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 **DINDINGS**

# **DINDINGS POULTRY PROCESSING SDN. BHD.**

## **INDUSTRIAL TRAINING REPORT**

1st September 2023 – 9th February 2024

**HRM666 - HR INTERNSHIP**

**PREPARED BY :**

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BADARUDDIN**

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**RBA243 6C**

**PREPARED FOR :**

**MS. AZENI BINTI ABU BAKAR**



**FROM GRAINS TO FOOD, HERE'S  
WHERE THE ALL MALAYSIAN  
CHICKEN'S JOURNEY BEGINS.**



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**FACULTY OF BUSINESS AND MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA CAWANGAN PERLIS, KAMPUS ARAU**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS)  
HUMAN RESOURCE MANAGEMENT (BA243)**

**HRM666 - HR INTERNSHIP**

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## EXECUTIVE SUMMARY

This internship report emphasizes the work experience I gathered as an intern in the Human Resources department of Dindings Poultry Processing Sdn. Bhd. from 1<sup>st</sup> September 2023 until 9<sup>th</sup> February 2024 (24 Weeks). Dindings Poultry Processing Sdn. Bhd. (DPP) is one of the pioneer poultry manufacturers in Malaysia. DPP processing plant is located at the Kampung Aceh Industrial Estate in Sitiawan, Perak and was officially launched by Tun Dr Mahathir bin Mohamad in August 1990. DPP is a prominent supplier to major market segments in Malaysia including quick service restaurants, cafés, and hypermarkets.

In this report, I explain the responsibilities assigned to me throughout almost six months of my internship. At Dindings Poultry Processing Sdn. Bhd. (DPP) we have 4 different Human Resource Department which are Recruitment and Selection, Payroll, Employee relations (ER) and Industrial Relations (IR), and Event Coordinator. As for me I was assigned to assist human resources executive and officer on three unit which are under Payroll, Employee relations (ER) and Industrial Relations (IR) and Event Coordinator.

In payroll unit, the main role is to assist the payroll process which I need to understand and assist on OT calculation, liase with clerk regarding any calculation error, distribute medical card and bank card to workers, assist in preparation and issuance of letter such as staff confirmation letter, transfer letter, show cause letter, and acceptance resignation.

Meanwhile, for Employee Relations (ER) and Industrial Relations (IR) unit, I was assigned to follow-up on documentation sign (contract renewal, confirmation staff, etc.), liase with clerks or workers on any complaints or human resource related issues and issuance of in-house medical chit assist in documentation preparing for new joiners of foreign workers and lastly assist to IR cases status.

Next for the event unit, I need to assist in any event organization such as organized event for company for special occasion.

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**2.0) COMPANY'S PROFILE**



**COMPANY'S NAME:**

DINDINGS POULTRY PROCESSING SDN. BHD.



**COMPANY'S LOGO:**



**LOCATION:**

DINDINGS POULTRY PROCESSING SDN. BHD.KAMPUNG ACHEH INDUSTRIAL ESTATE, 32000 SITIAWAN, PERAK.

**OPERATION DAYS AND HOURS:**

MONDAY TO FRIDAY (9:00 A.M. – 6:00 P.M.)



### **DINDINGS POULTRY PROCESSING SDN. BHD.**

Malayan Flour Mills Berhad (MFM) is a firm established in Malaysia that primarily deals in grain and related products trading, as well as milling and selling wheat flour. Three business divisions comprise the company are Trading of Grain and Flour, Poultry Integration, and others. MFM is the headquarters of Dindings Poultry Processing Sdn. Bhd. (DPP).

Dindings Poultry Processing Sdn. Bhd. (DPP) is located at the Kampung Acheh Industrial Estate in Sitiawan, Perak. It was founded in 1985 and was officially officiated by Tun Dr Mahathir bin Mohamad in August 1990. DPP is a prominent supplier to major market segments in Malaysia including quick service restaurants, cafés, and hypermarkets. DPP being as a subsidiary of the Malayan Flour Mills Berhad (MFM) Group, as they provide a diverse range of whole chicken, cut up parts, marination services and further processed products under the brand names of Ayam Dindings, Ayam Fiesta, Jimat Fiesta and DeliHous.

The DPP is built according to USDA standards. They also have HACCP certified to ensure the quality of production and safety of chicken meat products, HALAL by JAKIM and strictly complies with MS HALAL Standard MS 1500, every aspect of food safety, quality, hygiene and ethics is a priority of the DPP even the slaughter area at the DPP factory is specially designed to face the Qibla direction.

## **2.1) COMPANY'S VISION AND MISSION**

Since Dindings Poultry Processing Sdn. Bhd. (DPP) is a subsidiary of the Malayan Flour Mills Berhad (MFM) Group their vision and mission is same as their HQ which are:

### **a) VISION**

- i. Aspire to be a leading food manufacturing enterprise in the region

### **b) MISSION**

- i. To be the preferred provider and strategic partner in the food industry.
- ii. To drive operational excellence by embracing a culture of continuous improvement.
- iii. To add value to stakeholders by growing economies of scale.

