framework comprises four distinct elements, namely "Strengths," "Weaknesses," "Opportunities," and "Threats." Opportunities and threats are external factors and attributes of the environment, whereas strengths and weaknesses are internal factors and attributes of the organization. SWOT Analysis is typically drawn out in a four-quadrant box that allows for a summary that is organized according to the four section titles (GÜREL, 2017). The following table is a components of SWOT analysis: The following table is a components of SWOT analysis:

Components	Explanation
<b>ORGANIZATION STRENGTH</b>	Strength is a characteristic that enhances the value and uniqueness of something. Strength implies that one thing has a greater advantage over another. This sense of strength refers to a positive, favorable, and creative characteristic. In short, organizational strength determines the characteristics and conditions that make an organization more effective and efficient than its competitors.
<b>ORGANIZATION WEAKNESSES</b>	Weakness is characterized by a lack of the required form and competency for a particular task or objective. Weakness refers to a situation where something is less advantageous than something else. When it comes to this matter, weakness is seen as a negative and undesirable trait. Weakness at the organizational level occurs when an organization's current existence and capabilities are not as strong as those of other organizations, including competitors
<b>ENVIRONMENT OPPORTUNITIES</b>	Opportunity is a significant and advantageous situation that can arise both within and outside of the organization. This occurs when an organization uses favorable conditions in its environment to develop and implement strategies that enhance its profitability.
<b>ENVIRONMENTAL THREATS</b>	Threats refer to external elements in the environment that have the potential to create trouble and unfavorable situations for the organization.

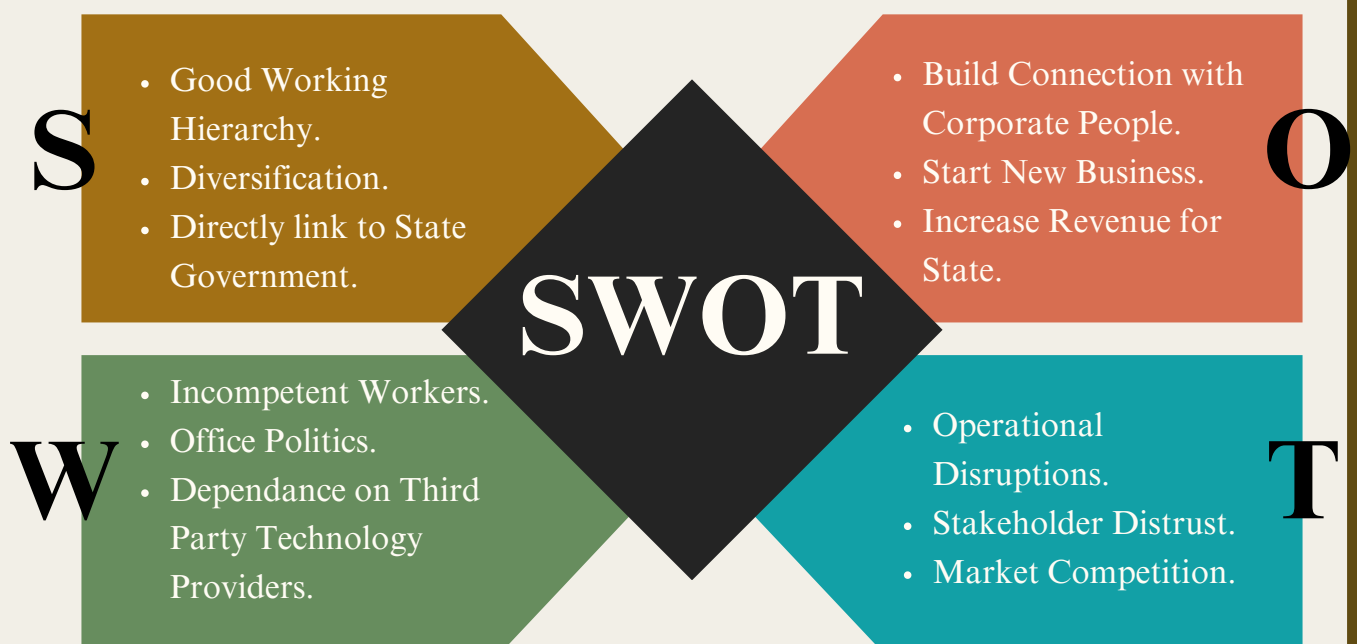
## 5.3 IMPORTANCE OF SWOT ANALYSIS

SWOT Analysis might look easy, yet it can have a significant impact on the organization's strategy by just highlighting areas in the analysis' characteristics. The swot analysis prepares the organization to recognize the current condition of the company. By realizing the current condition, the organization will be able to determine what they want and need.

However, not all organizations are aware of their weaknesses. For example, some may believe that their organization is performing well. But in reality, their worker's wellbeing has been neglected. Therefore, by doing a SWOT analysis encompasses all aspects of the company, including both internal and external factors. This will enable the organization to fully understand its operations, as well as those of its management, staff, and competitors, and to be on the alert for any external threats.

