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INDUSTRIAL TRAINING REPORT: YONG MING MARKETING [MGT666]

Prepared By:

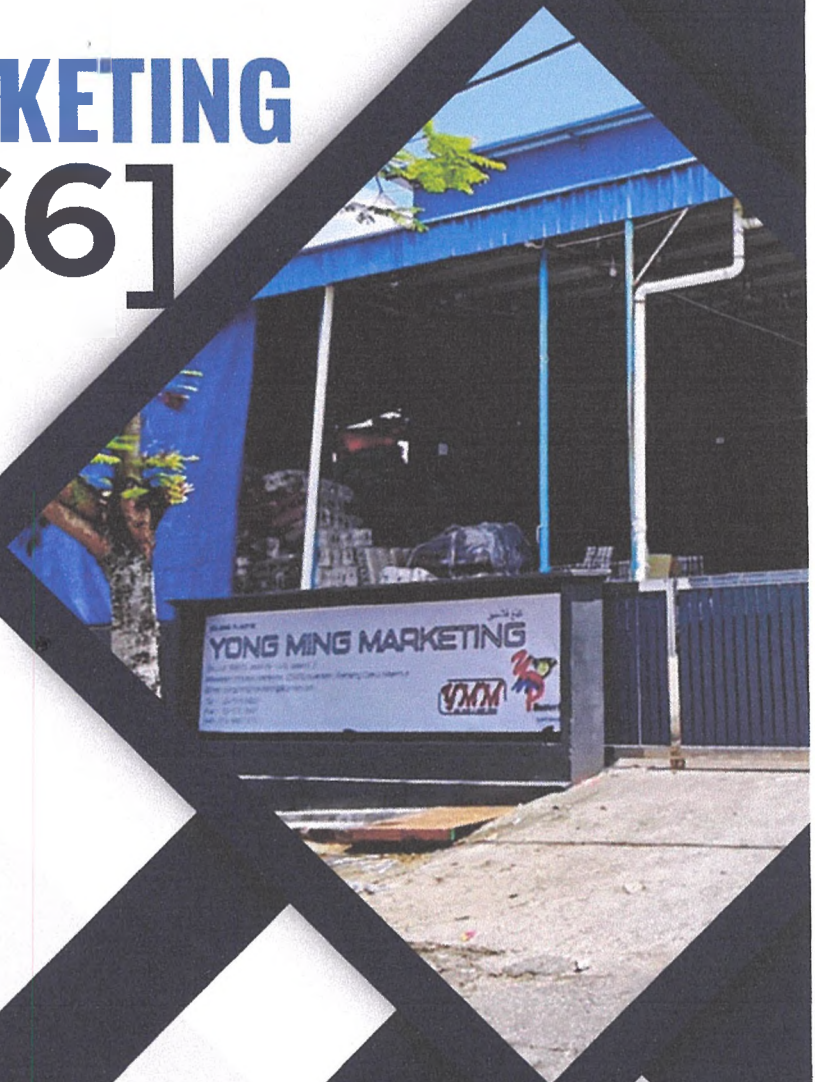
Khairun Nisa binti Jumali
2022864392 | BA 232 6B

Prepared For:

Dr. Geetha a/p Muthusamy

Date of Training:

12 August 2024 - 24 January 2025



SURAT KEBENARAN

Tarikh : 7/1/2025

Kepada :

Penyelaras Latihan Praktikal
Fakulti Pengurusan Perniagaan
UiTM Kampus Bandaraya Melaka
110 Off Jalan Hang Tuah
75300 Melaka

No Tel : 06-285 7119 / 7190 / 7196

Email : praktikalfppmelaka@uitm.edu.my

Tuan/Puan

Maklumbalas (/)

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Tajuk Laporan	INDUSTRIAL TRAINING REPORT - YONG MING MARKETING	Nama Syarikat	YONG MING MARKETING

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Yang Benar

.....
Nama Pegawai : MISS SHARON
Jawatan : ACCOUNTANT
No. Tel.
No. Faks

Cop jabatan/organisasi
YONG MING MARKETING
201003097194 / CA0164382-T
Lot 59873, Jln. IM 14/9, Sektor 3,
Kws. Industri IM, 25200 Kuantan.
Tel: 09-5738993 Fax: 09-5733997
SST: C10-1809-22000008

EXECUTIVE SUMMARY

I started my wonderful and enlightening six-month industrial training with Yong Ming Marketing, a plastic production business in Kuantan, Pahang. I was excited to use my knowledge and abilities in a practical situation as an Office Administration major. I made a point of highlighting the skills that would help me in the position of office administration intern on my resume while I was searching for an internship. I choose Yong Ming Marketing because it provided me with appropriate experience, but it also allowed me to work in another environment, away from my family, and with a friend who was also an intern at the same company. Following this choice helped in my professional and personal development.

When I started there, I was put in charge of the office team and given a variety of administrative duties, including managing paperwork, filing, and helping walk-in clients. Through this training, I gained essential interpersonal and customer service skills that were useful while working with coworkers and customers alike. I was able to improve my organizational skills and multitasking efficiency in this work, which will help me in my future career. Similar to other businesses, Yong Ming Marketing analyses its position in the market using a SWOT analysis. The company's key strength lies in its ability to offer attractive wage packages and ability to maintain strong and long-term client relationships. Employee satisfaction and the preservation of the company's reputation will result from doing this. For the weaknesses, it is a dependence on a small number of key clients and utilizing services from third parties.

