

Pahang State Secretary Incorporated

INDUSTRIAL TRAINIG

UANTAN

REPORT

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Executive Summary

In the Bachelor of Business Administration (Hons.) Human Resource Management, I am required to take the final course which is Industrial Training HRM666. I finished my internship at Pahang State Secretary Incorporated, a business that provides services associated with Pahang land investment. My internship journey as a human resources intern at a land investment company allowed me to expand my knowledge of land investment. During my internship, I learned a lot and had the opportunity to participate in practical activities pertaining to employee relations, talent acquisition, and the operation of the company's policies and procedures.

I have encountered many things throughout my internship at Pahang State Secretary Incorporated. I constantly learn new things from the management duties I have finished and been given, such as how to apply theoretical knowledge to realistic Human Resource practices and how to get exposed to Human Resource services like hiring, onboarding, training, and employee relations. Apart from that, I learn about the company's systems and tools. For instance, employees and clients of Pahang State Secretary Incorporated use the invest pahang method. For staff use, this system contains information on attendance, holidays, meetings, and other topics. As for clients, they can apply for land at the Pahang State Secretary Incorporated by visiting this website.

One of the most beneficial courses is an internship that serves as a foundation for students to get ready for the following phase, which is real-world work. I can acquire effective communication, problem-solving, critical thinking, and daily situational adaptation here. I discovered how crucial Human Resources are to the business's ability to function smoothly going forward since employee wellbeing is essential. In summary, the time I spent working as a Human Resources intern at Pahang State Secretary Incorporated was invaluable in helping me to put my studies into practice. My awareness of human resources and the vital role it plays in creating a strong workplace culture has greatly improved as a result of this internship. I appreciate the chance to work with accomplished experts, apply my academic skills in a practical situation, and contribute to worthwhile projects. In addition to boosting my abilities and self-assurance, this experience has strengthened my desire to work in human resources. I truly appreciate all of the help and advice I got along the way.

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Acknowledgement

To begin with, I am thankful that I was able to successfully finish my internship. My sincere appreciation goes out to everyone who helped make my internship possible.

For this wonderful chance to complete my internship at Pahang State Secretary Incorporated, I would like to express my sincere gratitude. My acquired experience serves as a roadmap for my future. In this case as well, I truly value the direction and patience that Pahang State Secretary Incorporated's human resources personnel gave me in my education. I am grateful to my supervisor, Ms. Shaidatul Akma, who always mentors me on my path to professional development. Through exposure to human resources and on-going feedback, I can grow more effectively than I could with my current learning. Along with this, I am also grateful since the Pahang State Secretary Incorporated personnel can treat me well and provide a productive work atmosphere when I was there. As a Human Resources intern, I can also consult with staff members from other units to expand my understanding in this area. I want to express my gratitude to every employee for their cooperation and assistance during my internship.

In addition, I would like to express my gratitude to my advisor, Madam Munirah binti Mohd Jidi for all the help and advice during the internship. I can address any mistakes and deficiencies through sessions with the caring advisor. The academic advice given by Madam Munirah for this HRM666 course was helpful and significantly improved my academic performance. Finally, I would like to express my sincere gratitude to my parents and relatives for their support and assistance during my internship in my hometown, which allowed me to return to work in safe conditions.

Student Profile



Figure 1: Resume

Student Profile



Company Profile



Figure 2: Location of Pahang State Secretary Incorporated Office

Pahang State Secretary Incorporated (PSSI) in incorporated as a corporate body through the State Secretary, Pahang (Incorporation) Enactment 1959 and the location of the business is at Lot 27 & 29, Jalan Seri Kuantan 2, Sri Kuantan Square, 25050 Kuantan Pahang. Pahang State Secretary Incorporated is responsible to develop, coordinate and lease the government land to individuals, companies or any party. Promoting, coordinating, facilitating, and overseeing both foreign and domestic investment into Pahang is the role of Invest Pahang. In cooperation with State Government Link Companies (S-GLC), State and Federal technical authorities, and our affiliate investors, it was founded and officially opened by the Chief Minister of Pahang in 2022. Pahang State Secretary Incorporated operates during working hours from 8.00 AM to 5.00 PM. The company is focusing on three sectors including Agriculture, Farming and Development.

