



A Member of  MMC Group



اُنِيُو تِكْنُوْلُوجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka

INDUSTRIAL TRAINING REPORT

NUR AFINI BINTI OTHMAN

2022864724

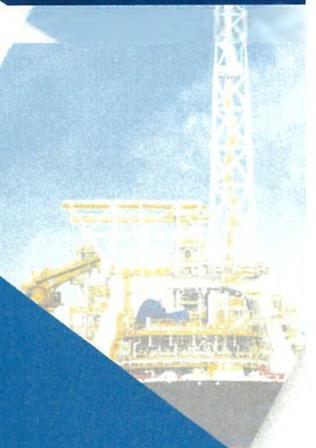
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PREPARE FOR:

MADAM AZIRA BINTI HASHIM

DATE OF SUBMISSION:

24 FEBRUARY 2025



SURAT KEBENARAN

Tarikh : 22 / 01 / 2025

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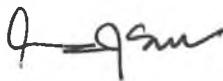
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Nama Pelajar	NUR AFINI BINTI OTHMAN		
No. Matriks	2022864724	Nama Program	INTERNATIONAL BUSINESS
Tajuk Laporan	INDUSTRIAL TRAINING	Nama Syarikat	JOHOR PORT BERHAD

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3. Sekiranya terdapat sebarang masalah atau kebocoran maklumat sulit pihak organisasi tidak boleh mengenakan sebarang tindakan undang-undang kepada pihak universiti.

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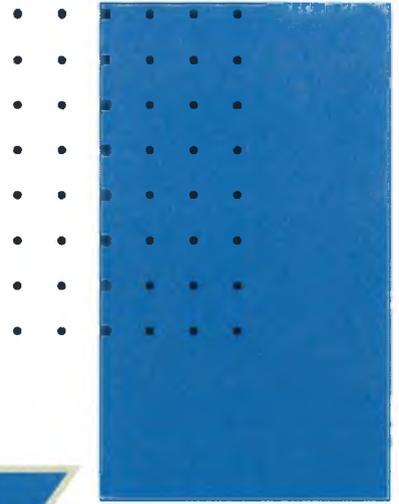
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Nama Pegawai :
Jawatan :
No. Tel. :
No. Faks :

HAZARA SULAIMAN
Head Procurement Department
JOHOR PORT BERHAD

Cop jabatan/organisasi:



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CHAPTER 1: STUDENT'S PROFILE

Freelancer

March 2021-December 2024

Content Brand Creator

- Produced video, create content for promotional advertisement and marketing materials.
- Collaborated with marketing teams and agency on social media campaigns to achieve more engagement.
- Created and maintained a comprehensive content creator for social media platforms.

EXTRA CO-CURRICULAR

- Participated as Exco Sponsorship, Food and Sanitation Bureau "Echoes Of Culture , Serenity in Padang Heart: Academic Trip and International CSR Engagement" Program organized by UiTM Malacca City Campus.
- A committee members of Corporate Social Responsibility (CSR) organized by UiTM Malacca City Campus
- Participated an Exco Protocol Bureau for the 'Path To Personal Growth: Together" organized by Bachelor Business Administration (Hons.) International Business
- Participated on "International Business Fiesta" organized by UiTM Malacca City Campus.
- Participated in "Skor A Subject Undang- Undang" organized by Persatuan Undang- Undang UiTM Johor campus.
- A exco in Multimedia Diploma Business Society (DBS), organized by UiTM Johor campus
- Participated in creative cheer video exhibition organize by Majlis Perwakilan Komander Kesatria UiTM Cawangan Johor

SKILLS & HIGHLIGHT

Technical skills:

- Microsoft Word, Microsoft Excel
- Microsoft PowerPoint
- Social Media Marketing
- Outlook System

Soft skills:

- Able to work in team
- Critical thinking
- Willing to learn new things
- Good communication skill

LANGUAGE

- **Bahasa Malaysia:** Native proficiency
- **English Language:** Professional working proficiency

REFERENCES

Encik Mohd Isham Bin Abidin

Lecturer of Universiti Teknologi MARA Bandaraya Malacca Campus



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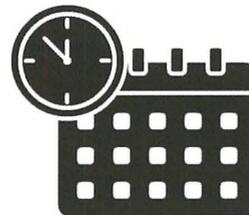
Background

Johor Port Berhad, a member of MMC Group, is an all-in-one port located at the southernmost point of the Peninsular Malaysia region and caters to various customer needs as far as port services go. Starting in 1977, Johor Port serves as the Southern Gateway Multi-Purpose Port of Malaysia and as of today it spans over a total area of 1000 acres, with 660 acres in the free zone category.

Johor Port includes a wide range of ports like the container terminal, bulk and breakbulk terminal, and diverse other facilities like a liquid terminal as well as warehousing. Johor Port has been allotted the status of Free Zone and is responsible for managing its free zone area.

