



UNIVERSITI
TEKNOLOGI
MARA

POS Digicert

POS DIGICERT

SDN BHD

INDUSTRIAL RELATION REPORT

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EXECUTIVE SUMMARY

As we all know, an internship is part of a course requirement that needs to be completed for a student to graduate. The purpose of doing an internship is on how theories can be applied during the internship duration and to let the students experience bits of real working life. The company that I chose was Pos Digicert Sdn Bhd under the Human Capital Division. For this 6 months internship, I was under supervision of Ms. Zareem Binti Mohd Kassim who is Senior Associate for Human Capital Division with me in a role as a trainee Human Capital.

Basically, in this report I will be explaining about the company, my responsibilities, SWOT analysis, TOWS analysis, PESTEL analysis and conclusion. SWOT analysis is a situational analysis where you need to identify the internal and external strength, weakness, opportunity and threat of this company. Meanwhile, TOWS analysis is a strategy analysis where some recommendations were made in order to handle the situational analysis. PESTEL analysis is an uncontrollable situation that may affect the company's business and need to plan strategy on how to overcome the situation.

In the end, my journey as a trainee for these 6 months has allowed me to gain new experiences and knowledge with the help of staff from Pos Digicert Sdn Bhd too. They are fun to be with as they know when to be professional and informal. Does not mind sharing any knowledge and teaching new skills. It was such a pleasure to be part of this family and nothing can describe how much I appreciate the opportunity they gave to me for these past 6 months.

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COMPANY'S PROFILE

NAME, LOCATION, INDUSTRY & SERVICE/PRODUCT

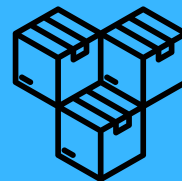
POS Digicert



**8-3A-02 Star Central
Lingkar
Cyberpoint Timur,
Cyberjaya, 63000
Cyberjaya, Selangor**



**Industry of
Technology and IT**



**Service : Certification
Authority
Product : Digital
signature**

ABOUT POS DIGICERT

Pos Digicert Sdn Bhd was established in February 1998 with its objective of facilitating the migration of the physical world economy to internet companies. Pos Digicert also was a wholly owned subsidiary of POS Malaysia Berhad and under the sector of technology. Next, Pos Digicert aims to become Malaysia's premier licensed Certification Authority (CA) and has dedicated itself to the crucial role of managing digital certificates for the creation of digital identities.

Operating as the Certification Authority, Pos Digicert is entrusted with the responsibility of safeguarding sensitive or restricted data in a diverse range of administrative and economic procedures. In addition, digital certificates play a pivotal role in ensuring the security of online transactions by addressing the three fundamental components of online security: Authentication, Integrity and Confidentiality, and Non-Repudiation. This entails providing evidence of the identities of transaction participants, ensuring the unaltered nature of communications, and establishing a framework for non-repudiation.

Besides, in response to the imperative need for information security and the challenge of overcoming the negative perception associated with online transactions, the government is actively fostering an effective trust model centered around Pos Digicert. The continued expansion of Malaysia's e-business hinges on the indispensability of digital signatures, encryption, and the supporting infrastructures.

VISION

“To become a leading trusted electronic identity and security service provider”

