

UNIVERSITI TEKNOLOGI Cawangan Melaka

MARA INDUSTRIAL TRAINING REPORT 2024



PREPARED BY: MIOR MUHAMAD FAKHRI FIRDAUS BIN ZAINOHA (2022970951)

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SURAT KEBENARAN

Tarikh : 23 JANUARY 2025

Kepada : DIGITAL PERAK CORPORATION HOLDINGS

Penyelaras Latihan Praktikal

Maklumbalas (/)



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No. Matriks	2022970951	Nama Program	BACHELOR IN OFFICE SYTEM MANAGEMENT (HONS)
Tajuk Laporan	INDUSTRIAL TRAINING REPORT AT DIGITAL PERAK CORPORATION HOLDINGS	Nama Syarikat	DIGITAL PERAK CORPORATION HOLDINGS

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Yang Benar AIRDE ALTIAS STIMUL VISENI

IR EXECTION Y

SUB-UNIT RENEWAL AFII DOTAL PERAK CORPORATION HOLD WC Nama Pegawai : AIRUL AZHAR BIN ZULKIEFLI : JR EXECUTIVE Jawatan No. Tel. No. Faks 2

Cop jabatan/organisasi:

EXECUTIVE SUMMARY

My interesting and challenging 6-month industrial training started here at Digital Perak Corporations Holdings. In this in-depth report, I begin by providing a brief overview of my student's biography, which serves as my resume, and then I provide a synopsis of the company's history. After that, I will talk a little about the corporate culture of Digital Perak Corporations Holdings, which includes the company's culture of goals and mission as well as the products and services it offers. I work mostly in the Telecommunication Infrastructure Coordination Agency (APIT) unit.

I had the opportunity to learn about administration and management during my industrial training at Digital Perak Corporations Holdings. Through my understanding, I was able to examine the organization's SWOT (Strengths, Weaknesses, Opportunities, and Threats) study. This experience provided me with an insight into the internal and external factors that affect the administration of Digital Perak Corporations Holdings.

In the end, despite the fact that the training seemed to take six months, I found myself really enjoying it. When my industrial training came to an end, I couldn't help but feel a sense of accomplishment and appreciation. The experience broadened my horizons by giving me a taste of the industry I wanted to work in. I know that the skills and information I learnt during my internship will be useful as I pursue my career goals.

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ACKNOLEDGEMENT

first of all, in the name of God the Most Gracious and Most Merciful, I call you to be merciful and compassionate. I would like to express my gratitude to God for the opportunity, strength, and grace that has been given to me throughout the process of preparing this training report. In the name of Allah, thanks be to Allah.

first of all, I would like to express my deepest gratitude to Dr. Irzan Bin Ismail, my advisor, for his supervision and assistance until I successfully completed my report. Throughout this entire coursework, he has guided and directed me, spending a lot of time doing so. If I face any difficulties or problems, he will help me find a solution to the issue and give me advice. Throughout this entire class, I thank you for your help and support.

in addition, I would like to use this opportunity to express my appreciation to my supervisor Airul Azhar bin Zulkiefli and all the staff at Digital Perak Corporation Holdings for giving me the opportunity and experience to work in this company. They gave me a lot of knowledge about administration and also experience working in the real workplace. They helped me by providing information about this company so that I could proceed to complete this report. Apart from that, I would like to thank my officemate for teaching and guiding me during my internship period.

in addition, I would also like to thank my family for their cooperation and support to complete this internship. They gave me a lot of moral support through my ups and downs during my internship.

in my journey through industrial training, there were many people involved. Accordingly, I would like to express my appreciation to all those who participated in this program for their help and encouragement, which have helped either directly or indirectly in the preparation of this report. I would like to thank them for their cooperation and encouragement. It gave me great satisfaction because I was able to complete my assignment ahead of the deadline.



EDUCATION-

BACHELOR OF OFFICE SYSTEM MANAGEMENT UNIVERSITI TEKNOLOGI MARA (UITM) CAMPUS BANDARAYA MELAKA GRADE / CGPA : 2.86

STPM

SMK METHODIST (ACS) IPOH GRADE / CGPA : 2.8

SPM

SMK METHODIST (ACS) IPOH GRADE / CGPA : 1A- 1B+ 1B 2 C 3E

SKILLS _____

- Easy to adapt situation
- Hard working
- ontime
- eager to know new things

LANGUAGES

- English
- Malay

CONTACT-

- C
- ×

9

REFERENCES -----

NUR HAZWANI MOHAMAD ROSELI Senior Lecterer

STUDENT PROFILE MIOR MUHAMAD FAKHRI FIRDAUS BIN ZAINOHA

음 PROFILE INFO

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B WORK EXPERIENCE

) DIGITAL PERAK CORPRATION HOLDING 6 MONTH

INTERNSHIP

 To act as a Mediator among local authorities (PBT), telecommunication providers (Telco) and Business Partners (DP) for solving various telecommunications constraints & controlling the development of telecommunications infrastructure

) VISSION CAR CARE SERVICE CENTRER

9 MONTH

CAR MECHANIC

- Inspect mechanical and electrical components
- Repairing and replacing faulty vehicle parts
- performing test drives to check repairs

) SYUEN HOTEL

7 MONTH

PART TIME COFFEE HOUSE

- Greet incoming customers
- Cleaning cutlery and dishes
- Provide excellent customer service to guests

ACHIVEMENT & INVOLVEMENT

MELAKA INTERNATIONAL INTELECTUAL EXPOSITION (MILEX) 2024 • SILVER (SPECIAL CATEGORY)

