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UNIVERSITI
TEKNOLOGI
MARA

**UNIVERSITI TEKNOLOGI MARA CAWANGAN MELAKA KAMPUS
BANDARAYA MELAKA**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS.)
INTERNATIONAL BUSINESS (BA246)**

INTERNSHIP (MGT 666)

INDUSTRIAL TRAINING REPORT



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CLASS: BA2466B

12th AUGUST 2024 – 24th JANUARY 2025

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ACKNOWLEDGEMENT

I would like to take this opportunity to express my heartfelt gratitude to my fellow colleagues, and department team in Pahang Corporate Management Services for being such an essential part of my internship journey. Their support, teamwork, and encouragement have made this experience not only meaningful but also incredibly rewarding. Working alongside all of you has been both inspiring and enriching.

A special thanks goes to Encik Fakhru Helmi Azhan for their unwavering guidance and collaboration throughout this journey. Your expertise, insights, and willingness to support me have significantly enhanced my learning experience, and I'm truly grateful for everything you've shared with me.

I would also like to extend my deepest gratitude to my lecturer, Dr Azhana Othman, for your constant guidance, reminders, and support. Your valuable feedback and encouragement have kept me motivated and focused, ensuring that I make the most out of this internship experience.

Thank you to everyone who has contributed to making my internship journey such a positive and unforgettable experience. I will always cherish the lessons, memories, and personal growth that I have gained during this time.

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1.0 EXECUTIVE SUMMARY

As part of the Bachelor of International Business (Hons.) program at Universiti Teknologi MARA (UiTM), students are required to complete MGT666 Industrial Training, a core course that provides practical exposure in a professional setting. The 24-week internship, which spans from 12 August 2024 to 24 January 2025, serves as a bridge between theoretical knowledge and practical business operations. I am currently completing my internship at Pahang Corporate Management Service, where I am gaining valuable experience in various aspects of business management and operations.

During this internship, I was appointed as trainee in Learning & Development Team, where we are responsible for organizing and facilitating training programs for public, state, and government-linked companies (GLCs). This role has allowed me to develop project management skills, coordinate with stakeholders, and ensure the successful execution of these programs.

The primary objective of this internship is to provide hands-on experience in business operations and to develop essential professional skills such as communication, problem-solving, and teamwork. Additionally, the internship aims to deepen students' understanding of how business theories and strategies are applied in a corporate environment, preparing them for future careers in the international business sector.

Pahang Corporate Management Service, formerly known as Pahang Technology Resources, was established in 2007. In 2019, it was tasked by the state government to manage, expand, and lead the MSC Malaysia Pahang initiative, with a specific focus on the development of biotechnology projects within Pahang. The organization's corporate services encompass a wide range of activities, including corporate services, education and training, land management, special projects, takaful services, travel and tours, event management, and serving as an implementing agency.

This report highlights my learning experience and professional development gained during my internship at Pahang Corporate Management Service. It reflects how the internship has allowed me to apply theoretical knowledge in a practical business environment, enhancing my skills in project management, communication, and teamwork. Furthermore, the experience has provided valuable insights into the corporate services sector, particularly in learning & development. I believe this internship has significantly contributed to my readiness for a future career in business.

2.0 STUDENT'S PROFILE



Dayana Aqilah Binti Mahayuddin

PROFILE SUMMARY

A detailed-oriented individual with an interest in management and marketing related industries. Currently seeking an internship placement for 24 weeks starting from August 2024 – January 2025. Having served numerous roles in group assignments and project, including group leader and multimedia bureau, I have showcased my passion of delivering top quality to people around me. Proficient in Microsoft Suites and Canva, I am well-equipped to leverage technology for effective communication and project management. For these reasons, I truly believe that I am a great fit for this role.