## **2.2) COMPANY'S OBJECTIVES AND GOALS**

### **a) OBJECTIVES**

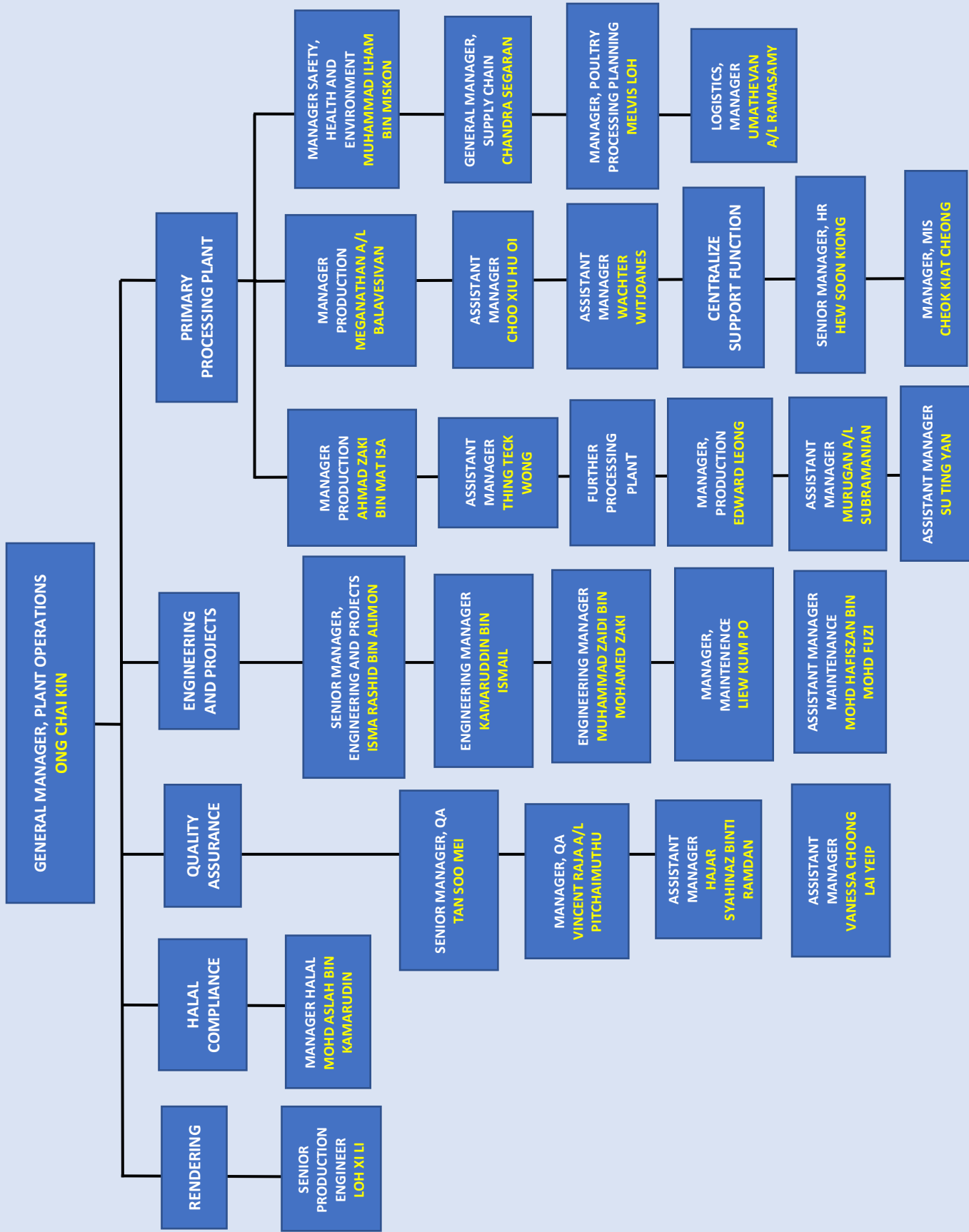
- i. Create value for customers by providing a differentiated offering based on best cost production, consistent quality, service and innovative solutions.

### **b) GOALS**

- i. Want to be recognised as an organisation committed to the well beings of their shareholders, customers, employees and community.

### 2.3 ORGANIZATIONAL STRUCTURE

Below is the organizational structure of the Dindings Poultry Processing Sdn. Bhd.





## **2.4) PRODUCTS OR SERVICES**

The main business activities that Dindings Poultry Processing Sdn. Bhd. (DPP) offers are processing live bird to the final product such as selling chicken parts, marinated products, and further processed products. For example, their product brands are Ayam dindings, Ayam Fiesta, Jimat Fiesta and DeliHous. DPP company also become chicken suppliers to McDonald's, Texas, KFC in certain states and many more. Below are explanation regarding DPP Products:

### **a) Chicken Parts**

Ayam Dindings offers a range of chicken products to meet the diverse needs of their customers. They produce both chilled and frozen options, ensuring that their customers have choices that suit their preferences and requirements. DPP product range includes whole chickens as well as various cut-up parts. Depending on their customers' specific orders, they can provide chicken parts such as breast, wing, leg, thigh, drumstick, and skinless breast fillets. This flexibility allows them to meet the demands of a wide range of culinary preferences and applications. For example, some customers may prefer whole chickens for roasting, while others may require specific cuts for their recipes. Their ability to accommodate these custom orders is a key aspect of the service. They take pride in being able to provide the exact chicken products their customers need to create delicious and satisfying meals. By offering a variety of chicken options and being responsive to customer requests, Ayam Dindings aims to be a reliable and versatile provider in the poultry industry, ensuring that our customers have access to the best-quality chicken products for their culinary endeavors.

### **b) Marinated Products**

Ayam Dindings takes pride in offering a personalized marination service that caters to the unique preferences of their valued customers. They acknowledge that taste is a highly individual matter, and as such, they are dedicated to tailoring their marination process to meet customers specific requirements. Their customers have the flexibility to make specific requests, whether it's for an extra kick of spiciness or the exclusion of particular ingredients, such as eggs, from the

marination. This level of customization is especially important because some of the consumer products may trigger allergies in individuals who are sensitive to ingredients like eggs, for example.

They take the safety and satisfaction of their customers seriously. Understanding the importance of accommodating such circumstances, they make it a top priority to ensure that any ingredients potentially causing allergies or not aligning with customers dietary needs are completely omitted from customers marinated products. Customers preferences are at the forefront of the service. DPP commitment lies in not only respecting but fully embracing customers unique requirements. Their mission is to provide marinated products that not only meet but exceed customers' expectations, ensuring that customers experience with Ayam Dindings is tailored to customers specific tastes and needs.