TURTLE TOTS DAY

• protocol and corporate bureaus

PERODUA BADMINTON TALENT DEVELOPMENT PROGRAMME 2019

TECHNICAL ASSISTANT

CAMPUS ATTACK CARNIVAL UITM MELAKA 2023 & 2024 (PUBG) • FINAI

SUKAN ANTARA PROGRAM (SAP) UITM BANDARAYA MELAKA • BROONZE (PUBG)

MEMBER OF CLUB PALAPES UITM BANDARAYA MELAKA

2022- PRESENT

MEMBER OF BACHELOR OF OFFICE SYSTEM MANAGEMENT SOCIETY

• 2022- PRESENT

COMPANY'S PROFILE



COMPANY NAME

Digital Perak Corporation Holdings

OPERATION HOURS:

Monday-Thursday

8.30 am – 6.00 pm 1.00 pm – 2.00 pm (rest) **Friday**

8.30 am – 6.00 pm 12.30 pm – 2.30 pm (rest) **Saturday-Sunday** closed

LOCATION



Perak Techno Trade Centre, 17th Floor, Off, Jln Jelapang, Bandar Meru Raya, 30020 Ipoh, Perak

Mission & Vision DPCH

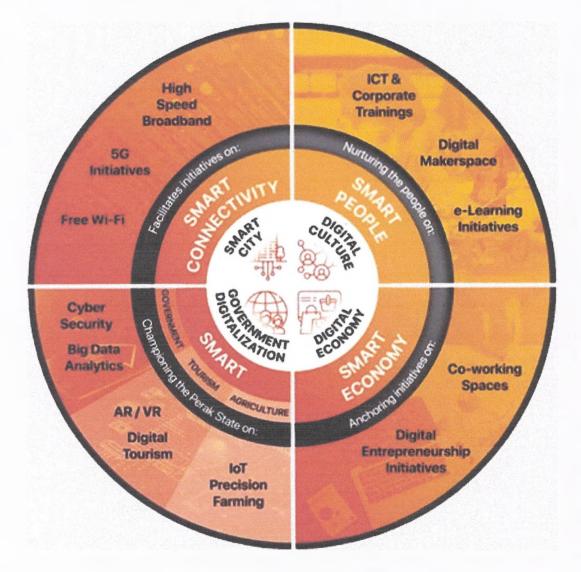
→ Mission

- We are an intermediary to empower digital lifestyle
- We collaborate and coordinate with technology and industry partners in delivering comprehensive and sustainable digital ecosystem
- We advocate the use of cost-effective smart solutions for the betterment of the communities

\rightarrow Vision

To lead the digital economy development in Perak based on the 4 pillars of smart initiatives

DNA DIGITAL PERAK CORPRATION HOLDING



5 VALUE OF DIGITAL PERAK CORPORATION HOLDINGS

Professional

we present a good cooperate image and work ethic, efficient and reliable at all times

Respect

P

R

С

F

we foster a culture of respect and dignity for our employees such that performance and quality are always at our best

Integrity

we uphold the highest ethical standards, transparency, integrity culture and promote trust in our organization

Creative

we develop creativity and implement innovation at every level by seeking out new possibilities and solutions through adaption to change and increase productivity in order to create success in the organization

Efficient

•to optimize the core principle of business and energize efforts in teamwork through systematic, efficient and quality framework

BACKGROUND OF ORGANIZATION



Encik Mohamad Suhaimi bin Mohamad Tahir CEO of Digital Perak Corpration Holdings

Perak Digital Corporation, officially known as Digital Perak Corporation Holdings (DPCH), is a government-related entity that was established a strategic move to as drive digital transformation in the state of Perak. The Perak establishment of Digital Perak Corporation Holdings (DPCH) is part of the state government's efforts to achieve the goal of making Perak a competitive state that is advanced in terms of digital economy and technological innovation. Digital Perak Corporation Holdings (DPCH), Formerly known as KPerak Implementation and Coordination Corporation (KPerak INC Corporation), On 16 May 2019 YAB Menteri Besar of Perak at the time, Dato' Seri Ahmad Faizal Bin Dato' Azumu officiated the rebranding of the KPerak Implementation and Coordination Corporation (KPerak INC Corporation) to Digital Perak Corporation Holdings (DPCH).

One of the initial goals of establishing Digital Perak was to reduce the digital divide by improving internet infrastructure in urban and rural areas. This includes the provision of access to high-speed internet and the development of various digital platforms to make it easier for citizens to connect and interact digitally. One of the initial goals of establishing Digital Perak was to reduce the digital divide by improving internet infrastructure in urban and rural areas. This includes the provision of access to high-speed internet and the development of various digital platforms to make it easier for citizens to connect and interact digital divide by improving internet infrastructure in urban and rural areas. This includes the provision of access to high-speed internet and the development of various digital platforms to make it easier for citizens to connect and interact digitally.

Digital Perak Corporation Holdings (DPCH) is currently led by Encik Mohamad Suhaimi bin Mohamad Tahir as Chief Executive Officer. The company is supported through 5 core business units, namely: Perak State Telecommunication Infrastructure Coordinating Agency (APiT), Technology & Development Services (TDS), Innovation & Multimedia Hub (HiM), Creative Multimedia Services (CMS), and ICT Infrastructure (Infra). Mr. Mohamad Suhaimi bin Mohamad Tahir has over 38 years of experience in various industries, especially in the public sector, financial services, utilities, public transport, highway infrastructure, education, and real estate development. Before becoming the Chief Executive Officer of Perak Corporation Holdings (DPCH), Mr. Suhaimi has held various senior positions in various companies, such as SmartSel Sdn. Bhd., MBI Selangor, and MSC Technology Centre Sdn. Bhd. Malaysia (subsidiary).