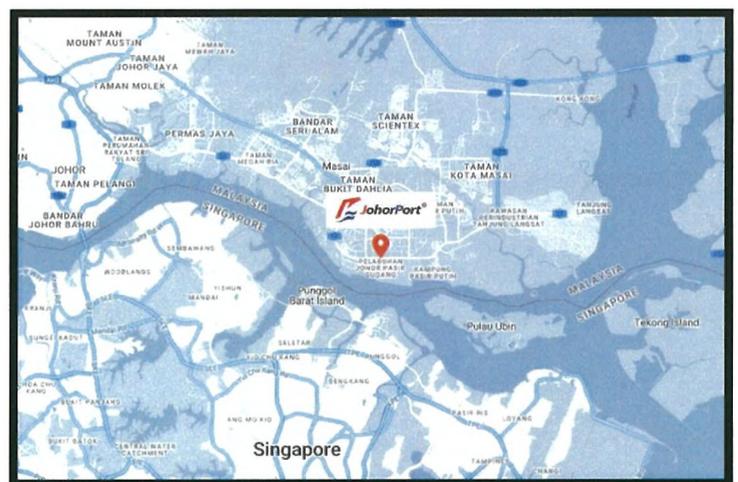
Operation Hours

Monday to Friday
8.30AM - 5.30PM



Location

P.O Box 151,
81707 Pasir Gudang
Johor, Malaysia



Vision

- "To become the most efficient and integrated multi-purpose port in region".
- By providing an efficient and cost-effective logistics solution, Johor Port Berhad plays a critical role in boost Malaysia's economy. Additionally, Johor Port Berhad supports industries such as manufacturing, oil and gas, petrochemicals, and other sectors that rely on timely and reliable supply chains.

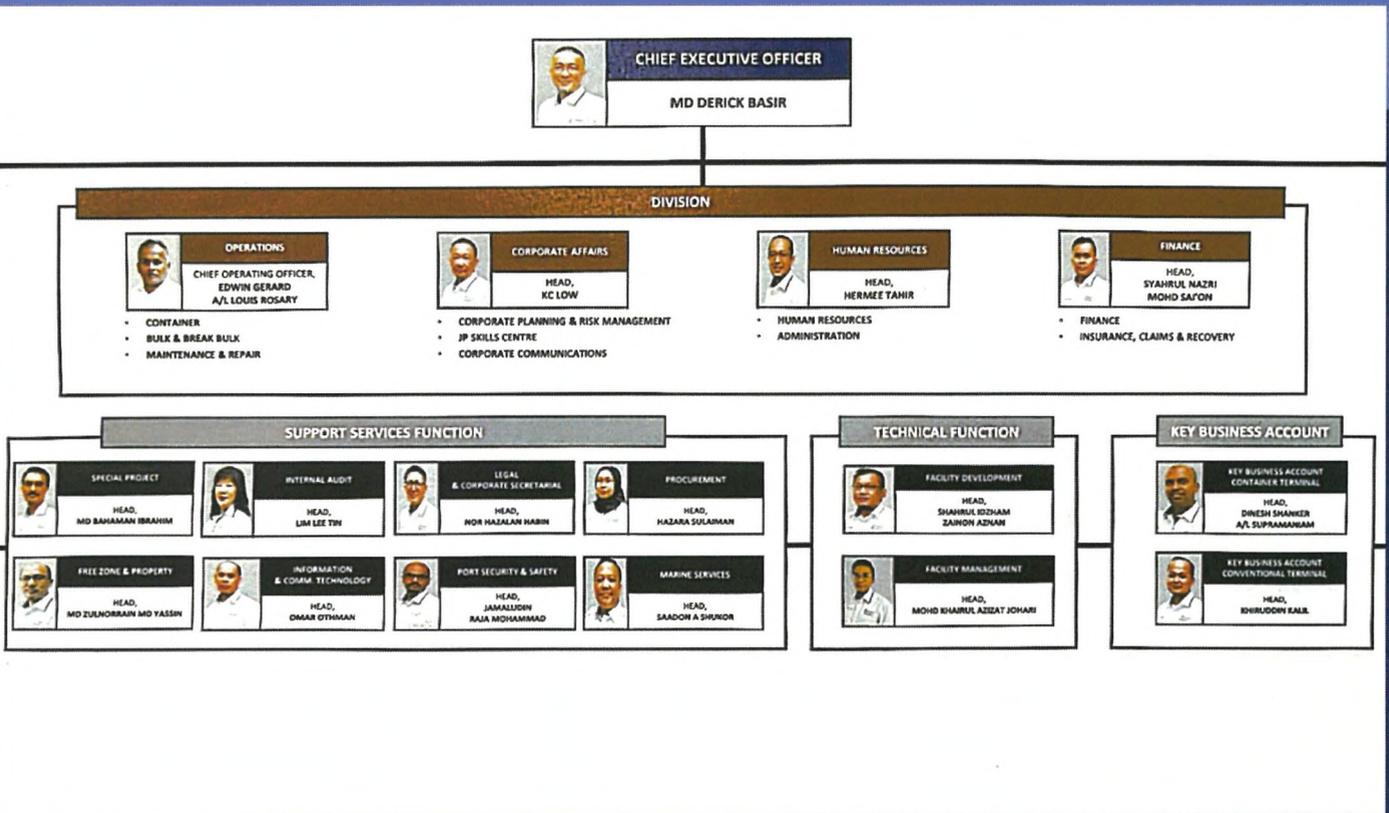
Mission

- "We are committed by providing customer-friendly solutions and cost-effective services to our customers".
- The mission reflects its unwavering commitment to delivering exceptional value to its customers by offering solutions that are both customer-centric and cost-effective.