Vision And Mission

Vision

To be a leading organization enacting good governance to drive Pahang economic and social development through effective and efficient project management in line with state government policies in force

Mission

1. Increasing and sustaining state revenue through righteous investment projects and properties management

2. Ensuring systematic and trustworthy state projects and properties management and coordination to avoid revenue leakage

3. Providing business support services and creating a conducive investment climate to promote ease of doing business in Pahang







Pahang State Secretary Incorporated offers land in Pahang to people who want to start their own business. Pahang State Secretary Incorporated includes three sectors which are development, agriculture and farming. A location-based strategy in West Pahang that encompasses Bera, Cameron Highland, Lipis, Jerantut, Raub, and Bentong. Meanwhile in central Pahang such as Temerloh and maran. Other than that, in East Pahang is Kuantan, Pekan and Rompin.





Product/Services

Applications for land at Pahang State Secretary Incorporated need to meet specific requirements, such as being from a cooperative or SDN Bhd firm and covering at least 10 acres. For agriculture and farming, SSM requires a minimum of RM100,000.00 in paid-up capital, while RM500,000.00 is needed for project development and the ensuing requirements. Pahang State Secretary Incorporated does not accept walk-in applications but applications can be submitted online at investpahang.com. In addition, Pahang State Secretary Incorporated is concentrating on the following businesses: start-up, manufacturing, tourism, food security, transportation, and aerospace. With a broad range of operations, Pahang State Secretary Incorporated significant profit for the business, meet the necessary KPI, and maintain its stability.



Figure 5: Promoted Sector of Pahang State Secretary Incorporated

Training Reflection

• Duration and Schedule

During my 24-week internship, I was selected at Pahang State Secretary Incorporated. My internship began on August 12 and ends on January 24. As for my schedule, I was told to arrive for work at 8 a.m. and leave at 5 p.m. I take breaks during Monday to Thursday from 1 to 2 p.m. and on Friday from 12.15 to 2.45 p.m. I am entitled to five days of leave, as determined by the company.

• Internship Role

I am an intern under the human resource unit and I am supervised by the executive officer of human resource, Miss Shaidatul Akma. Also, I was given a task related to human resources.

Daily Responsibilities

As an intern in human resources, I have to assist the Human Resources department with a variety of duties and obtain practical experience in HR procedures. Among the various things I am exposed to are:

- Scanning, filing, updating employee records and ensuring accuracy and confidentiality.
- Prepared documents for monthly meetings such as agenda, slide, attendance and related documents and contact caterer.
- Assigned to take over at the reception counter and learn to take calls, transfer calls and key-in letters received.
- Send an email to staff regarding their attendance or important information in the company.
- Prepare the interview evaluation form, attendance and related documents for the upcoming interview.
- Prepared a purchase order for courses, hotels and others.
- Prepared a payment form for courses, foods, hotels and others.

Training Reflection

- Purchase pantry stock with a budget given.
- Register new employees or intern in the system.
- Assigned to get a signature from Mr. Amirul and Mrs. Roshasliza for several documents.
- Prepared confirmation letter and guarantee letter for staff.

I am required to do various tasks given by my supervisor Miss Akma and also by Mrs Bella who is the human resource staff. Through this experience, I can see how my degree knowledge may be applied in real-life situations, which helps me to get a clearer picture.

Special Project Task

At Pahang State Secretary Incorporated, I got the opportunity to join a course held by the company. Furthermore, I was able to participate in the Pahang State Secretary Incorporated's staff training as one of the secretariat members which became one of my special tasks as an intern in the company. The HR department, which includes myself as an HR intern, has planned this course for the development of competent administration which is to achieve the KPI target for each staff member.

This course is intended for support group employees that take place at Holiday Villa Beach Resort & Spa Cherating from 11th October to 13th October 2024. Its objectives include improving emotional intelligence in the workplace, the ability to better interpret nonverbal cues, modify one's behavior, and make better decisions in the future. As the secretary, I am in charge of everything from the start to the finish. This includes surveying the course location, searching for speakers, preparing the attendance list, organizing the program, and gathering feedback from participants. The opportunity to participate in this course with other staff members not only provided me with a great memory, but it also taught me about the procedure that HR must follow in order to conduct a course from beginning to end.

Training Reflection

Financial Compensation

I was paid 45.45 ringgit each day as an intern at Pahang State Secretary Incorporated, which adds out to RM1000.00 per month. During my internship, I spend my monthly allowance on personal expenses. It also serves as an encouragement to fulfill my responsibilities as an intern at the company. In addition, I am eligible to receive RM 150 in cash as a souvenir prize, which is given to all interns.

• Learning and Development

I learnt a lot about human resources throughout the internship, including hiring, management, and the importance of following certain protocols, among other things. I am aware that while theoretical knowledge gained during school can be useful in the workplace, it may not always be applicable in the actual world, yet it can still assist me in resolving some issues.