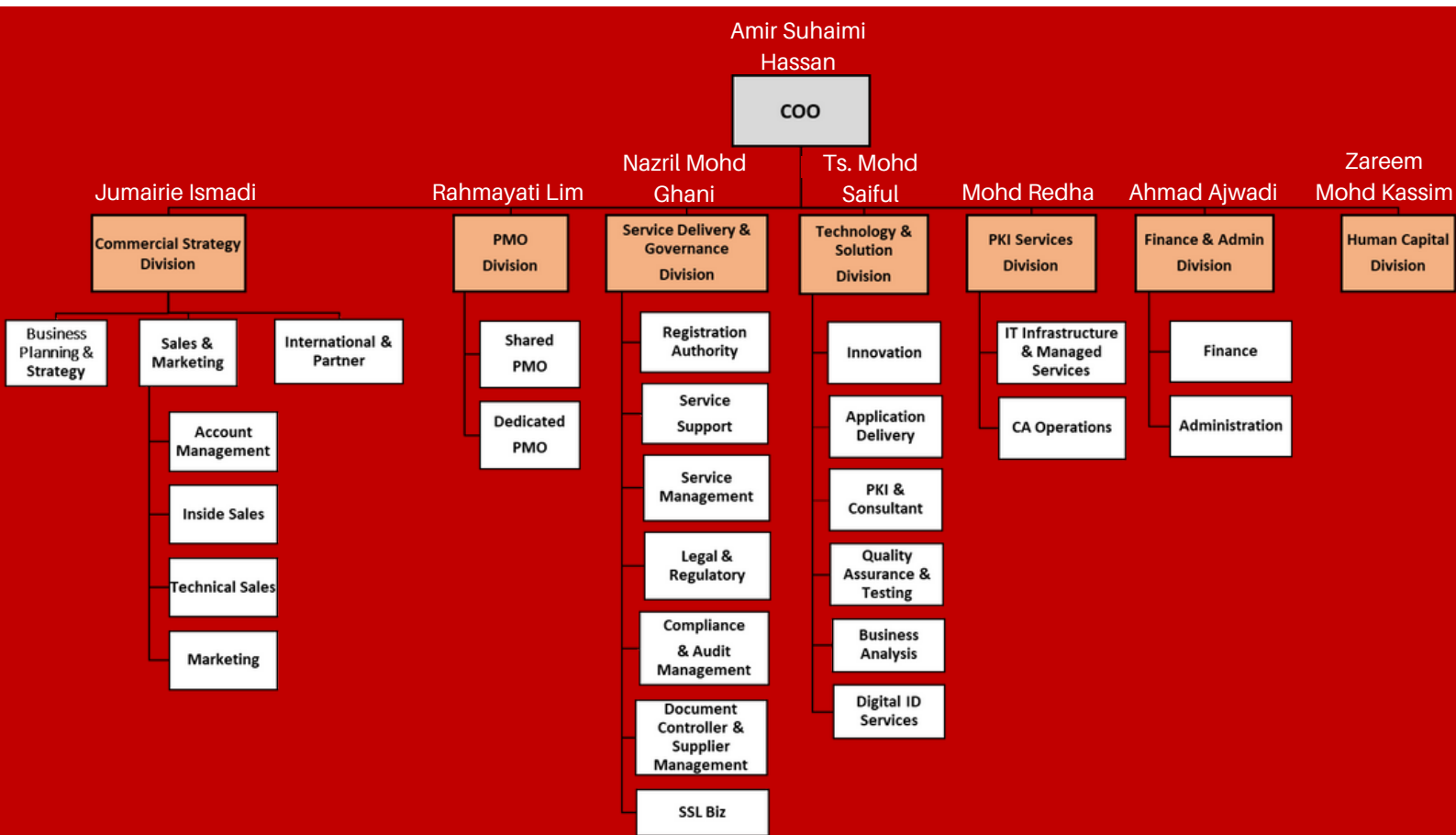
MISSION

“Embracing our stakeholders with electronic identity and security services through the creation of seamless customer experience in digital trust ecosystem”

OBJECTIVE

Provide digital certificates that are accepted by law for every online transaction made as part of regular e-transactions and PKI solutions. We will continue to put a strong emphasis on quality while working as a team to achieve our goals.

ORGANIZATIONAL CHART





TRAINING **REFLECTION**

DURATION

Internships need to be taken for at least 6 months with a total of 24 weeks to be completed. For this semester, internship will start from 1st of September 2023 and ends on 9th of February 2024. Working days are as usual which is from Monday until Friday and consists of 8 hours working, from 9am until 6pm. The employee used the E-TAS system (Time Attendance System) to record their clock-in and clock-out by using an access card. Access cards will be given to every employee.

ROLES & RESPONSIBILITIES

I was assigned into the Human Capital division because that is what I applied for before for my internship in Pos Digicert. My role was as a human resource and helping my supervisor, Ms. Zareem covers every area under human resource except for payroll. Meaning, I was not assigned to handle any specific area but if there is any task given, I will handle it. Meanwhile, payroll will be handled solely by my supervisor. For instance, filing and data entry. Filing will be done if there is a new staff or any resignation staff while data entry for matters related to employees such as collection jacket bomber size, new contract staff list, key performance indicator (KPI) and so on. I also assist in the recruitment process where I will call the chosen candidate and set the date and time for the interview. After that, I will send details of the interview through an email to the candidate. Besides, I will also help manage any event or staff gathering from start until the end by assisting, monitoring and reorganizing. Updating employees' data such as personal information or any work related matters; grade, position, department and others. These are part of my responsibilities while I am doing my internship for 6 months.

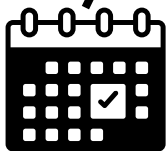
INTRINSIC & EXTRINSIC BENEFITS

Able to enhance in communicating skills when having discussion, exchanging opinions and meeting with other staff effectively

Develop a professional attitude when socializing with higher-ups, co-workers and have confidence when dealing with outsiders



Contribute for my personal growth and development as I gained new skills and knowledge in various areas



Once a month leave



RM900 monthly allowance

EXPERIENCES

Internship at Pos Digicert leads me to experience the reality of working life. It gave me a lot of opportunities to involve myself in different kinds of situations. First, I got to attend a meeting with and without my supervisor for the 25th anniversary meeting where only committee members are part of it. It means, I am the only trainee who got the chance to be part of the committee. In this meeting, we are discussing events that we would do in celebration of our 25th anniversary and we decided to handle a gala dinner with the theme of "Bollywood" chosen by me. From this, I am able to engage with people effectively, changing ideas and opinions, and improve in decision making.

