

Industrial Training Report

24 August 2023 - 9 February 2024



**AINA SYAZWANI BINTI ANUAR |
2021117915 | RBA2436B**

EXECUTIVE SUMMARY

This report outlines my experience working as an intern at Tuahvet Sdn Bhd. In Penang, Malaysia, Tuahvet was founded in 2016 as a veterinary services provider. In 2019, Padang Serai, Kedah, and Kulim were added, and in 2023, Kulim. The report also includes a mission, vision, objectives, and values section. Establishing a minimum of one branch in each state in Peninsular Malaysia was one of the company's goals. During my internship, I handled employee attendance, leave requests, and other administrative and HR tasks at Tuahvet Sdn Bhd. I have gained a lot of experience with the responsibilities of the Human Resources role throughout my internship. When the owners are not included, the firm employs 42 people. Every SWOT had two points in the SWOT Analysis section. Being Kepala Batas' sole veterinary clinic and being actively involved in marketing were its advantages. The company's shortcomings included treating cats exclusively and having inadequate inventory management. Furthermore, the company's prospects were widely recognized and expanded. Exotic animals and talented people are the threats. The SWOT analysis has advantages for businesses as well. The recommendation is also included in a few of the company's SWOT analyses. It was a good idea to prepare final-year students to do an internship during the previous semester since it would provide them with a realistic work environment.

TABLE OF CONTENT

EXECUTIVE SUMMARY.....	I
TABLE OF CONTENT.....	II
ACKNOWLEDGEMENT.....	III
LIST OF FIGURES.....	IV
STUDENT'S PROFILE.....	1
COMPANY'S PROFILE.....	2
TRAINING'S REFLECTION.....	7
SWOT ANALYSIS.....	9
DISCUSSION AND RECOMMENDATION.....	12
CONCLUSION.....	20
REFERENCES.....	21
APPENDICES.....	23

LIST OF FIGURES

Figure 1: Company's Logo.....	2
Figure 2: Klinik Haiwan Bertam	2
Figure 3: Klinik Kucing Padang Serai.....	2
Figure 4: Tuahvet Bertam.....	3
Figure 5: Tuahvet Padang Serai.....	3
Figure 6: Tuahvet Kulim.....	3
Figure 7: Mulberry Plant.....	3
Figure 8: Universiti Putra Malaysia.....	8
Figure 9: Klinik Veterinar Putra Nilai.....	8
Figure 10: JawhariCat Veterinary Centre.....	8
Figure 11: Location Tuahvet Bertam.....	12
Figure 12: Laser Therapy.....	12
Figure 13: Nebulization.....	12
Figure 14: Posting Tuahvet.....	13
Figure 15: Tuahvet's Facebook and Instagram.....	17

COMPANY PROFILE

Name, Location & Background



Figure 1: Company's logo

The company was named Tuahvet Sdn Bhd. The location for HQ at 19-1, Jalan Dagangan 10, Pusat Bandar Bertam Perdana, 13200 Kepala Batas, Pulau Pinang.

In 2016, Tuahvet was established in Bertam, Kepala Batas, Penang. Tuahvet also expanded its wings to Padang Serai, Kedah in 2019. For information, in 2016 until 2019 the company used Klinik Haiwan for Bertam and Klinik Kucing for Padang Serai and in 2020 they rebranded the name in parallel with all branches as Tuahvet.



Figure 2: Klinik Haiwan Bertam



Figure 3: Klinik Kucing Padang Serai



Tuahvet Kulim was established in September 2023. Tuahvet is a company that makes services and sells products. Due to demographics people in that area, more have pets like cats rather than dogs. At the end of 2023, they slowly take patients like dogs.

This company was owned by Dr. Abdul Muhaimin bin Rofie and Dr. Farhah Zaidar binti Abdul Malik. Both of them were husband and wife and have a veterinary doctor's certificate from Universiti Putra Malaysia.



