



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

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

**INDUSTRIAL TRAINING REPORT  
(HRM 666)**



**ELEKTRO SERVE**

**REPORT TITLE:**

**INDUSTRIAL TRAINING AT ELEKTRO SERVE (M) SDN BHD**

**DURATION:**

**03.09.2023 – 08.02.2024**

**NAME: IFFAH SYASYA RADHIAH BINTI MAZLAN**

**GROUP: RBA2436B**

**STUDENT ID: 2021196585**

**ADVISOR: DR. NURWAHIDA BINTI FUAD**

**EXAMINER: MISS NIK AZLINA NIK ABDULLAH**

## **EXECUTIVE SUMMARY**

This report's purpose is to provide an assessment and make some strategic observations on my internship company which is Elektro Serve (M) Sdn. Bhd. Using the Strength, Weakness, Opportunity, and Threats (SWOT) analysis and Political, Economic, Social, Technological, Environmental and Legal (PESTEL) analysis, my research tries to analyse how the company develops strategic intent for their business and organisations. The strategic strategy of the firm, including how it intends to make use of its resources and competencies to explore opportunities and overcome risks, is also included in this report.

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## **2.0 COMPANY'S PROFILE**

### **2.1 Organizational Background**

On August 20, 1990, Elektro Serve (M) Sdn Bhd (ESMSB) launched its first workshop at Kemaman Supply Base (KSB). All the major companies in the oil and gas industry are aware of KSB. They continue to operate two warehouses at KSB 1. ESMSB currently specializes in workshop repair work, machinery and equipment supply, installation, testing, and commissioning, as well as maintenance services. Elektro Serve (M) Sdn. Bhd. is a Malaysian company specializing in electrical and mechanical engineering services. For over 32 years, the company has been dedicated to serving diverse clients, including both Oil and gas and non-O&G sectors throughout Malaysia. Elektro Serve provides a comprehensive array of services that encompass maintenance, supply, installation, testing, and commissioning of machinery and equipment, along with proficient workshop repair services. The company has accumulated valuable experience over the years, establishing strong linkages with local suppliers, international partners, and manufacturers, making their sourcing activities more efficient and cost-effective.

In Addition, in terms of services, ESMSB's company was expanding in 2003. To serve a wider market, Elektro Serve (M) Sdn Bhd is building a brand-new workshop on an acre of land in Jakar III Kemaman. In an attempt to serve the Borneo market, Elektro Serve opened new repair facilities in Kidurong, Bintulu, Sarawak, in early 2012. These facilities are located close to the Petronas MLNG plant and other nearby landmarks. In 2014, ESMSB opened a high-tech workshop in Paka, the center of Kerteh's petrochemical industry, marking the beginning of a new chapter. The company now has the best testing equipment, an automated high-voltage coil manufacturer, and a chilled epoxy resin-rich VPI. A contract was signed with Elektro Serve (M) Sdn Bhd to provide HV motors and generators for the SEA market, as well as to maintain and repair them. Elektro Serve is also has various customer and client such as PETRONAS Cari Gali (PGB), PETRONAS Chemicals Ethylene Polyethylene Sdn. Bhd. (PCEPE), PETRONAS Chemicals Ammonia Sdn. Bhd. (PCASB), PETRONAS Penapisan Terengganu Sdn. Bhd. (PPTSB), PETRONAS Fertilizer Kedah (PFK), Exxon Mobil, Petrofac, MTBE Malaysia, Malaysian LNG Sdn. Bhd., and others.

## **2.2 Core Business of Elektro Serve (M) Sdn**

One of the top businesses in the electrical and instrumentation sector, Elektro Serve offers a broad variety of engineering solutions for different industries and applications. They have accumulated a great deal of experience over many years from a variety of onshore and offshore projects. One of Elektro Serve's main divisions is the Electrical and Instrumentation Division. It offers construction, maintenance, and engineering services for electrical and instrumentation systems to a range of industrial facilities, including petroleum, petrochemical, power, marine, and upstream.