Other than that, handling and attending various events. First event was called "Kaunter bergerak Tabung Haji" where I will assist people who come to this event until the end. Next, gala dinner. This event was the main and important one where it takes at least 2 months to get it done. During preparation, a lot of things happened that lead to many changes that need to be made up until the day of the event. Fortunately, the event went well and was considered successful. I was also invited to join awareness regarding safety, cybersecurity and audit at Zenith Hotel, Putrajaya. Plus, attending an event called "Penyerahan eBraille Kepada Pelajar-Pelajar UIA" at UIA, Gombak. By attending these two, I know how to fit myself in a working environment and be professional, at the same time new knowledge was gained where I can apply in the future.



PESTEL ANALYSIS



POLITICAL

- Political Stability

LEGAL

- Compliance With Law

ECONOMIC

- Economic Condition

ENVIRONMENT

- Limited Resources

SOCIAL

- Consumer Preferences

TECHNOLOGY

- Rapid Technological Changes

POLITICAL/ECONOMIC

- **POLITICAL - Political Stability**

Political stability also can affect Pos Digicert if any diversion happens. Pos Digicert did have a few collaborations with the government such as project MAMPU but if anything happens to the government, it can leave an impact to the project and company also. For instance, while the project is going on at the same time there is an election happening and the government changes, the project will get investigated by the new government to see the flow of the project from beginning until the end. They might investigate whether the company obtained and handled the project in a proper way. Other than that, some projects will be brought to the parliament to follow up with the status of the project and if the company did not do well, it can tarnish the image and revenue.

- **ECONOMIC - Economic Conditions**

Economic conditions provide information about the state of a country's or region's economy currently whether the economy is expanding or contracting as it is always fluctuating which business and economic cycles follow too (Gordon, 2023). A nation's economic circumstances are favorable and good during an expansion period, but vice versa during a recession phase (Gordon, 2023). By that means Pos Digicert revenue also can be fluctuating from year to year based on how our current economy is doing. Clients also will get affected by this as they are the one who will be spending and demanding digital certification services. Since there are only 4 companies that provide this service, Pos Digicert has to play smart in negotiating with their clients. If we lose them, then the profit will decrease.

SOCIAL/TECHNOLOGY

- **SOCIAL - Consumers preference**

Consumer preferences are very important for every business because if we can meet their preferences, perhaps they can stay loyal to our brand. First, every company needs to know who their target market is and how they prefer their services or products to be offered. The company must prioritize what their consumers' needs and must come out with services and products that can satisfy them. Consequently, it motivates the client who has been kept to act as a brand ambassador, promoting positive comments about your business and essentially offering free marketing services (Dutta, 2023). The more the services or products consumed by the consumers, the more profit they can generate.

- **TECHNOLOGY - Rapid technological changes**

Throughout the years, it can be seen that technology keeps on evolving from time to time which makes it more advantageous than before. Currently, the AI system has been on top of their game where its function is to overcome human limitation in solving problems. That is why every industry must develop new strategies on how to keep up with the trend changing. However, it can be very challenging for the company to follow the trend as it needs a lot of energy, effort, training and cost. Since Pos Digicert services related to IT systems, they are giving their best in providing easiest and accessible applications or software to their customers also with higher security protection.

ENVIRONMENT/LEGAL

- **ENVIRONMENT - Limited resources**

Facing this obstacle can weaken the strength of Pos Digicert in producing their services or products. They may have advanced in technology infrastructure and architecture but their rivalry will always try to one step ahead of them. Pos Digicert is not able to offer what their rivalry can offer to the clients which can turn their back from having any projects with Pos Digicert. Resource is not just limited to raw materials only, however it can involve skills, manpower or equipment that can restrain the company to move forward. In this case, Pos Digicert may not have certain skills or equipment that can help them in fulfilling their clients' requirements. Limited resources is something that can be controlled if Pos Digicert plans their strategy wisely.