EDUCATION

| | |
|----------------------------|--|
| March 2022— Present | Universiti Teknologi MARA, Kampus Bandaraya Melaka Bachelor in International Business Current CGPA: 3.79 Award: Dean Award (Semester 1–4) |
| July 2019— Feb 2022 | Universiti Teknologi MARA, Kampus Jengka, Pahang Diploma in Office Management and Technology CGPA: 3.90 Award: Vice Chancellor's Award, Dean Award (Semester 1–5) MUET: Band 4 |

PROJECT INVOLVEMENTS

| | |
|--|-----------------|
| Research Findings (Impact of Social Media on Students' Study Habits) | Jun 2024 |
| <ul style="list-style-type: none">Conducted research and presented findings on the impact of social media on students' academic achievement of students in UITM Bandaraya Melaka. | |
| Academic Trip (Universitas Islam Padang, Indonesia) | May 2024 |
| <ul style="list-style-type: none">Organized an academic trip of 40 students and served as Multimedia Bureau to Universitas Islam Padang to promote knowledge exchange and university collaboration.Performed traditional Malaysian dances in Universitas Islam Padang, showcasing various cultural heritage aspects. | |
| CSR Program (Panti Asuhan Putri Aisiyah, Padang, Indonesia) | May 2024 |
| <ul style="list-style-type: none">Managed and coordinated a Corporate Social Responsibility program at Panti Asuhan Putri Aisiyah, Padang, Indonesia, involving 56 children and contributing to community welfare.Successfully fulfilled responsibilities as Multimedia Bureau including designed name cards, jersey, certificates, and a digital magazine.Designed posters for a CSR program fundraising campaign, successfully raising approximately RM 9,000. | |
| Project Peace Program | Jan 2024 |
| <ul style="list-style-type: none">Coordinated Project Peace, overseeing a team of 40 students with the aim of imparting stress management skills and techniques, serving as Registration and Special Duties Bureau. | |
| Kootogether Application Development | Jun 2023 |
| <ul style="list-style-type: none">Led the group of four in the development of Kootogether, an application for managing Kootu funds, achieving Gold Awards at the International Teach Act Competition 2023 (iTAC). | |

WORK EXPERIENCES

Geeta HQ | Quality Check Inspector

February - March 2023

- Conducted quality checks of minimum 100 pieces of final products before inclusion in inventory and dispatch to end-users, resulting in a reduced defect rate and fewer customer complaints.
- Packed 50-100 orders per day, ensuring timely and accurate dispatch.

QQ Sushi | Sushi Chef | Cashier

August – October 2022

- Managed the preparation of 100-200 sushi pieces per day, ensuring the food met high standards and complied with health and safety regulations.
- Oversaw day-to-day operations, including inventory management, addressing customer orders and inquiries, and cashier duties.
- Executed comprehensive maintenance and cleanliness protocols for all equipment and work areas; enhanced safety compliance and reduced hygiene-related incidents.
- Prepared daily financial reports using the POS system, ensuring accurate tracking of sales and transactions.

ACTIVITIES AND INVOLVEMENTS

Choir Participant (Minggu Aspirasi Budaya)

Jan 2024

- Represented International Business program in the choir competition and achieved 3rd place out of 6 other programs, contributing to the team's success.

Fun Run Project (Active Members of SUZA Club Charity Week Mission, UITM Alor Gajah)

Oct 2023

- Collaborated with Islamic Relief Malaysia (IRM) and organized a Fun Run project involving more than 200 UITM alumni to collect crowdfunding for supporting Palestine, successfully raising approximately RM5000.

Class Academic Trip Fundraiser

Nov 2023

- Managed a class business by selling variety of bread aimed to support and increase funds for the class's academic trip, successfully generating approximately RM1000.

Cultural Dance Participant (International Business Fiesta)

Jan 2023

- Performed Indonesian dances at the International Business Fiesta, securing 3rd place out of 12 teams, aimed to enhanced cultural diversity.

CERTIFICATES & TRAINING

- | | |
|---|----------|
| • Inbound Marketing HubSpot Academy | Mar 2024 |
| • Email Marketing HubSpot Academy | Feb 2024 |
| • Understanding Strategic Planning and Sales Management HRDCORP | Feb 2024 |
| • Business Presentation and Communication MTF Institute of Management | Feb 2024 |
| • Content Marketing Fundamentals SEMrush Academy | Feb 2024 |

ADDITIONAL INFORMATION

Technical Skills: Microsoft Word (Advanced), Microsoft Excel (Intermediate), PowerPoint (Intermediate).

