

**UNIVERSITI TEKNOLOGI MARA**

**FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES**

**BACHELOR OF ADMINISTRATIVE SCIENCE (HONOURS)**



**PRACTICAL TRAINING REPORT (ADS 666)**

**PETRONAS DAGANGAN BERHAD (SARAWAK REGION)**

**NUR AFIQAH BINTI UMAR (2012734637)**

**SEPTEMBER 2014 – JANUARY 2015**

**CLEARANCE FOR SUBMISSION OF THE PRACTICAL TRAINING  
REPORT BY THE SUPERVISOR**

MISS NONI HARIANTI BINTI JUNAIDI

I have received the final and complete practical training report and approve the submission of the report for evaluation.

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(Signature)

Date :

## ACKNOWLEDGEMENT

Assalamualaikum W.B.T, alhamdulillah and all praises to Allah S.W.T for His blessing. Getting the opportunity for having my practical training at PETRONAS Dagangan Berhad Kuching under Liquefied Petroleum Gas Sales & Business Department was truly a great and yet, wonderful experience I ever had. It had taken my thoughts to a level that far beyond my expectations and perceptions. Besides that, every single task I did was aligned with my course which is Bachelor in Administrative Science (Hons.).

I would like to grant my lofty gratitude to the management of PETRONAS Dagangan Berhad Kuching especially the Liquefied Petroleum Gas Sales & Business Department for the guidance, opportunity and the freedom of expression from the formal training in UiTM to the actual and the reality of practical training experience. Apart from that, I would like to express my appreciation to my supervisor Tuan Haji Ahmad Bin Muhamad and also all of the PETRONAS Dagangan Berhad Kuching staffs for the advice, support and guidance that has been given to me throughout my practical training period and also for accepting in this organization.

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Finally, a million thanks to my family members and my fellow course-mates for their time, unlimited support and guidance in making the report and also getting my practical training a successful.

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# THE DECLARATION

## Declaration

I, hereby declare that the work contained in the report is original and my own except those duties identified and recognizes. If I am later to be found to have committed plagiarism or acts of academic dishonesty, any action can be taken accordance with UiTM's rules and academic regulations.

Signed,



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NUR AFIQAH BINTI UMAR

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# CHAPTER 1: INTRODUCTION OF THE ORGANIZATION

## 1.1 The Background of PETRONAS Dagangan Berhad

PETRONAS stands for Petroliam Nasional Berhad founded in 17 August 1974 under Malaysian Companies Act. This company is one of the government link companies which are vested with the entire oil and gas resources in Malaysia. They has been entrusted with the responsibility to develop and adding values to these resources. In addition, PETRONAS actually replaced the concessions held by Royal Dutch Shell in Borneo and Exxon on the Malay Peninsula with a new production-sharing agreement that came into effect in 1976.

Meanwhile in year 1988, PETRONAS was able to conclude ten new production sharing contracts which show the largest number of contracts signed in a year in the history of Malaysian petroleum industry. Since that, PETRONAS has grown to be an international oil and gas company and ranked amongst the largest companies in the world with a proven track record in integrated oil and gas operations.

Besides that, PETRONAS is committed to its Health, Safety & Environment (HSE) excellence in all of its areas of operations. They adhere and align to international standard s and industry best practices which strive to balance and integrate economic, environmental and social considerations in their business decisions, based on their Corporate Sustainability Framework. This covers the seven key result areas namely, shareholder value, natural resource use, HSE, product stewardship, social needs, climate change and biodiversity.



The Petronas Dagangan Berhad (PDB), ASEAN Bintulu Fertilizer (ABF), Malaysia Liquefied Natural Gas (MLNG), and other more are subsidiaries of PETRONAS. Every each of them plays an important role to PETRONAS and they are varying in their operations and productions as well as services.

Within this, I have been attached to PETRONAS Dagangan Berhad (PDB) Kuching which located at the 3<sup>rd</sup> and 4<sup>th</sup> floor of Wisma Naim, Jalan Rock. PETRONAS Dagangan Berhad was incorporated in Malaysia under Companies Act 1965 on 5<sup>th</sup> August 1982 and then was converted to a public company on 21<sup>st</sup> August 1993. PETRONAS Dagangan Berhad is the principal marketing arm of PETRONAS as Malaysia's leading retailer and marketer of downstream oil and gas products.

Hence, its products did enjoyed high market acceptance and customer confidence as can be proven by the PDB's rapid sales growth over the years. They market their products throughout the nation directly to the customers as well as through network service stations, LPG Dealers and industrial dealers. Moreover, their marketing activities are well supported by such comprehensive logistics and distribution system consisting of bulk depots, bunkering facilities and LPG bottling plants. All these are strategically located to make sure a reliable supply of products at all times. And throughout these, they have been ranked among the FORTUNE Global 500® largest corporations in the world.

## 1.2 Organizational Functions

PETRONAS Dagangan Berhad stands for its core essence as Brand of 1<sup>st</sup> Choice in terms of delivering quality, innovation, excellence and differentiating experience for petroleum products and services. They also driven to make sure their customers will continue to recognise, endorse and recommend PETRONAS as their most preferred brand in the downstream oil and gas sector.

The market for their products is highly competitive with major multinational corporations competing for sales of fuels to consumers, households, airlines, shipping lines, transporters, plantations, processing and manufacturing plants, and power stations and other commercial enterprises. Furthermore, it operates in several segments which offer a range of products and services in all its four core business of retail, commercial, liquefied petroleum gas (LPG) and lubricants.

Their business functions and activities are as follows:

- i. The exploration, development and production of crude oil and natural gas locally and abroad.
- ii. The liquefaction, sale and transportation of liquefied natural gas (LNG).
- iii. The refining and marketing of petroleum products.
- iv. The manufacture and sale of petrochemical products.
- v. The trading of crude oil, natural gas, liquefied natural gas, petroleum products and petrochemical products.
- vi. Involves in shipping and logistics relating to liquefied natural gas, crude oil and other petroleum products.

Moreover, to cope with their Brand of 1<sup>st</sup> Choice by its functions and activities, they must have strong delivery network which offers a wide spectrum of innovation in their products and differentiated services to meet the specific needs of its customers. All these high quality products and services were developed based on their continuous research and development initiatives as well as in partnerships with the best in class brands and companies.

Thus, they also strives to responsibly manage natural resources in a way that contributes wholly to the well being of the people and nation where they operate for ensuring greater long-term business sustainability of PETRONAS.

### **1.3 Organizational Departments**

The PETRONAS Dagangan Berhad Departments consists of several departments. All these departments or may also known as divisions will ensure that to be the Brand of 1<sup>st</sup> Choice is achievable by giving a high quality products and services which fully met their customers' desired satisfactions and needs. These are done by nurturing each division with continuous research and development initiatives and also apply innovative approaches to technology which helps to unlock and maximise energy resources from even the most remote and difficult environments.

All departments are as follows:

#### **i. Retail Business Division**

- they has a large network of PETRONAS Service Stations nationwide.
- its focused in providing quality petroleum and diesel products for vehicles.

**ii. Commercial Business Division**

- they handles the marketing of fuels to the nation's industrial markets.
- they also the market leader, from specialised fuels to literally power the entire spectrum of industry.

**iii. Lube Business Division**

- its fully committed to provide a wide range of lubricant products.
- their dynamic and prudent marketers are continuously striving to achieve market excellence against well-established lubricant players.

**iv. Supply and Distribution Division**

- they manages product supply arrangement, product delivery to end customers, plan and operate storage and delivery facilities which bringing value to the effective and efficient management.

**v. Finance Services Division**

- it covers Account & Assets Management and Fiduciary Services, Credit Risk Management, Procurement Management and Vendor Management, Institutionalisation of System & Method Governance and also covers the Regional Accounts Management.

**vi. Human Resource Division**

- this division will continuously and passionately work with the lines to enhance PETRONAS Dagangan Berhad's performance through effective people management.

**vii. Corporate Services Division**

- they provides brand and marketing development, customer services and system support in order to ensure they deliver the brand promise to all of their stakeholders.
- it also consists of Legal & Secretariat Department, Strategic Planning Department, Health Safety Environment (HSE) Department and Operating Performance Improvement (OPI) Department.

**viii. Liquefied Petroleum Gas (LPG) Business & Sales Division**

- it sells, markets, plans, develops and manages dealers and customers in the division's quest to retain Gas PETRONAS as the number one selling cooking gas in Malaysia.