It is important to remember that a SWOT analysis serves as an initial stage in the formulation of an organization's strategy. The fundamental concern is in the potential actions and decisions of the organization. Organizations can enhance their resilience by minimizing the factors that contribute to weaknesses. Consequently, the organization's weaknesses will be transformed into a source of strength. This is the phase during which you thoroughly analyze all the factors and become prepared to make your decisions. Moreover, SWOT analysis can be important in facilitating the identification and discussion of unconventional and non-conventional matters. Furthermore, when utilized as a component of the process, it also contributes to the formulation of a strategic purpose. However, it is crucial to recognize and appreciate its limitations (Analysis et al., n.d.).

## 5.4 SWOT ANALYSIS OF AMANJAYA HOLDINGS AND VENTURES SDN. BHD.

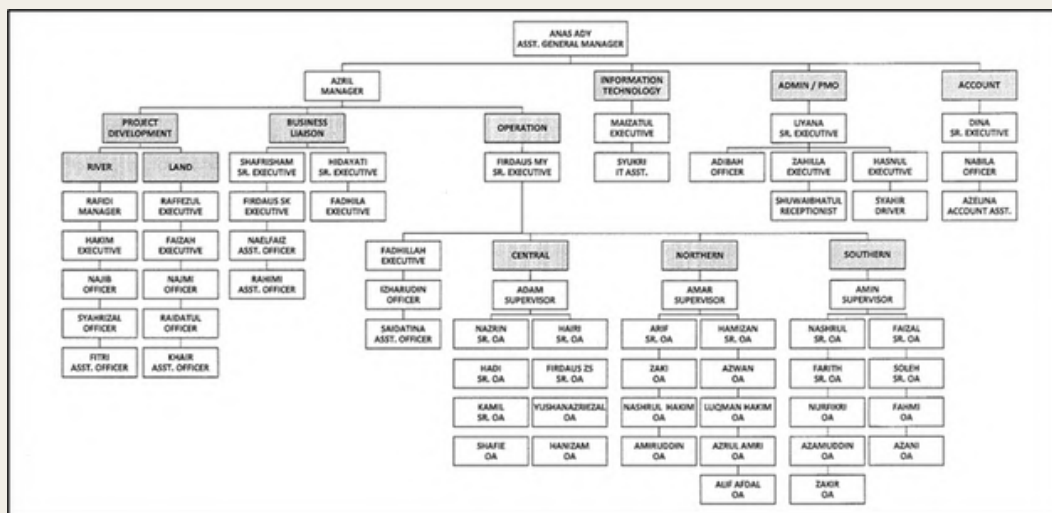




# STRENGTHS

## STRENGTH 1 >>> GOOD WORKING HIERARCHY

An essential factor contributing to the company's strength is the good working hierarchy within each department. The departmental organizational charts provide a comprehensive overview of the jobs within the department, including administrative assistant, senior assistant, senior manager, manager, senior executive, and head of department. Hierarchies serve as an excellent tool for coordinating the numerous specialized units inside large production systems (Belloc et al., 2021). Based on the shown organizational chart of the division, it can be concluded that the task has been effectively distributed and the company is operating efficiently. This helps the company's avoidance of duplicating efforts as each individual is assigned distinct responsibilities.



During my industrial training at Amanjaya Holdings and Ventures Sdn. Bhd, I noticed that every department had assigned personnel responsible for managing their respective tasks. One of my responsibilities involved receiving incoming correspondence, managing quarry, K2 and K3 stickers, as well as handling matters with/from other departments. This has enabled me to directly engage with responsible personnel and promptly obtain crucial information without depending on other staff members to gather documents or information from their colleagues. I dealt with the renewal and collection of stickers for quarry, K2, and K3 at Level 18. Two staff members were assigned to the responsibility of managing the stickers. One of them supervised the quarry sticker, while the other managed the K2 and K3 stickers. In case of any complications regarding sticker collection or renewal, I will personally reach out to these two individuals in order to gain insight into the company's procedure or status.

# STRENGTHS

## STRENGTH 2 >>> DIVERSIFICATION

Amanjaya Holdings and Ventures Sdn. Bhd. (AHV) is a prominent business in the region, known for its strategic approach to diversification. By engaging in a diverse range of business activities or investing in various industries, Amanjaya can spread its risk across different market segments. This strategic approach helps the company mitigate the impact of adverse economic conditions or industry-specific challenges that may affect a particular sector. This involves spreading business interests across various sectors, such as natural resources, properties, renewable energy, leisure, and trading (MBInc., About Us, n.d.). Implementing this strategy helps to improve operational resilience by reducing the risks that are associated with being dependent on a particular industry. The success of other industries helps to counteract the effects of economic fluctuations or obstacles in one sector, which in turn helps to develop stability and sustainability in AHV's ongoing activities.