Organizational Structure



Organizational Structure of Johor Port Berhad



The Services of Johor Port Berhad



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Transportation Services

EXISTING CAPACITY & CAPABILITY



CONTAINER

No. of berths	3
Quay length	700m
Capacity	1.45 mil TEU
Max depth	13.5m



DRY BULK

No. of berths	4
Quay length	818m
Capacity	8 mil FWT
Max depth	13.8m

Marine Services



BREAK BULK

No. of berths	4
Quay length	935m
Capacity	2 mil FWT
Max depth	13.8m



LIQUID BULK

No. of berths	13
Quay length	2,292m
Capacity	15 mil FWT
Max depth	13.5m



TRAINING REFLECTION

Beginning on 13rd August 2024 and finishing on 24th January 2025, a six-month Procurement and Purchasing at Central Store Internship Teams was a life-changing experience full of fun work, invaluable lessons, and a lot of opportunities to grow. The training provided an in-depth understanding of essential procurement processes, including the critical stages of supplier selection, effective vendor management, and the art of negotiation.

These skills are crucial in ensuring that the organization secures the best value while maintaining quality and fostering strong supplier relationships. Hence, by working closely with the procurement team allowed me to grasp the intricate details of analyzing purchase requisitions, preparing accurate and compliant purchase orders, and adhering to organizational policies and regulatory standards.

My active involvement in vendor meetings and comprehensive market research was instrumental in developing a nuanced perspective on cost optimization and quality assurance, enabling me to make informed decisions that balanced cost-effectiveness with operational excellence. Furthermore, the dynamic nature of procurement tasks improved my ability to tackle challenges creatively, prioritize tasks efficiently, and communicate effectively with diverse stakeholders. Meeting deadlines in high-pressure scenarios honed my time management and resilience.

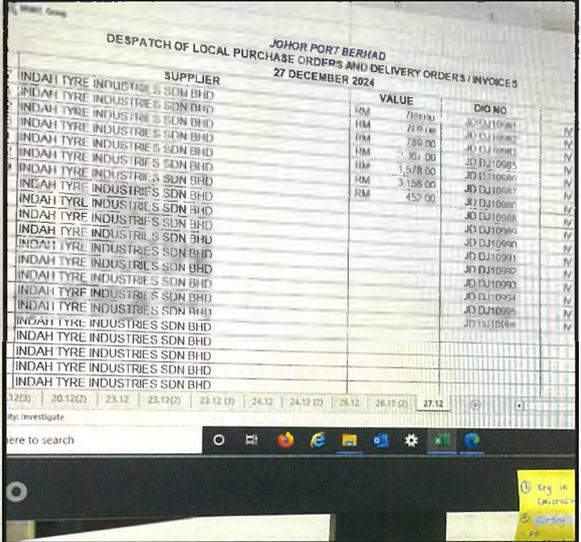
Throughout the duration of the six-month internship, I had many opportunities to deeply immerse myself in the complexities of customer service documentation. Throughout this period, I gained a thorough understanding of the business, assimilated into the organisational culture, and saw the repetitive nature of international export procedures. Because of the organized schedule, I was able to actively participate in my duties and gradually understand the complex nature of the given work.



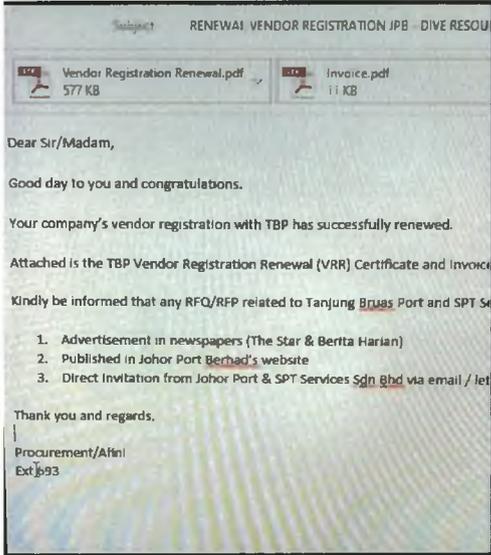
ROLE AND RESPONSIBILITIES

Data Entry and Inventory Management Support

My responsibilities include accurately entering all Vendor data, the address of vendor registration, date of new and renewal vendor registration of client to ensure the client deliver quality goods or services on time and at the best value. Hence, I maintaining detailed records of vendor contracts, agreements, and transactions by ensure adherence to organizational procurement policies and regulatory requirements.