Throughout my practical training period with PETRONAS Dagangan Berhad Kuching, I was attached to the Liquefied Petroleum Gas (LPG) Business & Sales Department and was being supervised by the Head of LPG Business & Sales Department (Sarawak), Tuan Haji Ahmad Bin Muhamad. This department deals regarding of the 12kg, 14kg, 50kg cooking gas for houses, restaurants, hotels and also in bulk for industrial used. Within this, it deals with four premier dealers and twenty sub-dealers for Kuching area. Actually, this department can also be found at other PDB branch in Miri, Sibul and Bintulu which having their own premier dealers and sub-dealer.

The liquefied petroleum gas (LPG) is made up of hydrocarbon gases, comprising mainly of Propane ( $C_3H_8$ ) and Butane ( $C_4H_{10}$ ). In its natural state and under specific temperature and pressures, LPG is in gaseous form. In order for easy storage and transportation, it is liquefied using a compression or refrigeration process. Liquefied petroleum gas is also colourless and odourless. However, for safety precaution, an odorant has been added to it for easy detection of any gas leakage.

This liquefied petroleum gas widely used in households for heating appliances such as ovens, stoves and water heaters. It is also used in industries such as iron and steel industry, aerosol propellant industry, glass and ceramic manufacture, copper tubing and cable manufacture. It is also an excellent alternative for automotive fuel.

Here, some brief history on existence of LPG Business & Sales Department. In the year 1981, there are only 10 LPG dealers has been appointed in the northern region. As in 1983, LPG business in Sabah and Sarawak been established. In the same year, LPG shortage found in northern region and to resolve this, two PDB owned outlets were initially set up in Pulau Pinang and Kedah. Due to high demands, two more outlets were established in Kuala Lumpur. The LPG become the market leader for the year 1995 and 1996 as in 1996, they start to sell the 14kg cylinders.

Meanwhile, in 1998, LPG Business & Sales Division was established. Starting the year 2005 the sales hit 1 Billion litres per annum and keep on increasing until today. Finally, in the year 2007, they have been certified with ISO 9001:2000 for its business processes.

For its quality management system, there is several LPG work procedure to be rely on which are as follows:

- i. Procedure for securing new bulk or 50kg cylinder industrial customer.
- ii. Procedure for unblocking blocked delivery note due to credit over run.
- iii. Credit management (Credit appraisal procedure for customer and other channel members).
- iv. Proposal management (Procedure for rebate proposal and issuance to customer or channel members)
- v. Procedure for securing new corporate customer.
- vi. Procedure for liquefied petroleum gas supply contract preparati

Therefore, for ensuring seamless delivery of all products and services, they have widely extended its comprehensive logistics and distribution network over the years. It is done by comprising bulk and aviation depots, bunkering facilities as well as LPG bottling plants to ensure reliable and adequate supply of products at all times.

#### **1.4 Organizational Vision Statement**

The vision of “Petroleum Nasional Berhad” or known as PETRONAS is ‘To be a Leading Oil and Gas Multinational of Choice’.

#### **1.5 Organizational Mission Statement**

There are three missions of this company which are as follows:

- i. Establishing business entity as petroleum is the core business.
- ii. The primary responsibility is to develop and add value to the national resources.
- iii. The objective is to contribute to the well-being of the people and the nation itself.

#### **1.6 Client Charter**

The client charter can be referred as the statements of its vision and mission define PETRONAS as an organization which guiding their staffs on the corporate activities and policies to ensure setting course for future can be realized as will fully utilized its resources and contribute for the well-being of the people and the nation.

Within this, the core values on which the culture of PETRONAS are based on loyalty, integrity, professionalism and also cohesiveness. These values are embedded as the backbone of the business conduct as it reflecting the sense of duty and responsibility in upholding the commitment towards contributing to the well-being of the people and the nation whenever and wherever the company operates.

As mentioned above, loyalty means that being loyal to nation and corporation. Secondly, integrity which means in everything they do they need to be honest and upright to their customers as well as towards any given tasks. As for professionalism, while operating their productions and delivering their services one should be committed, innovative and proactive as well as striving for excellence. Finally, cohesiveness which means united in purpose and fellowship.

Furthermore, they also sustaining the company's profitability through the value creation, and efficient extraction and manufacturing processes. They are making oil and gas products available at reasonable market prices, promoting efficient use of energy and supporting the use of renewable energy resources. Besides that, they will ensure the products and services delivered to their customers conform to quality and HSE standards and also meet the needs of the society. Moreover, they also safeguarding human rights within the sphere of influence, contributing to community needs, investing in training and education, promoting arts and sports and conducting the business in transparent manner. Hence, these ensure the projects, operations, productions and services do not have any significant impact on the diversity of humans, animals and plants.



## 1.7 Organizational Logo



Figure 1.1.1

Source : PETRONAS official website

Above diagram is the refreshed version PETRONAS' third generation logo. They introduce this refreshed and renewed 'look and feel' version of its corporate logo has been incorporated to the original PETRONAS' oil drop logo to reflect the visual expression of PETRONAS' Group Positioning, reimagining energy during the 2013 Asia Oil and Gas Conference at Kuala Lumpur Convention Centre.

The original PETRONAS logo was developed in 1974. The basic structure comprises an oil drop feature and symbol "P" that conveys its core business in oil and gas, and dynamism of the company. At the centre of the oil drop is a solid circle that symbolises the complete cycle or value chain of the oil and gas industry. Meanwhile, the familiar PETRONAS emerald green represents the seas and land where oil and gas originates.

The refreshed logo's softer curves have been added to the oil drop which depicts a continuous flow which symbolises PETRONAS drive for progress and challenging spirit in meeting the expectations of its stakeholders. Finally, the PETRONAS name has been repositioned below the oil drop and the font has been sharpened to enhance visibility and give prominence to the oil drop in the logo.

## 1.8 Organizational Structure

As referred to the below diagram, it shows the basic PETRONAS Dagangan Berhad Sarawak Regional Management Committee.