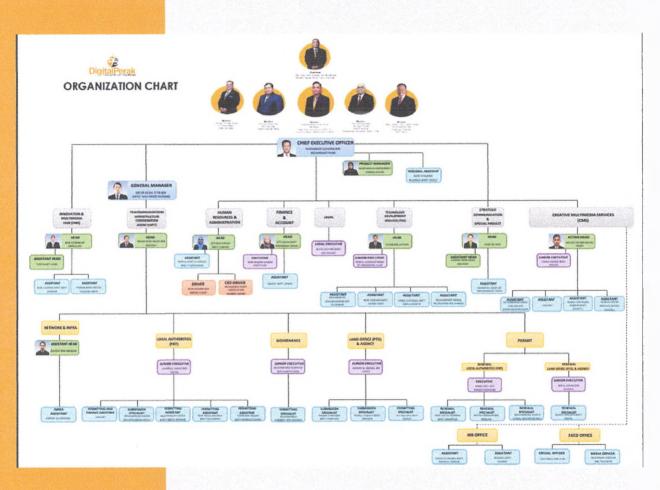
BACKGROUND OF ORGANIZATION

Encik Mohamad Suhaimi bin Mohamad Tahir has contributed to the development of various ICT strategies, policies, and action plans covering smart cities and digital economies at the state, national, and international levels, such as Smart Selangor Blueprint 2025, ICT Blueprint for Iskandar Malaysia (2011-2020), Economic City Ilmu Madinah, Perak ICT Strategic Framework, National E-Commerce Strategic Direction Phase 1 & 2, and Malaysian Government Multipurpose Card (GMPC), just to name a few. He has also co-authored "Challenges in Launching a Malaysian Teleconsultation Network" for Understanding Health Communication Technology and "Guidelines for National IT Strategy" with the Islamic Research & Training Institute, Islamic Development Bank, Jeddah, Saudi Arabia.









ORGANIZATION CHART





Chairman YAB Dato Seri Saaraai Bin Nohamad Menter: Desat Perak



Member YB Date Ahmad Suaidi Bin Abdul Rahm Sebayaha Kerawan Neners Perak



Member YB Date' Mehd Zaki bin Natyuddin Pegawai Kewangari Negeri Perak



Member YB En Noké Azlan Helmi Bin Helmi Pengerusi Jawatankuasa Komunikasi Multimedia dan NGO



Member Y8bg, Datsik Redza Rafiq Sin Abdel Razak Xetua Eksekutif Perbadanan Kemajuan Negen Perak



Member YBhg. Datak Ir. (Dr) Nhairel Annar Bin Muhamad Tawi Pengerusi Eksekutut KAT Group

BORD OF TRUSTEE(BOT)

5 PRODUCT OR SERVICES

DPCH CORE SERVICES

Telecommunication Infrasructure Coordination Agency (APiT)

- Intermediary among local authorities (PBT), telecommunication providers (Telco) and Deployment Partners (DP) for resolution of various telecommunications constraints
- Controlling telecommunications infrastructure development
- Monitoring of illegal towers construction to prevent the decline of the State Government's revenue

Technology & Development Services (TDS)

- •Application systems, portal and website development services and graphic design
- ·Providing information delivery and online services inclusively and effectively
- ·Safe centralized housing of government systems at DPCH Cloud Data Centre

ICT Infrastructure (Infra)

3

- Software to enable the public to access on-demand servers at an annual subscription cost;
- Storage computers, networks and other elements via the public internet, VPN or via Dedicated Internet Access (DIA):
- Necessary software and hardware based on cloud-based compatibility of existing applications.

Creative Multimedia Services (CMS)

- With the purpose in providing a digital technology-based platform in information delivery related to activities, incentives and initiatives from the State Government to the people
- Possess a studio equipped with sophisticated equipment for the production of creative content at competitive rates

Hub Inovasi & Multimedia (HiM)

- HiM serves as a center for research, creative development and innovation as well as creating a learning culture for all walks of life by promoting lifelong learning and continuous improvement.
- Develop a balanced holistic education between academic and technical skills.
- Assist educators in delivering efficient learning through technology.

5

 To assist the State Government's economy to be more competitive and forward-looking, driven by a growing workforce to keep the State's economy productive, innovative and competitive.

Duration 12 AUGUST - 24 JANUARY 2024

Working Day Monday to Friday : 8:30 am until 5:30 pm

DEPARTMENT

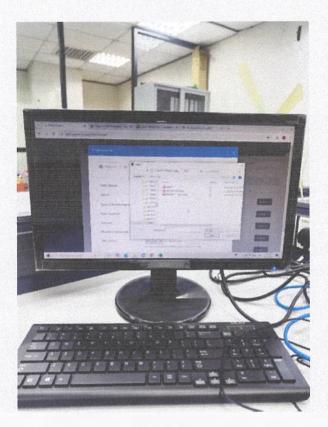
TELECOMMUNICATION INFRASTRUCTURE COORDINATION AGENCY (APIT)



ROLES AND RESPONSIBILITIES

During the internship period at Digital Perak Corporation Holdings my job scope was to act as a local authorities Mediator among (PBT), telecommunication providers (Telco) and Business Partners (DP) for solving various telecommunications constraints & controlling the development of telecommunications infrastructure. In addition, i have to maintaining documents and electronic files, records and confidential information and compiling reports. I responsible for updating also the am telecommunications tower database at PTIMS in all changes (such as renewals, tower relocations, and other related matters). In addition, to checking and updating the telecommunications tower permit records according to the requirements and conditions set. Furthermore, to follow up by contacting the owner of the structure regarding the Special Permit License (LPK) payment process by phone, letter and email. Also, arrange meetings, prepare discussion materials, draft meeting minutes or discussion notes, and deal with matters related to the departments involved such as PTG, PDT, structure owners and so on, if there are issues or problems with the Special Permit License (LPK) that affect the permit renewal process.