Figure 4: Tuahvet Bertam



Figure 5: Tuahvet Padang Serai



Figure 6: Tuahvet Kulim

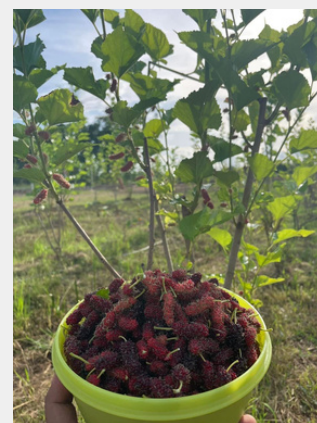
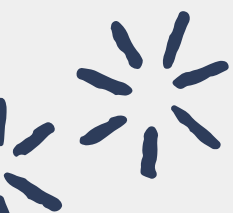


Figure 7: Mulberry Plant

In Pendang, Kedah, Tuahvet also operates Tuah Farm. In 2020, Tuah Farm was founded. Dr. Abdul Muhaimin bin Rofie keeps an eye on the two employees who work there. They generate goods and services. They raise rabbits and market the meat. They have the mulberry plant as well. They will sell to the people in that area once the mulberry is mature.



COMPANY'S PROFILE

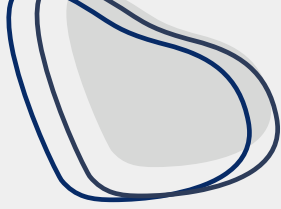
Vision, Mission, Objective, Goal

Vision

- To be the most trusted and respected cat friendly veterinary clinic in our community by administering the best possible medical and emotional care and giving outstanding customer service to every patient and every client in every visit.

Mission

- Robust Financial Growth
- Better Customer Experience
- Advanced Technology Ventures
- Effective Internal Process
- High Talent Capability



Objectives

- Provide a conducive atmosphere for customers and their pets.
- Providing holistic veterinary health services including basic needs, care, treatment and advisory services.
- Offering reasonable service prices in line with the demands of professionalism
- Obtained 'Cat Friendly Clinic' recognition from the International Society of Feline Medicine (ISFM).
- Open at least one branch in every state in Peninsular Malaysia.
- Creating job opportunities and improving the quality of life for every member of the Tuahvet family.

T

TRUST - We develop trust in the employee-employer relationship

U

UNIQUE - We believe that the thinking and behavior of each of us is unique, which is able to support the growth of the company

A

APPRECIATE - We celebrate differences of thoughts and opinions because they are the key to happiness, confidence, and strengthening our relationships.

H

HOSPITALITY - We treat every customer by providing the best hospitality through the services offered in retaining existing customers and ensuring positive feedback from customers.

V

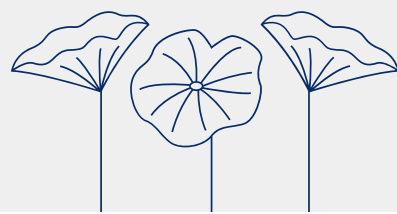
VERSATILITY - We believe the versatile nature of the workplace can stimulate employees to adapt in improving communication in relationships