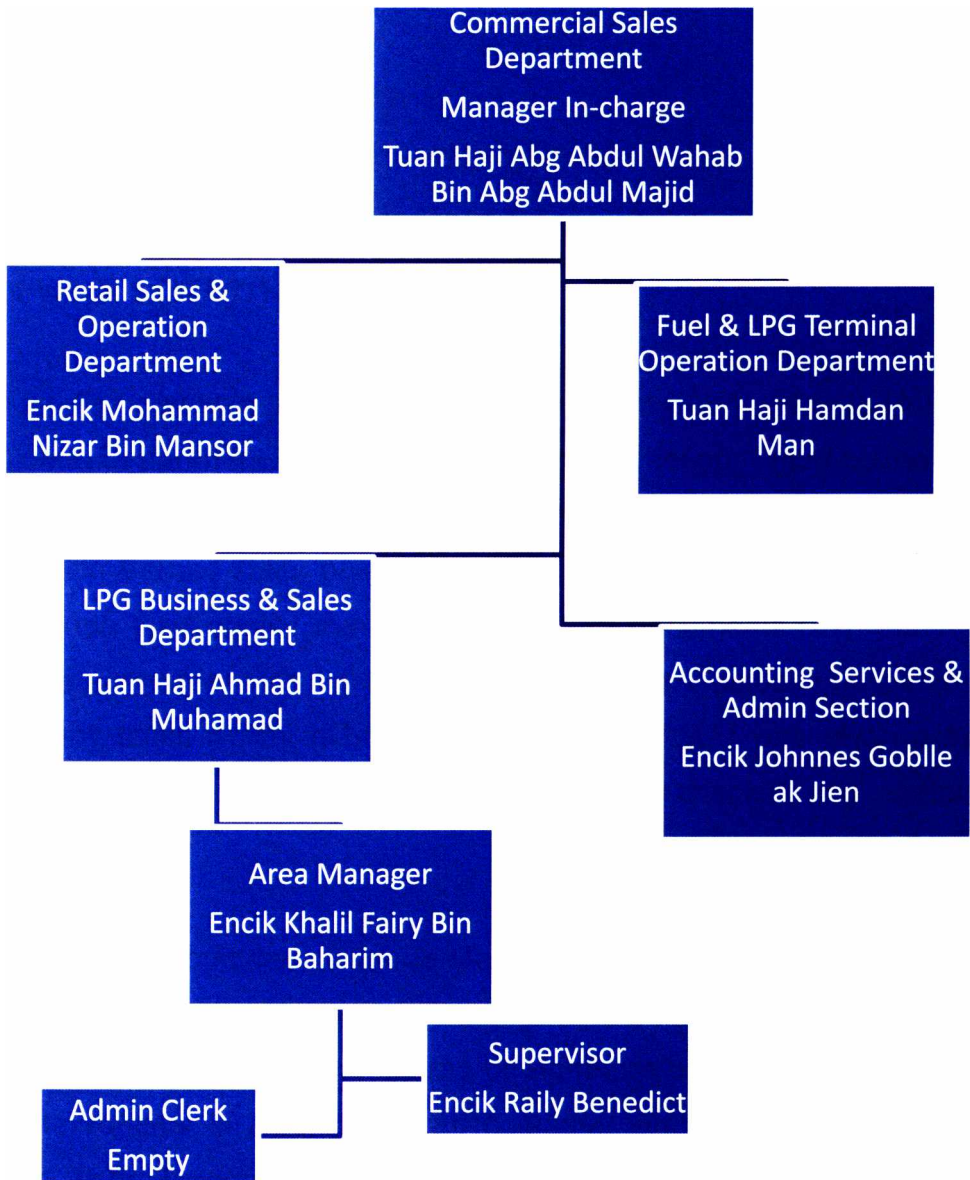


Figure 1.1.2

Source : PETRONAS Dagangan Berhad Sarawak

## **CHAPTER 2: SCHEDULE OF PRACTICAL TRAINING**

### **2.1 Introduction**

My practical training periods is for nine weeks starting from 7<sup>th</sup> July 2014 until 5<sup>th</sup> September 2014. I was attached to PETRONAS Dagangan Berhad (Sarawak Region) under the Liquefied Petroleum Gas (LPG) Business & Sales Department.

### **2.2 Reports and summarization of weekly training**

#### **2.2.1 Week 1 (07/07/14 – 11/07/14)**

On the first day as a practical student, I report myself for duty to Head of LPG Business Department at 9.00 am and having a briefing regarding the company and their nature of work. After that, I was being introduced to all Petronas Dagangan Berhad staffs one by one. Then, in the afternoon, I were asked to go through their quality management system documents and procedures to give me some ideas on what does the department actually do before I start doing any tasks which to be given later. After that, I was given a set daily sales report for a month and was asked to double checked and recalculate on the sales figures.

As for the second day, the Area Manager of the department asked me to go through the rebate scheme and issuance to customer and channel members' documents for any missing figures or signature before being approved. The rebate scheme is actually for our customer whose sale is above targeted sales. Then, I make several phone calls to the customer to ask whether they want to participate in a survey regarding the product and services made to them which will be conducted later. This to ensure the effectiveness and efficiency in delivering their products and services are improving. After lunch hour, I was being asked to type warning letter to those customers' who had not achieving their targeted sales for the previous month.

During my third day here, I go through the 'Borang Permohonan Pemandu Lori Gas' to ensure that all required details and documents for the form are being attached. After lunch hour, I went for site inspection at our Premier Dealers' warehouse with the manager in-charge and the supervisor to ensure every procedure is followed and their licenses are updated as well. After that, I do the analysis of audit score and rating for the LPG Operation Management and HSE Tier 1 Audit Results for dealers. Before start doing the given task, I have been briefed by the Manager on how to get it done.

On Thursday, my fourth day, once again I were asked to go through the 'Borang Permohonan Pemandu Lori Gas' from other Premier Dealers and must ensure all required details and documents are being attached before being approved and send to our headquarter in Kuala Lumpur for further action. In the afternoon, I was given a short brief on how to develop presentation for all dealers in Kuching for their yearly and monthly sales performance.

Finally, during the fifth day, all of us are going for a half-day briefing regarding the Government Service Tax which to be imposed next year. After lunch hour, I was working on the presentation for its monthly sales performance of all dealers in Kuching from the year 2010 until 2014.

### **2.2.2 Week two (14/07/14 – 18/07/14)**

On the first day of my second week here, I still continue working on the presentation for its monthly sales performance of all dealers in Kuching from the year 2010 – 2014 and managed to get it done at noon. After that I was working on the presentation for its yearly sales performance for 14kg cylinders and in kilolitres of all dealers in Kuching from the year 2010 till 2014.

Second day of my second week, I was finishing the presentation for its yearly monthly sales performance for 14kg cylinders and in kilolitres of all dealers in Kuching for the year 2010-2014 and after everything is done, I double checked on the figures as well as the bar chart to ensure no missing details. In the afternoon, key-in all the details and figures for “Borang Laporan Stok Harian Wakil Pengedar Utama” and learned how to key-in details in “Surat Kuasa” for order of delivery and checked for the order in the system.

As for the third day of the second week, I was checking on the order for delivery in the system which I already learned earlier on and then key-in all required details in “Surat Kuasa” form. Then, I was asked to check on “Borang Tuntutan Bayaran Balik LPG” and recalculate the figures to ensure that all details are correct before being approved. After lunch hour, the supervisor taught me how to do filing I and after that I learn how to check any credit release of blocked delivery in the system.

Fourth day of the second week, I was checking on the order for any delivery and key-in the details for “Surat Kuasa” which to be emailed to the Premier Dealer, Customer as well as in-charge person at the IOT. After that, checking for any credit release of blocked delivery by region and then did some filing too.

On the last day of the second week, I was checking on the order for any delivery on that day in the system and key-in all required details in “Surat Kuasa” if there is any and this will be my daily routine. In the afternoon, I was checking on any outstanding invoices of our customer for the supply of Liquefied Petroleum Gas to them.

### **2.2.3 Week three (21/07/14 – 25/07/14)**

First day of the third week, key-in the figures for one day buffer stock form and checking on any credit release of blocked delivery and key-in all the details in credit master sheet in the system. After that, checking on for any outstanding invoices for the supply of LPG and typing the customer advice letter as a reminder regarding their invoice.

On the second day of the week, I was checking on any credit release of blocked delivery and also the order for the delivery as all this must be done one by one in the system. In the afternoon, I go through the customer's account for any outstanding invoices and key-in the details for "Surat Kuasa" form in order to deliver the customers' order accordingly.

For the third day on the third week, I was checking on the order for any delivery to be made and then, key-in the figures for one day buffer stock form. After that, I learn how to do the licensing for the dealers. Then, I was checking on for any credit release of blocked delivery.

Fourth day of the week, I were asked to make phone calls to several hotel in Kuching asking for quotation for a meeting room and also make phone call to all of our customers regarding the cut-off day to place their order due to Hari Raya Aidilfitri public holidays. In the afternoon, I was checking on the order for delivery to be made, then, key-in all details in "Surat Kuasa" to be given to the dealers and also checking for any credit release of blocked delivery of the day.

Last day of the week, I was checking on the order for delivery and key-in any required details in "Surat Kuasa" form. Then, checking for any credit release of blocked delivery and key-in details in the customer advice letter which to be given to customer which having outstanding invoice. After lunch hour, I go key-in and updating the dealer's profile and also the details inside LPG Sales Sarawak region Fact Sheet.

#### **2.2.4 Week four (31/07/14 – 01/08/14)**

During the week four, I only start working on Thursday due to Hari Raya Aidilfitri public holidays. Thus, on Thursday, I was checking on the waiting order for delivery and key-in any required details in “Surat Kuasa” form and also checking for any credit release of blocked delivery. After that, I was asked to check on “Borang Tuntutan Bayaran Balik LPG” to ensure that all details and calculations are correct before being approved. In the afternoon, I go key-in and updating the figures for one day buffer stock form for current month and did some filing too.

As for the last day of my fourth week, I am having a discussion with the management of the Hilton Hotel Kuching regarding the booking for our LPG Dealers and Dealers Meeting. After that, I was checking on any order for delivery and key-in details in “Surat Kuasa” form. After lunch hour, I was working out the meeting letter and its tentative and then informed all our Premier Dealers and Dealers about the meeting through email, fax and phone call.

#### **2.2.5 Week five (04/08/14 – 08/08/14)**

As for day one on my fifth week, I was checking on any order for delivery and key-in all required details in “Surat Kuasa” as this has become my daily task. In the afternoon, I was sending out the latest meeting letter to all premier dealers and dealers. Then, I am working out the management information system for letter of undertaking of Hilton Hotel Kuching.

On the second day of the week, I was checking on any order for delivery and key-in any required details in “Surat Kuasa”. Then, go checking for any credit release of blocked delivery. After lunch hour, I was working out the confirmation letter for Hilton Hotel Kuching was regarding the booking for our LPG Premier Dealers and Dealers meeting and then, sending out the invitation card for “Majlis Ramah Mesra Aidilfitri” to all our dealers and customers. After that, working on a draft letter from our dealers to PDB informing that there is no previous work record for the said dealer.



The third day of the week, I was checking on any credit release of blocked delivery and any order for the day. In the afternoon, I was preparing the "Reminder Letter" to our customer regarding their due payment of order and then email it to them.