ASSIGNMENTS AND TASKS



Among the assignments given during the internship period is to fill in data in the Perak Telecommunication Infrastructure Monitoring System (PTIMS). Before entering into the PTIMS document, it needs to be scanned into the printer, then the document needs to be uploaded according to the site name. If the site name is not found, it is necessary to search using the lot number, in addition to using the site name and lot number to search in PTIMS, you can also search using the file name. Examples of documents that need to be uploaded into PTIMS Payment check, PBT receipt, safety audit, tenacy, insurance, site grant, rental approval letter and site plan

ASSIGNMENTS AND TASKS



During the internship period I got experience several times working at the front desk from 8:30 am to 1:00 pm. The front desk is the main line that is seen when guests or outsiders come. While working at the front desk I was taught to always greet guests who come with friendly and kind, I was also be taught to always smile while at the front desk. I also need to be aware of the Work Area environment. Also, I have to answer the calls received politely and listen and control their questions or concerns. Next, I need to ensure that the meeting room is always in good condition and always ready to be used by the parties involved in the discussion

ASSIGNMENTS AND TASKS



Throughout my internship period, I encountered the Telecommunication Infrastructure Coordination Agency (APIT) department often receiving payment checks from structure owners, PBT payment receipts, security audits, rental, insurance, site grants, rental approval letters and site plans. As a trainee it is my responsibility to scan every document involved so that it can be entered into the Perak Telecommunication Infrastructure Monitoring System (PTIMS). In addition, as an intern, I also need to print documents such as table 19 to be signed by my superiors. During the internship period, I also have to make a letter and fax the letter to invite PTG, PDT and the owner of the structure to a meeting of the telecommunications infrastructure coordinating committee (JPIT).

• GAINS

During my industrial training here, I was provided with facilities such as my own desk with a computer, Wi-Fi and allowance. The allowance given to me was RM 10 per day. In addition, an allowance of RM 17.50 will be given to me if I have work outside the office and work more than 8 hours. The benefits given to me by the company became a passion for me to work at the digital perak corporation holdings company and gain new experience and knowledge.

Throughout the 24 weeks of industrial training at the digital perak corporation holdings company, I had various experiences. The first week as a trainee, I was given a lot of exposure about the company, department and scope of work by Mr. Airul Azhar, my supervisor, and Ms. Nasuha, my colleague. Both of these individuals revealed to me many things and my actual tasks at this company. Based on that experience, it opened my eyes a lot about the existence of this company and its importance to the community.

• Skills Gained

The purpose of this industrial training is to reveal the true reality of the world of work to students and help improve and expand students' knowledge about the world of work. During my industrial training I was able to improve my interpersonal skills. Interpersonal help me work, communicate, and build skills relationships with others. For example, I ask my colleagues a lot about how to complete the tasks that have been given to me. I also help colleagues who need help, such as organising files. When interacting a lot with colleagues, it can help me in learning new and different things. Furthermore, for me, when interacting well, work situations also become easier and stress-free. Strong interpersonal skills such as empathy, persuasion, and conflict resolution are always in demand by employers because they enable one to function successfully in a team environment.

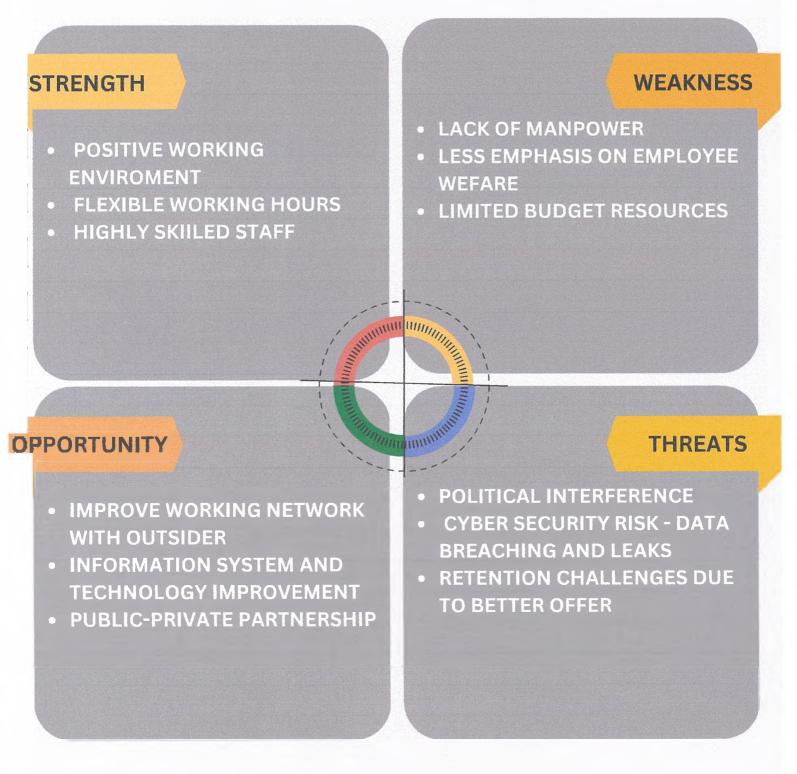
The second value I learnt during my industrial training was time management. Since I often deal with documents that need to be sent and completed according to the set time period, time management is very important to ensure that I can complete it according to the set time period. The work environment requires its employees to always move

efficiently in completing the scope of their tasks. For example, I learnt that every job needs to be completed within a set time period, especially documents that need to be prioritized. Even so, I didn't forget about other work because the time management I learnt kept me on track.