E

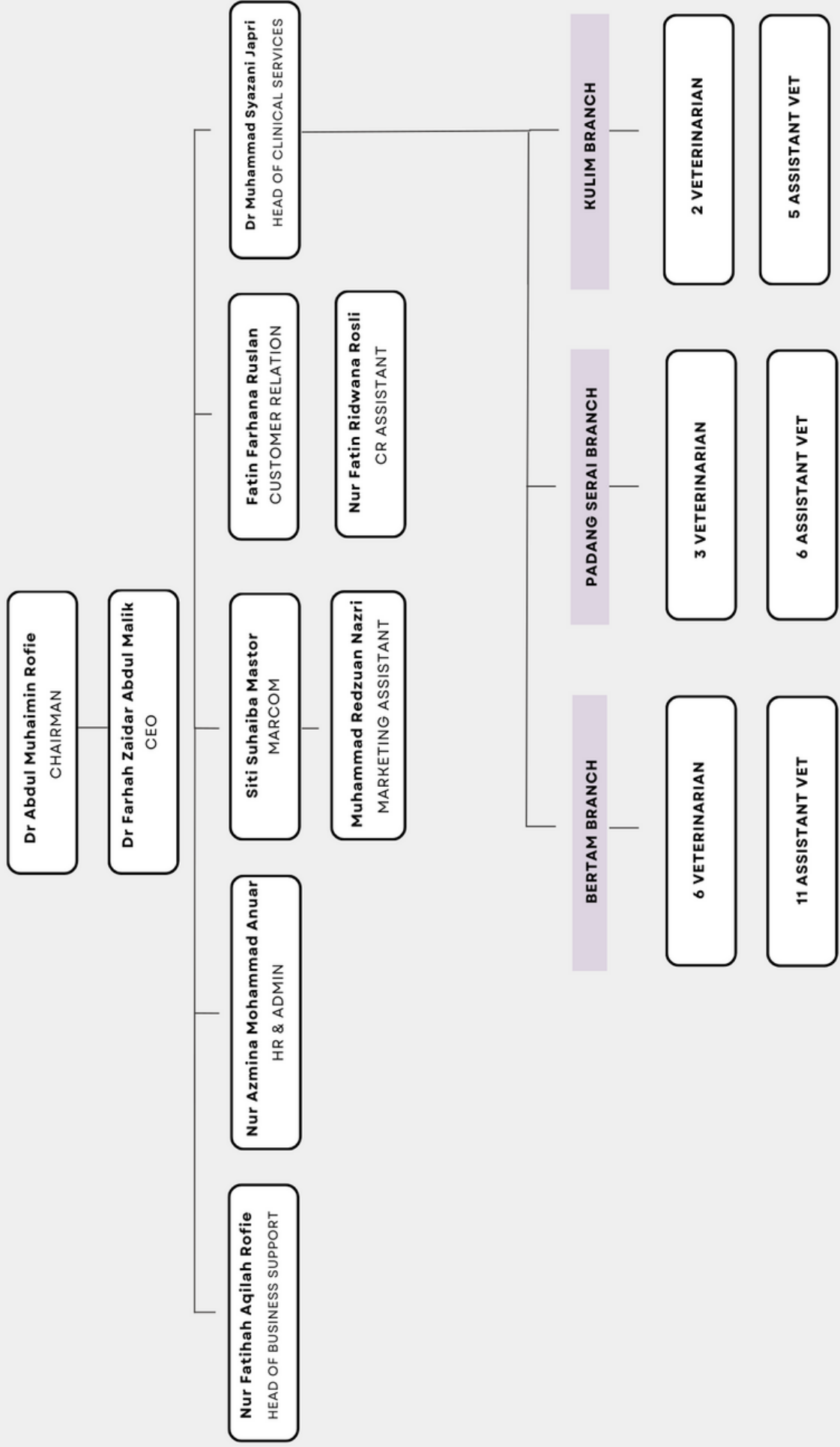
ENTERPRENEURSHIP - We encourage entrepreneurial spirit in our employees, think outside the box, be creative & take full advantage of opportunities to thrive

T

TEAMWORK - We prioritize collaboration in every task and we believe that excellent results can be achieved when we work together



Organizational Structure



TRAINING REFLECTION

INTRODUCTION

Through job experience, such as internships, professionals can expand their expertise in a particular industry. You can gain practical experience in your desired field with an internship. Finding out about internships might help you build relationships for future employment and obtain job experience. An internship is a set amount of time during which young people or students get practical job experience. You can work for a firm and take part in meetings, projects, and job shadowing opportunities while completing an internship. The main goals of internships are to acquire knowledge and expertise in the field of your choice. These are highly supervised sessions that allow ample time for introspection and questioning. It's an excellent approach to make the move from university to the workforce since you can network inside your sector of choice. After the internship, these connections could be able to tell you about employment openings (Indeed, n.d.)



JOB TASKS AND RESPONSIBILITIES

I was working at Tuahvet Sdn Bhd as an intern. This business provides veterinary services. I began working as an intern on August 28, 2023, and I'll be completing this until February 9, 2024. My working hours are 9:30 am to 7:00 pm for three days, with a break from 1:30 pm to 3:00 pm for lunch. Moreover, my working hours were adjusted to 9:00 am to 6:00 pm on September 1, 2023, with a 1:00 pm to 2:00 pm lunch break. I work from Monday through Friday.

I was put in charge of the HR and administrative departments. My supervisor's maternity leave began on September 1, 2023, and I will receive some guidance via the WhatsApp application. My duties as an admin and HR include checking staff attendance, staff leave applications, participating in HR online meetings, attending morning briefings, ordering food for staff refreshments every Friday, checking bills on the post box, and posting x-ray dosimeters. The managing director and head of business support also provided me with a lot of guidance for a few months. A monthly allowance of up to RM300 is the extrinsic benefit that I receive.

EXPERIENCES

On 17th - 18th October 2023, Universiti Putra Malaysia held a Career and Entrepreneurship Carnival. Our objectives for this event are to increase brand awareness among university students and job hunting and open for recruitment for veterinarian position, operation and management. We also open for internship program.