Based on my observations throughout my Industrial Training at this organization, AHV efficiently allocates the impacts of industry-specific issues across its many business units through its activities in multiple industries. This is something that can be seen in two different industries, such as the property industry and the sand management industry. If Amanjaya Property Ventures encounters difficulties, Pengurusan Pasir Perak may persist in doing outstandingly or even gain advantages from specific economic circumstances. Despite a slowdown in property growth, there may still be active construction projects that demand sand, hence strengthening the revenue of Amanjaya Holdings and Ventures Sdn. Bhd. To conclude, if one sector experiences a downturn, other sectors within the company's portfolio may continue to perform well, helping to offset potential losses.

# STRENGTHS

## **STRENGTH 3    >>>    DIRECTLY LINK TO STATE GOVERNMENT**

Amanjaya Holdings and Ventures Sdn. Bhd. (AHV) benefits greatly from its strong strategic partnership with the state government of Perak. Under the leadership of Menteri Besar Incorporated (MB Inc.), AHV has established itself as an industry leader in diversified mineral development, property ventures, and strategic industries. This is a significant advantage for AHV, as they receive funding from the state government to support the development of Perak and its people. Organizations should consider implementing programs, such as reward systems, to meet employees' needs and enhance their motivation to work, as suggested by Noorazem et al., (2021). The benefits received by AHV staff, such as bonuses, insurance coverage, and hospitality benefits, are typically funded by the State's budget. According to Klonoski, (2016), employees who receive these benefits experience improved self-motivation and productivity in their work.

From what I've observed, the entire budget of AHV is funded by the State Government, which includes employee bonuses and other expenses. In addition, employees enjoy benefits such as retirement allowances, which provide them with stability in their post-retirement lives, ensuring their welfare is not neglected. Furthermore, the work process becomes significantly easier for each subsidiary due to their connection with the State Government, in contrast to other organizations. For instance, the company has subsidiaries such as Pengurusan Pasir Perak (3P) and Amanjaya Global (AG). Among other responsibilities, 3P collaborated with relevant federal and state government agencies to oversee and manage sand extraction activities in the state. In contrast, the Perak State Government has entrusted AG with the management of a completed hazardous waste facility that contained naturally occurring radioactive materials (NORM).

# WEAKNESSES

## WEAKNESS 1 >>> INCOMPETENT WORKER

One of the primary weaknesses of Amanjaya Holdings and Ventures Sdn. Bhd (AHV) is that its incompetent workers. According to (Indeed, 2023), incompetence refers to the inability to effectively carry out job responsibilities or meet established standards. AHV is currently dealing with the issue of having incompetent workers within its workforce, which poses a significant challenge in the complex landscape of organizational dynamics. The impact of workers who lack competence can extend well beyond their own individual performance where poor performance can result from this, as defined by (Indeed, 2023), which defines poor work performance as an employee's achievement of goals and objectives that falls short of the expected standard. There are several factors that can contribute to poor employee performance, including a negative or toxic work environment, excessive workload leading to burnout, and ineffective management in distributing tasks and providing guidance.

From my observation during my industrial training at this organization, I have noticed that most employees are being procrastinating where they are likely delaying their work progress, which is because they are struggling with adapting to changes, whether it involves a shift in responsibilities or relocation to another department. Change is constant in the corporate world, and at Amanjaya Holdings and Ventures, moving between departments can sometimes make employees feel less competent. The challenges are the employees need to adjust to a new tasks, teams, and processes, making employees seem less skilled initially. Not being familiar with the new department's specific functions and industry norms can slow down work. Sometimes, employees might lack the right skills for the new role, making them appear less competent. Resistance to change can also make adapting to new ways of working difficult.

# WEAKNESSES

## **WEAKNESS 2 >>> OFFICE POLITICS**

Additionally, there are office politics present within the organization. The dynamics of office politics can be seen as the complex social framework within a workplace. According to (Wooll, 2021), employees utilize their authority, assigned responsibilities, and influence to achieve their desired outcomes. At Amanjaya Holding and Ventures Sdn. Bhd, being closely connected to the State Government, office politics is common within the organization. In addition, many of the decisions made by AHV seem to be influenced by office politics.

This office politics have influence in many decisions that have been made by AHV. This can be seen in Board of Directors of MB Inc. which consist of Chief Minister of Perak, the Director General of Lands and Mines (Perak), the State Secretary, the State Legal Advisor, and the State Financial Officer, and Chief Executive Officer of Menteri Besar Incorporated (Perak). Subsidiaries must complete documentation to request budget permission or manpower planning. This paperwork will be reviewed during a board meeting in order to obtain approval. When there are interests that benefit others, political interference can have an impact on the decision-making process at board meetings. Hence, the management and staff of MBInc. are required to comply with any decisions made during the board meeting.

## **WEAKNESS 3 >>> DEPENDANCE ON THIRD PARTY TECHNOLOGY PROVIDERS**

Amanjaya Holdings & Ventures Sdn. Bhd. has clearly benefited from technological improvements, as have many other firms. However, it is critical to recognize that, despite its various benefits, technology may also provide challenges and problems for businesses. One of Amanjaya Holdings and Ventures Sdn Bhd's key technological problems may be its reliance on third-party technology vendors. Dependence on external vendors for important technology solutions exposes the organization to potential disruptions caused by service interruptions, contractual issues, or changes to the third-party's business model (Aldoriso, 2024). These dependencies could put the stability and dependability of the company's operations at risk.