The organisation Elektro Serve (M) Sdn. Bhd. ensure that all project policies and objectives, schedules, technology, costs, and the purpose and functions of the plant and equipment, as well as the perspectives of the various groups involved, are fully taken into account. This includes trade-offs and the technical viability of the electrical distribution, control systems, and instrumentation equipment.

### **2.2.1 Electrical Services**

Since 1990, Elektro Serve (M) Sdn. Bhd. has established its foundation by offering electrical services to its clients in the oil and gas and non-oil and gas industries throughout Malaysia. Repair, maintenance, overhaul, and rewinding of different kinds of electrical motors, such as AC/DC, low- and high-voltage, and induction/synchronous motors, are the primary areas of expertise.

### **2.2.2 Mechanical and Valves Services**

The organization seeks to be an all-in-one location for mechanical and electrical solutions for its customers. a variety of pumps and valves can be overhauled and repaired at these facilities. They have year-round access to well-trained manpower to meet the demands of their clients. The organization is a pioneer in offering cutting-edge pump testing facilities that can test both high- and low-voltage pumps of any type. with a flow rate of up to 4000 m<sup>3</sup>/h and a depth of 12 meters. Critical equipment, such as MOL Pumps, Sea Water Lift Pumps, Jockey Pumps, Service Water Pumps, and all others, can be tested by them for clients or consumers.

### **2.2.3 EPCC Services**

Elektro Serve offers all of the final steps for an EPCC job. To deliver the project to the end user in optimal condition, a commissioning job and several weeks are needed for troubleshooting and debugging all potential faults. The Malaysian Oil and Gas Engineering Council is connected with Elektro Serve. They offer engineering services for starting from scratch in the design of new or upgraded projects.

### **2.2.4 Premium HV Coils Manufacturing**

Last but not least, Elektro Serve (M) Sdn. Bhd. invested in the technology and equipment required to create their own Premium High Voltage produced HV coils.

## **2.3 Vision and Mission**

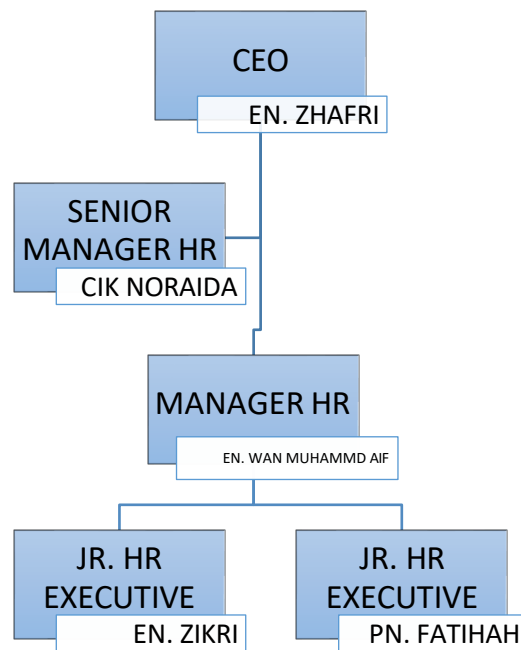
### **2.3.1 Vision**

Elektro Serve aims to become one of the leading companies in the global electrical and mechanical engineering services and related industries. The organization envisions a future where its name is synonymous with innovation, quality, and reliability. Their ambition is to set new standards and exceed expectations in their field, leading the way toward a better future. By relentlessly pursuing this vision, Elektro Serve (M) Sdn. Bhd aims to exceed the diverse and ever-evolving needs of clients on a global scale.

### **2.3.2 Mission**

The mission of Elektro Serve is committed to providing excellent services that ensure complete customer satisfaction. Their dedication to achieving excellence is at the core of their identity and drives every aspect of business.

## 2.4 Organizational Chart



**Figure 1.1:** Organizational Chart of Human Resource Department

**Source:** Elektro Serve (M) Sdn. Bhd. (2023)

### **3.0 TRAINING REFLECTION**

#### **3.1 Internship at the Organization and The Department Student Attached**

During industrial training, the student received the priceless chance to get practical experience by engaging herself in an energetic work environment during her 24-week practical training at Elektro Serve (M) Sdn. Bhd. The trainee was able to acquire knowledge and skills in the Human Resource (HR) departments. This department is one of the most important aspects of an organization.