Figure 8 : Universiti Putra Malaysia

I was able to tour the clinics at Klinik Veterinar Putra Nilai and JawhariCat Veterinary Centre after participating in the two-day career expo at Universiti Putra Malaysia. The first stop is at Klinik Veterinar Putra Nilai. The space was about the size of ten retail lots. They provide services not only for cats but also for dogs and exotic pets. The best aspect is that there are separate sections for cats and dogs, so there will be no complaints from customers. Furthermore, individuals with pharmacy qualifications are assigned to the pharmacy area. So it will be more smooth, and they will have the correct technique to adjust there. The things I enjoy about JawhariCat are the lovely smell in the lobby, the gorgeous interior design, and the staff who will serve the customers very well.



Figure 9: Klinik Veterinar Putra Nilai



Figure 10 : JawhariCat Veterinary Centre

SWOT ANALYSIS



A framework known as a SWOT analysis is used to determine and evaluate the opportunities, threats, weaknesses, and strengths of a business. The acronym SWOT is composed of these terms. The principal objective of SWOT analysis is to enhance comprehension of the elements involved in formulating a company plan or decision. SWOT analyses the internal and external environments and the variables that may impact a decision's feasibility to achieve this (Bigelow, 2022).

Strengths are things like a strong brand, loyal customers, a solid financial sheet, cutting-edge technology, and more that highlight an organization's capabilities and set it apart from the competitors.

An organization's weaknesses prevent it from operating at peak efficiency. The company needs to make improvements in several areas to be competitive: a poor supply chain, a large debt load, a weak brand, and a lack of funding.

Opportunities are advantageous outside circumstances that might provide a business with a competitive edge. For instance, a car manufacturer can export its vehicles into a new market if a nation lowers tariffs, which will increase sales and market share.

Factors that could be harmful to a business are referred to as threats. For instance, a drought poses a risk to a wheat-producing business since it could kill the crop or lower its yield. Additional prevalent threats include things like constrained labor supply, growing competition, and rising material costs, among others (Kenton, 2022).

THE BENEFITS OF SWOT ANALYSIS

Enhanced Self-Awareness

- Businesses are encouraged to examine their management and operations procedures more closely by using a SWOT analysis. Through this process, the company's fundamental competencies and areas in need of improvement become more clear. Organizations can make wise decisions that promote growth, enhance performance, and strengthen their competitive edge by being aware of their strengths and shortcomings.



Identification of opportunities

- Businesses can identify possibilities in the market that they might have otherwise missed by doing a thorough SWOT analysis. These prospects can include unexplored markets, new collaborations, technical developments, or changes in customer tastes. Businesses can boost their profitability by spotting and seizing these chances.



Competitive Advantage

- Companies can create strategies that provide them a competitive advantage over their rivals by analyzing their strengths and weaknesses as well as opportunities and threats in the market. Businesses can stay ahead of the competition in the market by using a SWOT analysis to pinpoint their unique selling propositions and take advantage of their rivals' vulnerabilities (Bottrell, 2023).



SWOT ANALYSIS

S

STRENGTHS

- **The only veterinary clinic**
- In Kepala Batas
- **Actively in marketing**
- Sharing about cat disease and awareness

W

WEAKNESS

- **Poor inventory management**
- **Treatment for cats only**

O

OPPORTUNITIES

- **Expand clinic** - Objectives' company to open in each states.
- **More widely recognized** - Use social media platform

T

THREATS

- **Talented person** - Excellent managing inventory
- **Exotic animals** - Competitor treats exotic animals

DISCUSSION & RECOMMENDATION

STRENGTH 1

The only veterinary clinic in Kepala Batas, Pulau Pinang

People nowadays enjoy caring for cats. Taking care of a cat entails not only feeding it but also monitoring its health and preventing harmful infections. In addition, the owner must bring the cat to the clinic for immunization and medication if the cat is sick.

Tuahvet Klinik was located in Kepala Batas, Pulau Pinang. There is only one veterinarian clinic in this area. Apart from that, there is only a pet shop and a pet hotel. Furthermore, if pet owners want to bring their cats for a medical checkup, they will undoubtedly come to Tuahvet Bertam. In addition, Bertam has 6 veterinarians who graduated from Universiti Putra Malaysia. There is new technology that we can employ in increasingly current times. Klinik Tuahvet has a large number of machines for pets. For example, x-ray, microscope, ultrasound, dental scaling, laser therapy, nebulization, and other procedures.