In my observation, AHV heavily depend on third-party technology providers for their server needs. There is a potential for risk to arise if a critical service or technology were to fail, which could result in weakness. The use of a third party can potentially expose a company's systems and data to security risks. Third party vendors are often targeted by malicious actors due to their unique access to multiple systems and valuable information. In addition, focusing on an entity through its supply chain relationship with other organizations is often a more direct path to a successful cyber-attack. This approach allows the attacker to exploit a third party's access to gain entry into the organization's data pool.

## OPPORTUNITIES

### **OPPORTUNITY 1 >>> BUILD CONNECTION WITH CORPORATE PEOPLE**

The organization's first opportunity is that the employees can build connection with corporate people. These can be seen towards the background of MB Inc (Perak) where it has Principal Subsidiary which is Amanjaya Holdings and Ventures Sdn. Bhd and other subsidiaries that obviously have link with State Government. This shows that anyone who works in this organization have the opportunity to build and expand their connections with corporate people, as Amanjaya Holdings and Ventures Sdn. Bhd always deals with many parties. The purpose of build connection with corporate people is to build trust and establish credibility, make easier to get job, get the better position, and easy to deal with certain parties.

During my industrial training at Amanjaya Holdings and Ventures Sdn. Bhd, I had the opportunity to observe how corporate professionals establish connections with one other and with external parties. I have gradually developed connections with corporate individuals, which could prove advantage for me in the future. I am known by certain business individuals as they consistently approach me initially in order to make contact or communicate with my colleagues.

# OPPORTUNITIES

## OPPORTUNITY 2 >>> START NEW BUSINESS

Amanjaya Holdings and Ventures Sdn. Bhd. (AHV) stands at the forefront of diverse industries, ranging from natural resources to renewable energy, reflecting a commitment to strategic diversification. Amanjaya Holdings and Ventures has possibility in considering the development of new business ventures with others organization as it lies in building connections with corporate entities. AHV, being a principal subsidiary linked to the State Government of Perak, offers its employees the chance to foster relationships with corporate professionals. The nature of AHV's operations involves collaborations and interactions with various stakeholders, creating a conducive environment for individuals to expand their professional network. This presents an opportunity for employees to establish credibility, build trust, and potentially leverage these connections for personal and professional growth.

Furthermore, AHV's connection to the State Government provides an opportunity to explore new business ventures aligned with state priorities. By strategically aligning its operations with the developmental objectives of Perak, AHV can contribute significantly to the state's economic growth. Exploring new business opportunities that complement state initiatives which can lead to mutually beneficial partnerships, fostering economic sustainability and growth. Based on my observation, Amanjaya Holdings and Ventures can easily collaborate with others industry by joint ventures. Joint ventures is formed from cooperation between two or more business entities by bringing together their resources and capital in order to achieve a goal in the form of a new project or business. It help optimize the utilization of resources by combining resources from various parties which makes achieving goals faster (Abdul Azis et al., 2023). Since this organization has various subsidiaries, this opportunity also can make them start a new business apart from the existing core business such as plantation or agriculture.

# OPPORTUNITIES

## **OPPORTUNITY 3 >>> INCREASE REVENUE FOR STATE**

Amanjaya Holdings and Ventures Sdn. Bhd. (AHV) has several opportunities to boost the income of the state of Perak. By expanding existing businesses and exploring new ventures, AHV can stimulate growth and contribute to the state's economic development. Collaboration on strategic projects with the state government, supporting local businesses, and investing in tourism-related initiatives are initiatives that can lead to increased revenue.

Based on my observation, AHV can strategically invest in sectors with growth potential, aligning with the state's developmental goals. By participating in infrastructure projects and promoting responsible business practices, AHV can attract consumers and open doors to new markets. Additionally, ventures in tourism and leisure, leveraging Perak's cultural and natural attractions, present opportunities for income generation. Furthermore, AHV can strategically contribute to decreasing the unemployment rate in the state through targeted initiatives and collaborations. By identifying sectors with growth potential that align with the state's economic priorities, AHV can create employment opportunities for the local workforce. This strategy involves diversifying its business portfolio into industries that have the capacity to absorb skilled labor, thus directly addressing unemployment challenges.



# THREATS

## THREAT 1 >>> OPERATIONAL DISRUPTIONS

The organization's first threat is Operational Disruption. This is because Amanjaya Holding and Ventures Sdn. Bhd is a primary subsidiary of Menteri Besar Incorporated (MBInc.) Perak. Therefore, there is a link to State Government, and there are politics people in Board of Directors of MBInc. Perak. Even though Board of Directors of MB Inc. Perak change, the management of Amanjaya Holdings and Ventures Sdn. Bhd will not change. This is because the position below manager is a permanent staff, where they will maintain in their position and just do their work like a before. In Board of Directors of MBInc. Perak consist of Chairman, who is Menteri Besar of Perak, the Director General of Lands and Mines (Perak), the State Secretary, the State Legal Advisor, and the State Financial Officer, and Chief Executive Officer of Menteri Besar Incorporated (Perak), Tuan Anuar bin Zainal Abidin. From this, we can see that the person in Board of Management of MB Inc. Perak is mostly from political person. Therefore, if other party take over in politics they will likely change overall operational management in MBInc. Perak.