- **LEGAL - Compliance with law**

As mentioned before, Pos Digicert's business involves personal information from clients and consumers. Compliance with the law set by the government is very important to ensure the business can run smoothly without any issues created in the future. Digital Signature Act 1997 (Act 562) is one of the laws that Pos Digicert has to comply with for a product called Digital Signature which makes it more legal and verified. However, if the government decided to make an amendment with the law, then the company must immediately change according to what has been decided. Whether the changes can be a good or bad one, the company has no rights to object and if the company refuses to do so, consequences are waiting ahead. It can be shown that any regulations or law made by the government cannot be taken lightly if the company still wants the business running the market. Changes in these laws can have significant implications for how the company manages and secures digital data.



SWOT ANALYSIS

- Advanced technology infrastructure and architecture
- Strong industry partnership
- Highly recognition

- Brand awareness
- Narrow-scoped industry
- Subject to regulations

STRENGTHS

WEAKNESSES

OPPORTUNITIES

THREATS



- Technological advancement
- Global expansion

- Intense rivalry
- Competitors service and offering
- Government interventions

STRENGTH 1

- **Advanced technology infrastructure and architecture**

Architecture in technology can be called as a base which means from here how the company starts to build including creation, arrangement and maintenance of IT assets of the system for the company. According to Ameya (2023), knowing IT architecture is important because it helps companies match their IT resources to their goals, maximize productivity, guarantee scalability, and improve overall performance. Meanwhile, according to Indeed Editorial Team (2023), technology infrastructure where the companies use all the facilities includes the hardware, software, and networks to create, deliver, test, control and support IT services. In Pos Digicert, they are the first company inventing the digital certification, it means they already possessed this strength as they are the one who came out with this idea. They knew what kind of service they would be doing which by now there are few IT products that were produced by Pos Digicert. As of 2019, 92.5% of digital certificates in Malaysia have been issued by Pos Digicert. It can be seen that Pos Digicert has fully utilized this strength to the fullest where the employees know what to do in order to align with the company's goals.

RECOMMENDATION

- **Learning and development programs**

Since technology keeps on evolving rapidly, the employee needs to catch up with the latest of changes. It requires them to update their skills to ensure it is on par with the newest update of technology which can improve the infrastructure of the company. Nowadays, **e-learning** would be the most convenient for the company to provide for their employees to learn and develop new skills. Sometimes, the employee already has a full on the plate which makes them unavailable to attend physical training and by implementing a **learning management system**, the company can track their progress. Learning management system function is software that can create, deliver and track training courses and programs. Through this system, the employers can deliver any material to the employees and are able to track employees' progress from time to time instead of going to training centers that need to be scheduled.

STRENGTH 2

- **Strong industry partnerships**

In the world of business, having good partnership can bring great outcomes and help to the company. From this partnership, you can widen your image to other companies and make a connection with them. Perhaps, from this certain connection, other companies might recognize the achievement made by Pos Digicert which can attract their interest in investing in this company. Since Pos Digicert is doing service, the company managed to have a strong relationship in other sectors too such as technology, finance or retails. Not to forget, having a project with the government too can build a strong connection to the government if the company brings great outcomes. These collaborations can strengthen Pos Digicert's market position and provide access to a broader customer base.

RECOMMENDATION

- **Maintaining relationship with partnership for future business development**

Though there are only 4 companies that provide certification authority (CA) service including Pos Digicert, bear in mind you can lose big projects to competitors if you are not able to fulfill their requirements. According to Adams (2023), it stated that 86% of consumers are more inclined to stick with a company in the future if they feel an "emotional connection" with it. There are few ways on how to build this emotion such as communicating effectively, exceeding expectations or being transparent. **Communicating effectively** when you can be open minded and respond to them frequently. Always asking for their update regarding the service or product. Other than that, Pos Digicert can **set certain expectations** toward the clients as a benchmark so the company can identify which part they can improve to exceed the expectations. It can help the company to stay in the right lane during running the project. Meanwhile, **being transparent** is when you are honest about how far you can deliver the outcomes to the clients. Do not lie to them if you are not completely sure as it is better to not give them high hope over the promise. Always get engaged with your clients to show our appreciation even if the project is already completed.

STRENGTH 3

- **Highly recognition**

Getting recognised by other organizations can bring out the high quality and reputation in Pos Digicert. Since Pos Digicert services and products involve digital identities, they must have a license or recognition by certain companies to allow them run the business. There are 6 in total of recognitions that Pos Digicert is able to achieve including internationally. With these 6 recognitions, the client can put more trust and confidence towards them for new incoming projects. For example, TMMi Certified Level 3. Pos Digicert is the first Certification Authority in Malaysia to achieve TMMi Level 3. The certification indicates that Pos Digicert has the ability to run and deploy software development and maintenance projects according to rigorous international standards, methodologies, and procedures. Besides, Adobe Approved Trust List (AATL). This program enables millions of users worldwide to generate digital signatures that gain trust when the recipient opens the signed document using Adobe® Acrobat® or Acrobat® Reader® software.