Figure 11: Location Tuahvet Bertam



Figure 12: Laser Therapy



Figure 13: Nebulization

STRENGTH 2

Actively in marketing

The term "marketing" describes the activities a business takes to promote customers to make purchases of a good or service. Through advertising, professionals in a company's marketing and promotion departments aim to capture the interest of potential target audiences. Promotions might include memorable packaging or graphic designs, celebrity endorsements, phrases or slogans, and general media exposure (Twin, 2023).

The marketing department in Tuahvet will contribute to promoting the brands, sharing about cat disease and awareness on their social media such as Facebook, Instagram, and TikTok. A person who has been keeping cats for a long time or always takes cats to the clinic will know the serious diseases of cats and some that can infect humans. Some pet owners do not know what serious diseases cats especially if they are beginners in keeping cats. Therefore, the marketing has shared about Feline Sporotrichosis that can infect humans so it is essential to know the signs of sporo. The signs of sporo are wounds are slow to heal, the wounds swell, bleed, and fester, it is difficult to breathe and there is no appetite and no activity. Tuahvet still does not have its own brand product so for now they just promoting their services. In short, Tuahvet is very active in marketing on social media and using signboards, LED signboards, and joining any expo.

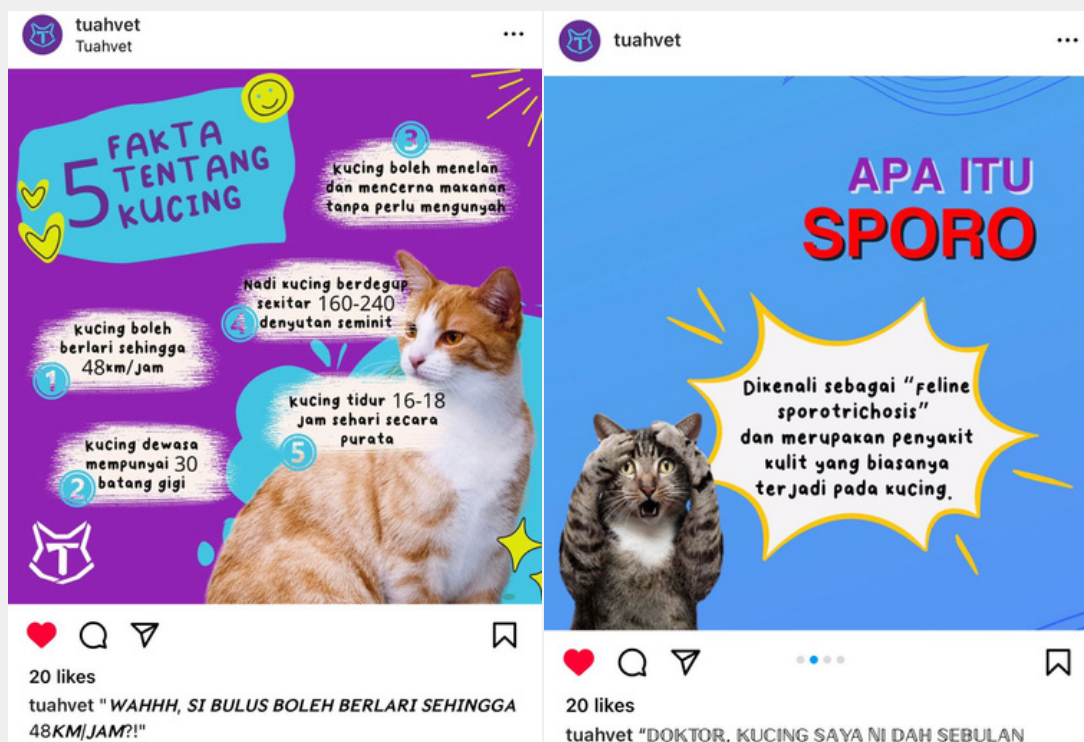


Figure 14: Posting Tuahvet

WEAKNESS 1

Poor inventory management

The incapacity to efficiently control the flow of materials and goods into, through, and out of a business is known as poor inventory management. Numerous issues, such as stockouts, excess inventory, obsolescence, and high carrying costs, may result from it (Mohammad Ali, 2023).

As for Tuahvet in my view, their poor inventory management is obsolescence. According to Mohammad Ali (2023), inventory that a business has on hand but is unable to utilize or sell for a variety of reasons, such as being out-of-date, damaged, or no longer in demand, is referred to as obsolete inventory.