The next value I learnt was to think critically during challenging situations. The opportunity to undergo industrial training was used as much as possible by me to be in a real and challenging work situation. For example, I am exposed to a lot of data and documents that need to be understood. Therefore, it is important for me to organise each document and data well, so that I can understand each data more easily. This is because there are several different documents that are under the same category. In addition to working at the APiT unit, I was also given the opportunity to work at the front desk. This is a very useful opportunity for me to work in another unit. Working at the front desk helps me to think critically. For example, every phone call I receive, I have to answer quickly and well. There are some callers who ask about things outside the scope of the job, so it is very important for me to think rationally. Even so, when it comes to being the front line of a company, someone who works at the front desk needs to be sensitive to their surroundings.

Finally, throughout the industrial training period, I was able to improve my use of Microsoft Office skills. With these skills, emphasis should be placed on writing letters, filling in data, and making slide presentations. For example, every official letter that I have to create using Microsoft Word must follow the correct criteria. I also use Microsoft Excel; I use it a lot to fill in data such as site names, sub-districts, districts, and so on in the Telecommunications Tower Database List in the state of Perak. I also used Microsoft PowerPoint to make a comparative performance report for the year 2024/2025.

SWOT ANALYSIS



SWOT

• STRENGTH

POSITIVE WORKING ENVIROMENT

Organizations that foster employee safety, development, and goal achievement tend to create a positive work environment. A conducive environment can encourage employees to do their best throughout their time. Companies can achieve a positive work environment by focusing on their overall culture, supporting employee growth, and making employees feel comfortable working for the company. Having a positive work environment is the best way to increase the productivity of a company's employees. When a company's employees feel happy, they will be more productive and better at completing tasks more efficiently and effectively. This can also help them become better and more dedicated employees. This is proven where throughout the industrial training period I was always treated well and was never treated like an outsider, bullied, or physically and sexually harassed. In addition, the positive environment could be seen in the first week of my industrial training when they always provided guidance and instruction, always answering every question I asked. This is because, at the beginning of the internship period, I was still new to the company. Therefore, a positive environment helped me understand the company's rules and helped increase my self-confidence.

RECOMENDATION

A positive work environment can improve the emotions of each employee and reduce stress during working hours. A positive work environment can increase the productivity and physical well-being of employees. According to the Journal of Environment Motivation and Work on Employee Performance, organizational rules or standards are often ignored or violated, which creates a negative work environment for employees (Makmur & Makmur, 2019). On the other hand, it shows a very good environmental condition if employees comply with company rules (Ahdan et al., 2019). One way companies can maintain a positive work environment is by creating a culture of work-life balance. Work-life balance involves finding a balance between work and personal time, such as spending time with family and friends and taking care of one's health. When employees can balance their professional and personal lives well, they will be less exhausted, and more enthusiastic about coming to work, and the atmosphere in the workplace will be more cheerful and positive.

SWOT

STRENGTH

FLEXIBLE WORKING HOURS

During my internship, I found that Digital Perak Corporation Holdings practices flexible working hours. Employees can choose when they come to work and return home according to company work schedules such as 8am - 5pm, 8.30am -5.30pm & 9am - 6pm. When employees have flexible working hours, they can coordinate their working hours with their other personal commitments, such as sending their children to school, health appointments, and others. In other words, it allows employees to find a schedule that suits their personal life or family needs. When employees can determine the time they come to work, this can increase their productivity and focus while carrying out their daily tasks without any worries. With a flexible work schedule, employees can choose the time they come to work and finish work. This way, employees can avoid traffic jams during rush hour.

RECOMENDATION

During my internship, I found that Digital Perak Corporation Holdings practices flexible working hours. Digital Perak Corporation Holdings can improve the existing working hours by introducing a hybrid work schedule. A hybrid work schedule is a flexible work arrangement that combines office working hours and working hours from home. The hybrid work system that is often practiced by every company is 3 days working in the office and 2 days working from home. Employees who work hybrid are also required to be present in the office when they have meetings or office activities. This is important to ensure face-to-face interaction for project discussions and making decisions that are agreed upon by all parties. Telecommuting is a job that allows individuals to replace some of their usual working time practices in the organization to work remotely from the workplace, using technology to interact with others as needed to complete work tasks (Allen et al., 2015). The advantage of introducing a hybrid work schedule is giving employees control over their schedule. This allows employees to balance personal commitments and work commitments.

SWOT

• STRENGTH

HIGHLY SKIILED STAFF

Highly skilled personnel in the company refer to individuals who have advanced knowledge, expertise, and abilities in a particular field. Highly skilled individuals are important assets to an organization. This is because highly skilled personnel will bring high efficiency that contributes to the success and growth of the company. During my industrial training at Digital Perak Corporation Holdings, I was able to learn how to become highly skilled personnel from more experienced personnel. For example, in my own unit. the Telecommunications Infrastructure Coordination Agency (APiT), I found that APIT unit employees need to have high skills such as the ability to communicate with external parties, the ability to update information, and the ability to use software such as PITIMS. APIT unit employees need to constantly update special permit site information in PITIMS. If you do not have high skills, employees will not be able to constantly update thousands of special permit sites in the software. The advantages for Digital Perak PITIMS Corporation Holdings if they have highly skilled personnel are that they can increase operational efficiency, increase increase innovation productivity, & creativity, save management time, and increase competitiveness.

RECOMENDATION

Retaining skilled employees permanently in the organization is a challenge that Digital Perak Corporation Holdings often faces. I suggest that the company constantly monitor the level of employee satisfaction and the employee turnover process. Monitoring employee satisfaction and turnover is a process where the company constantly evaluates and tracks the level of happiness of each employee throughout their working hours. Through this process, the company can address any issues that arise early and increase the rate of employee retention in the organization. This process can help Digital Perak Corporation Holdings understand the feelings of each employee about work environment factors and the company's responsibilities towards employees. To ensure that employees achieve the set standards, employees need an environment where they can work freely without any obstacles (Raziqa and Maulabakhsha, 2015). The culture of a company also plays an important role in the development of the company because it not only provides satisfaction to employees at work but also ensures that employees remain in the company.