RECOMMENDATION

- **Collaboration or projects with big brand company**

Pos digicert has the opportunity to go internationally with the strengths and opportunities that they have. They just need to plan a new strategy on how to attract clients from other countries instead of just depending on the government. Since they own a high recognition, perhaps they can convince more other companies with their new proposal to collaborate at the same time it can broaden the link. Pos Digicert can slowly start with **local big brand companies** and if they manage to bring excellent outcomes, they can start with international companies. Pos Digicert should start taking action in this as soon as possible, afraid if the competitors have begun. Though Pos Digicert had once got recognised in Malaysia for their roaming idea, it does not mean it can be maintained until forever as the competitors will always find ways on how to overtake.

WEAKNESS 1

- **Brand awareness**

It has been the 25th year for Pos Digicert included this year, however, not many people have heard about this company as they are not familiar with it. Perhaps it can be because of the nature of the business that Pos Digicert provides, which are services that are rarely shown to the public even though the public are using it. It is just that they do not know who is behind the curtain that provides the services. Another case is low brand awareness and marketing in the market. It can be seen that Pos Digicert does not have a good strategy in awareness and marketing as up until now if Pos Digicert are being mentioned to the public, they will ask what this company does. Surprisingly, when we called candidates about the interview, some of them were clueless when we mentioned the name of the company. It is clearly shown that Pos Digicert brand recognition is limited due to their marketing strategy. They may rarely promote their brand to the public by letting them know that services that they are using might come from Pos Digicert. This can be a challenge for them in competing with more established players or attracting new clients.

RECOMMENDATION

- **Increase brand awareness with latest technology**

In order to maintain the business still running in the market, Pos Digicert has to increase their level of marketing in promoting their brand. Depending on the project or collaboration that they are currently running right now is not enough to promote the brand. As for now, not many people are aware of the name of “Pos Digicert” because they rarely promote their brand publicly. Involvement in CSR (Corporate Social Responsibility) can help promote a positive brand image of the company to the public. According to Fernando (2023), it stated that practicing CSR can operate in a way that benefits society and the environment rather than detracting from them. Introducing products that are environmentally friendly such as using renewable energy sources with upgrade functions can attract more clients. Besides, they should participate in exhibitions as this event can help the company to be more exposed to the outsider. With products that are equipped with latest technology, the companies or clients also would be interested to invest or buy the products.

WEAKNESS 2

- **Narrow-scoped industry**

Relying on a small number of key customers can be both profitable and precarious, particularly when the demands from these customers are on the rise as mentioned by Goeldner (2021). If the company starts to increase in facilities, payroll or other infrastructure to support key clients, it is crucial to consider the potential consequences if this client is lost or experiences a downturn in business (Goeldner, 2021). If a significant portion of Pos Digicert's revenue comes from a small number of clients, the company could be at risk if it loses any key clients or if they reduce their spending. Meaning, if the clients decide to back off, so do your profit. This can be one of their main weaknesses as it can leave a huge impact to the company especially in this state of economy. If Pos Digicert did not manage to fulfill their needs or comply with the conditions, it can put the company at risk that the client can find a substitute at any time.

RECOMMENDATION

- **Create new product or service solely for society's use**

Since Pos Digicert is legal to produce digital certifications, creating new products or services for the whole society in Malaysia would be nice too. Currently, Pos Digicert have done projects if only their proposal is accepted by the clients. Otherwise, there will be no projects for Pos Digicert. Pos Digicert needs to create something which can be very useful and accessible to the society as now everyone would prefer things to get done through online platforms. For instance, **create one application for an identity card**. This application allows the society to use their digital identity card if physical identity card is not present. It is almost the same as a tax and license application. However, Pos Digicert needs to strengthen their cybersecurity as it is involved with personal information and verifying the identity card from "Jabatan Pendaftaran Negara" before proceeding the registration. This can be their competitive advantage and gain more revenue instead depending only from the projects.

WEAKNESS 3

- **Subject to regulations**

As Pos Digicert's services involve personal data from clients and consumers, the company must comply with government's rules and regulations. They cannot simply make their own as personal data considered as private and confidential which consent from the owners is required. In fact, the company also cannot just simply ask for personal information without approval from the government. Because of that, rules and regulations were made for this and Pos Digicert must follow if they want to prevent any issues further. This can be considered a weakness because we have no rights in changing the rules and regulations and if there were any changes made, the company must follow. Whether the changes can bring disadvantages to the company and may affect projects or clients' need, Pos Digicert must follow without any objections. For example, digital signature is part of products from Pos Digicert where it complies with Digital Signature Act 1997 (Act 562).