Several of the inventory in Tuahvet are out-of-date or expired. The doctors will request what medicines or items to buy for the operation clinic from the head of business support. The problem arise when some of the doctors did not use the same items but used other items of another brand for certain diseases. It should be parallel for all doctors to use the same items. Other than that, when the items are not in heavy use but already bought in large quantities.

My recommendation for this issue is to regularly monitor inventory. According to Lopienski (2021), knowing how much you're spending on holdings costs to keep slow-moving, perhaps outdated items in storage can also help you prevent and reduce obsolete inventory through regular and accurate inventory audits. Deadstock and slow-moving merchandise can eat up valuable storage space that could be utilized to hold more quickly selling goods. You can get rid of unsaleable or unlikely-to-sell inventory quickly by conducting routine audits.



WEAKNESS 2

Treatment for cats only

Some people think that if veterinary clinic then if they have pets other than cats, they also can bring them to the clinic. Unfortunately, they should ask first and know whether the clinic accepts pets other than cats.

The second weakness of Tuahvet Sdn Bhd is they take treatment for cats only. Because of the demand in that area mostly a cat. But, there is also the customer that brings their rabbit for a lion cut. Branch Tuahvet Kulim is planning to make treatment for dogs soon. Currently, they take patients like dogs by appointment but just for simple check-ups. There are still more items for dogs to buy and prepare.

Mostly, the staff in Tuahvet are Muslim and when we treat patients like a dog, we should emphasize after we touch that dog to serto and so on. Other than that, the area that will be used, if the customer brings their dogs.

My recommendation for this weakness is to slowly take patients such as dogs or exotic animals at Tuahvet. Thus, the process of giving treatment and check-ups for dogs and exotic animals is still the aspect that very important. The management can divide the area for cats and dogs separately. Other than that, Human Resources should provide many classes on how to manage dogs and exotic animals.



OPPORTUNITIES 1

Expand clinic

Started 2016 until 2023, Tuahvet already has three branches, one in Penang and the other 2 in Kedah. Tuahvet has the potential to expand its brand to the north area. The demographic that they targeted is owners that have pets, especially cats. North areas in Malaysia consist of Perlis, Kedah, Penang, and Perak.

With over 1,000 Malaysian respondents providing insights on a range of industry-related topics, Standard Insights' most recent Consumer Report Malaysia 2023 found that over half of Malaysians (51.1%) own pets, and 26.4% of them own multiple pets, demonstrating that pet ownership is more than just a fad for these people. Cats are by far the most popular pet among Malaysians, with 77.7% of respondents who had pets owning at least one cat, according to the research. Dogs (14.9%) and tropical fish (13.2%) come next. The remainder of pet ownership in Malaysia consists of other animals including birds, reptiles, and small mammals (A Closer Look at Pet Ownership in Malaysia, 2023).

Based on the one of company's objectives is also to open its business in every state in Peninsular Malaysia. As a result, Penang and Kedah have branches there. My suggestion is the company should make sure that the business is stable and the sales achieve the target. It is best to have the funds available before starting the process of growing your business when creating another location. Simply make sure you have the resources to handle the worst-case situations, such as slow months while the new location is being built (Freedman, 2023).



OPPORTUNITIES 2

More widely recognized

The term "social media" describes a range of technological tools that allow people to share information and ideas. Approximately 60% of the global population, or over 4.7 billion individuals, utilize social media, including Facebook, Instagram, YouTube, and X platform (previously Twitter). Early in 2023, 94.8% of users visited websites and apps for chat and messaging, with social media platforms coming in second with 94.6% of users (Dollarhide, 2023).

These days, people use the technology at their fingertips. Even when traveling, you want to eat, therefore you will look up local eateries on Google. Sometimes all you need to do is Google to find the closest clinic when you want to take your cat for a checkup but are unsure where it is.

During my internship at Tuahvet, I observed that the company spent money on Instagram, Facebook ads, LED boards, signboards, and Google Ads. Utilizing all of these will increase Tuahvet's recognition. Facebook has 3.9K followers and 3K likes on Tuahvet, whereas Instagram has 1,430 followers. It is therefore a useful strategy for increasing recognition.