During the industrial training, I was given the opportunity to learn and gain knowledge and experience in human resources department. As we know, this department is one of the most important departments in any company. This is because this department is closely related to human resources, including employee welfare, salaries, allowances, and so on. In the human resources department, I was assigned to take care of the employees' attendance, distribute leave forms, leave from duty forms, and late arrival forms. In addition, I was also assigned to print timesheets every month for all employees at the beginning of each month. In this department as well, I was assigned to handle an event for the company which is Hi-Tea event. I need to call the hotel management and asked them for the quotation. I also need to prepare the gifts for the lucky draw and make a decoration as well. It was an honor for me to handle such a big event for the company.

Last but not least, the trainee is given a task that requires her to provide a report logbook and report, depending on the nature of the task given and the format of the report. This gives the institution the ability to keep track of the interns' performance while they are working at their internship organization. Additionally, during the internship, the trainee will be assigned a supervisor from a company. The supervisor will monitor student/trainee activities while they are still employed by the company. The academic supervisor will be provided by the university, and the academic supervisor's role will be to monitor the student.



### 3.2 Duration: Specific Date, Working Day and Time

Table 1: Summary of the training duration

Working Days	Sunday-Thursday
Off Day	Friday and Saturday
Working Time	8:00 AM to 5:00 PM
Lunch Break	1 Hours
Other Benefits	Allowance: RM15/per day Free Uniform  Leave: <ol style="list-style-type: none"> <li>1. Unpaid leave</li> <li>2. Time off</li> </ol>

### 3.3 Job Roles and Responsibilities

The table below shows the tasks that have been assigned to the trainee during the internship period and lessons learned from the tasks that have been done by the trainee.

Table 2: Summary of job roles and responsibility

Department	Human Resource Department
Job Role/Title	HR Trainee
Job Description	<ul style="list-style-type: none"> <li>• Collect and consolidate the training needs.</li> <li>• Provide effective and efficient administrative support to both HR Managers and the populations they are responsible for.</li> <li>• Upkeep and fill all related documents and record books in a safe and updated system.</li> <li>• Handling additional assignments given at any time as and when required.</li> <li>• Record the PPE and maintenance of the vehicle in the system.</li> </ul> <p>Addition task/assignment that I have done:</p> <ul style="list-style-type: none"> <li>• Received calls from clients.</li> <li>• Handling events for the company.</li> <li>• Buying the stuffs for the event.</li> </ul>

#### 4.0 PESTEL ANALYSIS

A PESTEL analysis is an acronym for a tool used to identify the macro (external) forces facing an organisation. The letters stand for Political, Economic, Social, Technological, Environmental and Legal. A PESTEL analysis is a framework or tool used by marketers to analyse and monitor the macro-environmental or external marketing environment factors that have an impact on an organisation. The strategies used by Elektro Serve (M) are a response to the external elements that are pertinent to the business, such as the factors found in this PESTEL analysis. An external analysis technique that assesses the company's potential and dangers is the PESTEL analysis model.



Figure 2: PESTEL analysis of Elektro Serve

For the politics, government policies and regulations are among the most critical political factors affecting the maintenance and services industry. Governments worldwide implement policies and regulations to protect the environment, promote worker safety, and ensure fair trade practices. Other than that, political instability and conflicts can also impact the company significantly. The operations may be disrupted in areas with political instability or conflict, leading to production delays, reduced productivity, and increased costs.

Next, economic factors. One of the key economic factors is the state of the global economy. The health of the global economy can impact demand for goods and services, affecting the profitability of workers. Other than that, labor costs can significantly impact production costs and profitability. In some countries, labor costs are high, increasing production costs and making it challenging for a business to compete in the global marketplace.

Elektro Serve employees' safety and working conditions are essential social factors that can impact the employees. Therefore, employers must ensure employees work in safe and healthy environments, providing appropriate safety equipment, training, and facilities. Other social factor that can impact the business is changing consumer preferences. For example, as consumers become more environmentally conscious, they may demand products that are produced sustainably and ethically.