Creative Design: Canva (Advanced), Capcut (Intermediate), VN (Intermediate).

Language: Bahasa Malaysia (Native or Bilingual Proficiency), English (Professional Working Proficiency)

REFERENCES

Encik Mohd Isham bin Abidin
Lecturer of Faculty of Business and Management

3.0 COMPANY'S PROFILE

3.1 Company Background



Pahang Corporate Management Services Sdn. Bhd. (PCMS) is a wholly owned subsidiary of Pahang Corporation Sdn. Bhd. and the Pahang State Government. Established on 30th May 2007, the company is chaired by YAB Menteri Besar Pahang and governed by a Board of Directors comprising four members.

Initially focused on ICT project management and biotechnology-related initiatives, PCMS has since broadened its scope to provide comprehensive corporate services to government entities, government-linked companies (GLCs), and the private sector in Pahang. Formerly known as Pahang Technology Resources Sdn. Bhd. (PTRSB), PCMS was originally tasked with managing, expanding, and initiating MSC Malaysia Pahang, with a specific focus on the development of biotechnology projects in the state.

Over time, PCMS has expanded its range of services to include leasing of palm oil plantations in the Rompin District, rental of the MSC Cybercentre Pahang building, and the provision of incubator and training room facilities. Additionally, the company is

involved in the development of mini-hydroelectric projects and supplies PVC-M pipes for the state.

Today, PCMS offers a diverse range of corporate services, including education and training, land management, special projects, takaful services, travel and tours, event management, and serving as an implementing agency (agensi pelaksana) for various initiatives. Through its broad expertise and commitment to service excellence, PCMS continues to play a pivotal role in driving the development of Pahang's economy and public services.

| | |
|---------------|---|
| COMPANY LOGO |  |
| LOCATION | No. 15 & 17, Ground Floor, ICT Hub, Jalan Putra Square 4, Putra Square, 25200 Kuantan, Pahang |
| PHONE NUMBER | 010-657 0408 |
| OPENING HOURS | Monday – Friday 8 a.m. – 5 p.m. |

3.2 Mission And Vission

3.2.1 Mission

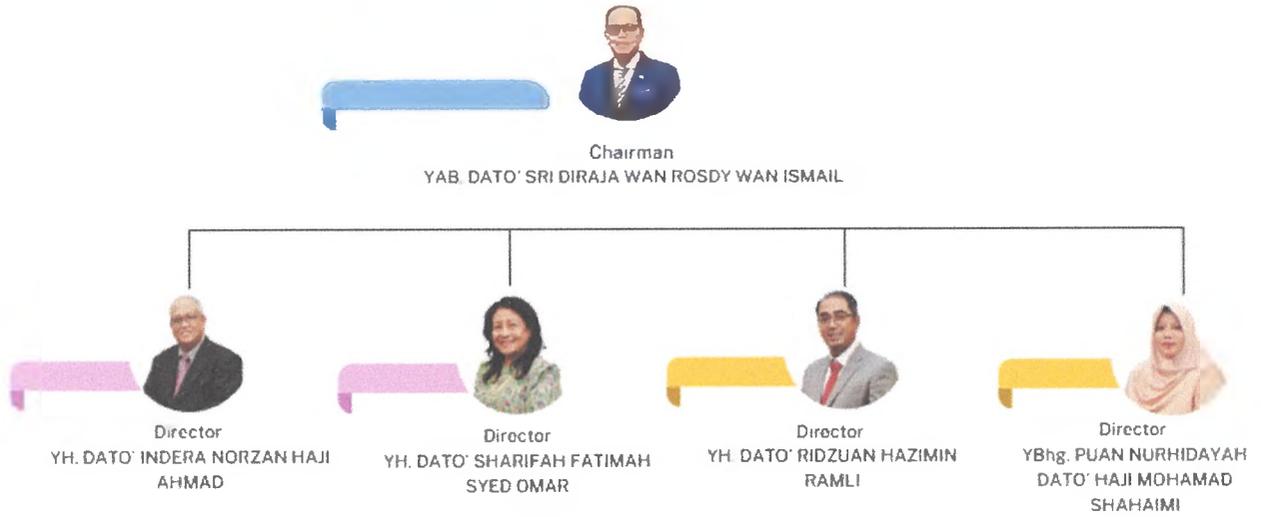
To deliver effective corporate service solutions and ensure excellence in human capital development and implementation.