On the fourth day of the week, we were having our LPG Premier Dealers and Dealers Meeting at the Hilton Hotel Kuching. This meeting is regarding the sales performance of all Premier Dealers and Dealers since 2010 until July 2014. Besides that, this meeting also to acknowledge them on any new procedures and also to bring up issues or problems related to LPG dealers, the delivery and many other. Then, together will look and think for several alternatives in order to overcome those problems and issues and also to find ways how to boost up the sales. The meeting ends at 2.15 pm. After the meeting, we all go back to the office and I start to key-in and updating all required details in PETRONAS Vendor GST Information Update Form for our entire Premier Dealers and Dealers of Sarawak region which was given by our headquarters in Kuala Lumpur earlier on through email.

During the last day of the week, I continued key-in and updating all required details in PETRONAS Vendor GST Information Form for our LPG Business & Sales Department from Miri, Bintulu and Sibiu. After that, I go key-in the GPS Speed Violation and RHM on unauthorized route and stops for June 2014. This is to ensure the lorry pallet or tankers are not going to somewhere except for their store and their customers' place and all delivery can be done on time.

#### **2.2.6 Week six (11/08/14 – 15/08/14)**

On the first day of week six, I key-in and updating all required details for GPS Speed Violation and RHM on unauthorized stop for July 2014 as it is the same thing i have done on Friday, week five. After that, I was working on the show cause letter for not attending the LPG Premier Dealers and Dealers Meeting on 7<sup>th</sup> August 2014 to be given to our dealers who were absent. Then, I send an enquiry to the management of Imperial Hotel Kuching regarding their availability and possibility having our event there.

As for the second day of the week, again I was checking on order for delivery and key-in all required details in “Surat Kuasa” form. In the afternoon, I am sending out the show cause letter to the dealers who did not attend the meeting as being mentioned above. Then, I was asked to check and recalculate all figures on “Borang Tuntutan Bayaran Balik LPG” to ensure that all details are correct before being approved.

Third day of the week, I was checking on any order for delivery for the day and key-in all required details in “Surat Kuasa” form. Then, I went to Four Points Hotel Kuching for the HR & You Day until 3.00 pm. After that, I was preparing the Road Hazard Mapping Briefing letter for all our Premier Dealers of Sarawak region.

On the fourth day, I was sending out the Road Hazard Mapping Briefing to all our Premier Dealers and make a phone call to them to ensure they are being updated. After lunch hour, I was checking the order for delivery and key-in all required details in “Surat Kuasa” form to ensure the deliver can be done accordingly. Then, I prepare the second reminder of outstanding invoices letter to those customers who had not yet settle down their outstanding payment after the first reminder letter.

Finally, during the last day of my sixth week, again I was checking on any order for delivery and ensure everything required for delivery has been done accordingly. In the afternoon, I was working out the “Kemaskini Rekod Data Lesen-lesen untuk Perniagaan GPC” to inform our Premier Dealers and Dealers regarding their expired licenses and as a reminder to renew their licenses.

### **2.2.7 Week seven (18/08/14 – 21/08/14)**

First day of week seven, I was asked to reconfirmed and remind all the Premier Dealers and dealers regarding the Road Hazard Mapping Briefing which will be held on Tuesday, 19<sup>th</sup> August 2014. After that, I was checking on any order for delivery and filled in the “Surat Kuasa” form. Then, I was working out the confirmation letter for Imperial Hotel Kuching regarding the

booking for our Road Hazard Mapping Briefing with all Premier Dealers in Sarawak. Finally, starting from this week I went for marching training at Civic Centre from 4.30pm till 6.00pm as preparation for TYT's Birthday Celebration as I am joining the PETRONAS contingent.

As for the second day of the week, we're having our said briefing at the Imperial Hotel Kuching. This meeting is regarding the unauthorized stop for the pallet or cargo lorry of our Premier Dealers and dealers. Besides that, it also to bring up any problems regarding their unauthorized stop and to relocate their authorized stop for their pallet or cargo lorry. After the meeting which ends at 2.30 pm, I go back to the office and start to check on any order for delivery of the day. Then, I go for the marching training at Civic Centre.

On the third day of the week, again I was checking the order for delivery and prepare the "Surat Kuasa" to ensure the delivery can be done as. In the afternoon, I was working out the draft letter from our dealers to PDB informing that there is no previous work record for the said dealer and then send it out to the said dealer to be filled through email. Then, I go for marching training as preparation for TYT's Birthday Celebration.

On Thursday, I am helping out the Miri, Sibul and Bintulu department to settle down any incomplete documents which to be checked and audited by the LPG ISO Auditors. After that, I was asked to check on "Borang Tuntutan Bayaran Balik LPG" to ensure that all details and figures are all correct before being approved. In the afternoon, I was checking on any order for delivery of the day. Then, I was working on the invitation letter to authorities for the Fire Drill Program which given by our Miri Department. After that, I am calling out all of our Premier Dealers and dealers to revert us their new license to be updated in the system as the auditors are coming. And then, I go for marching training.

## **2.2.8 Week eight (25/08/14 – 29/08/14)**

On the first day of my week eight, again the same routine are done which is checking on order for delivery and fill in “Surat Kuasa” form. Besides that, I made a rechecked on “Borang Permohonan Pemandu Lori Gas Petroleum Cecair (GPC)” for any incomplete attachments before being submitted and did some filing too. In the afternoon, I am making several phone calls to our Premier Dealer and dealer to remind them regarding renewing their licensed and if they did renewed, all the details new to be given to us as it must be updated in the system. Then, I go for my training at Civic centre.

On the second and third day of the week, I was helping out the Miri, Bintulu and Sibu as well as our own to settle down any incomplete document which to be checked and audited as the LPG ISO Auditors is coming for these two days at our place and theirs as well. Then, I was keeping updated with our Premier Dealers and Dealers regarding their licenses in selling of LPG. Besides that, I was also checking on any order for delivery for these two days and go for my marching training as preparation for TYT’s Birthday Celebration.

On the fourth day, I rechecked the Incentive Performance Scorecard Payout 2014 for any incomplete documents and also checking on the order for delivery. In the afternoon, I went out for making a deal with CS Sports Enterprise regarding plaque and banner for our upcoming program at Kampung Muara Tebas on the 6<sup>th</sup> September 2014. After that, I make phone calls to our Premier Dealers and Dealers to inform them regarding our GST Open Day & Briefing and reconfirmed how many will be going for the event. Then, I go for my marching training until 6pm.

On the last day of the week, before going to Water For Life Program at Pridan Serian, again I was checking on any order for delivery and any outstanding invoices of our customers before preparing the customer advice letter. Around 7.15 am we start our journey and we arrived at 8.45 am. This program is actually where our company giving out 10 water tanks to Kampung Pridan and we help them to prepare the water supply to the tank from the main water supply of the village. Besides that, we also join some

activities organized by the villagers and we went back to Kuching at 2.00 pm. After we arrived at the office, I was asked to prepare the invitation letter for GST Open Day & Briefing. Then, updated the buffer stock for the month in the system and making phone calls to make sure all dealers and premier dealers had received our said invitation letter.

### **2.2.9 Week nine (02/09/14 – 05/09/14)**

As Merdeka Day falls on Sunday so it happens to be Monday is the public holiday and it means that I get back to work on Tuesday. On that day, I was preparing the customer advice letter to those customer which having outstanding invoices. After that, checking on any order for delivery and key-in required details for “Surat Kuasa” form to ensure the delivery can be done accordingly. After lunch hour, I was asked to check on “Borang Tuntutan Bayaran Balik LPG” to ensure that all details are correct before being approved. Then, I go for marching training as preparation for TYT’s Birthday Celebration which held on 13<sup>th</sup> September 2014 at Padang Merdeka.

On the Wednesday, I was helping out the supervisor rechecked the ‘Incentive Performance Scorecard Payout’ for the year 2013 for any incomplete documents. Then, I was checking on the ‘Proposal Management Procedure for Incentive Scheme and Issuance to Channel Member’ for any incomplete documents. In the afternoon, I prepare the sales performance as of the year 2014 as preparation for MIC presentation to PDB MC Members at Kota Kinabalu. After everything is settled, I went for my training at Civic Centre until 6.00 pm.

As for my second last day as an intern in this company, I was sending out the entire customer advice letter which has been prepared earlier to those customers which having outstanding invoices. After that, key-in the daily

buffer stock for the current month. In the afternoon, I make a phone call to deal with the caterer regarding booking for food and beverages for “Program Kesedaran Keselamatan Bersama PETRONAS” at Kampung Muara Tebas on 6<sup>th</sup> September 2014. Then, I go for my marching training like usual as preparation for TYT's Birthday Celebration.