SUPPLIER	VALUE	D/O NO
INDAH TYRE INDUSTRIES SDN BHD	RM 719.00	JD D110981
INDAH TYRE INDUSTRIES SDN BHD	RM 219.00	JD D110982
INDAH TYRE INDUSTRIES SDN BHD	RM 789.00	JD D110983
INDAH TYRE INDUSTRIES SDN BHD	RM 384.00	JD D110984
INDAH TYRE INDUSTRIES SDN BHD	RM 1,578.00	JD D110985
INDAH TYRE INDUSTRIES SDN BHD	RM 3,156.00	JD D110987
INDAH TYRE INDUSTRIES SDN BHD	RM 457.00	JD D110988
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INDAH TYRE INDUSTRIES SDN BHD		JD D110990
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Vendor Registration and Certification

- The tasks that I did is manage Vendor Registration. Vendor Registration is an essential process to verify supplier's credibility and compliance.
- Ensuring vendors submit valid certifications such as business licenses, tax registration, or specific port clearance approvals required at Johor Port. Fortunately, the verifying that vendors meet the company's quality, safety, and regulatory requirements.

Filling Quotation

My responsibilities at Central Store Department is more likely familiarization of how to filling the Quotation based on the number of quotation, I will ensure the quotation accurate includes the Request for Quotation (RFQ) document carefully to understand, payment terms and conditions, pricing for products or services, delivery timelines and terms. and lastly any supporting documents like the proof of the project.

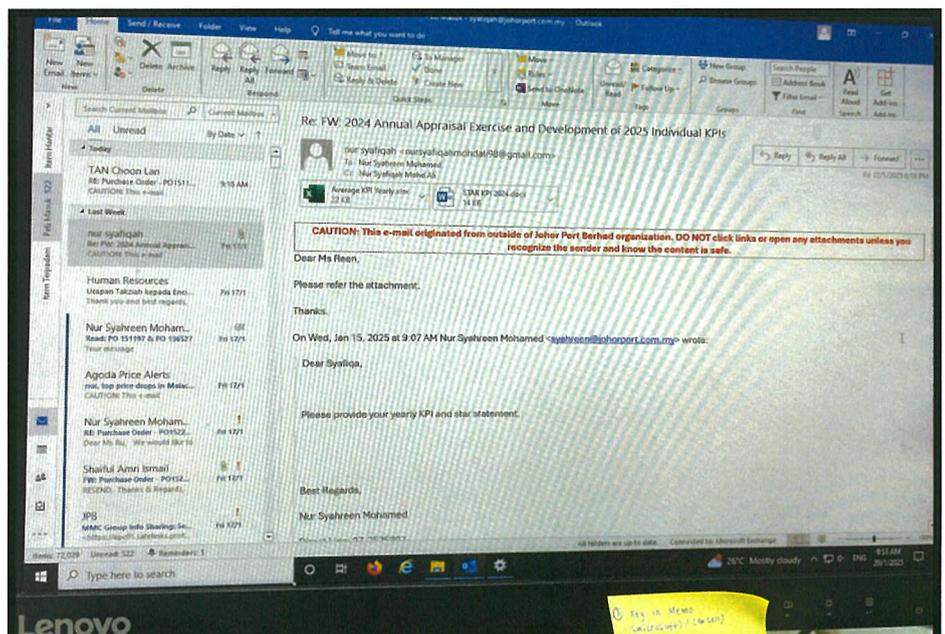




ROLE AND RESPONSIBILITIES

Outlook System

- Efficient communication and coordination with customers and internal team members are critical for the Procurement team and Central Store team, and the Outlook system is the key to achieving this. We will handle email correspondence by using Outlook to promptly and clearly communicate customers order, inquiries and Logistical issues. To effectively manage the deadlines and important activities, we will also use the system to create reminders, schedule meetings and send calendar invites. In addition, Outlook enables the direct transmission of crucial documents to both clients and colleagues, such as work orders, invoices, and other reports.



Intrinsic Gains

Intrinsic gains are the personal and internal rewards we get from the activity itself, such as satisfaction, enjoyment, or a sense of accomplishment (Ivanenko,2024), They come from within and are not dependent on external rewards.



01 Understanding of Procurement Process

Familiarise the procurement process from supplier selection and negotiation to contract management and purchase order processing.

02 Learning and Curiosity

I exploring new processes, such as understanding an Outlook System and the response from the vendor.

03 Teamwork

The collaborative nature of procurement work allows me to develop interpersonal skills by working alongside cross-functional teams such as finance, operations, and logistics

04 Problem- Solving

I learned a lot regarding the challenges of problem - solving in a team involves managing budget also evaluate the supplier performance.

05 Enhance an Efficiency

I find the Innovative practice within the Procurement team by a new adoption of new technologies like RAMCO system to improve efficiency.

06 Communication Skills

I developed my communication abilities through working with clients and collaborating with internal department.