RECOMMENDATION

- **Robust compliance monitoring and reporting**

Robust compliance monitoring and reporting entail the establishment of systematic processes and mechanisms to oversee and track compliance-related activities within an organization. Pos Digicert needs to set up **structured procedures** for monitoring various aspects of compliance, including adherence to regulatory standards, internal policies, and industry best practices. Before the employees proceed with anything that is related to regulations, they need to go through the person in charge of monitoring to ensure it is in compliance with the law. The process can be continued if only they get approval. This is important because some companies did not alert with amendment of the law that has been made by the government and if they break the law, action will be taken immediately.

OPPORTUNITY 1

- **Technological advancement**

Pos Digicert services was involved with technology as they provided digital certificates and digital signatures. Digital can be described as electronic devices that create, store, and process data using discrete numbers, usually zero and one (Rouse, 2023). With this opportunity, it has contributed profit to the company especially during Pandemic Covid-19. Since certain companies allowed their employees to work from home during Movement Control Order (MCO), services and products by Pos Digicert can be accessible even without meeting physically. In addition, SSM is also one of clients that use Pos Digicert's services which is Digitally Certified True Copy (DCTC). Those certificates received by the members who register for their SSM will have a QR code and serial number to ensure the verification of the certificates. In simple words, these products cannot be falsified or copied. E-filing for LHDN also is part of the product by Pos Digicert where you can submit the form in digital form instead of walk-in and hand in physical form. These products are at an advanced level as it is more modern in this era.

RECOMMENDATION

- **Produce more products and services align with trend - environment sustainable**

Pos Digicert has to come out with more accessible and friendly-user products or services with less bugs whether through smartphone or laptop. As for now, Pos Digicert has created many applications and web designs for consumers to use, however, remember that everything technology or systems has its own loophole. That is why the company must plan a new strategy on how to cover the loophole, without damaging the current quality of services and products. In order to achieve these, Pos Digicert can focus on producing services or products that are **environmentally sustainable**. Stated by Indeed Editorial Team (2023), environmental sustainability often revolves around managing the utilization of natural resources in relation to their availability, aiming for a balance. Nowadays, people are more interested in go-green products as it has less pollution and since using software can contribute to greenhouse gas emission (GHG), this approach helps to prevent. Pos Digicert can use renewable energy or purchase solar panels.

OPPORTUNITY 2

- **Global expansion**

At this point, Pos Digicert has come up with a new initiative where digital certificate storage medium can be kept by roaming certification. Roaming is when a wireless network service extends outside the registered home network location (Rouse, 2023). Previously, they only used physical types to keep the digital certificate such as token or smart card, however, by having roaming it will be much easier and accessible as you do not have to present the physical items. Pos Digicert grabs this opportunity that comes with high risk as there will be flawlessness and criticism towards the service as it is something new. Mentioned by COO itself, when they first introduced this service, people were criticized about it but now it has been recognized by the whole Malaysia. With businesses becoming more global, there is an opportunity for Pos Digicert to expand its services internationally and cater to the growing demand for secure digital transactions on a global scale.

RECOMMENDATION

- **Expand into international market**

As mentioned before, with the recognition that Pos Digicert possessed currently, they can broaden their business internationally. Opening up new markets and taking advantage of cost savings are just two of the many opportunities that come with going global (Ziemba, 2023). In addition, having projects with the government can be advantageous for the company. The reason why is if the company did well with the project, perhaps it can attract companies from other countries too. To start business internationally, Pos Digicert can use **cross-cultural management**. Cross-cultural management involves the skill of identifying, understanding, and navigating cultural variations within the realm of business mentioned by TimesPro (2023). It means that Pos Digicert must do some research to understand and learn the culture of that country. This is to ensure that Pos Digicert did not violate any forbidden rules or be disrespectful to them in any way possible. If Pos Digicert is able to expand the business into the international market, they can generate more revenue and more vacancies can be given to unemployed people.

THREAT 1

- **Intense rivalry**

In the world of business, one thing we have to remember is there will always be competitors who try to be on the top. Each of them will bring out their best weapon to attract the client's interest and fulfill their needs. Same goes for Pos Digicert. This can be their main threat as other competitors are more well-known and their brand recognition has reached globally for a long time. Example, MSC Trustgate.Com Sdn Bhd, TM Technology Services Sdn Bhd and Raffcomm Technologies Sdn Bhd are competitors for Pos Digicert. These companies can improve the next service or product that we have come out with which will be a risk for Pos Digicert as the client will be more convinced with competitors' ideas. Other than that, it is kinda hard for Pos Digicert to approach other powerful clients with our products and services as these competitors already stand out and are more convincing for clients to invest in their companies. Although Pos Digicert is slowly getting known globally, that does not guarantee their current position in the market as these competitors at any time can overpass as they already have strong partnerships with other powerful clients.