SWOT

• WEAKNESS

LACK OF MANPOWER

Employees are individuals who contribute directly to the operations and productivity of an organization. They work hard to fulfill every task given to them and complete it on time. During the 6 months of industrial training, one of the weaknesses that existed at Digital Perak Corporation Holdings was the lack of workers. The company only has 52 employees; this number includes subordinates and top management. This number may be seen as sufficient for a company. However, each unit has its own tasks that need to be carried out every day, so the number available cannot of these tasks. For example, in the fulfill all Telecommunications Infrastructure Coordination Agency (APiT) unit, workers had to work outside, such as meeting with the district & land office (PDT), local authorities (PBT), & land & mining office (PTG). So, because half of the workers had to work outside the company, work in the office was delayed and did not go as planned due to the lack of workers who were able to complete the remaining delayed work. This caused the time to complete a job to increase due to the lack of workers.

RECOMENDATION

The disadvantage of a shortage of workers is a problem faced by every company. Workers are the driving force for the survival of a company. Based on my observations, I would like to suggest that Digital Perak Corporation Holdings can hire contract workers and interns for the company to fill temporary skill gaps. This option provides flexibility and cost effectiveness and gives the organization the opportunity to fill vacancies in the short term. Internships are suitable for shortterm assignments and offer the opportunity to identify and train potential employees for the company. Contract workers usually bring specific expertise that may not be available in the organization. On the other hand, internships will bring new perspectives and up-to-date academic knowledge into the organization. Having enough workers will help the company to remain strong in the market.

SWOT

• WEAKNESS

LESS EMPHASIS ON EMPLOYEE WEFARE

During my industrial training period, I found that Digital Perak Corporation Holdings paid less attention to employee welfare. The main goal of providing benefits to employees is to improve the morale and well-being of employees while doing their jobs. Employee benefits include any form of compensation provided by the company to employees through training programs, bonuses, or promotions. The benefits provided are in addition to their basic salary. For example, employee benefits packages include health insurance, life insurance, annual leave, and meal allowances. For me, employee welfare includes everything that a company needs to do, other than paying salaries. The importance of providing benefits to employees is to improve the standard of living of its employees and ensure that they are satisfied working in the company. Furthermore, I also saw situations where there was a delay in the payment of salaries beyond the period that should have been given to employees due to several certain factors. In addition, the equipment provided to employees, such as PCs, cupboards, and chairs, is quite old, which results in frequent damage. Damage reports reported by employees are also slow to be acted upon. This will cause employees to be less motivated to work and cause employees to leave the company if this problem is not addressed properly.

RECOMENDATION

Employee welfare is very important for a company, regardless of whether it is a large or small company. Employee welfare needs to be taken care of so that employees always feel appreciated and have high morale at work. Among the ways Digital Perak Corporation Holdings can prioritize employee welfare is by creating an environment where employees feel comfortable sharing ideas and giving feedback without any worries. According to Sharma, Dhar, & Tyagi (2016), the office environment has a positive impact on the behavior of individual employees. Companies should always recognize and reward employees for every contribution, whether through verbal praise, awards or bonuses. If Digital Perak Corporation Holdings has larger funds, the company can invest in getting comfortable chairs, adjustable desks and suitable lighting to reduce tension and increase employee comfort. In addition, employees can ensure that their workspace is always clean, uncluttered and organized to reduce distractions and increase focus while working.

SWOT

WEAKNESS

LIMITED BUDGET RESOURCES

During my internship, I found that Digital Perak Corporation Holdings often faced the problem of limited budget resources. Budget resources are the resources available for a company to spend for a period of time to meet the company's expenses and obligations. Budget resources can include new budgets or the remaining expenses of previous years. In addition, the business budget also helps the company formulate long-term plans, short-term plans, and financial goals. Due to limited budget resources, Digital Perak Corporation Holdings took steps by focusing on plans that do not involve high costs. The Board of Trustees (BOT) will be involved in detailed discussions for any plans that involve large costs. One of the methods that has been used by Digital Perak Corporation Holdings to control the limited budget is by controlling the use of color printer ink. By controlling the use of color printer ink, excessive costs for color printer ink can be avoided. If employees use color printer ink excessively, the company will send an email to the employee, and the employee must indicate the reason for the excessive use of color ink.

During my internship, I found that Digital Perak Corporation Holdings was facing a problem of limited budget resources. Therefore, I suggested that Digital Perak Corporation Holdings maximize the use of internal resources to reduce operating costs. The company's internal resources refer to employees, equipment and infrastructure owned by the company. By fully utilizing existing internal resources, Digital Perak Corporation Holdings can drive the company's growth, reduce costs and optimize employee performance. The company must ensure that every resource it has is fully utilized without any waste. The company must also eliminate redundant operations that cause losses to the company and update the company's operations to make it easier for employees to do their jobs.

OPPORTUNITY

IMPROVE WORKING NETWORK WITH OUTSIDER

Digital Perak Corporation Holdings is often involved in joint ventures with external parties. This can be seen in that each unit has working relationships with external parties, for example, dealing with the government, the private sector, and non-governmental organizations (NGOs). Since this company is under the Perak state government, the superiors often hold meetings and discussions with the government. In addition, Digital Perak Corporation Holdings often receives courtesy visits from important government officials. For example, my unit, the Telecommunications Infrastructure Coordination Agency (APIT), often holds meetings and discussions with local authorities (PBT), the Land & Mining Office (PTG), and also the District and Land Office (PDT) to hold meetings on telecommunications structures in the state of Perak. In addition, the Telecommunications Infrastructure Coordination Agency (APIT) unit also holds discussions and special permit to manage meetings sites for telecommunications towers for Maxis Broadband Sdn. Bhd., PINS Network Solutions Sdn. Bhd., FGV Prodata Systems Sdn. Bhd., and other communications companies.