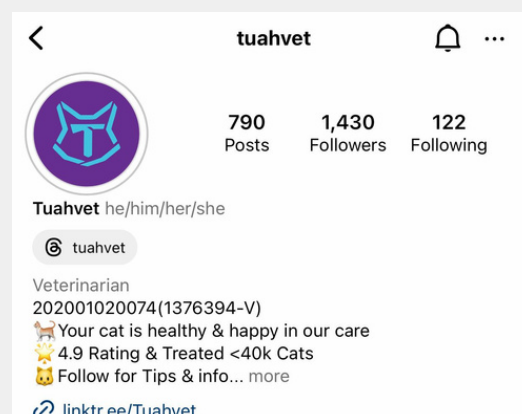
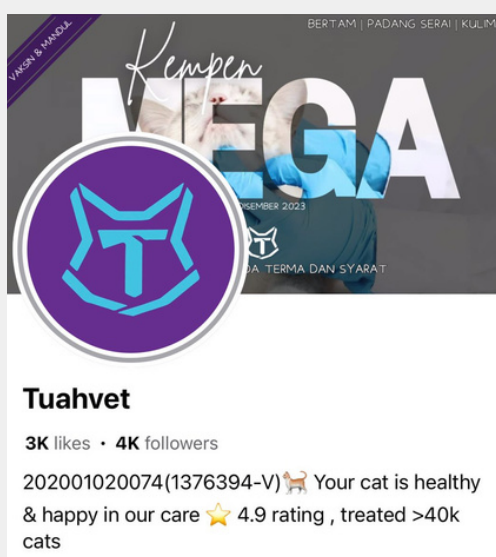


Figure 15: Tuahvet's Facebook and Instagram

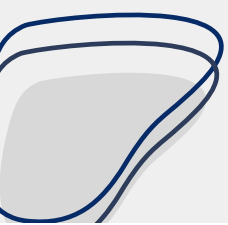
THREATS 1

Talented person

A talented person is someone who can do something with her or his capability. One of the best methods to increase your chances of finding a job is via education. To fill roles, employers are increasingly seeking applicants who have completed formal training and certifications. An educational background reassures companies that you have the abilities and know-how to perform the work effectively. Furthermore, a degree or certification makes you more appealing to employers and might provide you an advantage over other candidates (Education, 2023). When people apply for job vacancies with educational backgrounds that his or her have.

There are several staff in Tuahvet who have fair educational backgrounds with positions that they applied for. Vet assistants have educational backgrounds such as Animal Science and Ruminant. For the position of dispensary or pharmacy in Tuahvet, the staff did not come from a fair educational background which is a Diploma in Pharmacy. From my experience visited Klinik Veterinar Putra Nilai, they have a staff dispensary with a Diploma in Pharmacy. Hence, with the staff's educational background, they can apply what they learn in universities to the job. All the medicines or items are in their dispensary only the person in charge will have access to the items in and out.

My recommendation for this threat is to choose an employee with an educational background or who has experience in a certain position. When people have experience in other places, they can apply the ways or knowledge to the clinic.



THREATS 2

Exotic animals

Diverse organizations, individuals, state governments, and businesses may have slightly varying definitions of what constitutes an exotic pet. Anything that is not a farm animal, domestic dog, or cat is generally referred to as an exotic pet in the veterinary world. Generally speaking, exotic animals are those that have not been tamed. This contains many pocket pets frequently bought from pet stores, as well as fish, birds, reptiles, and invertebrates. Generally, domesticated animals such as dogs, cats, hens, cows, horses, goats, pigs, and others are not considered exotic pets. Rabbits, meanwhile, might or might not be seen as unusual (What Is an Exotic Pet?, n.d.).

Based on what I asked my colleagues, the company's competitors that have the same level is Veterinary Pet Wellness Clinic. Their clinic accepts exotic animals as I mentioned above, they consist of birds, reptiles, and invertebrates. Veterinary Pet Wellness Clinic was located at Butterworth Penang. They also provided exotic pet medicines. If they can treat exotic animals were means that they have the capability of veterinarians in handling exotic animals.

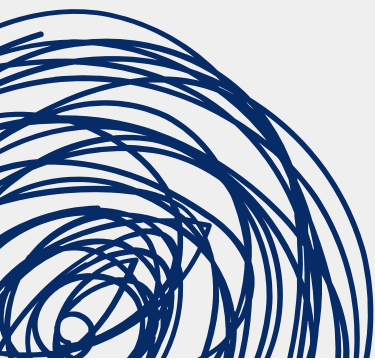
Currently, based on my view, if there are customers that have exotic animals, they will contact our customer service first to know whether Tuahvet can treat their exotic animal or not. There was one customer who brought her rabbit for a lion cut but after bringing it home, the rabbit did not move and felt stressed. After this issue, the management provided a class about exotic animals and the speaker was the veterinarian, she said that if the doctor wants to do a lioncut for a rabbit, the rabbit should be anesthesia and just a certain area that can be cut.