SWOT ANALYSIS

A SWOT analysis is a tool that helps organization assess their strengths, weaknesses, opportunities, and threats. It is important to use the factual data and avoid preconceived notions when conducting a SWOT analysis. The goal is to get an accurate picture of the organisation's current situation so that they can make informed about the future. (Kenton,2023)

SWOT ANALYSIS OF JOHOR PORT BERHAD

STRENGTHS

S

- Skilled and Experience workforce.
- Strategic Location
- Equipped diverse Cargo handling

WEAKNESS

W

- Reliance on Manual and Labor - Intensive Operations
- Lack of Innovation
- Supply Chain Disruptions

OPPORTUNITIES

O

- Infrastructure Development
- Government Policies and Incentives
- Increasing Regional Competition Drives service Improvement

THREATS

T

- Intense Regional Competition
- Economic Downturns
- Risk and Natural Disasters

Strength

Strategic Location

From my perspective, Johor Port Berhad's located at the strategic location near the Strait of Johor provides it an economic advantage because it is on one of the world's busiest and most important maritime routes. The Johor Strait connects the South China Sea to the Malacca Strait, which serves as a gateway between the Pacific and Indian oceans. This location allows for Johor Port to serve as a key entry and exit point for vessels moving between major global markets in Asia, Europe, the Middle East, and beyond.

The proximity to international shipping lanes offers several operational advantages. Johor Port can accommodate high volumes of maritime traffic, It is a preferred choice for shipping companies seeking to streamline their logistics operations. It allows faster turnaround times for cargo handling, which is crucial for time-sensitive goods. Additionally, the reduced transit times to major markets help minimize fuel consumption and lower overall shipping costs, further enhancing the port's attractiveness to global trade players.

Moreover, the location of Johor Port Berhad was enables it to act as a transshipment hub, where cargo can be consolidated or redistributed to regional ports. The function is particularly beneficial for industries relying on just-in-time delivery or regional distribution networks. The port's accessibility to key markets in Southeast Asia and its proximity to major industrial and manufacturing hubs in Johor further strengthen its role as an essential component in global supply chains.



Weaknesses

Reliance on Manual Labor

Reliance on manual labor in port operations, particularly in areas like documentation, cargo handling, and warehousing, it can significantly impede operational efficiency. Manual processes are often slow lead to increased processing times and higher error rates. For instance, manual data entry is prone to errors, which can result in documentation discrepancies and shipment delays.

In cargo handling and warehousing, manual tasks can lead to inefficiencies and increased operational costs. Moreover, manual processes can hinder scalability and flexibility. As cargo volumes increase, manual operations may struggle to keep pace. Automation can help address these challenges by streamlining processes and improving resource allocation. To enhance operational efficiency, ports can invest in automation technologies such as Electronic Data Interchange (EDI) systems for documentation, automated cargo handling equipment, and Warehouse Management Systems (WMS). These technologies can reduce processing times, minimize errors, and improve overall productivity.

In summarize, by reducing reliance on manual labor through automation and digitalization can significantly improve operational efficiency in port operations.



Weaknesses

Supply Chain Disruptions

From my perspective, the supply chain disruption in term of Global supply chains are becomes increasingly complex, with multiple stakeholders, modes of transportation, and regulations involved. Delays at upstream or downstream points in the supply chain, such as delays in manufacturing or customs clearance. Otherwise it can cause cascading disruptions at the port.

Global supply chains involve numerous participants, including suppliers, manufacturers, distributors, retailers, and logistics providers. Each of these stakeholders plays a critical role in the smooth operation of the supply chain. Suppliers provide the raw materials manufacturers transform these materials into finished goods, distributors manage the movement of these goods, logistics providers ensure the efficient transportation of goods at each stage. Disruptions could impact the entire chain. For instance, a strike at a manufacturing facility can lead to a shortage of finished goods, which in turn affects the availability of products for distribution and sale.

Disruptions can occur upstream and downstream ends of the supply chain. Delays upstream may arise from challenges in sourcing raw materials or in the manufacturing process, while delays downstream might relate to the ultimate delivery of goods to consumers. For instance, a setback in acquiring raw materials can stop production, resulting in a deficiency of finished products. In the same way, a bottleneck in the distribution process can hinder products from reaching retailers or final customers on schedule. Such delays can stem from various reasons, such as labor disputes and equipment malfunctions.



Opportunities

Government Policies and Incentives

Based on my opinion, Johor Port Berhad, as a critical player in Malaysia's maritime sector, greatly benefits from supportive government policies and incentives. These policies, designed to foster a conducive business environment, not only enable the port to expand its capabilities but also contribute to the growth of Malaysia's maritime and logistics industry as a whole.

The Malaysian government's policies for the maritime sector emphasize creating a robust infrastructure network and enhancing operational efficiency. For example, under initiatives such as the **National Transport Policy (NTP)** and incentives for logistics and trade, ports like Johor Port Berhad gain access to government-backed programs aimed at upgrading facilities and improve connectivity to global markets. These policies help Johor Port maintain competitiveness within the dynamic Southeast Asian logistics landscape.

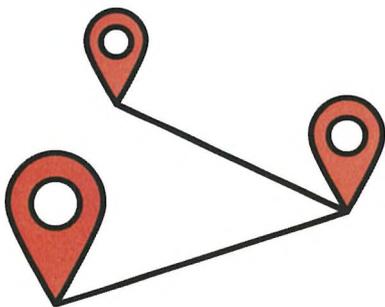


Threats

Intense Regional Competition

Given the fierce regional rivalry amongst Johor Port Berhad, it is vital for the company to remain alert and adjust to evolving market dynamics to sustain its competitive edge. According to Wan Agyl, Malaysia's ports encounter significant competition from Singapore, which enjoys cutting-edge technology, robust global alliances, and a strong reputation, making it difficult for Malaysia to close the gap. Singapore's strategic location and effective port management have consistently established high standards by attracting international trade.