Finally, during my last day having my practical training I still keep updating on the documents and also retyping any new details for the MIC Presentation at Kota Kinabalu. Then, I was checking on the “Borang Tuntutan Bayaran Balik LPG” to ensure that all details and calculations of the figures are all correct before being approved. In the afternoon, I am having a meeting to discuss on the “Program Kesedaran Keselamatan Bersama PETRONAS” which to be held on 6<sup>th</sup> September 2014 at Kampung Muara Tebas to ensure that everything are packed and well-prepared. After we the meeting is done, they made a surprise farewell party to end my last day as an intern at their company.

### **2.3 Activities and programs throughout my practical training**

All pictures taken during the activities and programs are attached to the appendices starting from Figure 2.3.1.1 – 2.3.1.3, Figure 2.3.2.1 & 2.3.2.2, Figure 2.3.3.1 – 2.3.3.3, Figure 2.3.4.1 and Figure 2.3.5.1 – 2.3.5.5.

**2.3.1** My very first activity is that joining their corporate social responsibility program called “Projek Kasih” with the cooperation of Projek 50 50 team. The Projek 50 50 team is an independent group of teenagers (fellow UiTM Samarahan students) involves with charity program by their own initiatives. Within this program, we brought 22 kids from Rumah Amal Nur Murni to S.E.S Pesona to buy new clothes as preparations for Hari Raya Aidilfitri celebration. Every cost has been paid by PETRONAS and also our LPG Premier Dealers. Besides that, there are also some used materials such as clothes, books, toys and also foods has been collected by the Projek 50 50 team from the public was given to Rumah Amal Nur Murni. This program was held on 20<sup>th</sup> July 2014, Sunday.

**2.3.2** The second program is that HR & You Day at Four Points Hotel Kuching on 13<sup>th</sup> August 2014. Within this, we invite several government agencies and other private agencies set up their booth to join us. During this program, there was also briefing on the new procedures, Q & A sessions, talk on payment regarding overtime and other allowances, and more which conducted by our Human Resource Management Department from our headquarters. Besides that, there are also short briefings on Government Service Tax by Royal Malaysian Customs Department. There was also some games and lucky draw for the staffs. The main objective of this program to promote and make known of all agencies' systems and procedures to our staffs.

**2.3.3** As for the third activity that I joined the second corporate social responsibility activities that is the Water for Life Program at Kampung Pridan, Serian on 29<sup>th</sup> August 2014. This can also be referred as a corporate social responsibility program. During this program our company giving out 10 water tanks to Kampung Pridan and we help them to prepare the water supply to the tank from the main water supply of the village. As for that, every one us has been divided into 10 teams which consists of several numbers of the villagers and the staffs itself. After that, together we carried the tanks to every part of the village which has been identified earlier. Moreover, these include the installation of rain water harvesting system, piping and filtering system and water tanks. Besides that, we also join some traditional activities organized by the villagers. We spent our time there more than half day and really did enjoy ourselves there. Below are some pictures that show the activities throughout the program.

**2.3.4** The fourth program i had joined with this company is that “Program Kesedaran Keselamatan Bersama PETRONAS” held on 6<sup>th</sup> September 2014 at Kampung Muara Tebas with the cooperation of “Jabatan Bomba dan Penyelamat Malaysia”. During this program, apart from briefing on safety awareness when cooking and also some tips on how to managed the cooking gas and stove in the most proper and safety way as well as what to be done and how to know whether there is a gas leakage, there was also a demonstration on how to put out fire and also tips to save yourself if there is fire at you place conducted by representative from “Jabatan Bomba dan Penyelamat Malaysia”. Moreover, we also provide the village with four fire extinguishers and had our lunch with all the villagers after done with Q & A sessions.

**2.3.5** Finally, the fifth activity I had throughout my practical training as this company is become a part of PETRONAS Contingent for TYT’s 78<sup>th</sup> Birthday Celebration at Padang Merdeka on 13<sup>th</sup> September 2014. We start to have our training on 18<sup>th</sup> August 2014 until 9<sup>th</sup> September 2014. We had our training every Monday to Thursday starting from 4.30pm until 6.00pm at Civic Centre Kuching. The contingent consists of 20 staffs from Kuching department and another 20 staffs from Group Security Divison from Bintulu and Miri department. Starting from 10<sup>th</sup> till 11<sup>th</sup> September 2014 we had our two days full rehearsal in the morning at Padang Merdeka and having our training as usual in the evening. As on the actual day, we really did enjoy ourselves and everything run smoothly as expected.



## **CHAPTER 3: THE ANALYSIS OF PRACTICAL TRAINING**

### **3.1 Introduction**

In this chapter, it describes the analysis of my practical training. It will specifically focus on one area of task as being covered in the practical training logbook. Besides that, it is also should reflect the definition and concept of the task, demonstration of practical and theoretical aspects as how does it can relates to all concepts being learned in the class at the workplace and also how to apply knowledge gained at the workplace in order to reinforce understanding on the concepts learned in the class earlier. Hence, based on my schedule of practical training experience and tasks of job description given under Chapter 2, it shows that during my practical training period, I had been given many tasks and I decided to focus more on customer service which have strong relation to accomplish and implementing all of the tasks.

### **3.2 Task Analysis**

During the course of nine weeks of my practical training, I have been exposed and completed various types of responsibilities and tasks such as dealing with dealers, customers and others, recording and updating data, filing the various form accordingly, going out for inspection, making PowerPoint, analysis and charts for presentation, staff and dealers' meeting, preparing files for auditing and also checking on various form for approval from the top management. As for this chapter, I will highlight on the area of customer service as I found that it is one of the most demanding

matter in the department where I been attached to. Within that, there are several system and theory that I learn in my course which can be relate with the area customer service and all the tasks done during my practical training period which are as follows:

- i. Management Information System Theory
- ii. Database Management System
- iii. Ethnic Relations Theory

### **3.3 Definition of Customer Service**

The customer service can be defined as a process of ensuring customer satisfaction towards a product or service. Usually, customer service takes place while performing a transaction for the customer such as making a sale of an item. The customer service may take the form of an in-person interaction, a phone call, self-service systems or by other means.

In addition, customer service is extremely important part of maintaining ongoing client relationships that are the key to continuing revenue. As for that, it is a must in every departments have worked hard to increase their customer satisfaction levels. Often there are many more people working behind the scenes at a department than there are customer service representatives, yet it is primarily the personnel which interact directly with customers that form customers' perceptions of the department or company itself as a whole.

As I was attached to sales and business department for the whole of my practical training period and mostly tasks given to me relates to customer service. Within this, as in the department the customer service means the act of taking care of the dealers and customers' needs and satisfaction by providing and delivering professional, helpful, high quality service and assistance before, during and after the dealers or customers requirements are met.

### **3.3.1 Characteristics of Good Customer Service**

Within this company, they want its dealers and customers to know that they are there to service their needs long after the sale of the product or service. They might spend millions each year for showcasing or marketing their devotion to customer service. However, sometimes they actually put the number of customers helped or the quick response time of their call centre in marketing and its business materials. They want the customer know how committed they are to serve them before, during and after the sale. Thus, every twice a year they will make a survey either through phone call or in-person discussion regarding the satisfactions towards the product or service being delivered.

Therefore, the characteristics of good customer service are as follows:

**i. Promptness**

Promptness can be means it is done without delay such as for immediate actions are taken. It is also refer to promises for delivery of product or service must be on time. Any delays or cancellations of products should be highly avoided.

**ii. Politeness**

Politeness refers to having or showing behaviour that is respectful and considerate of other people. By saying 'hello', 'good morning', 'sir' and 'thank you' or 'you are most welcome'

are a part of good customer service. For any business, a 'thank you' is an appropriate whether the customer makes a purchase or not.

**iii. Professionalism**

Professionalism means the competencies or skill expected from the professional. In business, all dealers or customers should be treated professionally. As using this characteristic of good customer service, it shows the customer that you really care about them. This is more towards being rationales over emotions.

**iv. Personalization**

Personalization may define as design or produce something to meet ones requirements and needs. For example, using the customer's name and also ask for their needs is very effective in producing loyalty. The customers like the idea that whom they do business with knows them on a personal level which shows high satisfaction towards product or service delivered.

### **3.3.2 Types of Customer Service**

There are different types of customer service that are provided by businesses. The types of customer encounter will depend on the product or service that a business provides, what the customers' desires are, and whether the service is problem-oriented or focused toward enhancing the consumers' experience. Within this company, the customer service providers are such as call center, technical customer service and customer service stations.