Furthermore, one of the key technological factors affecting the business is automation. Advances in automation technology have enabled industry to streamline operations and reduce production costs. Energy consumption is another significant environmental factor affecting the manufacturing industry. Manufacturing facilities consume significant energy, both in electricity and fuel. This energy consumption contributes to greenhouse gas emissions, which can exacerbate climate change. This can be threat to the company due to environmental law regulations contradict Therefore, Elektro Serve must reduce their energy consumption by adopting energy-efficient processes, using renewable energy sources, and investing in energy-efficient equipment.

Lastly, one of the most significant legal factors that affect the manufacturing industry is intellectual property (IP) law. Intellectual property law governs the creation and use of patents, trademarks, copyrights, and trade secrets. Therefore, they must

be aware of the potential for infringing on the IP rights of others, which can lead to costly legal battles and damage to their reputations.

## 5.0 SWOT ANALYSIS

SWOT analysis stands for Strengths, Weaknesses, Opportunities, and Threats. It is a management or strategic planning technique that helps a business recognize its advantages and disadvantages to increase productivity and obtain a competitive edge.

### 5.1 Elektro Serve SWOT Analysis

The figure below consists of Elektro Serve which the information gained from the observation of the company's overall current situation and some of them are confirmed by actual data.

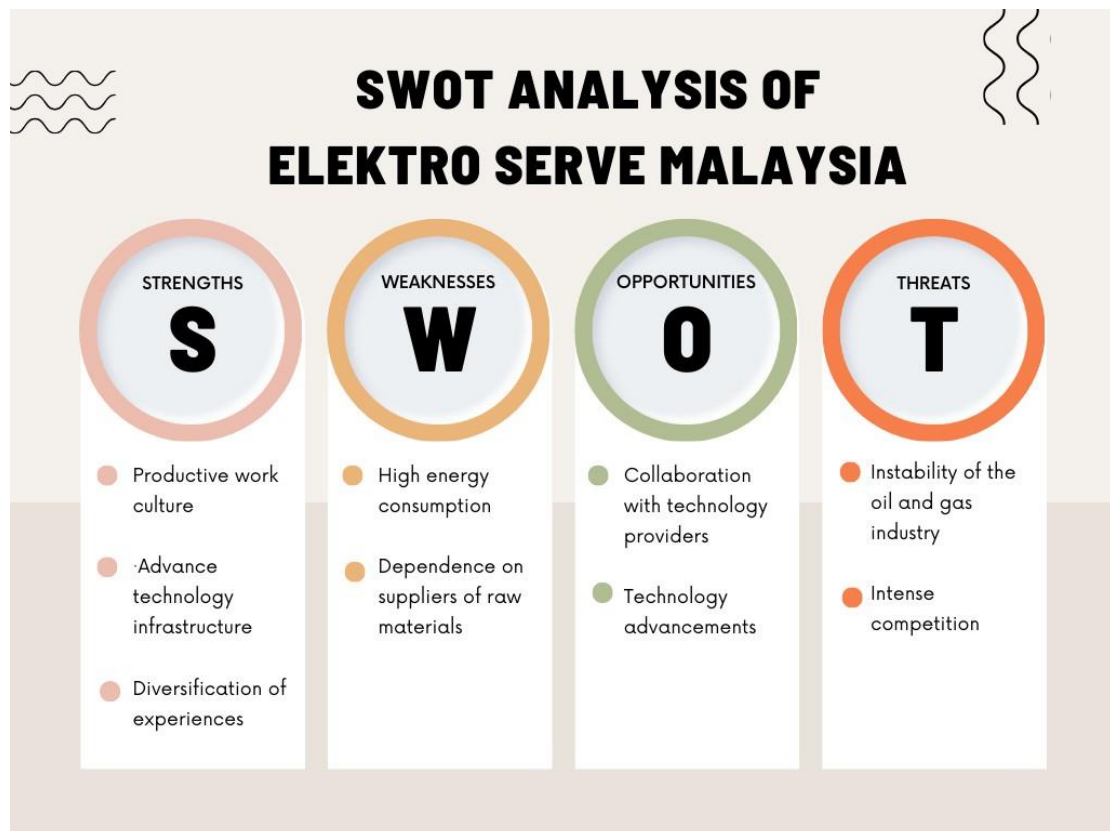


Figure 3: SWOT Analysis Framework

## **6.0 DISCUSSION AND RECOMMENDATION BASED ON SWOT ANALYSIS**

### **6.1 Strengths**

The first strength of the Elektro Serve (M) Sdn. Bhd. is a productive work culture. The positive environment in the organization can increase the productivity of each individual in the organization. For example, the trainee gets motivation and guidance about the task given from the head of department on various departments such as the trainee gets oral motivation and support from Mr. Wan Muhammad Afif, manager of Human Resource, Mrs. Nur Fatimah, Junior Executive Human Resource, and other top-level authority.

Next, the strength that Elektro Serve has is by having a skilled workforce. As we know, a skilled workforce is a very significant strength because human resources in large part, is the greatest asset that most companies can have. Good quality skilled employees are very hard to come by and employers that can retain their workers and continually train them, can serve as a competitive advantage. As for Elektro Serve, they have a skilled and experienced workforce which help them to improve productivity, efficiency, and overall performance.

### **6.2 Weaknesses**

There are two weaknesses that I recognize from the company which is high energy consumption and dependence on suppliers of raw materials. The first one is high energy consumption which it refers to all the energy used to perform an action, manufacture something or simply inhabit a building. Elektro Serve uses an excessive energy consumption that may impact operational costs and environmental sustainability which implement energy-efficient practices and technologies.