External parties in a company are not only stakeholders but also the community. Among the benefits gained by digital Perak Corporation Holdings when dealing with external parties is creating more opportunities to collaborate and exchange ideas. For example, digital Perak Corporation Holdings has working relationships with the Malaysian Communications and Multimedia Commission (MCMC), local authorities (PBT), the Land & Mining Office (PTG), and also the District and Land Office (PDT) and so on. The digital Perak Corporation Holdings company must ensure that employees always maintain high ethical standards when dealing with external parties. Digital Perak Corporation Holdings employees must adhere to the dates and times that have been set when dealing with external parties. In the event of delays or postponements, external parties must be notified immediately. The company must also ensure that employees share accurate information during discussions with external parties. Employees must always be informed of progress, changes or issues that occur from time to time.

OPPORTUNITY

INFORMATION SYSTEM AND TECHNOLOGY IMPROVEMENT

An information system is a set of components related to how to enter, store, collect, process, produce, and disseminate information data. Each organization has different information system applications that are triggered based on various factors according to the mission and development objectives of an organization. Information systems must be constantly updated to ensure data integrity, information data accuracy, and prevent information data leakage. Information systems are implemented in an organization for the purpose of improving the effectiveness and efficiency of the organization. For example, the information system used at Corporation Holdings Perak Digital to store telecommunication tower site data is PITIMS. In addition, Digital Perak Corporation Holdings also uses an HRMS system to record employee attendance.

Due to technological advancements, company data has become increasingly complex. Based on my observations, improvements in information technology systems have indeed been implemented at Digital Perak Corporation Holdings, but they are not sufficient. Digital Perak Corporation Holdings must improve the way it manages and stores digital data. Digital Perak Corporation Holdings must establish a clear and organized policy on how to manage the company's digital data to ensure that the accuracy, consistency and security of the data are guaranteed. Digital Perak Corporation Holdings can offer training programs to employees on how to store digital data and how to dispose of data that is no longer needed. Continuous development of technology and information systems will produce employees who are skilled in information technology and create a more efficient digital workplace. A digital workplace is a collection of all digital tools used by an organization's employees to carry out their duties. Intranets, communication tools, email, CRM, ERP, HR systems, calendars and other enterprise processes or tools fall into this category (Perks, 2015).

OPPORTUNITY

PUBLIC-PRIVATE PARTNERSHIP

Public-private partnerships (PPPs) can be a very powerful tool to help Digital Perak Corporation Holdings accelerate its mission to transform Perak into a digital state by 2030. Publicprivate partnerships (PPPs) are public-private agreements that involve collaboration between government agencies and private sector companies that can be used to finance, build, operate, and manage public services or assets. Project financing through public-private partnerships can allow projects to be completed earlier, and projects can be managed more professionally. Examples of Digital Perak Corporation Holdings' collaboration include with the Malaysian Communications and Multimedia Commission (MCMC) to implement the smart city program. In addition, Digital Perak Corporation Holdings has also collaborated with Nityo and the Perak State Development Corporation (PKNP) to develop the S.M.A.R.T Niaga@Perak application. Through this collaboration, Digital Perak Corporation Holdings can increase their relationships with companies interested in the digital industry. In addition, this collaboration opens up new opportunities for Digital Perak Corporation Holdings to delve deeper into the field of digital technology.

Nowadays, the business environment becoming is increasingly complex and competitive. Companies that are good at taking advantage of opportunities will stay in the market. because Digital Perak Corporation Holdings often interacts with external parties Developing strategic business partnerships is one way for Digital Perak Corporation Holdings to achieve long-term success. A strategic business partnership is an agreement between two companies to carry out projects that are mutually beneficial to each other while respecting the independence of each company. Strategic business partnerships offer many benefits that can impact the growth and success of Digital Perak Corporation Holdings. Developing strategic business partnerships gives companies access to new expertise and technologies that the company does not have. Developing these resource sharing can lead to increased operational efficiency and cost savings. Identifying the right partner is essential to building a successful strategic business partnership

• THREATS

POLITICAL INTERFERENCE

Governance refers to the structure and process in determining the direction and control of a company. It involves the relationship between management, board of directors, shareholders, and other stakeholders. The main goal of governance is to ensure that the direction of the company is in line with the company's objectives and mission. Governance also ensures that the controls that have been implemented are effective to ensure compliance and achieve optimal performance. Political interference in the management of a company is not a new issue, but it is an issue that will cause protocol violations. This makes it one of the threats to Digital Perak Corporation Holdings. Too frequent disruptions will cause unstable governance management. Furthermore, Digital Perak Corporation Holdings is a company under the state government, so it will cause some conflict if not controlled well. If work issues arise in each unit, they must be managed according to the company's plan without outside interference. Political interference will cause the company's plan to be disrupted and will create a negative work culture.

Political interference is a threat that can be identified throughout the industrial training period. Therefore, what I can suggest to Digital Perak Corporation Holdings is to improve the Standard Operating Procedures (SOP). SOP is a set of instructions or processes that aim to help a firm carry out its operations safely without affecting the environment (Anderson, 2017). In addition to improving the Standard Operating Procedures (SOP), the company must also strengthen the governance system. Good governance will create a transparent, ethical, and responsible business environment. Corporate governance and financial compliance are the foundations of a good corporate governance system (Moolman, 2021). Digital Perak Corporation Holdings must have a strong internal governance system to maintain independence in making any important decisions without external interference. The company must also conduct regular internal audits to detect any risks if there is political influence in every company decision. Accountability in corporate governance ensures that every individual in an organization is responsible for every action and decision made (Abhayawansa et al., 2021). Due to Digital Perak Corporation Holdings, a company associated with the Perak state government, Standard Operating Procedures (SOPs) and good governance systems will ensure that the company can continue to operate well even if there are changes at the top.