3.2.2 Vision

To be the premier provider of corporate management and consulting services for everyone.

3.3 Organizational Chart

3.3.1 Board of Director



3.3.2 PCMS Organization Chart



3.4 Services

i. Corporate Services

PCMS offers comprehensive corporate solutions, including legal advisory, company secretarial services, auditing, and consulting. Key services include training needs analysis, HR policies, job evaluation, KPI development, and industrial relations advisory, primarily for Pahang State-Linked Companies and related government agencies.

ii. Takaful Services

As an appointed agency for Pahang State-Linked Companies, PCMS provides diverse takaful coverage, including general policies like liability, motor, fire, and personal accident, as well as life policies such as group hospitalization and surgical (GHS) and group term takaful (GTT).

iii. Education & Training

PCMS, an HRDC-certified training provider since 2021, delivers tailored programs for government, GLCs, and private sectors. Focus areas include teambuilding, leadership, corporate governance, industrial relations, business communication, and customized training to meet client needs.

iv. Special Projects

PCMS leads green technology initiatives, including mini-hydro projects in Lipis and Cameron Highlands and a large-scale solar project in Rompin. The company also manages land title registration outsourcing for Pejabat Tanah dan Galian Pahang.

v. Land Management

PCMS oversees the development and legalization of 12,615 acres of oil palm plantations in Rompin, ensuring revenue generation through premiums, quit rents, and leases, making this a major revenue contributor.

vi. **Building Management**

PCMS provides modern training and meeting room rental services, equipped with cutting-edge facilities such as smart TVs, projectors, and internet access.

vii. **Event Management**

Launched in 2024, PCMS organizes recreational events like marathons, fun runs, and fishing competitions, fostering work-life balance in collaboration with government agencies.

viii. **Travel & Tours**

In 2024, PCMS entered the travel industry, offering both Umrah and non-Umrah travel packages. Partnering with experienced players, PCMS aims to become a key player in the Pahang travel market.

ix. **Communication Network Development**

PCMS, as the implementing agency, manages the development of communication network facilities for the state, including land approvals for network infrastructure projects.

4.0 TRAINING'S REFLECTION

4.1 Internship Experience

During my 24-week internship at Pahang Corporate Management Services (PCMS) from 12 August 2024 to 24 January 2025, I had the chance to experience a real working environment, which gave me the opportunity to apply what I learned in my studies and see how different parts of a business work together. Throughout this period, I picked up new skills and developed both personally and professionally, which will be useful for my future career.

I was appointed as trainee in Learning and Development department, where I was assigned to do business communication related work, costs monitoring and project facilitation. I managed various tasks related to the company's projects and training programs. My responsibilities included business communication, B2C relations, cost monitoring, and program facilitation. These tasks were not limited to just one area, which made the experience diverse and challenging.

One of my key tasks was communicating with clients and potential partners. I regularly contacted government-linked companies (GLCs) in Pahang, gathering contact details to reach out to clients and potential clients to building network, distributing promotional materials for future training programs and followed up with potential clients to confirm participation. This taught me the importance of clear, effective communication in building lasting business relationships. Furthermore, I gained a deeper understanding of how B2C relationships function in the corporate world, especially in maintaining open and transparent communication with clients to build trust.

Another key responsibility was cost monitoring. I conducted surveys to find the most suitable options for accommodations, team-building packages, catering services, and HRDC certified trainers for future programs. This required careful research and comparisons to ensure the company could organize high-quality events while staying within budget. I also conducted cost evaluation and calculation for training packages

available, making sure that the prices are competitive and compelling to the clients. Through this process, I learned how to evaluate options critically and make recommendations that balance quality and cost.