Other than that, the weaknesses of Elektro Serve is constrained by its reliance on raw material and consumables sources. This internal strategic element is a weakness in this SWOT analysis scenario, impacting the industrial operations of the corporation by making them more susceptible to changes in raw material prices and supplies. Elektro Serve, for instance, is exposed to these market dynamics in its electrical and mechanical activities.

### **6.3 Opportunities**

Opportunities are external strategic variables that offer the company a chance to expand and get better. The most pertinent opportunities in the external business environment of the organization are identified in this section of the SWOT analysis. The effectiveness of plans for maintaining the company growth is influenced by these opportunities. For instance, tactics that take advantage of opportunities in the electrical and mechanical sector are essential to the long-term of business.

The first opportunities that Elektro Serve can gain is by expansion of developing markets. For instance, Elektro Serve entire revenue can increase with new approaches to breaking into Asian markets. The SWOT analysis's possibilities section highlights the company's potential for growth through innovation and market penetration at the company.

Second, Elektro Serve has the opportunity to make a partner with technology providers. By partnering with technology providers, it enhances manufacturing capabilities such as explore collaborations for augmented reality, data analytics, and smart manufacturing. They can find any company who can provide the technology that they want and collaborate with them to integrate smart manufacturing solutions, enhancing efficiency and providing data-driven insights.

### **6.4 Threats**

Threats are external strategic variables that place restrictions and difficulties on Elektro Serve operations. This part of the SWOT analysis identifies the potential risks to the company's ability and profitability. According to the report, the management need to implement strategies that improve business capabilities and competitiveness in order to overcome growth barriers.

The first threat is instability of the oil and gas industry. The company's revenues are at risk due to the volatility of the oil and gas sector. This is because the company got the job from that industry. However, Elektro Serve can capitalize on this external strategic aspect by developing fuel-efficient products. This element, along with the other risks displayed in this section of the Elektro Serve Company SWOT analysis, necessitates that managers create plans and solutions for robust business operations.

Next is intense competition. Even though Elektro Serve is the only one that provides service of motor, but this threat can come from new competitors, or an existing competitor that may release a new product or update that upstage in some way.

## 6.5 SWOT Analysis and PESTEL Cross Matrix

The figure below shows the Elektro Serve (M) Sdn. Bhd. SWOT analysis and PESTEL analysis cross matrix for better understanding. As we can see the results for the opportunity and threats are mostly caused by the external environment, which is economically, socially, and technologically.