### c) Further Processed Products

Ayam Dindings, Ayam Fiesta, Jimat Fiesta, and DeliHous are their brand names that offer an extensive variety of partially and completely cooked processed chicken products. It also offers fully-cooked chicken products, providing convenience without compromising on taste. These range from whole roasted chickens to pre-cooked chicken strips or nuggets. Besides, they produce chicken sausages and deli meats, suitable for sandwiches, salads, or snacking, offering a tasty and protein-rich alternative. For those who love fried chicken, the factory produces breaded and fried chicken portions, delivering a crispy and flavorful experience with a variety of coatings. DPP also offer value-added items such as chicken patties, which are versatile ingredients for making sandwiches, burgers, and other dishes.



### **3.0) TRAINING'S REFLECTION**

Being able to participate in practical training is an invaluable learning experience for students. Internships offer a unique opportunity to learn about the inner workings of a company and gain useful experience in a specific subject. I can use the lessons I learned from this experience to keep myself motivated going forward as I navigate the professional world. I did not know exactly how a chicken factory operated until recently. However, after following this industry training for approximately six months, I now understand how Dindings Poultry Processing Sdn. Bhd. (DPP) departments function and are related to each other.

I commenced my role as an Assistant Human Resources Officer on 1<sup>st</sup> September 2023 (Friday) and successfully completed my internship on 9<sup>th</sup> February 2024 (Friday), spanning a total of six months or 24 weeks. During this period, I followed a Monday to Friday work schedule with daily working hours from 9:00 A.M. to 6:00 P.M.

#### **a) Roles and Responsibilities:**

During my training in the Human Resources department, my role was as an Assistant Human Resources Officer. I had the opportunity to gain valuable insight into the world of HR. My role and responsibilities encompass a wide range of tasks, allowing me to contribute to the department's day-to-day operations and long-term goals. Responsibilities of the Assistant Human Resources Officer include assisting the Human Resources Officer in various units such as Payroll, Employee Relations (ER), Industrial Relations (IR), and Event Coordination. I wait for their instructions and carry out tasks as instructed from time to time.

b) **Assignments and Tasks:**

i. **Payroll Unit**

This role required me to **calculate overtime (OT) for employees, assist to distribute medical card and bank cards to workers and check workers medical leave application in HR Avenue system. Calculate overtime (OT)** task was particularly insightful as it allowed me to gain a deep understanding of the intricacies involved in payroll processing. Calculating overtime may seem like a routine task, but it is a critical part of ensuring that employees are compensated fairly for their additional work hours. It involves not only understanding the organization's overtime policies but also meticulously tracking employee hours and computing the corresponding payments. This experience taught me the importance of attention to detail, as even small errors in overtime calculations can have a significant impact on an employee's income and job satisfaction. I had to consider factors such as different pay rates for overtime, varying shift schedules, and foreign and local labor laws to accurately compute the OT pay.

As an HR intern, one of my assignments involved **assisting in the distribution of medical cards and bank cards to workers**. Distributing medical and bank cards to employees may appear routine, but it underscores the critical role that HR plays in ensuring employees have access to the benefits and financial tools they need for their well-being. It required meticulous record-keeping to verify that each employee received the correct cards and that their personal information was accurately reflected. Through this experience, I came to appreciate the significance of effective communication and coordination within HR. Additionally, I had the opportunity to interact directly with our employees, which provided me with a deeper understanding of their needs and concerns.

I was assigned to **check workers' medical leave applications within the HR Avenue system**. HR Avenue system is one website that DPP's company used for employee to apply leave, to review their payslip, and to get their other working information. Reviewing medical leave applications involved careful checking of each application to ensure completeness and compliance with company policies and relevant labor laws. The HR Avenue system allowed me to become more proficient in using HR software, which is becoming increasingly essential in modern HR

practice. I also realized how efficient and well-organized record-keeping plays a significant role in HR management, particularly in cases of employee benefits and leaves. Overall, this task deepened my understanding of the practical aspects of managing employee benefits and reinforced the crucial role that HR plays in safeguarding both the interests of the organization and the well-being of its employees

ii. **Employee Relations (ER) and Industrial Relations (IR) unit**

For Employee Relations (ER) and Industrial Relations (IR) unit I was assigned to **assist in managing documentation for foreign workers and local workers** such as the process renew passport, make various types of letter and claim SOCSO. Under the guidance of the HR Officer, my responsibilities extended to do the entire process of renewing passports for foreign workers, ensuring compliance with immigration regulations. Additionally, I played a key role in generating various types of official letters such as resignation letter, transfer letter and confirmation letter. Writing a letter taught me how to write a formal letter, convey the information to the employee well and give it to the employee. This also made me increase my letter writing skills at a more professional level. Moreover, I help workers who face accidents that occur, whether industrial accidents or commuting accidents, to claim their SOCSO. This can help welfare and compensation for the workers involved by getting incentives given by SOCSO. This involves careful attention to detail in processing claims, ensuring accuracy, and ensuring complete supporting documents for SOCSO claims such as payslips 6 months before the accident and the attendance record of month workers accident and many more.

iii. **Event Coordination unit**

For Event Coordination unit, I was assigned to **manage two events** during my internship which are Deepavali Celebration and Christmas celebration event. For these events I required to make tentative program, make budgeting, plan for activities that all workers can join and involve such as make game session. For Deepavali activities, I make activities for workers to join and having fun are rangoli painting and musical chair. Meanwhile, for Christmas celebration we played rolling mineral bottle, blow the ping pong ball, gift session to all winners and exchange gifts

session. I need to make sure the program went smoothly and follow according to what we already planned. I also give instructions and explanations to all workers regarding the entire program of activities so that everyone is well-informed and involved in decorating for both events. All HR staff work together to ensure that the venue looks good and interesting. Not only that, I also participate in events organized by my company for visitors from outside the company. It is beneficial to showcase the company's business activities to visitors or investors, aiming to capture their attention and interest in Dindings Poultry Processing Sdn. Bhd. (DPP).