RECOMMENDATION

- **Collaborate with rivalry for brand recognition**

This strategy is a bit hard to get done and might also be the last choice but the outcomes will bring a great impact for both companies. This collaboration also can bring more benefits such as brand recognition and generate revenue. Both companies can provide **their specialty and combine** to create something new that leads to competitive advantage. During Research and Development (R&D), Pos Digicert can use their specialty in technical areas while the competitors can provide their specialty in information technology (IT) skills. From this, they can exchange a few knowledge that can be applied in the company. Pos Digicert should be bold in taking a risk if they want to go further in this business and try something new because who knows with this collaboration, more incoming projects will be handled. Mentioned by Garvie (2022), an organization's ability to foster collaboration among its staff members enhances its ability to solve problems both internally and externally. It can be seen that both companies and employees are able to gain benefits from this collaboration instead of handling solely with average outcomes.

THREAT 2

- **Competitors' service and offering**

Post-service is when other companies can provide what we do not have in our products or services. This can be a crucial threat as what they offer to the clients can fulfill all their needs but we are not able to do so. This can be caused by limited resources, skills, or technology which create restraint for Pos Digicert to invent things that other companies are capable of doing. If this happens, it can decrease their faith in us and they will probably start looking for other companies that can offer them. Even though we only have 3 competitors for now, each of these companies have their own characteristics that others would not be able to imitate. We may be providing the same products and services but there must be something else to differentiate the specialty of each company.

RECOMMENDATION

- **Overpower rivalry's service and offering**

Another way to overcome the threats is by taking advantage of the strengths that the company has. As for Pos Digicert, they have strength in advanced technology infrastructure and architecture which allow them to produce more advanced service or products than previously. Pos Digicert can improve the lack based on previous mistakes to identify which part they can or need to improve. **Analyzing feedback received from customers** can be one of the ways Pos Digicert can take to identify the issues of services or products. From that improvement also, Pos Digicert is able to offer the same thing as competitors offer to their clients. Which means, they can attract more clients with more advantageous services and products. It can be a flop for the first time but if Pos Digicert is able to handle the situation excellently then the outcomes will be outstanding. In addition, Pos Digicert also can provide training to the employees. **Technical training** can be the most suitable. According to Luciol (2022), technical training will guide the employees in adapting with the changes of technologies or improvement from previously. It would be useless if Pos Digicert did not fully utilize the capability of its employees.

THREAT 3

- **Government interventions**

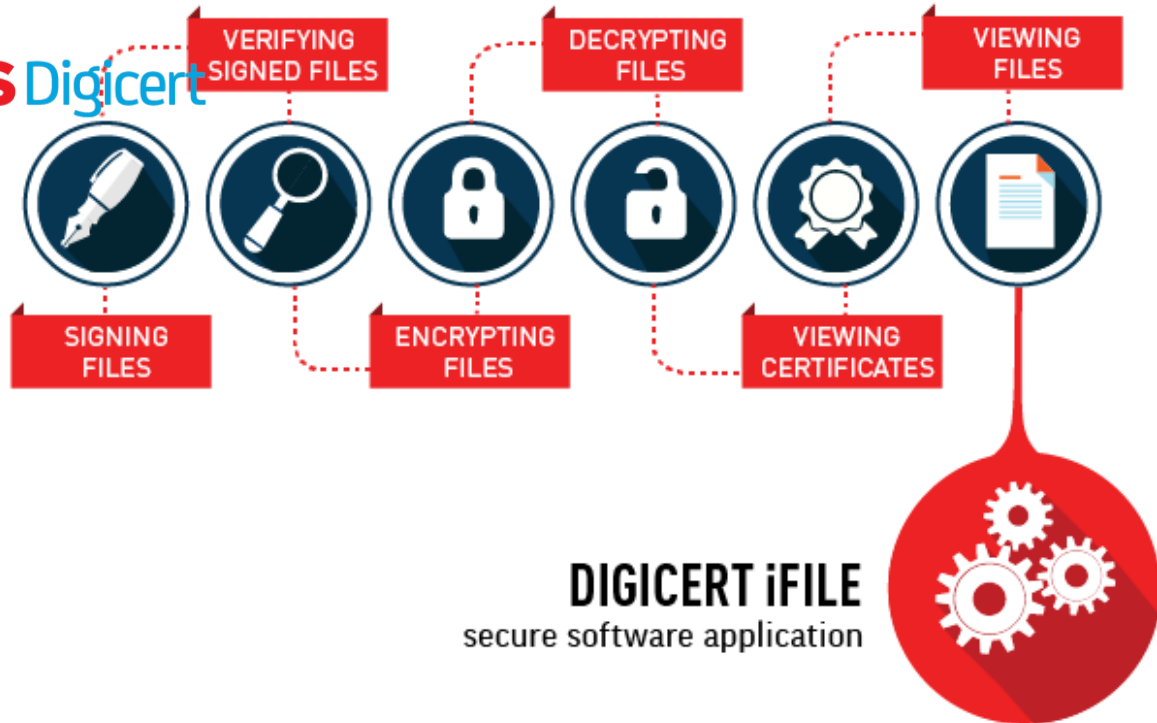
Received or made collaboration projects with the government can be a huge opportunity for a company to grow in the future as from there people can see your worth and abilities. However, the company must remember there are pros and cons when it involves the government. Government interventions can be a threat to the company if the company fails to achieve the goals of the projects. The government might bring up the projects in parliament or meetings to follow up with the process but if the company's latest update is not satisfying, doubtness and trust towards the company can be increased. Other than that, changing government or higher-ups also can affect as they might want to revise back the project from the beginning and if there is any lackness, the company will encounter loss.