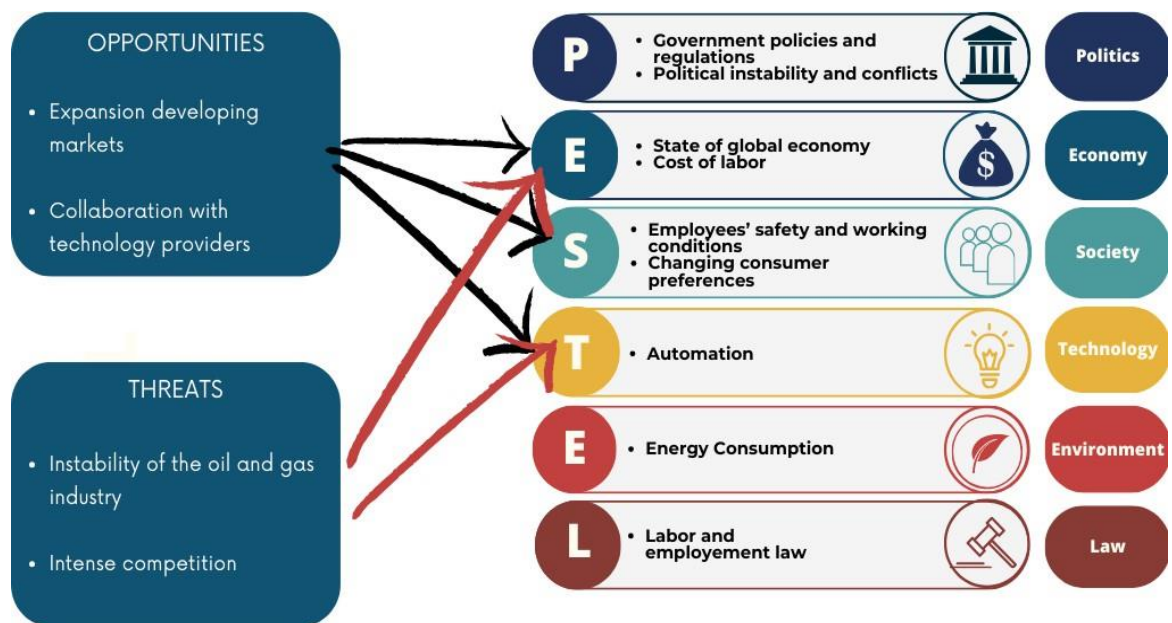


Figure 4: Elektro Serve SWOT and PESTEL analysis cross matrix

## 6.6 RECOMMENDATIONS BASED ON SWOT MATRIX

Based on the SWOT matrix, I was able to determine the a few outcomes and suggestions to the Elektro Serve SWOT analysis.

The first one is by conduct an energy audit. Elektro Serve can reduce energy consumption by conduct a comprehensive energy audit, looking at energy usage patterns, equipment efficiency and overall building efficiency. In the industrial sector, the most energy-consuming position is the process energy use, such as high-power appliances like electrical welders, machine tools, steel melting furnaces or wood drying chambers. By assessing the current energy usage and identifying areas of inefficiency, they can gain valuable insights and develop targeted energy-saving strategies.

Other than that, I would like to suggest Elektro Serve to diversify suppliers such as they can look for alternative suppliers for the raw materials they need, both domestically and internationally. This will reduce their dependency on a single supplier and mitigate supply chain risks.

Moreover, they also can make a collaboration with suppliers. Elektro Serve can work closely with their suppliers to develop innovative solutions to reduce dependency on imported raw materials. This may involve jointly investing in research and development, identifying alternative sources of raw materials, and improving supply chain efficiencies.



## **7.0 Conclusion**

This chapter concludes by highlighting the concerns of trainees who encountered difficulties and obstacles while obtaining practical training. In addition, the trainee received guidance and a solution in this chapter regarding how to handle the issues that had emerged. The organization's SWOT analysis is also included in this chapter. Moreover, the personnel and officers of Elektro Serve (M) Sdn. Bhd. who consistently offer their assistance and contribute to the creation of a friendly work environment are more helpful than the trainee's knowledge and abilities.