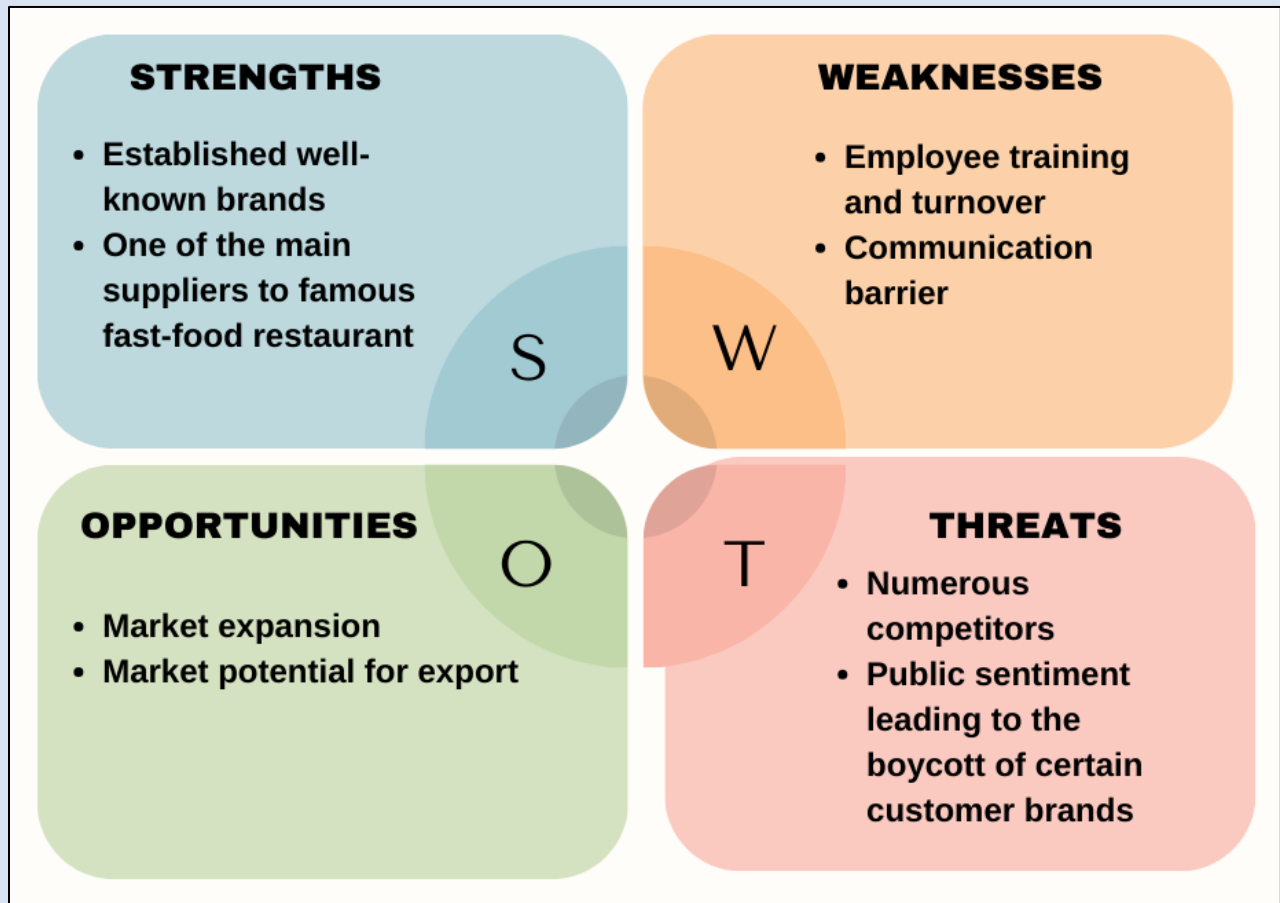
### **3.1) INTRINSIC AND EXTRINSIC BENEFITS**

My internship in the Human Resources department was a rich and rewarding experience. As an HR intern, it was evident that these allowances, whether in the form of stipends or reimbursements, not only eased the financial burden of the internship but also served as a form of recognition and appreciation for the work performed. Other than that, the work culture and environment play a crucial role in shaping an individual's motivation. In my experience as an HR intern, a positive and friendly work culture made a substantial difference in my motivation levels. When the work environment is characterized by open communication, collaboration, and supportive colleagues, it fosters a sense of belonging and engagement. It makes individuals feel valued and appreciated, which, in turn, boosts their motivation. This company provide a collaborative work culture encourages teamwork, knowledge sharing, and mentorship. As an intern, I felt motivated to actively participate in projects and tasks when I knew that my contributions were welcomed and when I could learn from experienced colleagues. This company also give a friendly and supportive work environment which is it very vital. Knowing that I can approach colleagues and supervisors with questions or concerns without fear of judgment fosters a positive atmosphere. This support network can motivate interns and employees alike, as it instills confidence and a sense of belonging.