As for the first one, the call centre, it is the most basic types of customer service we had. As for that, it will usually devote an entire department in the company to taking calls from the dealers and customers who may have needs or concerns regarding the business'

products or services delivered. The representatives who work at the call center will usually be the first one to hear about their customers' concerns and will either resolve the problem or people who can. This is what I usually do throughout my practical training. The company call centers are the link between customers and the company and how do they handle customer concerns reflects on the company in a very important way.

### **3.4 Management Information System Theory**

Under the subject of Management Information System (CSC208), an information system can be referred as an organized collection of people, information, business process and information technologies which are design to transform inputs into outputs in order to achieve a goal. Through information systems, it can enhance the knowledge work, decision-making, problem solving, communication and as well as coordination.

Management information system on the other hand is whereby the information system is used to provide timely information to decision-making through processing and reporting features. These will make all the administering, servicing, marking, personnel and production become more effective and easy. Besides that, with management information system it also helps in forecasting and long-term perspective planning of the department as it creates a structured data and a knowledge base for all. This is because, the information is available in such form that it can be used straight away or by blending analysis, saving the time and cost as well. Thus, this theory really helps me while doing my tasks especially when I need to do the forecasting and profits calculations for presentation.

### 3.5 Database Management System

In the subject of Management Information System (CSC208), database includes the interrelated that are stored in the files for easy access of a specific piece of data. Database management system on the other hand is also known as a collection of software that allows users to create and work with a database. When database and its database management system are combined, it is referred to as a database system. There are four advantages of database management system which are as follows:

- i. Data organization is independent from any software from any software application.
- ii. Data can be organized in a manner that deletes data redundancy
- iii. The database management system enables the maintenance of the original quality of data as well as synchronizing the access of the data simultaneously from various authorized users.
- iv. The database management system enables the improvement of data access, different views of the data for different user, and report generation.

Applying the database management system theory during my practical training at Liquefied Petroleum Gas Sales & Business Department, they have their own database management system. Their database management systems deal with all information, assets, ordering and other particulars which do really helps me to complete my tasks daily.

### 3.6 Ethnic Relations Theory

In the subject of Ethnic Relations (CTU553), ethnic referred as a defined group of people that practices a culture that is very much similar, including the custom, clothing, food, language and other economic activities. Ethnic relations can also be defined as the study of how the different ethnic groups live together interdependently in a harmonious community.

Within that, it can relate to the pluralistic society. Pluralistic society can be defined as a society which is made up of various ethnics, languages, cultures, beliefs, customs and many more. The pluralistic society in Malaysia is the result European colony back in the days. The pluralistic society in Malaysia has resulted in the three main groups of ethnics which are Malays and Bumiputras, Chinese and Indians. Back to the history, in the year 1848, almost all of the residents of Tanah Melayu are Malays. With the development of tin mining industry in the middle of 19<sup>th</sup> century and the increase of rubber tapping industry during early 20<sup>th</sup> century has resulted in the mass immigration of the Chinese and Indians into Tanah Melayu. The Malaysian Federal Constitution of 1957 is the basis for the social contract between the various ethnics in Malaysia. This is to ensure that all the various ethnic groups in Malaysia can live in a peaceful and harmonious environment.

Applying the concept of pluralistic into the place where I did my practical training, I had seen that there is a great degree of pluralistic society in terms of the employees of all departments at PETRONAS Dagangan Berhad Kuching. Their employees are made up of mainly Malays and the Bumiputras. However, there are also Chinese and Indians employees at there. These employees of various ethnic groups are working together harmoniously and maintain a good relationship with each other. And I must say that, all of them do respect each other so much and with a great tolerance among them.

## **CHAPTER 4: RECOMMENDATIONS**

### **4.1 Introduction**

This chapter highlights the strength and weakness of Liquefied Petroleum Gas (LPG) Business & Sales Department at PETRONAS Dagangan Berhad (Sarawak Region) as discussed in chapter three. In addition, this chapter will also provide solution for improvement in future. Based on my practical training at that organization, there are number of improvements that can be done. This is to ensure that Liquefied Petroleum Gas (LPG) Business & Sales Department at PETRONAS Dagangan Berhad Kuching can perform its duties better in serving their people, customers, clients and dealers in the future.

### **4.2 SWOT Analysis**

The SWOT analysis stands for strength, weakness, opportunity and threat. It is whereby a structured planning method to evaluate those mentioned earlier. It is conducted based on the direct and indirect experience that I had gained during the course of my practical training at PETRONAS Dagangan Berhad Kuching. There are several improvements that can be done for them in order for it to maintain its desirable reputation as the well-known company in the country.

#### **4.2.1 Strengths**

The Liquefied Petroleum Gas (LPG) Business & Sales Department at PETRONAS Dagangan Berhad Kuching as one of our local company that involve in natural gas industry has its own strengths. From my observation during my practical training period in that company, I have found several strengths. Firstly is that, they have a very good community relations. This can be seen through the various programs that were conducted in order to maintain the good relationship with the local community as well everyone that deals with them. Apart from



organizing several corporate social responsibility activities which I was also involved, they also have conducted many meeting for their clients and dealers. This was meant to enhance and improve its relationship with the local community and the people that they dealing with. The second strength is that, they are using its own database management system. The database management system are used to record all the registry of all assets, details of the clients, yearly and monthly reports of the sales, profits and any loss as well as feedback record from the clients. By using this system, it can ensure the quick retrieval of data, report generation, as well as synchronizing the access of the data simultaneously by different authorized users.

#### **4.2.2 Weaknesses**

Liquefied Petroleum Gas (LPG) Business & Sales Department at PETRONAS Dagangan Berhad Kuching as like other organization has its own weaknesses. There is one weakness that I had identified throughout my practical training period. The weakness is that they face shortage of staff at the department which I attached to. Within that, I noticed that there is always a shortage of staff to handle all the works. For example, when one staff is on leave, there would be no one to take place of their duties. Thus, it resulted in delayed for the tasks that need to be done immediately.

#### **4.2.3 Opportunities**

Along with their strengths, Liquefied Petroleum Gas (LPG) Business & Sales Department at PETRONAS Dagangan Berhad Kuching can have opportunities that it can take advantage upon in order to provide better services and administrations management towards their people and clients. This is because the database management system can reduce

the time needed for it to render their business and administration management. Thus, it can ensure the high level of satisfaction among their people, community as well as clients towards the quality of services, business, and administration being provided by them.

#### **4.2.4 Threats**

The threats that can be faced by them are regarding its staffs. This is because, due to the shortage of staffs, they are facing the risk of inefficiency and ineffectiveness in performing their duties and tasks. This can be in term of the lack of manpower to carry out the duties needed in order for them to perform its responsibilities well.

### **4.3 Recommendation**

Manpower shortage is one of the most serious problems afflicting the entire output delivery process. As this is particularly a threat to the organizations due to their inability to meet rapidly growing data requirements. Thus, I would like to recommend outsourcing because it is the most common and a viable that should be explored more vigorously in order to devising appropriate policy measures on the recruitment. Besides that, through outsourcing, they top management should also optimize the manpower requirement such as developing more efficient sampling design, greater use of modern information and communication technology in the data collection and processing, ensuring integration and compatibility of data collection schedules with data processing formats. Therefore, it may reduce the risk of inefficiency and ineffectiveness in performing their responsibilities.

## CHAPTER 5: CONCLUSION

### 5.1 Introduction

Within this chapter, it concludes all the chapters in the report. Apart from that, this chapter will also discuss about the experiences in performing duties that i have never done in class before.

### 5.2 Chapter One

Chapter one actually represents on the history and background of the organization. It is also focusing on the background of the Liquefied Petroleum Gas Sales & Business Department of PETRONAS Dagangan Berhad Kuching whereby it has its own ways in administering and servicing the organization.

As for that, there are six main business administering and servicing functions which are as follows:

- i. The exploration, development and production of crude oil and natural gas locally and abroad.
- ii. The liquefaction, sale and transportation of liquefied natural gas (LNG).
- iii. The refining and marketing of petroleum products.
- iv. The manufacture and sale of petrochemical products.
- v. The trading of crude oil, natural gas, liquefied natural gas, petroleum products and petrochemical products.
- vi. Involves in shipping and logistics relating to liquefied natural gas, crude oil and other petroleum products.

### **5.3 Chapter Two**

In this chapter, it shows on the flow of tasks that I had done throughout my nine weeks of practical training. Chapter two also includes the description of the tasks attached to me on daily basis and also other supplementary activities I had attend. All tasks given throughout my practical training period is very much related to the subjects being learnt during class. This is because at that department I attached to mostly the tasks I done more into administering and customer servicing.