In addition to office tasks, I also worked as a facilitator for training programs. One of the highlights during my internship was traveling outstation to assist in various events. These included The Professional Image and Ethics for Personal Assistants Program in Pekan, the Team-Building Event for Setiausaha Kerajaan Pahang in Janda Baik, and a Team-Building Program for Tanah Makmur Berhad in Kempadang, Kuantan. I was involved in participant registration, accommodation for room allocation, event logistics, and facilitating games and activities. Furthermore, I provided general support during the event and managed any last-minute changes or requests. My role also involved assisting participants during activities to ensure smooth facilitation and engagement.

I also played a role in the preparation phase of these programs. For instance, I organized materials such as slides, notes, and training kits and helped with packing and transporting equipment to the designated places. Additionally, I brainstormed and prepared activities and games suitable for the program and gathered the necessary materials needed. This taught me the importance of detailed planning and full preparation because even small oversights can affect the program's success.

Other administrative tasks I performed included attending meetings related to training department and taking minutes during those meetings. I also contacted companies and sent emails to share promotional flyers about training programs, followed up with potential clients to confirm participation, and created participation certificates. I also assisted marketing department in designing creative posters for future training programs in 2025 and designed trainers' profile, as promotional materials to attract potential participants from both Government-Linked Companies and Public Companies. Besides, I also supported marketing team in creating creative video contents for promotion in social media, including TikTok, Instagram and Facebook.

Overall, my internship gave me valuable insight into project management, event facilitation, and client relations. Additionally, I developed critical skills such as cost evaluation, professional communication, and multitasking, which are crucial for my future career.

4.2 Internship Gains

4.2.1 Benefits

During my internship at Pahang Corporate Management Services (PCMS), I receive a monthly allowance of RM500. Additionally, I am eligible for overtime (OT) compensation at a rate of RM10 per hour, which is typically provided when I am assigned to outstation duties, such as facilitating training programs.

For outstation duties, I am also entitled to meal claims, with an allowance of RM40 per meal for breakfast, lunch, and dinner. This provision helps cover meal expenses incurred during work-related travel and ensures that interns are adequately supported while carrying out their responsibilities.

4.2.2 Knowledge Gains Related to Work

Event Coordination

During my internship, I had the opportunity to oversee the logistical aspects of various events and training programs. This experience allowed me to develop strong organizational skills by ensuring that all materials, equipment, and resources were well-prepared before each session. From coordinating participant registration to facilitating games, I learned the importance of meticulous planning to ensure smooth event execution. Additionally, I enhanced my problem-solving skills by quickly addressing unexpected challenges, such as last-minute changes in the program schedule or logistical constraints. These experiences have strengthened my ability to handle event coordination efficiently and proactively.

Project Management

I gained valuable insights into project management by learning how to plan, execute, and facilitate projects effectively. Through this process, I developed a better understanding of task delegation, risk management, and workflow organization. I also improved my ability to anticipate potential obstacles and develop contingency plans, which helped maintain efficiency in the execution of various projects.

Administrative Skills

Throughout my internship, I was involved in various administrative tasks, which helped me develop essential skills in documentation and office management. I learned how to prepare meeting minutes accurately, ensuring that all key points, decisions, and action items were properly recorded and distributed. Additionally, I enhanced my report-writing skills by compiling program summaries and evaluation reports. I also gained experience in client coordination by following up on inquiries, confirming bookings, and assisting with email communications. These administrative responsibilities helped me improve my attention to detail, time management, and ability to work in a structured environment.

4.2.3 Skills Related to Personal Development

Teamwork

Working closely with my colleagues during event planning and facilitation allowed me to develop strong teamwork skills. I experienced first-hand the importance of effective teamwork, particularly when handling complex tasks that required input from multiple team members. By assisting in team-building programs and coordinating responsibilities with my teammates, I learned how to adapt to different working styles, communicate ideas effectively, and contribute meaningfully to group efforts.