For Extrinsically, the internship offered me an opportunity to network with HR professionals and gain exposure to real-world HR practices. I developed a better understanding of the field, which will be valuable in my future career. For example, I experience the real-world application of knowledge. The practical experience gained during the internship added a real- world dimension

to the theoretical knowledge I would acquire in my academic studies. This hand-on experience, particularly in areas like employee relations, allowed me to apply HR theories to actual workplace scenarios. It has reinforced the relevance and applicability of HR concepts and practices, which will undoubtedly benefit my future career. Also, the knowledge and skills I have developed as an HR intern have enhanced my employability. As I look ahead to my future career, I have confidence that the experiences gained during the internship have made me a more competitive candidate in the job market. This knowledge has, in turn, motivated me to pursue a career in HR with enthusiasm, knowing that I am well-prepared. Lastly, the exposure to various HR functions has honed my decision-making and problem-solving skills. Understanding the complexities and nuances of HR challenges has given me a broader perspective. This skill development has increased my confidence and motivation, as I know I can approach future HR issues with competence and a well-rounded understanding.

#### 4.0) SWOT ANALYSIS





## **STRENGTH 1**

### **a) Established well-known brands**

One of the main strengths of Dindings Poultry Processing Sdn. Bhd. (DPP) lies in the creation and establishment of well-known product branding. For instance, Ayam Dindings, Ayam Fiesta, Jimat Fiesta, and DeliHous are among the brands produced by DPP. These popular branded products have been in the market for a considerable period and have endured to this day. Moreover, the demand for these branded products is a result of consumer choice, driven by their deliciousness, quality, and cost-effectiveness at current market prices.

### **i) Discussion and Recommendation**

The impact of popularity of these brands contributes to customer loyalty and the company's overall market positioning. Loyal customers choose these branded products because they have tried, tasted, and they were satisfied with the quality produced by DPP company. The success of this popular brand has ensured a long presence in the market from 1985 until 2024, demonstrating the familiarity and trust of customers. Building strong relationships with consumers is essential to comprehending their wants and raising the calibre of DPP goods and services. To handle client feedback, DPP use a Customer Relationship Management ("CRM") system and as a business asset, DPP respect and protect consumer privacy and data. The strength of the established well-known brands significantly impacts the company, as evidenced by the enduring success of these brands. This shows that, through popularity and loyal customers makes them to sustain in the market in long run.

My recommendation towards their established and well-known product branding is they need continue the brand innovation. Customers' involvement can help brands become more innovative and perform better in the market (Hashim Zameer, 2019). DPP should focus on continuous innovation within its existing brands and consider periodic product launches to keep the offerings fresh and appealing to changing consumer preferences. This approach ensures that

the brands remain relevant and competitive in the market, attracting both existing and new customers.

Other than that, by maintain a strong focus on quality control and consistency across all products bearing the established brands. This is ensuring consistent quality reinforces customer trust and satisfaction, which are crucial for sustaining the positive reputation of the brands. By implementing these recommendations, Dindings Poultry Processing Sdn. Bhd. (DPP) can not only sustain its current strengths but also potentially expand its market presence and maintain a competitive edge in the poultry processing industry.

## **STRENGTH 2**

### **b) One of the main suppliers to famous fast-food restaurant**

Being a major supplier to renowned fast-food restaurants like KFC, McDonald's, and Texas Chicken is a significant strength for Dindings Poultry Processing Sdn. Bhd. (DPP). This strategic partnership with major fast-food chains contributes to the company's stability, providing a consistent and substantial revenue stream. It reflects the company's ability to meet the stringent quality and quantity requirements of these high-profile clients.



### **i) Discussion and Recommendation**

The impact of this strength is that this stability is important for financial planning and business sustainability. Large and regular orders from these renowned clients provide a reliable income base for the DPP company and reducing the impact of market fluctuations. The association with globally recognized names like KFC, McDonald's, and Texas Chicken adds prestige to

Dindings Poultry Processing Sdn. Bhd. (DPP)'s reputation. This can attract other potential clients and partners who value the endorsement and quality standards set by these major fast-food chains.

My recommendation for DPP since they already became one of the main suppliers to famous fast-food restaurants is, by continuously optimize the supply chain to ensure efficient and timely delivery of chicken products also one of the ways they can do. This is because it involves streamlined production processes, effective inventory management, and reliable transportation logistics. By implementing this recommendation, the Dindings Poultry Processing Sdn. Bhd. (DPP) can not only maximize its current strength as a major supplier to fast-food giants but also position itself for sustained growth and adaptability in a dynamic market. This strength not only provides stability but also signifies the company's capability to navigate and excel in a competitive industry.

## **WEAKNESS 1**

### **a) Employee Training and Turnover**

High turnover and inadequate training can lead to a lack of consistency in product quality. New or undertrained employees may struggle to adhere to standard operating procedures, resulting in variations in the processing methods. This is because most of the production workers of Dindings Poultry Processing Sdn. Bhd. (DPP) are majority Nepali nationals, so it is difficult to ensure that they do the job according to the established procedures in a large number of workers. This inconsistency can impact the overall quality of the chicken products, potentially leading to customer dissatisfaction and a negative impact on the brand's reputation.

#### **i) Discussion and Recommendation**

Inconsistent product quality is likely to result in variations in taste, texture, and overall experience for consumers. Customers who experience fluctuations in the quality of chicken products may become dissatisfied and lose trust in the brand. This dissatisfaction can lead to a decline in customer loyalty and a negative impact on repeat business. Not just that, a reputation for inconsistent product quality can tarnish the brand image of Dindings Poultry Processing Sdn. Bhd. (DPP). Word-of-mouth, online reviews, and social media can amplify negative experiences, reaching a broader audience and potentially deterring new customers. A damaged reputation can be challenging to recover from and may require significant efforts in marketing and brand rebuilding.

My recommendation for DPP is they need to implement thorough and ongoing training programs for all employees, covering standard operating procedures, quality control measures, and hygiene practices. For example, develop training modules that are accessible and engaging, incorporating hands-on learning experiences to enhance practical skills. Workers are more driven to learn new things, share knowledge, and develop creative concepts for goods and manufacturing procedures (Niels Mygind, 2021). Identify and address factors contributing to high turnover, such as inadequate compensation, poor working conditions, or limited career advancement

opportunities. Implement retention strategies, including mentorship programs, career development plans, and recognition initiatives to boost employee morale and commitment. The customers can only be delighted by extraordinary services provided by staff who have received thorough and robust training (Ching-Ching Luo, 2019). By hiring local workers also often ensures a better cultural fit within the organization. They are more likely to understand and adapt to the company's values, practices, and work ethics, contributing to a harmonious work environment.