• THREATS

CYBER SECURITY RISK - DATA BREACHING AND LEAKS

Cybersecurity risk refers to the potential threat or loss resulting from a cyber attack or a breach of a company's data. Cybersecurity risk involves identifying potential threats and vulnerabilities in a company's digital systems and networks. Risk is not only about the possibility of a cyber attack but also the consequences that will occur if a cyber attack occurs, such as financial losses and disruption to the company's operations. Cybersecurity risk is a serious threat to Digital Perak Corporation Holdings. This is because Digital Perak Corporation Holdings is exposed to cyber threats due to the use of computers, networks, programs, social media, and digital data in the company's daily operations. Data breaches and leaks often occur in every company due to poor security practices, employee negligence, or weaknesses in the company's information system. Data breaches and leaks cause the company to be affected, cause significant financial losses, damage the company's reputation, and disrupt business operations.

When work involves technology, data breaches and leaks often occur. Providing employees with cybersecurity training and awareness is one way to protect company systems and data. Companies should also ensure that employees are always alert to potential security threats when performing their daily work activities. The majority of cybersecurity threats are caused by human error and negligence. The majority of security incidents are caused by human error, directly or indirectly, including intentional or unintentional (Doherty & Shaw, 2012). Among the negligence that often occurs are the loss or theft of paperwork, forgetting to save data, or storing data in an insecure location. Most cyber threats usually occur due to sending sensitive data to the wrong recipient, most often via email, post, or fax (Ingham, 2018). Through continuous training and awareness of security, employees will be more careful in handling sensitive company data. Employees will also know how to minimize losses and damage if a cyber threat occurs.

• THREATS

RETENTION CHALLENGES DUE TO BETTER OFFER

Employee retention is a major challenge that Digital Perak Corporation Holdings often faces. It is an issue that can put a huge strain on the company's operations and productivity and affect the profits earned by the company. In today's competitive job market, retaining highly skilled employees is as important as recruiting highly skilled employees. Highly skilled employees play a vital role in the success of a company, but there are several factors that cause highly skilled employees to choose to leave the organization, including receiving lower than market salaries, limited career growth, poor recognition, and work-life imbalance causing them to seek better opportunities elsewhere. Companies are often less aware of employee benefits and incentives such as health insurance, paid sick leave, performance-based incentives, and other incentives. Due to this problem, Digital Perak Corporation Holdings has a high employee turnover problem.

Employee retention is a major challenge that digital Perak Corporation Holdings often faces. If a company experiences high employee turnover, it will cause problems to the company's operations and productivity. To avoid high turnover of skilled employees, digital Perak Corporation Holdings should implement competitive and attractive salaries and benefits to motivate employees to stay with the company. A well-structured salary and benefits package helps a business remain competitive in the market and provides satisfaction to employees. Compensation refers to the financial and non-financial benefits that employees receive for working, including other facilities, such as educational allowances, transportation, accommodation/housing or rental facilities, and other benefits such as health insurance, incentives, rewards and other benefits (Nagaprakash et al., 2023). digital Perak Corporation Holdings should always review market salaries regularly and offer salaries that meet or exceed the industry average for similar roles.

CONCLUSIONS

During the six months of industrial training at Digital Perak Corporation Holdings, there were too many new experiences that I learnt, including how to communicate and deal in the right way with outside parties. I can confidently say that my understanding of the world of work is improving. However, I believe there are some aspects of the job that I need to improve on. I really took advantage of that period to learn as much as possible for future preparations.

In addition, I was very lucky to be one of the industry trainees at Digital Perak Corporation Holdings. This is because it didn't take too long for me to get comfortable with the scope of the task that had been given. Most of the employees here are very helpful in learning and understanding the documents. The skills, knowledge, and experience gained are abundant and useful. For example, how to save data into the system, how to read the site plan, make an official letter, and so on. Not forgetting that I also had the opportunity to learn to communicate with outside parties. This training can also increase self-confidence and how to solve problems or conflicts without having a negative impact on yourself, the unit, and management. Despite the short period, I am very proud to be one of the industry trainees here. This industry training opened my eyes a lot about the existence of Digital Perak Corporation Holdings for the growth of the state of Perak.

Finally, I am also confident that the information and experience I gained through this training will be a solid foundation for my future achievements in the domain of business and management. This internship has had a huge impact on my professional development. I hope everything learnt can be used for my future career growth. I am very confident and ready to face work in a challenging environment. I am also happy to meet colleagues of different races, ages, and backgrounds. Finally, with this industrial training, I was able to understand the real work of the environment.

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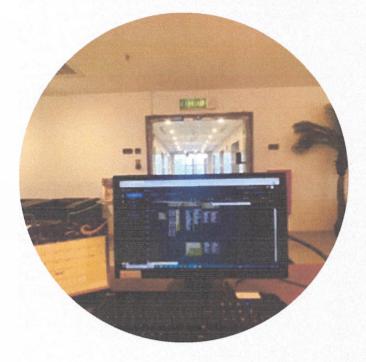
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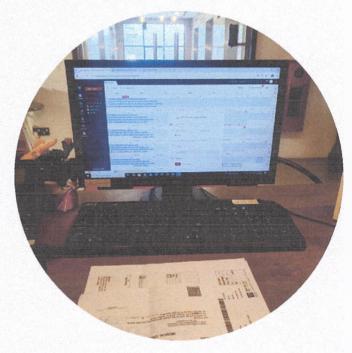






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APPENDICES



CLEANING THE FILE STORAGE ROOM