In my opinion, they should have enough knowledge about how to take care of the exotic animals. If they have enough knowledge then they can give their services on treating the exotic animals. The management or HR can approach making a class by inviting speakers who have more experience in handling exotic animals.

CONCLUSION

To conclude, every company needs to have a vision, mission, and goals because these will help the employees and the owner stay motivated to achieve what they want. In business, the SWOT analysis can also be a reference on what the business can improve and be aware of their competitors. The company should analyze its weaknesses and threats to the company. The company can identify what opportunities are open for them that they can take.

Also, an internship is an opportunity for the final year students to gain more knowledge and experience on how the exact situation works. What we learn in universities is just a theory but in working we will face the problem and manage how to solve it. As for me, I am grateful and happy doing my internship at Tuahvet because they asked me what I wanted during the internship. My internship journey for six months was filled with experience and doing Human Resource work. From that, I was exposed to the scope of human resource work. There are also certain areas that I should improve and make it stronger. Some of the things we should always recall back and apply to the jobs.



REFERENCES

A Closer Look at Pet Ownership in Malaysia. (2023, May 17). <https://standard-insights.com/blog/pet-ownership-in-malaysia/>

Bigelow, S. J. (2022). What is a SWOT Analysis? SearchCIO. <https://www.techtarget.com/searchcio/definition/SWOT-analysis-strengths-weaknesses-opportunities-and-threats-analysis>

Bottrell, G. (2023, April 13). The Benefits of Conducting a SWOT Analysis for Your Business. [Www.linkedin.com. https://www.linkedin.com/pulse/benefits-conducting-swot-analysis-your-business-gavin-bottrell](https://www.linkedin.com/pulse/benefits-conducting-swot-analysis-your-business-gavin-bottrell)

Dollarhide, M. (2023, August 31). Social Media: Definition, Effects, and List of Top Apps. Investopedia. <https://www.investopedia.com/terms/s/social-media.asp>

Education, iN. (2023, February 15). The Importance Of Education For Your Future Career - iN Education Inc. <https://ineducationonline.org/2023/02/15/the-importance-of-education-for-your-future-career/>

Freedman, M. (2023). Opening a New Location for Your Business. Business.com. <https://www.business.com/articles/tips-for-opening-another-location/>

Kenton, W. (2022, August 10). How SWOT (Strength, Weakness, Opportunity, and Threat) Analysis Works. Investopedia. <https://www.investopedia.com/terms/s/swot.asp#:~:text=Is%20SWOT%20Analysis%3F->

Lopienski, K. (2021, September 7). What Is Obsolete Inventory? How to Identify, Avoid, & Manage Inventory Obsolescence. ShipBob. <https://www.shipbob.com/blog/obsolete-inventory/>

Mohammad Ali. (2023, September 16). How to Identify and Improve Poor Inventory Management. <https://cashflowinventory.com/blog/poor-inventory-management/>

Twin, A. (2023). Marketing in Business: Strategies and Types Explained. Investopedia. <https://www.investopedia.com/terms/m/marketing.asp>

What Is an Exotic Pet? (n.d.). The Spruce Pets. <https://www.thesprucepets.com/what-is-an-exotic-pet-5525223>

What Is an Internship: Everything You Need To Know. (n.d.). Indeed Career Guide. <https://au.indeed.com/career-advice/career-development/what-is-an-internship>

APPENDICES



Career Carnival and Entrepreneurship at Universiti Putra Malaysia



Klinik Veterinar Putra Nilai with Dr. Alia



JawhariCat Veterinary Centre with Dr. Farouq



Participated weekly training



Exotic and X-ray Class with Dr. Ashikin and Tuan Amirul

Document Information

Analyzed document	AINA SYAZWANI BINTI ANUAR_2021117915_INTERNSHIP REPORT.pdf (D184325556)
Submitted	2024-01-22 16:10:00 UTC+01:00
Submitted by	AINA SYAZWANI
Submitter email	2021117915@student.uitm.edu.my
Similarity	1%
Analysis address	nsyamilah.UiTM@analysis.ouriginal.com

Original Result