## **WEAKNESS 2**

### **b) Communication Barrier**

The majority of Dindings Poultry Processing Sdn. Bhd. (DPP) employees are Nepali nationals and a small group of local workers, this makes the difference in language used becomes a barrier in the workplace. This is because there are some of them who cannot speak English and Bahasa Melayu between the local workers and foreign workers. Employees may have varying levels of proficiency in the primary languages used in the workplace, making it challenging to ensure a consistent understanding of instructions, safety guidelines and company policies.

### **i) Discussion and Recommendation**

Ineffective communication within the workplace poses significant challenges, giving rise to misunderstandings, errors, and delays in task completion. When communication channels are unclear or inefficient, employees may misinterpret instructions and project requirements, leading to errors in task execution. Coordination becomes challenging, hindering the smooth flow of work processes, and collaboration efficiency is compromised as employees struggle to share information and ideas effectively. This overall breakdown in communication contributes to decreased productivity, as tasks take longer to complete, and the quality of work may be compromised.

My recommendation for Dindings Poultry Processing Sdn. Bhd. (DPP) is they must assign bilingual supervisors or interpreters to facilitate communication between Nepali-speaking workers and those who primarily use the workplace language. This can help in ensuring accurate conveyance of critical information. They also need conduct regular team meetings and

communication sessions to provide updates, clarify expectations, and address concerns. Ensure that these sessions are conducted in a manner that accommodates workers with varying language proficiency.

## **OPPORTUNITY 1**

### **a) Market Expansion**

Expanding the market of a Dindings Poultry Processing Sdn. Bhd. (DPP) through the introduction of customizable and personalized products involves a strategic approach that not only meets the diverse preferences of consumers but also taps into the growing demand for unique and tailor-made food options. This expansion may include variations in marinades, seasonings, and packaging sizes. The ability of businesses to modify their available resources in order to better accomplish their goals, both present and future, in novel circumstances is known as strategic flexibility (Zara Hammerschlag, 2020). By offering a diverse array of options, Dindings Poultry Processing Sdn. Bhd. (DPP) can appeal to a broader consumer base. This can give customers a choice to get and enjoy the product according to their own taste.

### **i) Discussion and Recommendation**

Market expansion through customization lead to meeting diverse consumer preferences for broader appeal. By offering customizable and personalized products, Dindings Poultry Processing Sdn. Bhd. (DPP) strategically broadens its consumer base. The varied preferences in flavors, cooking styles, and dietary choices are addressed, ensuring the brand's ability to cater to a wide spectrum of tastes. The diverse range of products not only reflects DPP's commitment to meeting individual preferences but also enhances its market reach.

DPP's approach allows the brand to connect with consumers who have specific dietary needs, cultural preferences, or a desire for unique culinary experiences. This broad appeal positions DPP as an attractive choice for a variety of customer segments, leading to increased market penetration and customer acquisition. Leveraging high operational efficiency, it can capitalize on relationship-specific expenditures and utilize the detailed information acquired from larger clients (Yoon Hee Kim, 2021). This strategic market expansion through customization establishes DPP as a versatile player in the industry, ready to meet the evolving demands of a diverse consumer landscape.

My recommendation is they need to make market research, product innovation and enhanced marketing campaigns. By conduct thorough market research will help them to understand evolving consumer preferences, emerging culinary trends, and the competitive landscape. This will provide insights into specific customization options that are in demand.

Other than that, by continuously innovate and expand the range of customizable products based on market research findings. This may involve introducing new flavors, cooking styles, or specialty cuts that resonate with diverse consumer preferences.

Lastly, by develop targeted marketing campaigns that emphasize the unique selling points of customized products. Highlight DPP's commitment to meeting individual tastes, dietary needs, and cultural preferences. Utilize various marketing channels, including social media, to reach a broader audience. It will strengthen marketing efforts highlighting the brand's ability to cater to unique tastes, dietary needs, and cultural preferences. Consistent efforts in customization will solidify Dindings Poultry Processing Sdn. Bhd. (DPP) as a market leader, fostering increased customer loyalty and sustained growth. Developing cross-functional teams can give teams access to a wider range of information, viewpoints, and abilities that are useful for fostering creativity in task-related contexts (Jin Yao, 2022).

## **OPPORTUNITY 2**

### **b) Market potential for export**

DPP, as a one of leading player in the poultry processing industry, has the potential to capitalize on profitable opportunities by expanding its market reach to international destinations. Venturing into global markets for exports can bring several strategic advantages and growth prospects for companies. Maybe this is the right time for DPP to grow and spread its wings at a higher level. This is because the general public is aware that the brand of products manufactured and produced by Dinding Poultry Processing Sdn. Bhd. (DPP) has been in the Malaysian market



for a long time so they already have a strong platform to try to penetrate the market outside of Malaysia.

### **i) Discussion and Recommendation**

The strategic decision for Dindings Poultry Processing (DPP) to explore international market opportunities for exports holds the potential for transformative impacts on the company's overall growth and sustainability. By diversifying revenue streams through global expansion, DPP can strategically reduce dependency on domestic markets and capitalize on the rising global demand for poultry products. Leveraging established brand recognition domestically can offer a competitive advantage, facilitating a quicker market acceptance in new regions. Export intensity offers a company a set of market settings where a range of foreign competitors are engaged that drive new product development in addition to enabling the company to realise economies of scale from its product breakthroughs (He-Boong Kwon, 2024). The ability to meet the diverse preferences of international consumers presents an opportunity to tap into new customer segments and enhance overall market share. The pursuit of economies of scale in international operations has the potential to drive cost efficiencies, lowering production costs per unit and improving profitability.