Although the internship experience might be challenging at times, it has helped me grow as a person and educated me how to be a more capable worker. Studying and working are completely different since I have to act professionally when I interact with people who are more experienced and knowledgeable than I am, and I greatly admire them for it.



Figure 6: SWOT Analysis

SWOT Analysis

STRENGTH

Teamwork

Pahang State Secretary Incorporated, for instance, frequently organizes events like family dinners, event celebrations, and sports activities as their efforts to strengthen the relationship which show their collaborative effort.

• Wide Range of Business

The company has focus in three sectors which is specialization in 3 sectors which is Agriculture, Farming and Development.

WEAKNESS

Shortage of Workforce

Pahang State Secretary Incorporated is a big business with a limited workforce. Due to staff shortages in certain units, employees are required to take on additional duties.

• Inefficient Processes

The process of investing in land is time-consuming and involves several steps. If the process is continuously delayed, it may result in delayed responses, which will affect the other party.

SWOT Analysis

OPPORTUNITY

Expansion of The Market

Beyond the three specializations, the company may explore a wide range of business ventures. The business can establish alliances with other companies and build a good reputation.

Rising Capital

Many parties want to make a deal with Pahang State Secretary Incorporated since it requires a simple process, which means the business will always make a lot of money to continue running in the future.

THREAT

• Intense Competition

There are numerous similar businesses that offer the same services as the company. This can cause Pahang State Secretary Incorporated to have competitors who can challenge its position in the industry.

• Fake Investment Scheme

Outsiders frequently fabricate statements or act as corporate personnel in order to scam clients. This may result in financial losses for the business and damage its reputation.

STRENGTH

Teamwork

For the company to run successfully, it is critical that the employees have positive relationships with one another. The reason for this is that a collaborative environment enables individuals to contribute their varied viewpoints to problem-solving, hence increasing the likelihood that they will come up with solutions more quickly and effectively. Pahang State Secretary Incorporated frequently organises activities and initiatives that allow employees to strengthen their bonds with one another, despite not being on the same floor or department. For instance, they have a potluck every month and hold monthly meetings where people may get together to celebrate any success or positive news. New hires or interns, weddings, birthdays, and other accomplishments are among the ones that are frequently celebrated. Outdoor activities like courses and sports like badminton and bowling are also frequently hosted by the company.

Nonetheless, encouraging open communication between supervisors and support staff is one recommendation that can enhance employee teamwork. This is because there is a communication barrier between the two groups at PSSI. Consequently, PSSI can host more events, such weekly departmental or unit meetings, that can engage supervisors and support staff. This can foster two-way communication by giving support staff a platform to express their thoughts and address open questions. Employees are more at ease giving feedback to leaders and coworkers when there is two-way communication. Employees open up more when they see that their opinions are acknowledged and appreciated (Brown, 2024). Relationships at work are subsequently strengthened as a result of more open and genuine discussions.

STRENGTH

Wide Range of Business

PSSI's strength also lies in the wide range of business because the company focuses on 3 sectors instead of one which are Agriculture, Farming and Development. It is important for the company to focus on a variety of parts because it can address the needs and preferences of different consumer segments. This enables them to grow their audience while boosting customer loyalty. Furthermore, it can eliminate the risk of losing clients if any of the sectors comes to be more relevant or a reduction in the interest of clients to continue business in the sector. Based on research, Agriculture in Malaysia makes up twelve percent of the nation's GDP. Sixteen percent of the population of Malaysia is employed through some sort of agriculture which shows that people interested in doing business in farming only show one sector that can contribute to PSSI profit (Wikipedia, n.d.). With three areas of service the business can provide to its customers, PSSI will be better equipped to operate in the long run. Since PSSI owns the rights to a large portion of the land in Pahang, much more development may be done there by encouraging foreign investors in addition to Malaysians to invest there (O'Connor, 2021).

The rental of buildings on land is another way PSSI might grow its company. This can help the business make more money by doing more than just renting out land to customers. Renting is predicted to become more common these days since, according to studies, 65% of respondents stated that they have been renting since they do not have enough savings to purchase home (Statista, 2023).

Discussion and Recommendation WEAKNESS

Shortage of Workforce

In PSSI, some employees are forced to perform extra tasks because of staff shortages. This is where it may be the company's vulnerability since it may hinder employees' ability to successfully contribute to the company's success. Because they have so many things to settle for, PSSI employees are often overworked. Due to a staffing shortfall in the department, some employees must perform two jobs simultaneously. As a result, they are overburdened with the task of simultaneously completing two jobs with different job scopes. Employees that receive lower income and are not compensated for the effort they must put into the business may become stressed and unhappy. Due to a shortage of qualified personnel to carry out essential duties and satisfy corporate objectives, productivity and efficiency might decrease (Maxwell, n.d.). As a result of the company's poor treatment of its employees, it may also result in their disloyalty. From a business perspective, though, it can raise labour costs because the company might have to pay more and provide better benefits in order to draw in and keep the small number of highly qualified workers (Sthree, 2024).