RECOMMENDATION

- **Minimize flaw in government related project**

Pos Digicert have to try as possible as they can in minimizing flaws in every project that is related to the government. Perhaps Pos Digicert can start from the project management to ensure the projects are aligned with the objectives. **Project management** entails the coordination and arrangement of a company's resources to progress a particular task, event, or responsibility towards successful completion (The Investopedia Team, 2023). The manager or leader will observe the project from beginning and take action needed based on what has been planned to achieve the goal. In fact, this can be considered as a precaution step so that there will be no errors made in the process. Besides, Follow up with employees regularly to know the progress and create a few backup plans just in case any problem occurs. These are the reasons why the management process is important so that any project or business ongoing within the company, it will stay organized. Other than that, if Pos Digicert is able to minimize the flaw, the government has the confidence to collaborate or invest in the company rather than other competitors as they believe that Pos Digicert can deliver what they want.

CONCLUSION



In a nutshell, my internship experiences at Pos Digicert Sdn Bhd has been both enriching and enlightening. Over the course of 24 weeks, I have had the opportunity to immerse myself in aspects of the human resource field and apply the theoretical knowledge gained during my academic studies in a practical setting. As mentioned before, the hands-on experience gained during this internship has helped me improve in my communication skills, social skills, and personal growth and development.

Working alongside professionals has opened my mind and eyes on how to deal with internal and external issues. This is because I got to see different perspectives as higher level and low level can voice out their opinion freely. Sometimes, they even let me as a trainee give opinions or suggestions when we are having a discussion over anything. Throughout this also, it drives me to try something new and challenge myself to go beyond my capability instead of staying in my comfort zone.

By this, I am personally thankful to Pos Digicert for letting me into the group and giving me spectacular experience that can help me to apply what has been gained into real life working in the future. Every knowledge and skills gained were very useful and can broaden my expertise in various fields as I was exposed to other departments too. With that, despite all the misunderstanding and miscommunication, I get to learn the true teamwork, cooperation and toleration between everyone.

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APPENDICES



UNIVERSITI TEKNOLOGI MARA

ENDORSEMENT OF OUR ORIGINAL REPORT

Coordinator

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

Sir

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

With reference to the work of the candidate below:

Nama : NURIN IZZATI SYAZWANI BINTI MOHD JOHAN
 Matric No. : 2021459498
 Faculty : FACULTY OF BUSINESS AND MANAGEMENT
 Programme : BA243
 Title : INDUSTRIAL RELATION REPORT – POS DIGICERT SDN BHD

Percentage of Original Report: 0%

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.

 1st advisor's signature and stamp

Name : **MA SYAZATI DATI HJ BERHAHM**
Penyarah Kajian
 Fakulti Pengurusan dan Perniagaan
 UTM Cawangan Perlis
 02600 Arau, Perlis

____ 29/1/2024 ____
 Date:

** Please attach 1st page of original report.

APPENDICES



Document Information

Analyzed document	OURIGINAL INDUSTRIAL RELATION REPORT - POS DIGICERT SDN BHD.pdf (D184769575)
Submitted	2024-01-28 16:52:00 UTC+01:00
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Submitter email	2021459498@student.uitm.edu.my
Similarity	0%
Analysis address	ityani686.UiTM@analysis.ouriginal.com

APPENDICES



Tabung Haji Event



“Bacaan Yaasin”



Refresher/Awareness



“Majlis Penyerahan sijil e-Braille di UIA”



25th Anniversary Gala Dinner

APPENDICES



Certificate of participate in Refresher/Awareness



Token



Smart Card



Smart Card Reader



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