According to the schedule of practical training, the tasks given during my practical training can be observed. The tasks provided to me was mostly aligned to the subjects that I had learnt in the class which interprets to the working environment whereas at the same time gaining experience of the real world working conditions. Within this chapter, it can be seen that the organization is utilizing the services that I can provide to the organization while doing my practical training by assigning me with tasks that is related to my course. Besides that, the organization also taught me how their department management perform all duties through the tasks given to me by assisting me with everything I needed in order to get my tasks done.

### **5.4 Chapter Three**

In chapter 3, it represents the relationship between the theories learnt in various subjects within my course and all tasks that were given to me throughout my practical training period. The relationship may vary from one subject to another. Throughout my practical training period, I had been assigned to various tasks. The first thing first, they asked me to go through all the management

system guidelines of all documents and procedures they had. This is to ensure that I can really understand and being familiar with the working environment and conditions of the organization. Then, they assist me on how to deal with the

system used by the organization to complete their daily routine tasks. Apart from that, they also bring me along when to go for site inspection at our dealer warehouse and store.

Besides that, I was also being given the opportunity to participate in several of their outdoor programs and activities. The first activity is that joining their corporate social responsibility program called 'Projek Kasih' whereby we brought 22 kids from Rumah Amal Nur Murni to S.E.S Pesona to buy new clothes as preparations for Hari Raya Aidilfitri celebration and also 'duit raya' for them. As the second corporate social responsibility I joined is that Water for Life program at Kampung Pridan, Serian. This program is to improve the water supply and access to that area as well as helping in the installation of piping system and water tanks.

Besides that, I also joined their "Program Kesedaran Keselamatan Bersama PETRONAS" held on 6<sup>th</sup> September 2014 at Kampung Muara Tebas with the cooperation of "Jabatan Bomba dan Penyelamat Malaysia". This program focused on safety and awareness while cooking and handling the gas stove as well as a demonstration on how to put out fire and also tips to save yourself if there is fire at you place.

Furthermore, I also participate in their HR & You Day which held at Four Points by Sheraton Kuching. As for that event, we invited several government agencies and other private agencies to set up their booth to join us. There are also free medical check up for everybody and free foods. Apart from that, I become a part of PETRONAS Contingent for TYT's 78<sup>th</sup> Birthday Celebration at Padang Merdeka on 13<sup>th</sup> September 2014. We start to have our training on 18<sup>th</sup> August 2014 until 9<sup>th</sup> September 2014 as the actual day is on 13<sup>th</sup> September 2014. We had our training every Monday to Thursday starting from 4.30pm until 6.00pm at Civic Centre Kuching.

Thus, through all programs being carried out was mainly to promote the good relationship and strengthen the bond between the workers and community as well as the customers. Moreover, with all these program I had joined along with theories I had learnt in class have made me understand better and broaden my knowledge regarding the theories. This has resulted in me of being more aware of how the theories work and has indirectly given me knowledge about the theories and experiences to feel like a real employee.

## **5.5 Chapter Four**

This chapter deals with the SWOT analysis of the organization that I was attached to during my practical training period. I had come up with several suggestions and recommendations from this analysis as it had determined the strengths, weaknesses, opportunities and threats of my department as a whole. Once the organization is aware of the problems and threats faced by, it can come up with strategies to overcome that thus ensuring that it can remain efficient and effective in performing its duties towards the community and their employees as well as their customers.

From this analysis, the organization can make their strengths better for the future so that it can remain productive and more efficient. The organization must ensure that they have proper strategies for the future so that the organization will not be seen as outdated. The organization must also find ways to overcome and deal with their weaknesses and threats which can turn into challenges for them in order to achieve its objectives, goals, mission and vision.

From the SWOT analysis also, I had come out with the suggestions and recommendations in order to improve the organization by removing its weaknesses. Based on the weaknesses, i had come with the methods that are feasible for the organization to consider in order for them to increase their service quality in the future. The recommendation and suggestion I had come up with are also to ensure that the organization can have a high level of satisfaction from its customers or dealers.

In the nutshell, the practical training at PETRONAS Dagangan Berhad (Sarawak Region) under the Liquefied Petroleum Gas (LPG) Business & Sales Department. Had given me the chance to experience myself the real world working environment while at the same time learn how an organization operates and perform its duties. The experience had also taught me on the importance of having related knowledge in order for an employee to carry out his duties when starting to work. By having the knowledge, the employee can perform his duties smoothly without much interruption because he is well versed in that field of work.

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# APPENDICES



Figure 2.3.1.1

Source : PETRONAS DAGANGAN BERHAD



Figure 2.3.1.2

Source : PETRONAS DAGANGAN BERHAD





Figure 2.3.2.2

Source : PETRONAS DAGANGAN BERHAD

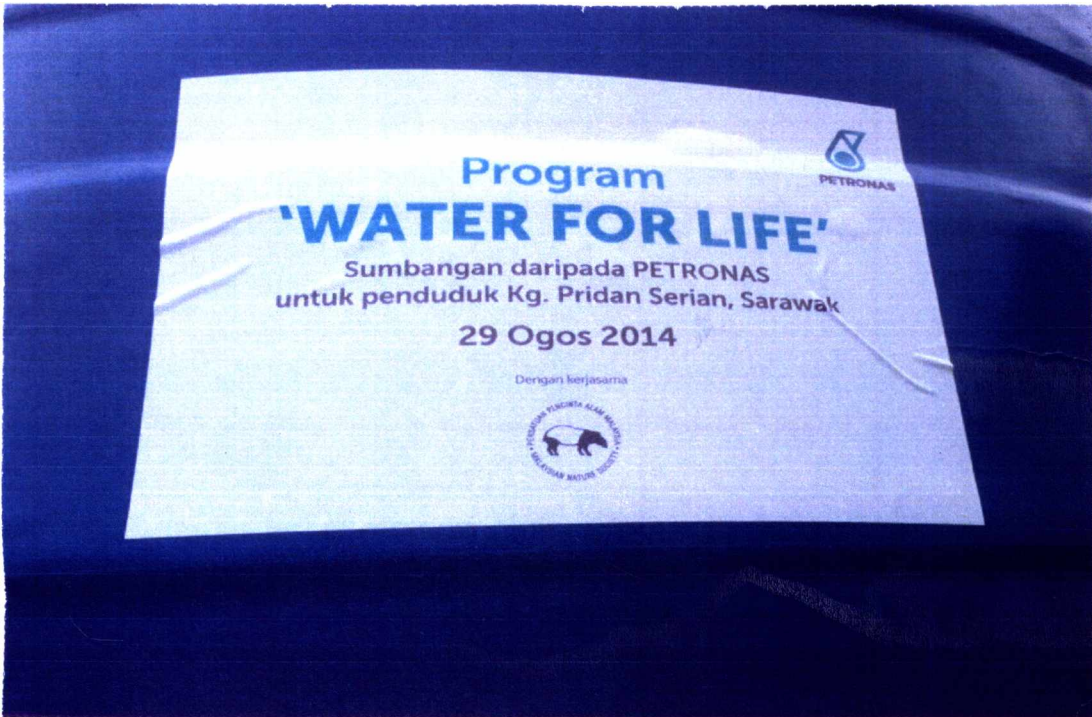


Figure 2.3.3.1

Source : PETRONAS DAGANGAN BERHAD



Figure 2.3.3.2

Source: PETRONAS DAGANGAN BERHAD



Figure 2.3.3.3

Source: PETRONAS DAGANGAN BERHAD



Figure 2.3.4.1

Source : PETRONAS DAGANGAN BERHAD



Figure 2.3.5.1

Source : PETRONAS DAGANGAN BERHAD



Figure 2-3-5-2

Source : PETRONAS DAGANGAN BERHAD



Figure 2-3-5-3

Source : PETRONAS DAGANGAN BERHAD

Source: PETRONAS DAGANGAN BERHAD

Figure 2.3.5.5



Source: PETRONAS DAGANGAN BERHAD

Figure 2.3.5.4





# BORANG LAPORAN STOK HARIAN PREMIER DEALER

NAMA SYARIKAT :

TARIKH :

PURATA JUALAN SEBULAN = C12 + C14 :

STOK MINIMA 2 HARI = C12 + C14 (G):

METRO SEDIA SDN BHD

29-Jul-14

UNIT: SILINDER

PRODUK	STOK PEMBUKA BERISI (A)	BELIAN DARI DEPOT IOTM (B)	JUMLAH STOK (C) = A + B	JUMLAH JUALAN (D)	STOK PENUTUP (E) = C - D	LEBIHAN / KURANGAN (F) = E - G	STATUS STOK MINIMA (2 HARI) YA/TIDAK
C12	0		0	0	0		
C14			0		0		
C12 + C14	0	0	0			0	TIDAK
C50		0		0	0		

## JUALAN KEPADA WAKIL PENGEDAR

BIL:	NAMA SYARIKAT	C12	C14	JUMLAH C12 + C14	C50
1	METRO SEDIA SDN BHD				
2	ONE TO ONE SVS				
3	HOCK ENG HONG				
4	SARLAN TRADING				
5					
6					
7					
8					
9					
10					
	<b>JUMLAH</b>	0	0	0	0

STATUS SILINDER ASING / PETRONAS KOSONG	Jumlah 12 KG
PETRONAS	
SHELL	
ESSO	
MOBIL	
BHP	
SOLAR	
KUB	
<b>JUMLAH</b>	0

Disedikan,

Disahkan,

.....  
NAMA  
JAWATAN :

.....  
NAMA :  
JAWATAN :

NOTA:

Sila hantar borang laporan stok harian ini ke Pejabat Jualan GPC, PDB sebelum pukul 10.00 pagi setiap hari.