During my Industrial Training at Amanjaya Holdings and Ventures Sdn. Bhd, I observed that the position above Manager is a contractual one. If the contract expires, the chance of contract renewal depends on the political and governmental factors. Sudden political interference can lead to changes in leadership, management, or key personnel within GLCs, disrupting day-to-day operations and potentially affecting efficiency. Government sectors are unable to function effectively when they are influenced by political considerations, as political individuals are derived from inside the government itself. Politics individuals are those who govern the country, specifically the Prime Minister. If there is a change in the State Government, the individuals serving on the Board of Directors of MB Inc. Perak will also be replaced. When there is a change in the Board of Directors of MBInc. Perak, the methods or procedures of work can be amended. This is because all management decisions are made by the Board of Directors of MBInc. Perak, where each individual has their own approach to managing and handling the organization.

# THREATS

## **THREAT 2 >>> STAKEHOLDER DISTRUST**

Stakeholder trust is crucial for the success of a company, and it holds special importance for Amanjaya Holdings and Ventures Sdn. Bhd. (AHV), a Government-Linked Company (GLC). Nevertheless, the company faces the potential risk of stakeholders losing trust, which is closely connected to skeptical issues that can undermine confidence in its operations. Stakeholders, such as the general public and employees, may develop a sense of skepticism towards the organization's goals and activities. This can result in a decline in public support, a lack of staff involvement, and difficulties in attracting and maintaining highly skilled individuals.

For context, Amanjaya Holdings and Ventures Sdn. Bhd. (AHV), in its pursuit of hiring top talent, particularly for professional positions like chemists, it will encounter skepticism among potential candidates. This skepticism often stems from perceptions related to regulatory changes influenced by political decisions, posing uncertainties that may impact the strategic direction of Government Link Companies (GLCs).

## **THREAT 3 >>> MARKET COMPETITION**

Market competition poses a significant threat to companies striving for success, and Amanjaya Holdings and Ventures Sdn. Bhd. (AHV) is no exception. As a diversified entity operating in various sectors, the company may encounter difficulties in preserving its market position due to increasing competition. This threat comes from the existence of competing companies competing for the same resources, customers, and market share. The increased competition may have an impact on AHV's capacity to accomplish its strategic goals, uphold profitability, and maintain its position in the market.

For instance, Amanjaya Holdings and Ventures Sdn. Bhd. is currently encountering challenges in market competition across its different sectors. In the mineral development sector, AHV may face competition from other companies involved in mining and extraction activities. Competition may emerge in the process of securing mining contracts, exploring unexplored mineral deposits, and adhering to environmental regulations. In the property sectors, AHV finds that it is in a highly competitive industry within the state. It competes with other real estate developers in the region, offering a range of residential, commercial, or industrial properties. In addition, the renewable energy sector is becoming more competitive as the world moves towards sustainable practices. Other companies with a focus on green energy may pose competition for AHV in developing and implementing renewable energy projects, such as solar or wind farms. In terms of the leisure industry, AHV may face competition from other companies that provide recreational and entertainment services. There may be competition for customers in various sectors, such as leisure facilities, resorts, and entertainment events. Additionally, AHV's business ventures in the commerce sector might face competition from other companies involved in trading activities.

## 6.0 DISCUSSION & RECOMMENDATION

### 6.1 SWOT STRATEGIES OF AMANJAYA HOLDINGS AND VENTURES SDN. BHD.



## 6.2 SO STRATEGIES

### 6.2.1 TALENT ACQUISITION AND TRAINING (S2,02)

In today's dynamic business market, where change is constant and innovation is required, Amanjaya Holdings and Ventures Sdn. Bhd. (AHV) should realize the importance of talent acquisition and training in its efforts of diversification and the successful launch of new business ventures. According to (Ahmed, 2020), talent acquisition is the process of hunting the right people as per the criteria of the job required. Investing in the workforce, identifying talent gaps, and fostering a culture of continuous learning are all components of this strategy. By allocating resources towards talent acquisition and training, AHV demonstrates its dedication to providing its employees with a wide range of skills necessary to succeed in dynamic market environments.

This strategic movement encompasses the dual objectives of recruiting fresh personnel possessing specialised expertise and increasing the skills of existing employees through focused training programs. By investing in talent acquisition and training, AHV demonstrates its dedication to its employees' professional development. As a result, the company is better equipped to hold on to its talented workers and keep them engaged. In conclusion, investing in talent acquisition and training is crucial for AHV's long-term success in diversification and launching new business ventures. By focusing on the growth of its workforce, AHV ensures that it is prepared to handle the challenges of a dynamic business environment and take advantage of new opportunities effectively.