Furthermore, Johor Port's such one of the port in Malaysia in which contending with rising competition from neighboring countries like Vietnam and Indonesia. These nations are rapidly modernising their port facilities by offering lower labour costs, and investing in infrastructure upgrades. As these countries improve their port operations, Johor Port faces increased pressure to stay competitive in the region.

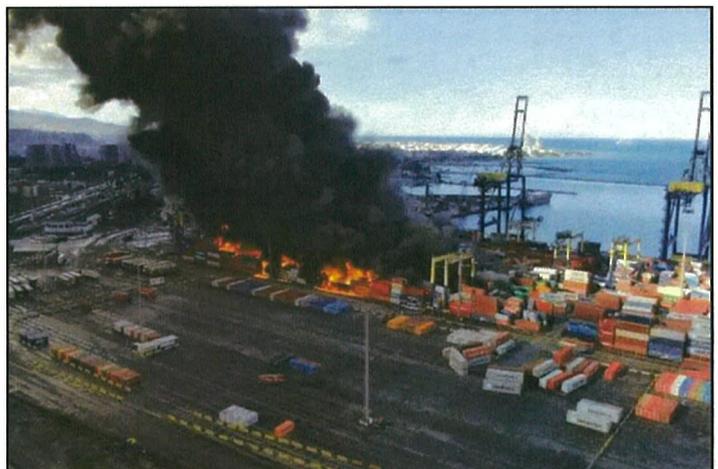


Threats

Risk and Natural Disasters

The impacts of natural disasters on transportation systems, including ports, can be a major effects on port disruption and it can reduce the amount of freight due to a port can process for a certain duration, and causing of delays, (Achurra-Gonzalez et al., 2019). A Climate change, particularly the long-term risk of rising sea levels, poses a serious threat to port infrastructure, including Johor Port Berhad. As sea levels rise, the physical integrity of port facilities and the surrounding areas can be compromised, leading to flooding, and damage to critical infrastructure such as warehouses, and transportation networks. The port's operational viability could be severely affected, as these infrastructures are essential for the smooth handling of goods and shipping operations.

To mitigate these risks, Johor Port would need to invest heavily in protective measures such as sea walls, flood barriers, and elevated infrastructure to safeguard against the effects of rising sea levels. Moreover, port operations would have to be adapted to account for increasingly unpredictable weather patterns and potential disruptions caused by storms and other extreme weather events





STRENGTH

Skilled and Experience Workforce

To sustain and build upon this strength, Johor Port Berhad should **Invest in Workforce Development** by Introduce continuous training programs focused on the latest advancements in port technology, logistics, and global trade regulations. Furthermore, the upskilling employees will maintain operational excellence.

Johor Port Berhad should prioritize continuous workforce development by having leadership training, and innovation. Retention of talent through competitive benefits and fostering a positive work environment will further enhance the organization's stability. Mentorship programs and internships can also help groom the next generation of skilled professionals in order to ensure a long-term sustainability and competitiveness in a rapidly evolving global industry. (EC, 2010)