Ruangan yang perlu diisi



PETRONAS

Our ref: 6L08/S07-05/OTHERS

29<sup>th</sup> August 2014

All LPG Dealers (as attached)

**LPG DEALERS GST OPEN DAY AND BRIEFING**

Please to inform you that the above meeting will be held as follows:-

Date : **4<sup>th</sup> September 2014 (Thursday)**  
Time : **8.00 am to 5.00 pm**  
Venue : **Four Points by Sheraton Kuching, Jalan Lapangan Terbang Baru,  
93350 Kuching, Sarawak**  
Attire : **LPG Dealers Uniform**

In order to facilitate the GST Registration, you are required to bring the documents along in softcopy format. The documents needed are as below:

1. Bank Statement - *latest*
2. Profit & Loss page ( or LHDN Account Statement) - *latest*
3. EPF Statement - *latest*
4. Business Registration Document (SSM)

*\* It is recommended to dealers to bring your own laptop and broadband for online registration.*

The attendance is compulsory to all Dealers.

Thank you.

Yours faithfully  
For **PETRONAS Dagangan Berhad**

  
**AHMAD BIN MUHAMAD**  
Head  
LPG Sales Department (Sarawak)





PETRONAS

Our ref : 6L08/C05-01/Customer Advice

2<sup>nd</sup> September 2014

Kenbest Sdn Bhd (CityOne Megamall) (90041597)  
#T20, 3<sup>rd</sup> Floor, Mall 2, CityONE Megamall  
No. 1, Jalan Song  
93350 Kuching

**CUSTOMER ADVICE - INVOICES DUE AUGUST 2014**

Please be informed that the following invoices will be due by the end of the month:

Invoice No.	Invoice Due	Amount (RM)
1   Refer to attachment	31 August 2014	
<b>TOTAL</b>		

To avoid interruption of the Product supply, please effect full payment by or before 15 September 2014.

If you need further clarification, please contact the undersigned at 019-6272797. Thank you for patronizing Gas PETRONAS.

Sincerely,  
for **PETRONAS Dagangan Berhad**

  
**KHALIL FAIRY B BAHARIM**  
Area Manager  
LPG Business (Kuching)

cc: Head, LPG Sales Sarawak



PETRONAS DAGANGAN BERHAD

Sarawak Regional Office, 3<sup>rd</sup> and 4<sup>th</sup> Floor, Wisma Naim, Lot 2679 Jalan Rock, 93300 Kuching, Sarawak  
Tel: 082-355300/425912/424221 Fax: 082-429953

Our ref : 6L08/C05-01/Reminder L

14<sup>th</sup> August 2014

Kenbest Sdn Bhd (CityOne Megamall) (90041597)  
#T20, 3<sup>rd</sup> Floor, Mall 2, CityONE Megamall  
No. 1, Jalan Song  
93350 Kuching

**OUTSTANDING INVOICES FOR THE SUPPLY OF LPG**

Our records as at 14<sup>th</sup> August 2014 show that the following invoices listed are outstanding and have been overdue since 31 July 2014 :

	Invoice No.	Invoice Due	Amount (RM)
1	Refer to attachment	31 July 2014	
		<b>TOTAL</b>	

We would appreciate it if you could make an immediate full payment of the outstanding by or before 15 August 2014. If you need further clarification or copies of Invoices, please contact the undersigned at 019-6272797. However, if payment has been effected, kindly ignore this reminder.

Thank you for patronizing Gas PETRONAS.

Sincerely,  
for PETRONAS Dagangan Berhad

  
**KHALIL FAIRY B BAHARIM**  
Area Manager  
LPG Business (Kuching)

cc: Head, LPG Sales Sarawak

18hb Ogos 2014



**Sri Vijaya General Trading**  
 Lot 1293, Block 8, Muara Tebas Land District  
 Jaijan Bako, Demak Laut Industrial Park  
 93050 Kuching

Tuan.

**KEMASKINI REKOD DATA LESEN-LESEN UNTUK PERNIAGAAN GPC.**

Mengikut rekod-rekod kami, di senaraikan data rekod lesen yang **akan tamat tempoh / luput** untuk disemak dan tindakan selanjutnya

Lesen-Lesen	No Rujukan	Tamat tempoh lesen
PDA	11622	20-Jan-16
Borong	GB02637P	13-Jun-15
Runcit	KR08541	21-May-17
Lesen Perniagaan (Borang 1)	30/09/2014	13-Jan-15
Insuran Bangunan	KG-95269751-FC	30-Sept-14
Lesen Majlis/Council	LSP000170	-

Merujuk kepada perkara di atas, wakil pengedar adalah dihendaki untuk memperbaharui lesen-lesen GAS PETROLEUM CECAIR bagi barang-barang berjadual tersebut di atas dalam tempoh 3 bulan sebelum tarikh tamat untuk lesen PDA / Lesen Borong dan Runcit. Ini adalah untuk mengelak sebarang kesulitan nanti.

Sila uruskan dengan segera sekiranya lesen-lesen tersebut akan tamat tempoh, kegagalan tuan/puan memperbaharui lesen-lesen tersebut pada atau sebelum tarikh tamat tempoh yang ditetapkan oleh KPDNKK akan menjejaskan perniagaan tuan/puan dan perjanjian sebagai Wakil Pengedar GPC akan dibatalkan.

Jika pihak tuan telah memperbaharui lesen-lesen tersebut di harap pihak tuan/puan mengemukakan salinan ke pejabat kami untuk mengemaskini data rekod kami.

Kerjasama daripada rakan niaga amatlah dihargai.

Sekian, terimakasih.

Yang Benar  
 Bp PETRONAS Dagangan Berhad

  
**KHALIL FAIRY BIN BAHARIM**  
 Pengurus Kawasan  
 Jabatan Jualan GPC, Kuching

sk: Haji Ahmad Muhamad  
 Pengurus, Jabatan Jualan GPC (Sarawak)

# SURAT KUASA

NO. RUJUKAN : \_\_\_\_\_

Penguasa  
Loji Pembotolan Kuching

Tarikh : \_\_\_\_\_

Dimaklumkan bahawa : **PAWADA GENERAL TRADING** telah di beri kelulusan sebagai transporter (rujukan surat kelulusan : **02 JANUARY 1998** ) untuk mengambil pesanan bahan ke pelanggan seperti berikut :-

1. Pelanggan : **GEGASAN ABADI PROPERTIES S/B** A/C No : **90017274**
2. Lokasi : **MERDEKA PALACE HOTEL-MAIN KITCHEN**
3. Bahan/Kuantiti : 50kg (Vapour) \_\_\_\_\_ unit.
4. No Pesanan (R3) : \_\_\_\_\_
5. Tarikh di perlukan : \_\_\_\_\_
6. No. Lori (Transporter) : \_\_\_\_\_
7. Nama Pemandu : \_\_\_\_\_

Terima kasih di atas kerjasama tuan.

\_\_\_\_\_  
Jabatan Jualan GPC, (Kuching)

- Nota :
- a. Nombor Rujukan adalah di bawah kawalan Jabatan Jualan GPC.
  - b. Surat Kuasa : satu (1) salinan akan di fax ke penghantar. Penghantar **MESTI** membawa salinan Surat Kuasa ke Loji Pembotolan apabila mengambil Produk.
  - c. Penghantar akan mengisi keterangan No. 6 dan 7 sebelum ke Loji Pembotolan.