Communication Skills

My internship provided numerous opportunities to improve my communication skills. I frequently interacted with clients through follow-up calls, emails, and in-person discussions during programs. This exposure helped me become more confident in professional communication, whether it was explaining event details to clients, providing

necessary information, or addressing inquiries. Additionally, engaging with participants during training sessions enhanced my ability to convey information clearly and build rapport with different audiences.

Time Management

Managing multiple responsibilities during my internship required me to develop strong time management skills. I had to balance tasks such as designing promotional materials, preparing certificates, organizing event logistics, and assisting with program execution, often within tight deadlines. By prioritizing tasks effectively and maintaining an organized workflow, I was able to complete assignments efficiently while maintaining a high standard of quality. This experience has improved my ability to handle workload pressures, meet deadlines, and work in a fast-paced environment.

5.0 SWOT ANALYSIS

Strengths

- Extensive Experience as a GLC Company
 - Established in 2007, PCMS has years of experience, providing a solid foundation in corporate management services within the state.
- Government Mandate and Recognition
 - PCMS operates with the support and recognition of the Pahang state government, enhancing its credibility and trustworthiness.

Opportunities

- Post-Pandemic Industry Growth
 - The recovery of industries after COVID-19 has increased demand for corporate management services, providing new business opportunities.
- Digitalization Era
 - Utilizing social media platforms like TikTok and Instagram enables PCMS to reach broader audiences, including private companies outside Pahang.

Weaknesses

- Lack of Experience in Service-Based Business
 - As an implementing agency since 2019, PCMS is still developing expertise in service-related industries, limiting its competitiveness.
- Unclear Business Segmentation
 - The company lacks a signature service or defined focus, making it challenging to differentiate itself from competitors.



Threats

- Competition from Established Providers
 - SMEs and other service providers with specialized expertise create a competitive environment for PCMS.
- Limited Support from GLCs and Subsidiaries Due to Competition
 - PCMS competes with other GLCs and subsidiaries and this may reduce opportunities for collaboration and support, impacting its growth potential.

6.0 EXPLANATION OF SWOT ANALYSIS

Pahang Corporate Management Services (PCMS) has been a key player in providing corporate management services within the Pahang state since its establishment in 2007. As a government-linked company (GLC), PCMS is recognized for its extensive experience and has earned a significant reputation in the local market. To better understand the current strategic position of PCMS and the factors that may influence its future growth, a SWOT analysis was conducted. This analysis identifies the company's strengths, weaknesses, opportunities, and threats, providing insight into both its internal and external environment.

6.1 Strengths

One of the most significant strengths of PCMS is its extensive experience as a GLC company. Since its establishment in 2007, PCMS has built a strong reputation and a solid foundation as a trusted service provider in Pahang. Its long-standing presence in the market has allowed it to develop an in-depth understanding of the local business and government landscape, which positions it well to deliver value in the corporate management space.

In addition, PCMS holds a government mandate, which further solidifies its standing and credibility. This mandate grants PCMS the authority and responsibility to implement various initiatives on behalf of the Pahang state government, contributing to its trustworthiness and reliability in the eyes of both clients and potential partners.

6.2 Weaknesses

Despite its strengths, PCMS also faces some internal challenges. One of the primary weaknesses is its lack of experience in service-based businesses, particularly in newer service areas such as travel and tour and event management, which were added in 2024. As the company diversifies into new sectors, it may face difficulties in managing multiple service lines efficiently. This could strain existing resources, making it harder to maintain consistent quality across different offerings. Although PCMS has extensive experience as a corporate management services provider, it has only recently been appointed as an implementing agency since 2019. This relatively recent shift means that the company is still in the process of developing its expertise in service-related industries, especially in these new business services, which can affect its competitiveness in the market.

Another weakness is the unclear business segmentation and lack of a signature service. Currently, PCMS does not have a well-defined niche or unique offering that sets it apart from other competitors in the market. PCMS offers various kind of services, make it difficult to set a clear niche segmentation. The company's business focus and segmentation are still in development, which can make it challenging to differentiate itself and create a clear identity. The lack of a signature service or a specialized area of expertise may also contribute to the company's struggle to build brand recognition and attract a wider range of clients.