## 6.3 WO STRATEGIES

### 6.3.1 EMPLOYEE EMPOWERMENT AND RECOGNITION (W1,O3)

Amanjaya Holdings and Ventures Sdn. Bhd. (AHV), should have an imperative strategy in effectively tackles the need for workforce competence by taking a creative approach with employee empowerment and recognition programs. Empowering employees can help AHV address ineffective personnel. This involves providing employees with the skills and resources they need to succeed. Employee empowerment programmes often include numerous growth and development objectives. These may include skill development courses, mentorship programs, and clear organizational career routes. AHV may address incompetence, build a talented and motivated team by developing confidence and fostering ownership of work.

Once company has developed an empowerment program, they can appreciate the improvement of their employee by recognizing and rewarding employees for their successful contributions to revenue-generating projects. This not only boosts employee morale but also serves as a powerful incentive for continued dedication and high performance. Recognition can take various forms, including monetary rewards, public acknowledgment, or opportunities for career advancement (Hussain et al., 2019). Linking employee empowerment and recognition directly to contributions toward revenue generation aligns individual success with organizational success, creating a symbiotic relationship that drives results.

## 6.4 ST STRATEGIES

### 6.4.1 IMPLEMENT QUALITY MANAGEMENT SYSTEM (S1,T2)

A QMS is a complete framework that specifies the organization's rules, processes, and procedures to offer high-quality products and services. Given their strong working hierarchy and market competition, Amanjaya Holdings and Ventures Sdn. Bhd. may benefit from implementing a Quality Management System (QMS). Amanjaya Holdings and Ventures Sdn. Bhd. can use their good working hierarchy to benefit from a QMS. A good QMS defines procedures, roles, and responsibilities, and enhances communication (I. M. Khan et al., 2020). This gives employees a systematic structure to follow, complementing a good functioning hierarchy. A QMS helps the company optimize internal processes, improve hierarchy collaboration, and ensure task completion. This can indirectly increase production, reduces errors, and improves operational efficiency.

Therefore, market competition is a major threat to many organizations. Amanjaya Holdings and Ventures can stand out with a QMS. Quality and customer satisfaction are key to a QMS's competitive edge. A strong QMS helps the company achieve or exceed customer expectations with high-quality products and services. This has the potential to result in greater client loyalty as well as positive word-of-mouth, both of which are essential components in differentiating an organization in a very competitive market.

## 6.5 WT STRATEGIES

### 6.5.1 IMPLEMENT SUCCESSION PLANNING ON LEADERSHIP DEVELOPMENT (W2,T1)

Amanjaya Holdings and Ventures Sdn. Bhd. (AHV) operates in a dynamic environment where external threats and internal weaknesses can sometimes disrupt the management of the organization. AHV need to have a strategic plan that prioritizes leadership development as a means to mitigate the risk of operational disruptions and strengthen the organization against the internal weakness of office politics.

The first threat identified by AHV is operational disruptions, which can arise from political changes impacting the leadership structure. In a company linked to the State Government, changes in political power can lead to shifts in top-level management, potentially causing problem in day-to-day operations. This is a crucial concern for the organization's stability and efficiency. To tackle this external threat, AHV need to know the importance of having a well-prepared leadership. Succession planning becomes the key to having a reliable backup system for crucial operations. By identifying and nurturing talented individuals within the organization, AHV can ensures that there's a pool of capable leaders ready to step into key roles seamlessly, even during times of political change. This strategy serves as a protective measure, minimizing the chances of operational disruptions and ensuring a consistent course of action.

## 7.0 CONCLUSION

In conclusion, this industrial training programme provides an opportunity for recent graduates to be hired by the organization if they demonstrate outstanding performance. The program offers immediate employment for recent graduates upon completion of the industrial training. This industrial training programme also facilitates fresh graduates in securing a position inside the organization, minimizing concerns regarding employment upon completion of the training. This is mostly because the majority of recent graduates are unable to secure employment upon completing their studies, as they lack practical experience in working environments. Furthermore, this industrial training aids students in mentally and physically prepares themselves before entering an actual working environment, where the learning process differs from the working process. This is because the learning phase primarily involves memorizing theoretical knowledge, whereas the working process focuses more on the practical execution of tasks to achieve completion.

During this 6-month industrial training programme, I have enhanced my skills in various areas and gained valuable experience and knowledge. Through this process, I gain insight into my strengths and weaknesses, enabling me to further enhance my personal development. The task and assignments I learned during my industrial training programme were quite beneficial, since they provided me with valuable experience in a genuine work environment. I have also acquainted myself with the individuals at this company, as well as the major sector in which this company specializes. I have made contributions to the organization by providing guidance to workers on excel formatting, exporting word documents directly to PDF files, and other. This contribution has enhanced the employees' productivity and motivated them to efficiently and promptly finish their tasks.

During my industrial program, I discovered that observation is a key component in identifying problems. I conducted observations on Amanjaya Holdings and Ventures Sdn. Bhd and subsequently performed a SWOT analysis. The utilization of this SWOT Analysis greatly facilitates the expansion of the business by effectively addressing issues and generating improved solutions or recommendations. In general, I feel honored to have the chance to participate in my industrial training at Amanjaya Holdings and Ventures Sdn. Bhd.