In order to prevent any negative circumstances for the current employees, PSSI can make things better by adding more employees. For PSSI to hire new employees, costs must be reduced or eliminated. However, PSSI may provide competitive pay and benefits to current employees in order to encourage them to make greater contributions to the business if it wants to keep its current workforce without adding more. If the business does not want to spend on hiring new people, it might utilize the funds to enhance compensation packages for current employees. In addition, the organisation can provide its employees professional progression opportunities. For instance, a promotion will increase the breadth of the employee's work, making it worthwhile for them despite the workload.

Discussion and Recommendation WEAKNESS

Inefficient Processes

PSSI procedure entails the lengthy and multi-step process of land investment. Investing in real estate is a challenging and complex process because certain steps must be taken in order to wrap up the process. Project delays and missed deadlines are two outcomes of ineffective procedures. Missed deadlines and tardiness are signs of poor time management and can be interpreted as a lack of professionalism (Landry, 2024). The company's reputation will eventually suffer from delayed responses, which might irritate clients and business partners that require answers and solutions promptly. Additionally, poor time management can lead to mistrust between colleagues. When someone is consistently unfocused and does not deliver quality work on time, other team members may feel more pressure. For this kind of business, all staff need to play their part well as there are steps needed in the processes so they need to work fast in order to make the process go smoothly for everyone. Colleague mistrust can also result from ineffective time management. Other team members may experience increased pressure if an individual is often distracted and fails to produce high-quality work on schedule. Every employee in this type of company must do their part effectively since there are steps in the processes that must be followed, and they must work quickly to ensure that everything runs properly for everyone.

Through an analysis of current procedures, PSSI can improve these kinds of circumstances. Consequently, they can produce a process flowchart that employees can view and adhere to. In addition, they can cut out phases that aren't necessary to streamline the process, which makes it simpler for employees to finish the steps quickly (Velocity, n.d.). Apart from that, the employees have to focus on what is critical and must be resolved first. For instance, issues requiring a lengthy process should be prioritised before moving on to the least time-consuming procedure.

Discussion and Recommendation OPPORTUNITY

Expansion of The Market

By providing the three sectors, PSSI may leverage their strengths to grow the market. The term "market expansion" describes a company's growth plan to boost its operations, client base, market share, and general presence in current areas (Bockelman, 2024). In order to raise public awareness of their company, PSSI might step up their attempts to attract both domestic and overseas investors. Upselling and cross-selling the same client on additional services for several projects is one way the business might grow. By increasing customer lifetime value, these tactics can strengthen the bonds that exist between the business and its customers. This is because when customers believe their wants are being addressed, they are more likely to be satisfied and devoted. To improve the projects' appeal and greatly raise the possibility of obtaining investment, the business must comprehend the market and provide a strategy that suits the requirements and preferences of possible investors. Consequently, PSSI can broaden their market by advertising the company to the public, as many people are unaware of land and the potential that the company offers investors.

To increase their network of contacts, the corporation can specifically send its employees to industry events, join professional associations, and actively interact with other professionals. By actively attending these events, one can build trusting relationships with brokers, lenders, investors, and other industry participants. The business can improve its visibility, trustworthiness, and access to possible investors by building a solid network and reputation. In the end, it may improve the capacity to draw in investment funds for real estate development initiatives. Nonetheless, PSSI has tried to advertise the company to locals by going to events like MAHA. Additionally, the firm can provide more than just the three sectors in order to grow into other industries that can draw in more clients.

Aside from that, companies might also enter the market for healthcare and educational facilities. include, for instance, clinics, hospitals, specialised care facilities, outpatient clinics, nursery facilities (private or public), preschools and kindergartens. This is because the health care industry has grown at a rate that has regularly outpaced all other industries each month for the past two years. The health care industry grew by 8.2% overall between March 2022 and March 2024, more than twice as fast as the 3.8% growth rate of all other industries put together. Indeed, the 3.9% growth rate in 2023 was the fastest since 1991 (Altarum, 2024). Therefore, since this business will continue to grow and generate significant profits in the future, it may be a good justification for the company to enter it.