6.3 Opportunities

Despite these weaknesses, PCMS has several opportunities that it can leverage for growth and expansion. One of the most significant opportunities comes from the post-pandemic growth in various industries. As businesses and industries recover from the

economic downturn caused by the COVID-19 pandemic, there is an increased demand for corporate management services, training, and consultancy. This provides PCMS with the opportunity to tap into new markets, expand its client base, and enhance its service offerings to meet the changing needs of the post-pandemic world.

Additionally, the digitalization era offers a pathway for PCMS to enhance its reach and visibility. The growing reliance on digital platforms for business operations provides opportunities to expand services beyond geographical limitations. By utilizing social media platforms such as TikTok, Facebook and Instagram, PCMS can effectively promote its services and attract a diverse client base, from public sector entities to private companies, while also reinforcing its brand identity. Furthermore, embracing digitalization allows PCMS to develop innovative solutions such as virtual training programs, to cater to the current trend of remote work and digital learning.

6.4 Threats

Despite these opportunities, PCMS also faces external threats that could impact its long-term success. One of the most significant threats is competition from existing service providers, including small and medium-sized enterprises (SMEs) and other organizations offering similar corporate management and training services. The market for corporate services is highly competitive, and established players with proven track records and specialized services pose a significant challenge to PCMS's growth. This competition could make it difficult for PCMS to differentiate itself and capture a larger share of the market.

Another key threat is the limited support from government-linked companies (GLCs) and their subsidiaries, as these entities often compete against one another within the same industry. This internal competition among GLCs reduces opportunities for collaboration with PCMS, creating barriers to forming consistent partnerships. This lack of support limits PCMS's ability to secure a stable client base, making it harder to achieve long-term sustainability and growth.

7.0 RECOMMENDATION (SWOT MATRIX)

7.1 SO Strategies

To capitalize on PCMS's strengths of having government mandate and recognition along with the opportunity of post-pandemic industry growth, the company should leverage its extensive experience and government mandate to meet the increased demand for corporate management services in the post-pandemic era. For example, PCMS can design customized training programs addressing post-pandemic workplace challenges such as remote team management and digital transformation, mental health, digital marketing and more. These offerings would align with client needs and highlight PCMS's ability to adapt to emerging trends (Chernev, 2020).

Additionally, to utilize the strength of having extensive experience as a GLC company and the opportunity presented by digitalization PCMS can use digital platforms like TikTok, Facebook, and Instagram to showcase its services through engaging content, including client testimonials and past program highlights. The COVID-19 pandemic accelerated the reliance on social media for business operations, marketing, and customer engagement, making these platforms essential tools for visibility and outreach (Smith et al., 2021). By posting informative content that highlights its strengths as a credible and trusted GLC operating with a government mandate such as success stories and interactive Q&A sessions PCMS can enhance its visibility, attract potential clients or partners, and strengthen its position in the corporate management sector (Elon University, 2021).

7.2 WO Strategies

To reduce the lack of experience in service-based businesses while taking advantage of the digitalization era, PCMS should encourage their employees to participate in training programs that align with their roles and skill development needs, particularly in service-related areas. Examples include training in event management, effective communication, customer service excellence, and more. With the rise of digitalization, the availability of virtual training programs has significantly increased, making upskills more accessible than ever before. Employees no longer need to worry about attending programs that are

physically distant, as virtual platforms offer flexibility and convenience. For instance, webinars, online workshops, and e-learning courses provide interactive and immersive learning experiences that rival traditional in-person training. This digital shift ensures that employees can stay updated with the latest industry practices regardless of their location. (Forbes, 2021)

To address the challenge of unclear business segmentation while utilizing the opportunity of post-pandemic industry growth, PCMS can conduct comprehensive market research to identify high-growth industries and in-demand training programs in the post-pandemic landscape. Prior to the pandemic, training programs typically focused on traditional areas such as marketing and manual finance processes. However, in the wake of the pandemic, the demand has shifted towards digital marketing, e-invoicing, and virtual communication tools, reflecting the increasing reliance on digital platforms. By aligning its offerings with these emerging trends, PCMS can ensure a more targeted service delivery. This approach will help PCMS establish a clearer market focus, strengthen its presence, and enhance its credibility (Research Outreach, 2020).