The recommendation for Dindings Poultry Processing (DPP) in exploring international market opportunities for exports involves a comprehensive and strategic approach. Firstly, DPP should conduct thorough market research to identify target regions with growing demand and distinct preferences for poultry products. Collaborating with strategic partners and distributors in these regions is crucial, ensuring local insights, efficient distribution networks, and adherence to regulatory requirements. Customizing product offerings to align with cultural and dietary preferences enhances market acceptance.

Concurrently, DPP should invest in robust marketing efforts tailored to each market, building brand awareness and loyalty. The optimization of logistics and supply chain processes is essential for timely and cost-effective international shipments. Implementing thorough risk mitigation strategies, including currency fluctuations and geopolitical considerations, safeguards

against uncertainties. Embracing flexibility and adaptability in response to evolving market dynamics is paramount, fostering resilience. Continuous evaluation, feedback gathering, and adjustments based on performance are vital for sustained success.

## **THREAT 1**

### **a) Numerous competitors**

As a company primarily focused on chicken production, Dindings Poultry Processing Sdn. Bhd. (DPP) competes with other chicken companies. In Malaysia, there are other companies competing to supply chicken to chicken traders, food shops and fast-food restaurants. For example, Hock Soon Poultry Farm Sdn. Bhd., Ql Ansan Poultry Farm, and HARUMi BRANDS Food Processing. In year 1985 DPP become the market leader at that time but after the existence of HARUMi BRANDS Food Processing which founded in year 1986 it become competitor towards DPP. The high number of competitors often results in intense price competition. In an attempt to attract customers, companies may engage in price wars, leading to lower profit margins for all players in the industry. With numerous companies competing for market share, there's a risk of market saturation. This implies that the demand for chicken products may not be sufficient to accommodate the supply from all competing companies, resulting in overproduction and potential wastage.

### **i) Discussion and Recommendation**

The threats outlined for Dindings Poultry Processing Sdn. Bhd. (DPP) can have several impacts on the company's overall strategic position and performance. Intense competition and price wars can exert downward pressure on prices, potentially impacting DPP's profit margins. Maintaining profitability becomes challenging when engaged in a price-driven market. Increased competition may lead to a struggle for market share. If DPP fails to effectively differentiate its products and build brand loyalty, there is a risk of losing market share to more aggressive or innovative competitors. Moreover, managing a complex supply chain with numerous suppliers and distributors can result in operational challenges. Any disruptions or inefficiencies in the supply chain can affect production schedules and the ability to meet customer demand. Diversification of customers helps manufacturing and service companies alike lessen the negative consequences of supply chain interruptions (Qiang Wang, 2023).

My recommendation is that Dindings Poultry Processing Sdn. Bhd. (DPP) needs to focus on customer relationship management to enhance loyalty through personalized services, incentives, and effective communication. This is because high operational efficiency suppliers are better able to leverage the relationship-specific expenditures made by customers and to take advantage of the detailed information and unique knowledge they acquire from large clients (Yoon Hee Kim, 2021). Building strong relationships with customers can help counteract the challenge of reduced loyalty, ensuring repeat business and long-term partnerships. It seems that in order to build client loyalty, strategic collaboration is both sufficient and essential (Vlachos, 2021).

## **THREAT 2**

### **a) Public sentiment leading to the boycott of certain customer brands due to concerns related to the Palestine issues**

In recent times, the entire world has been shaken by the conflict between Zionist Israel and Palestine, a conflict that has had an impact on famous fast-food restaurants such as KFC and McDonald's. This is because both of these fast-food companies channel their profits to Israel. Consequently, in Malaysia, the efforts of the entire Malaysian population, in the name of Islam, have been directed towards boycotting any products and services that benefit Zionist businesses.

#### **i) Discussion and Recommendation**

Through this conflict, the demand for chicken supplies from both of these popular brands, KFC and McDonald's, has been decreasing. The current situation has had a tangible effect on Dindings Poultry Processing Sdn. Bhd. (DPP), leading to a decline in the number of orders they receive compared to the previous period. The decrease in orders has directly translated into a reduction in chicken sales for the company. For example, before this issue occurred, normally the production of DPP chickens was 300,000 live birds per day but now it is reduced to 250,000 or 200,000 live birds per day. The decline in orders and sales poses challenges for DPP, affecting its revenue and overall business performance.

My recommendation is that Dindings Poultry Processing Sdn. Bhd. (DPP) should actively seek and establish partnerships with new customers and markets outside the fast-food industry. Diversification of customers helps manufacturing and service companies alike lessen the negative consequences of supply chain interruptions (Qiang Wang, 2023). They should also explore finding new customers such as local companies who require a chicken supplier. This is a backup for DPP's business to ensure a sustained flow of revenue. For instances, beyond fast-food chains, DPP can explore collaborations with local businesses such as Marrybrown, which is a prominent fast-food restaurant garnering attention. Alternatively, targeting small restaurants and hotels also can open up new avenues for business. This diversification strategy mitigates the risk associated with depending solely on one customer segment.

## 5.0) CONCLUSION

In conclusion, what I gained from my internship are learning how to communicate with foreign workers and understanding how to handle cases of conflicts among workers. Moreover, I acquired knowledge in payroll, where I calculated employees' overtime and corrected manual records. I gained hands-on experience applying HR concepts learned in academic settings to real workplace scenarios. I also learned about the intricacies of organizational dynamics, including communication structures, team collaboration, and decision-making processes. Understanding the importance of fostering positive employee relations and engagement to contribute to a healthy and productive work environment is essential.