SWOT Recommendation

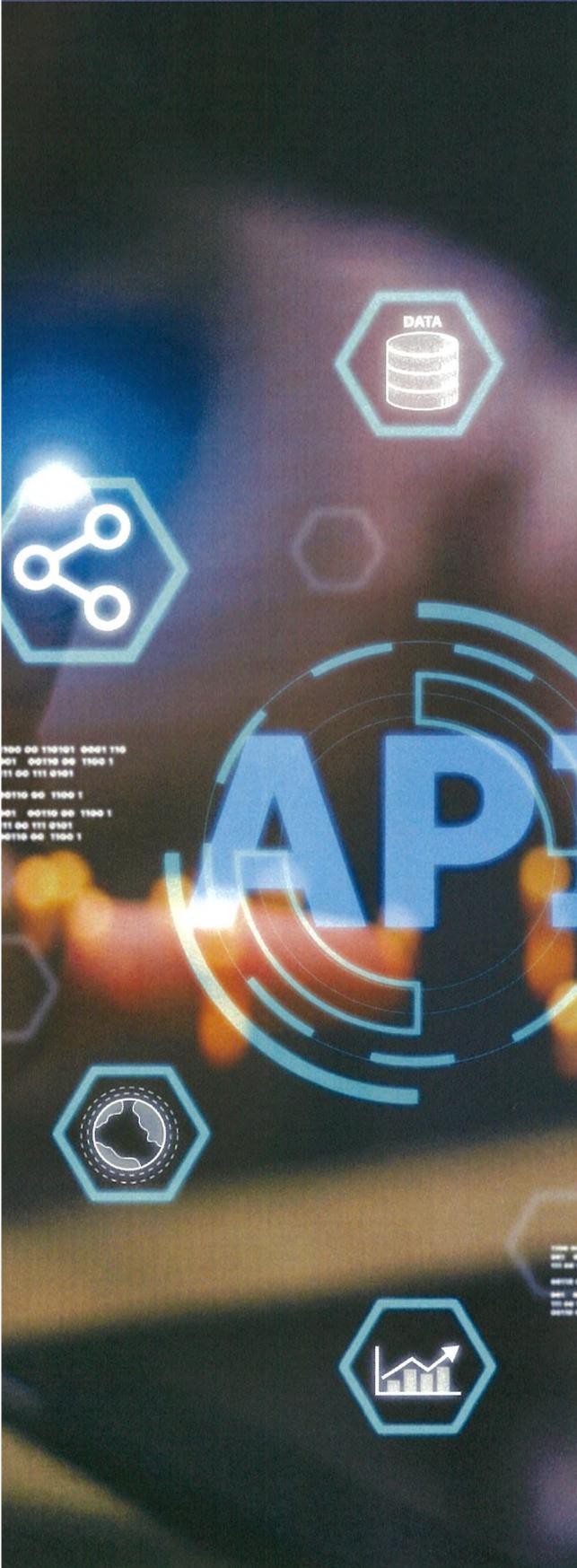
Southern Gateway Multi-Purpose Port

WEAKNESSES

Reliance on Manual- Labor Intensive Operations

One recommendation to decrease dependence on manual processes is to embrace automation and digitalization. Furthermore, the implementation of advanced technologies, such as automated cargo handling systems, inventory management software, and robotics in warehousing, can greatly enhance operational efficiency while reducing human error. Additionally, upgrading equipment with cutting-edge machinery will improve the speed and precision of operations, resulting in shorter turnaround times and lower costs. To facilitate a smooth transition to technology-driven processes, it is crucial to invest in workforce training. By providing employees with the necessary skills to manage and operate automated systems, JPB can effectively integrate these technologies into its operations.

In addition, transitioning from labor-intensive manual operations to Electronic Data Interchange (EDI) systems for documentation is a transformative initiative for contemporary businesses. This transition not only streamlines processes and enhances accuracy but also promotes cost-effectiveness, environmental sustainability, and improved collaboration among stakeholders. As organizations increasingly focus on efficiency and adaptability, the digitization of documentation processes through EDI represents a strategic approach that positions them for sustained success.





SWOT Recommendation

Southern Gateway Multi-Purpose Port

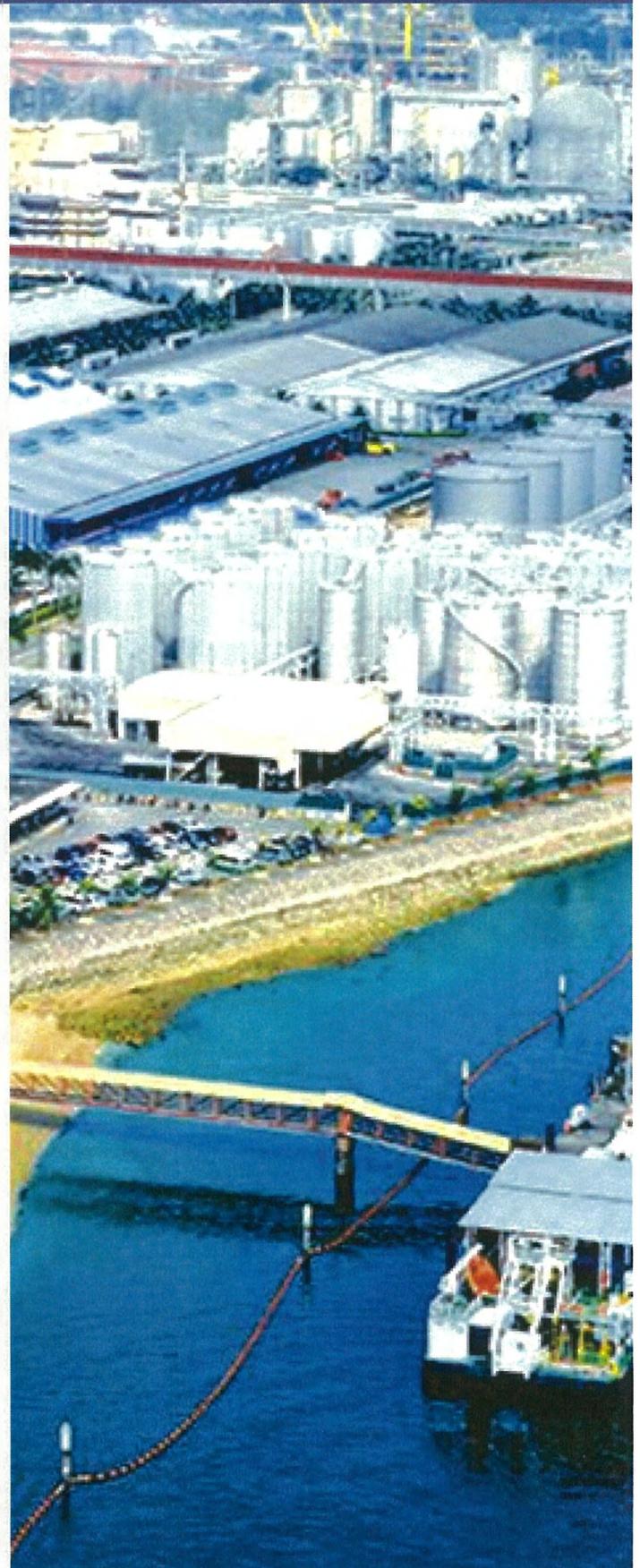
OPPORTUNITY

Infrastructure Development

One of the most critical opportunities for Johor Port lies in enhancing its infrastructure. So, Johor Port must expand port facilities and upgrading terminals with state-of-the-art cranes and automated cargo handling systems because that is vital to increase operational capacity. These advanced technologies will allow the port to efficiently handle higher cargo volumes, reducing turnaround times and ensuring smooth operations even during peak periods.