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# 9.0 APPENDICES



Join a program organized by HR – “Jom! Tunaikan Zakat Hari Ini!”



Join a program organized by HR – “Physiotherapy Rehabilitation: Workspace Ergonomics and Injury Prevention”



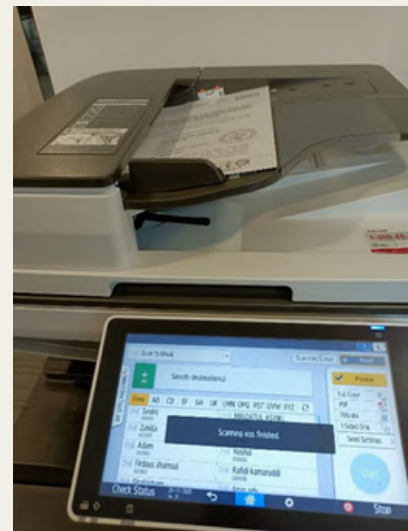
Put an Energy Saving Reminder on each switch at Level 9.



Assist in handling correspondence by stamp “received” on incoming letter for 3P Department.



Handling incoming calls and transferring to appropriate personnel..



Doing scanning on new incoming letter after being remarks by Chief Operating Officer and Assistant General Manager to be email for further attention by 3P personnel.

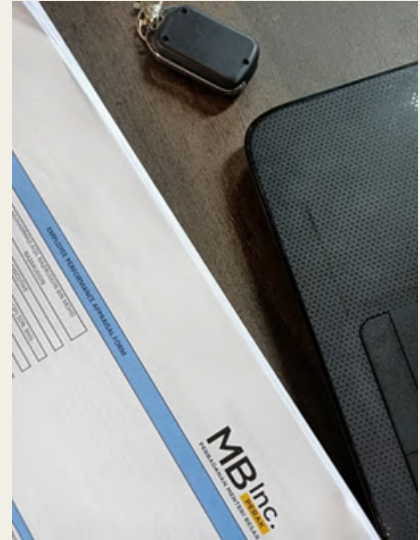
# 9.0 APPENDICES



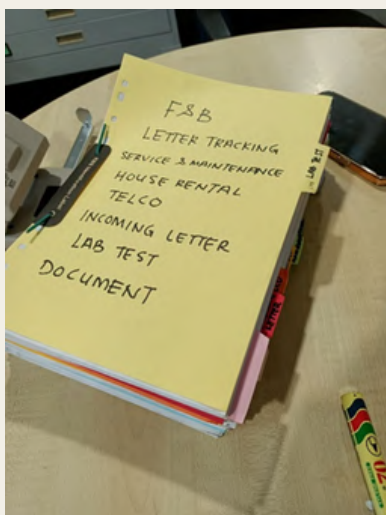
Handling transporter in collecting or renewing their Quarry, K2, & K3 sticker for sand permit in Perak.



Assist in fold the letter in order to ensure that the name and address are legible through the translucent plastic of the MBInc. envelope.



Assist Admin in 3P department regarding scanning the Performance Appraisal of 3P before sending it to HR Department.



Doing filling for 3P Department for the year of 2022 – 2023 in manual way



Stamp for COO and AGM to remarks regarding incoming new letter.



Assist 3P Department in doing labelling for application form.

# 9.0 APPENDICES



Assist HR Department in doing training summary for year 2022.



Assist in sending letter by giving to Admin at Level 16.



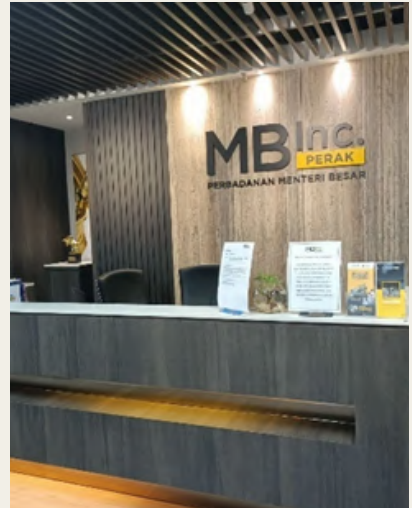
Doing a laminate of memo to be placed at receptionist Level 18.



Example of Quarry Sticker



My Workspace area at Level 9.



My workspace area at Level 18.

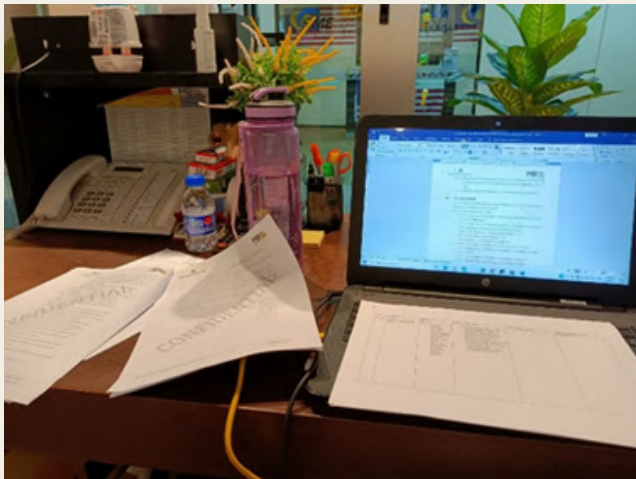
## 9.0 APPENDICES



Got a chance to give a marks with Encik. Afzanizam (Chief Operating Officer) for Patriotic Day.