In conclusion, industry training is indeed a very good program that can produce potential for students to better quality in the town planning field. During the course of training, I have felt how the real atmosphere of the work environment, as well as good relations, helped and collaborate throughout the course I underwent industrial training. This industrial training has been my starting point for stand out as a town planner.

Lastly, I would like to thank all parties directly or indirectly, for giving me opportunities and guidance during my industry training. The experience that I got is very useful and I will make a supply for the future.

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## 9.0 Appendices



BLOOD DONATIONS AT ELEKTRO SERVE TRAINING ROOM



GOODIES FOR HI-TEA



STAFFS OF ESMSB

No.	Emp. No.	Emp. Name	Emp. Dept.	Emp. Position	Emp. Status	Emp. Grade	Emp. Salary	Emp. Basic	Emp. Allowance	Emp. Total	Emp. Remarks
1	1001	1001	1001	1001	1001	1001	1001	1001	1001	1001	1001

TIMESHEET OF EMPLOYEES

**ELEKTRO SERVE (MALAYSIA) SDN. BHD.**  
 Incorporated in Malaysia  
 Registration No.: 292398-K  
 Incorporated in Malaysia  
 SSM No.: 1010131001  
 Page 1 of 1

PURCHASE REQUEST FORM (PRF) Serial No.: 04754

Attention: Proc. Dept. Requested By: Job No.: Date:

No.	Description	Quantity Requested	Stock	Remark

APPROVAL OF REQUISITION  
 REQUESTED / PREPARED BY: CHECKED & CONFIRMED BY: APPROVED BY:

PURCHASE OF REQUEST FORM



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 : IFFAH SYASYA RADHIAH BINTI MAZLAN

Matric No. : 2021196585

Faculty : BA- FACULTY OF BUSINESS AND MANAGEMENT

Programme : RBA243 – BBA (HONS.) HUMAN RESOURCE MANAGEMENT

Title : INDUSTRIAL TRAINING REPORT AT ELEKTRO SERVE (M) SDN. BHD.

Percentage of Our original Report :

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

Thank you.

\_\_\_\_\_  
1<sup>st</sup> advisor's signature and stamp  
Name :


\_\_\_\_\_  
Date

\*\* Please attach 1<sup>st</sup> page of our original report.

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## Sources included in the report

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## Entire Document

2.0 COMPANY'S PROFILE 2.1.1 Organizational Background On August 20, 1990, Elektro Serve (M) Sdn Bhd (ESMSB) launched its first workshop at Kemaman Supply Base (KSB). All the major companies in the oil and gas industry are aware of KSB. They continue to operate two warehouses at KSB 1. ESMSB currently specializes in workshop repair work, machinery and equipment supply, installation, testing, and commissioning, as well as maintenance services. Elektro Serve (M) Sdn. Bhd. is a Malaysian company specializing in electrical and mechanical engineering services. For over 32 years, the company has been dedicated to serving diverse clients, including both Oil and gas and non-O&G sectors throughout Malaysia. Elektro Serve provides a comprehensive array of services that encompass maintenance, supply, installation, testing, and commissioning of machinery and equipment, along with proficient workshop repair services. The company

71%

**MATCHING BLOCK 1/1**

**W**

has accumulated valuable experience over the years, establishing strong linkages with local suppliers, international partners, and manufacturers, making their sourcing activities more efficient and cost-effective.

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1/1

**SUBMITTED TEXT**

26 WORDS

**71% MATCHING TEXT**

26 WORDS

has accumulated valuable experience over the years, establishing strong linkages with local suppliers, international partners, and manufacturers, making their sourcing activities more efficient and cost-effective.

has accumulated valuable experience establishing strong linkages with local suppliers, international partners, and buying houses and manufacturers, making our sourcing activities more efficient and cost-effective.

**W** <https://iogse.gov.my/ogse-member/elektro-serve-m-sdn-bhd/>