Additionally, investing in advanced technologies will significantly improve operational speed, accuracy, and reliability. Automated systems can streamline processes such as cargo loading, unloading, and inventory management, minimizing human error and boosting overall efficiency. By modernizing its infrastructure, Johor Port Berhad can position itself as a forward-thinking and competitive logistics hub, Furthermore, capable of meeting the evolving demands of the maritime industry. The improvements will enhance its appeal to global shipping lines and logistics companies by seeking efficient and technologically advanced port facilities.

These developments will create a solid foundation for long-term growth. Also, it can enhanced infrastructure will enable the port to attract larger vessels and handle diverse types of cargo.





SWOT Recommendation

Southern Gateway Multi-Purpose Port

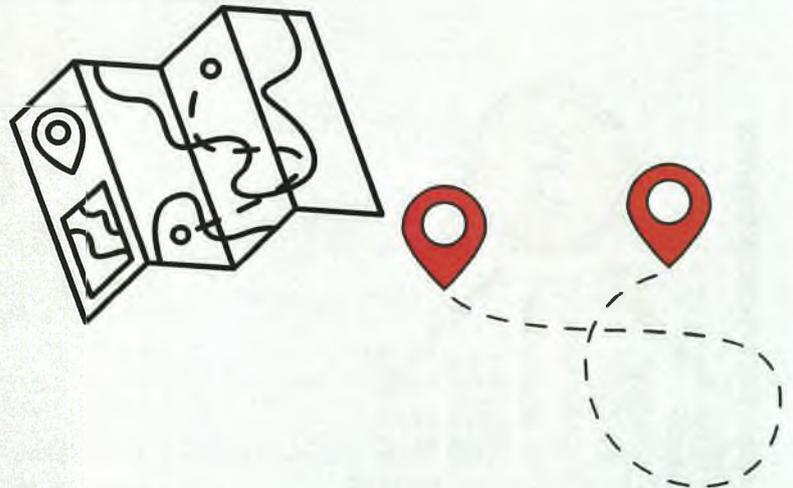
THREATS

Intense Regional Competition



Johor Port Berhad encounters considerable challenges stemming from fierce regional competition, particularly from Singapore and neighboring nations such as Vietnam and Indonesia. Singapore's established status as a global maritime center is supported by its advanced technological framework, robust international collaborations, and strategic geographical position. These elements render Singapore a significant competitor, establishing high benchmarks for operational efficiency and drawing major global trade and logistics enterprises. The complexity of Singapore's port operations underscores the persistent difficulties Malaysia faces in bridging the competitive divide.

Moreover, Johor Port must address the increasing competitiveness of ports in Vietnam and Indonesia. These countries are swiftly modernizing their port infrastructures, enhancing facilities, and taking advantage of their cost benefits, including lower labor costs. In summary, Johor Port Berhad must remain alert and responsive to evolving market conditions. This requires the implementation of innovative strategies, the enhancement of operational efficiency, and investments in technological progress to improve its service capabilities. Establishing strong partnerships and cultivating a reputation for dependability will also be essential.





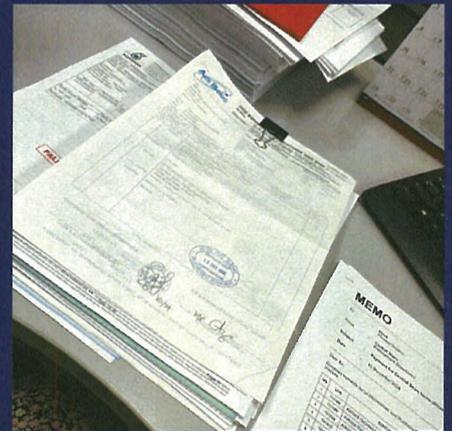
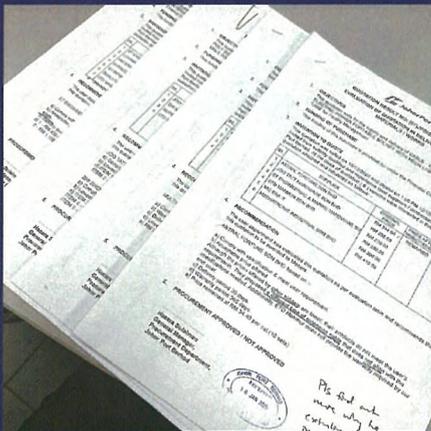
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Appendics

• Health Safety Environment Events



• Daily Task



• Farewell of Staff