Assist in preparing meeting room, ensuring that everything is smooth and clean.



Doing a Standard Operation Procedure (SOP) of Land Encroachment Management for Land Administration Department.



Receive parcel from courier.

# 9.0 APPENDICES

## OUR ORIGINAL RESULT

### Document Information

Analyzed document	INDUSTRIAL TRAINING REPORT_HAZIQAH NABILA BINTI AZNI_202116201_RBA2436B.pdf (D184831838)
Submitted	2024-01-29 11:53:00 UTC+01:00
Submitted by	
Submitter email	2021156201@student.uitm.edu.my
Similarity	7%
Analysis address	zulkafli.mansor.UiTM@analysis.ouriginal.com

### Sources included in the report

<b>SA</b>	<b>UNIVERSITI TEKNOLOGI MARA (UiTM) / INDUSTRIAL TRAINING REPORT_NUR IZZATY BT AYOB.pdf</b> Document INDUSTRIAL TRAINING REPORT_NUR IZZATY BT AYOB.pdf (D127615341) Submitted by: 2019814594@student.uitm.edu.my Receiver: faizulhassan.UiTM@analysis.ouriginal.com	 18
<b>W</b>	URL: <a href="https://www.mbinperak.com/subsidiaries">https://www.mbinperak.com/subsidiaries</a> Fetched: 10/18/2020 8:44:38 PM	 4
<b>SA</b>	<b>UNIVERSITI TEKNOLOGI MARA (UiTM) / NUR NABILLA ASHIQIN BINTI MOHD KAMARULARIFIN FINAL YEAR REPORT FINAL.docx</b> Document NUR NABILLA ASHIQIN BINTI MOHD KAMARULARIFIN FINAL YEAR REPORT FINAL.docx (D172343203) Submitted by: 2020483246@student.uitm.edu.my Receiver: nurulhayani.UiTM@analysis.ouriginal.com	 1

### Entire Document

<b>45%</b>	<b>MATCHING BLOCK 1/23</b>	<b>SA</b> INDUSTRIAL TRAINING REPORT_NUR IZZATY BT AYOB.pdf (D127615341)
COMPANY'S PROFILE Name, Location, Background Company's Logo > Company's Name: Amanjaya Holdings & Ventures Sdn. Bhd. > Operation Hour Monday – Friday: 9:00 a.m - 6:00 p.m > Contact Information Tel: +05-5291001/1002 > Location: Maps of Menteri Besar Incorporated (MB Inc.) Perak. The headquarters of Menteri Besar		

Incorporated (MB Inc.) Perak is located at Level 16, Perak Techno Trade Center (PTTC), Bandar Meru Raya, Off Jalan Jelapang, 30020 Ipoh, Perak Darul Ridzuan, Malaysia. In addition to level 16, this company also has offices on level 9 and level 18. The level was segmented into various departments and their subsidiaries. During my industrial training, I was initially assigned to Level 9 for the first 3 months and then relocated to Level 18 for the remaining 3 months.

# 9.0 APPENDICES

## ENDORSEMENT



UNIVERSITI TEKNOLOGI MARA  
**ENDORSEMENT OF OURIGINAL REPORT**

**Coordinator**  
Unit Jaminan Kualiti Akademik (UJKA)  
Universiti Teknologi MARA Cawangan Perlis  
02600 Arau  
Perlis

Sir

**ENDORSEMENT OF OURIGINAL REPORT FOR PROPOSAL/DISSERTATION/THESIS/PROJECT PAPER/  
ASSIGNMENT**

With reference to the work of the candidate below:

Nama : HAZIQAH NABILA BINTI AZNI  
Matric No. : 2021156201  
Faculty : FACULTY OF BUSINESS AND MANAGEMENT  
Programme : BA243  
Title : INDUSTRIAL TRAINING REPORT AT AMANJAYA HOLDINGS & VENTURES SDN. BHD

Percentage of Original Report: 7%

I am pleased that the proposal/thesis/dissertation/project paper/ assignment of the above candidate has fulfilled the Original percentage of the university's requirement.

Thank you.

1<sup>st</sup> advisor's signature and stamp  
Name : TUAN HAJI ZULKAFLI BIN MANSOR  
**HJ. ZULKAFLI MANSOR**  
Pensyarah Kanan  
Fakulti Pengurusan & Perniagaan  
UiTM Cawangan Perlis  
\*\* Please attach 1<sup>st</sup> page of ouriginal report.

1. 2. 2024  
Date:



# **INDUSTRIAL TRAINING REPORT**

**AMANJAYA HOLDINGS AND VENTURES  
SDN. BHD**

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