I feel fortunate to have interned here, gaining familiarity with HR systems, tools, and legal aspects. I improved communication skills through interactions and developed problem-solving abilities by addressing HR challenges. My vision is continuous learning in HR, staying updated on trends and technologies to contribute meaningfully to organizational growth. I aim for leadership roles, showcasing my ability to lead teams and drive positive change. With a passion to be a Human Resources executive, I am optimistic about securing job opportunities post-internship. I am eager to apply gained skills to contribute effectively to HR operations, enhancing both my professional skills and organizational success.

In the next five years, I aspire to be a Senior HR Manager, leading the design and implementation of impactful HR initiatives. I aim to manage and inspire a high-performing team, emphasizing continuous learning and career growth. I envision a commitment to talent development, creating a culture that fosters professional and personal advancement. As a Senior HR Manager, I will stay adaptable, aligning HR strategies with industry changes and technological advancements for overall organizational success. My vision for the next five years involves not just professional growth but also creating a workplace that nurtures individual and organizational development. I look forward to the challenges and opportunities, aspiring to make a lasting, positive impact on the HR function and organizational success.

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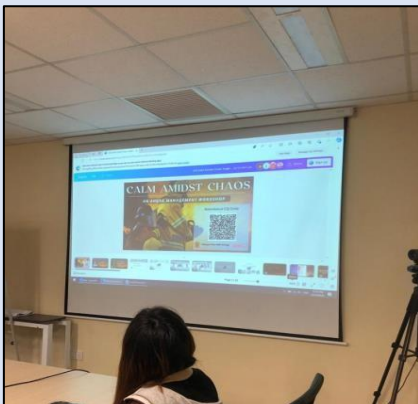


## 7.0) APPENDICES



- I learned how to claim SOCSO for insured parties, fill out the form, and obtain all necessary documents. Once complete, submit the documents at the Social Security Organization (SOCSO) office and obtain the acknowledgment stamp.

- Assist the Human Resource Executive during the induction session for new intake of 32 foreign workers.



- Attended a 'Learn Over Lunch' workshop on how to manage our anger.



➤ Birthday celebration with HR department.

➤ I designed a poster for a birthday and Deepavali celebration event, as well as hampers that I created for the gift-giving session.

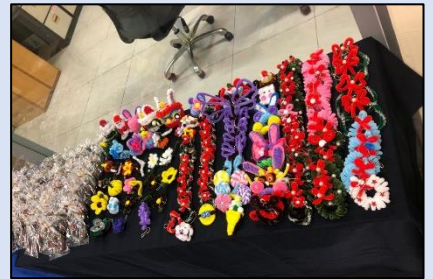


➤ The first event that I managed was the Birthday and Happy Deepavali Celebration. I was assigned to plan the activities and itinerary for the entire program.

TENTATIVE PROGRAM			
TIME	ACTIVITIES	DESCRIPTION	DETAILS
10:30 - 12:00 PM	Game Start	Give instruction of game	
10:30 - 11:00 AM	1) Rangoli Painting		1 group (5 people) 5 group (25 players)
11:00 - 12:00 PM	2) Musical Chairs With Diwali Songs		1 round (6 people) 3 round (18 players)
12:00 - 2:00 PM	Lunch Time & Cake Cutting	playing deepavali songs	
2:00 PM	Winner Announcement and Prize Giving		
<b>Game Instruction</b>			
<b>1) Rangoli Painting</b>			
Briefly explain how the game conducted			
Workers will divide to 5 people for 1 group			
They will give A3 paper with same rangoli patterns			
30 minutes given to complete the whole rangoli patterns			
Choose the winner from all the 5 groups which is the best			
<b>2) Musical Chairs With Diwali Songs</b>			
It will involve 10 people to play the game			
The game will play for 3 round with bollywood/hindustan song total players 25 people each round			
Arrange the chairs in a circle, facing outward.			
Make sure there is enough space between each chair for players to move around.			
Place the music player and speakers in a central location where everyone can hear the Diwali songs.			
<b>Game Rules:</b>			
Gather the players and explain the rules of the game.			
Assign each player a chair to start with, it will have 5 rounds.			
Start playing the Diwali music and have the players walk around the chairs in a clockwise direction. Encourage them to dance or move to the music.			
When the music stops, players must quickly find a chair to sit in. However, since there is always one less chair than the number of players, someone will be left standing.			
The player without a chair is eliminated from the game for that round. Remove one chair and start the music again for the next round.			
Continue eliminating players and removing chairs after each round until only one player remains. That player is the winner.			



- I conducted an internship presentation, presenting what I learned during my three-month internship at DPP. I shared stories, experiences of working in the actual professional environment, and get feedback with the entire human resources department. Praises and words of encouragement were given by the entire HR team.



- The second event managed by me. Christmas celebration, I need to be the project leader for this event, the tasks given are to make a budget, tentative program, game activities, exchange gift session, make invitation cards, invite all employees to participate in the event, be the emcee, and photographer throughout the event.



- Received a visit from the Indonesian company JAPFA on 18<sup>th</sup> January 2024, which operates in the same industry of chicken-based food production, to establish connections and hold a sharing session together. The assigned tasks include welcoming the visitors and serving as the multimedia liaison during the production and company tour.

# Ouriginal Result



## Document Information

Analyzed document	INTERNSHIP REPORT DPP_NUR FARLIYANA BINTI BADARUDDIN_2021118361_RBA2436C..pdf (D184752010)
Submitted	2024-01-28 05:11:00 UTC+01:00
Submitted by	
Submitter email	2021118361@student.uitm.edu.my
Similarity	7%
Analysis address	azeni.UiTM@analysis.ouriginal.com

## Sources included in the report

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# DINDINGS POULTRY PROCESSING SDN. BHD.

1ST SEPTEMBER 2023 -  
9TH FEBRUARY 2024



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