7.3 ST Strategies

To use the strength of having a government mandate to reduce the threat of competition from established providers and SMEs, PCMS should emphasize its unique position as a recipient of government mandates and recognition, which are advantages that set it apart from many competitors. Highlighting this distinction can build trust and demonstrate PCMS's credibility and stability, appealing to clients who value reliability and professionalism. For example, when approaching organizations in need of corporate management services, PCMS can showcase its governmental support and track record of compliance with industry standards, to assure clients that choosing PCMS means partnering with a dependable and well-established entity.

Next, to utilize the strength of its experience as a GLC to reduce the threat of limited support from GLC companies, PCMS can leverage its experience and offer complementary services instead of competing directly with other GLCs that offer similar

services. With its deep knowledge and expertise in corporate management and other key areas, PCMS can position itself as a trusted partner. For example, while other GLCs focus on land management and are competing each other for land the tapping right, PCMS could offer consulting services to optimize land management practices or provide guidance on corporate strategies instead of competing with them. This can assure other GLCs that PCMS is rather a complementary partner than competitor. This approach also enables PCMS to avoid direct competition, create valuable partnerships, and still contribute meaningfully to the growth of other GLCs or companies

7.4 WT Strategies

To avoid the threat of competition with established providers and SMEs while reducing the weakness of lack of experience in service-based businesses, PCMS can collaborate with established service providers in industries where it lacks expertise, such as event management and travel tours, to gain valuable insights, share resources, and improve service quality. These collaborations can help PCMS build credibility while expanding its capabilities in new business areas. For instance, a joint venture with a reputed travel tour firm can enable PCMS to offer comprehensive event and travel packages tailored to client needs, while also learning best practices from experienced partners. By teaming up with other professionals and organizations, companies can leverage unique capabilities to boost business outcomes. (Park, K. & Park, J., 2017) This approach not only enhances service quality but also helps PCMS stay competitive in a challenging market.

Lastly, to reduce the threat of limited support from GLCs while addressing the issues of unclear business segmentation and limited support from GLCs and subsidiaries, PCMS should develop unique value propositions that cater specifically to GLC needs. For example, the company can create exclusive training packages, such as tailored team-building programs, designed specifically for GLCs. By aligning these offerings with the strategic goals and needs of GLCs, PCMS can differentiate its services and create a distinct niche in the market. This targeted approach not only strengthens relationships with GLCs but also helps establish clear business segmentation, ensuring a more focused and effective approach to service delivery (Camilleri, 2021; Hitt et al., 2023).

8.0 CONCLUSION

To conclude, my six-month internship at Pahang Corporate Management Services (PCMS) has been a profoundly enlightening and significant experience. I have had the opportunity to explore various aspects of corporate management, particularly within the Learning and Development department. Every duty, from overseeing business communications and monitoring costs to facilitating team-building program, has given me the opportunity to hone my practical abilities and acquire priceless real-world experience that goes beyond the classroom.

Even though there were obstacles in my path, I learnt the value of teamwork, flexibility, and attention to detail from these experiences. Performing the SWOT analysis was a very enriching learning experience that helped me better understand the PCMS's strengths, areas for improvement, and growth opportunities.

Overall, this internship has greatly aided in my professional and personal growth. It has increased my self-assurance in my capacity to benefit a company and taught me the value of continuous learning and flexibility. I want to thank my lecturers for all of their assistance and encouragement during this experience, my colleagues for their unwavering support, and Pahang Corporate Management Services for giving me this priceless opportunity. I am looking forward to use these insights and lessons in my future professional endeavours.

9.0 ACADEMIC CITATION

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APPENDICES

Team-Building Program for Tanah Makmur Berhad



Professional Image and Etiquette Course for Personal Assistants of the Pahang State Government Offices



Team-Building Program for Pahang State Secretary Incorporated



DAYANA AQILAH MAHAYUDDIN

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