OPPORTUNITY

Rising Capital

Dealing with Pahang State Secretary Incorporated is appealing to many parties since it involves simple steps and guarantees that the company will always generate enough revenue to sustain itself in the future. Agriculture, development, animal husbandry, food security, and space are the five primary investments in PSSI. Every land lease procedure involves money, also referred to as earnest money or a commitment fee. Locals depend more on PSSI than Pejabat Tanah Negeri since it has a simpler procedure and owns a large portion of the land in Pahang. PSSI is a well-known firm that manages real estate property in Pahang. The business will get enough money into its account as long as PSSI has a large number of active projects that are managed by PSSI employees. In other words, the business will keep raising money as long as it can draw in investors to conduct business.

PSSI can advertise their services at events in order to expand their network of potential investors. Locals may become more interested in and trusting of the company if they see their successful initiative promoted. Additionally, it helps improve the company's reputation, which enables it to stand out from rivals providing comparable services.

THREAT

Intense Competition

The company is always under risk from outside sources. Naturally, PSSI's services have rivals, particularly in Pahang. Among the rivals that provide comparable services are the development-focused Pahang State Development Corporation (PSDC) and the agriculture-focused Pahang State Agricultural Development Corporation. Given that the other GLC companies are renowned businesses that can provide the same services to clients, it constituted a challenge to Pahang State Secretary Incorporated. Knowing the competition is one strategy PSSI might use to outperform them. To determine how their company differs from others in their market, PSSI can conduct some research on other businesses. This might help the business identify areas for improvement or By doing this, the business may determine which areas need improvement or which are leaking, giving them an advantage over rivals (Indeed, 2024).

Additionally, PSSI needs to put the customer experience first. Because it entails one-on-one interactions, the business must provide excellent customer service in order to understand the requirements and desires of its clients and provide products and services that cater to those demands. This can also be accomplished through effective negotiation skills, as the business can obtain more advantageous terms, such as a higher sale price, better contingencies, or faster closing timelines, by knowing the subtleties of the process, such as when to compromise and when to push for more.

THREAT

Fake Investment Scheme

One of the major risks that can harm a company's reputation and result in losses is the existence of fake investment schemes. My research indicates that schemes promoted on chat apps and social media platforms have been connected to the majority of Malaysia's 4,355 investment fraud cases (Zolkepli, 2024).

In response to client complaints, PSSI has discovered that outsiders have been using false statements or posing as company employees to defraud clients, resulting in financial fraud and other issues. PSSI must thus take action to prevent this from occurring in the future. For example, they can operate to conduct the land lease process in person, that is, by walk-in at the PSSI office rather than having an online presence. Dealing face-to-face is quicker and easier for both parties, and it can also prevent either side from being tricked. Additionally, PSSI promotes that they exclusively conduct business with the Invest Pahang website about the land lease procedure, avoiding intermediaries like brokers. To ensure that the business is safeguarded, PSSI must also constantly be ready with legal protection in case an issue arises from a fake investment scheme.

Conclusion

In summary, I have gained a solid foundation in HR operations and best practices from my educational and perceptive internship experience in the Human Resources (HR) department. As an HR intern, I was able to actively participate in a range of HR-related tasks, such as hiring, employee engagement, performance management, and compliance. I was introduced to the difficulties and complexities of the HR profession through these experiences, which also enabled me to put the theoretical knowledge I had learned at university to use.

The significance of open communication, confidentiality, and empathy when interacting with management and staff are among the main lessons learned from this internship. I also learned how important it is to modify HR strategies to meet the demands of employees, business objectives, and regulatory obligations. I came to see that developing into a skilled HR worker is essential to the business in order to ensure efficient internal operations.

To sum up, my internship at Pahang State Secretary Incorporated has given me numerous opportunities to grow, learn, and fix my mistakes. The transition from studying with friends to the working world is rather different. From managers to support staff, I can learn a lot about each employee's personality here. Given that not all employees are the same age or level, hierarchy in the workplace must be respected and adhered to. I can develop from this experience to become a competent employee for the organization in the future.

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Figure 7: Contact hotels for quotation

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Figure 8: Contact sellers for corporate gift



Figure 9: Key-in received letter at the reception counter



Figure 10: Taking and transferring clients calls at the reception counter



Figure 11: Monthly meeting at Perbadanan Setiausaha Kerajaan (PSK) Pahang



Figure 12: Take part of Independence March



Figure 13: Attend team building at Holiday Villa, Cherating



Figure 14: Last day of team building at Holiday Villa, Cherating



Figure 15: Biggest Loser Challenge at Perbadanan Setiausaha Kerajaan (PSK) Pahang



Figure 16: Take note of clients calls at the reception counter