In order to address these issues, this business should concentrate on small and medium-sized customers and acquire its own fleet of vehicles and drivers. The opportunities that have in this company will increase economic growth on business and society also will will exposed employees to learning from various cultures. Other than that, the threat which is environmental sustainability issues and fierce competition in the sector. In this situation, the business should be aware of the danger to maintain a positive reputation. Last but not least, I had a great time working as an intern for this company since I got to know a lot of people who were willing to share their knowledge with me about the workplace.

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ACKNOWLEDGMENT

First and foremost, I would like to express my heartfelt gratitude to Allah S.W.T., the most merciful and compassionate, for bestowing upon me the strength, wisdom, and resilience to successfully complete my degree in Office System Management. I have been able to successfully negotiate the opportunities and difficulties of this academic path thanks to His heavenly guidance.

Additionally, I want to express my gratitude to Yong Ming Marketing (YMM) for their unwavering support and priceless help during my academic journey. I would especially like to thank my supervisor, Mrs. Sharon, whose constant encouragement, and outstanding direction have been essential to my academic achievement. I sincerely appreciate her advice, and I will apply what I have learned to my future career.

I also want to express my gratitude to Dr. Geetha a/p Muthusamy, my academic adviser, whose unwavering guidance, support, and meticulousness have been a continual source of strength. She has been incredibly patient in answering my inquiries and assisting me in navigating challenging academic situations. I am immensely grateful to have had the opportunity to study under her guidance.

In addition, my success has been built on the unwavering love, support, and encouragement of my family and friends, for which I am incredibly grateful. This journey has been fuelled by their faith in me, even when I doubted myself.

I want to conclude by expressing my sincere gratitude to everyone who has helped me grow both academically and personally. I have a particular place in my heart for each and every person who has contributed to this trip, whether directly or indirectly through their support of my studies.

1.0 Updated Resume

KHAIRUN NISA BINTI JUMALI

Availability: February 2025 onwards



CAREER OBJECTIVE

A dedicated and motivated graduate of Universiti Teknologi MARA (UiTM) with a Bachelor's Degree of Office Systems Management (Hons.). Recently completed a six-month industrial internship in Office Administration, which gained hands-on experience in the scope of administration and management. Detail-oriented Office Systems Specialist with expertise in document control, invoice management, and customer service. Looking forward to gain new knowledge and ready to contribute my skills and experience to your company for progressive growth.

EDUCATIONAL BACKGROUND

Bachelor Degree of Office Systems Management (Hons.)

October 2022 – January 2025

- Universiti Teknologi MARA (UiTM), Cawangan Melaka, Kampus Bandaraya Melaka
- Current CGPA: 3.46
- MUET: Band 3.5
- Dean's List Award Semester 5

Diploma of Office Management and Technology

March 2020 – September 2022

- Universiti Teknologi MARA (UiTM), Cawangan Melaka, Kampus Alor Gajah
- CGPA: 3.81
- ANC (Vice Chancellor Award)

WORK EXPERIENCE

Admin – Internship | Yong Ming Marketing, Kuantan, Pahang.

August 2024 – January 2025

- Created contract and agreement letters that incorporate accurate terms and conditions with according to company guidelines.
- Arranged documents in alphabetical, numerical, and geographical order.
- Managed invoices and purchase orders by ensure invoices match agreed-upon details, such as quantity and price.
- Organized record keeping and file payment vouchers with supporting documents in hard copy by vendor, date, and invoice number.
- Maintained cash sales documents by filing transaction details such as copies of invoices, payment receipts, and daily sales summaries.

Clerk | Gagasan Karisma Agensi Takaful, Masjid Tanah, Melaka. (Part Time)

September – October 2022

- Responsible for carrying out administrative tasks to support everyday business operations.
- Responded to phone calls and emails, keeping an organized filing system, and updating office supplies as needed.
- Typing reports, letters, and other business papers.

Waitress | Warung Desa Taming Sari, Sungai Udang, Melaka. (Part Time)

March – May 2022

- Manage customer orders accurately, prepared and serve meals and drinks in accordance with set guidelines.
- Cooperate with coworkers to ensure that customer orders are fulfilled efficiently.
- Managed payments for customers and kept precise transaction records.

EXTRACURRICULAR INVOLVEMENT

Jawatankuasa Sukan Pelajar

March 2023 – March 2024

Ketua Exco Perhubungan Korporat, Sesi 2023/2024

- In the role of serving as a liaison and mediator with other campus' Jawatankuasa Sukan Pelajar.
- Responsible for storing information regarding committees and other organizations that can be contacted in order to further cooperation.

VIBE2RECYCLE | Project Management Programme

November 2023

Bureau of Protocol and Technical

- In charge of managing all movement during the event, both on and off stage.
- Handling care of the PA system and the specifications for decorating the VIP area.

Karnival Sukan Mahasiswa UiTM (KARISMA) 2023

September 2023

Urusetia

- Responsible for managing the accommodation needs of all committee members and secretaries.
- Manage and supervise the athletes' welfare and handling the sports schedule.

The Beginner's Guide | Professional Etiquette for Hoteliers Programme

May 2023

Bureau of Food

- Prepare a budget and determine the type of food that will be served to the committee.
- Find a catering company or cafeteria that provides meal services.

Jawatankuasa Perwakilan Kolej

October 2022 – February 2023

Naib Ketua Sekretariat, Sesi 2022/2023

- Responsible for administering the secretariat line and advising the Head of the Secretariat.
- Act as a mediator between the College Management Unit and the secretariat.

CERTIFICATION

- Melaka International Intellectual Exposition 2024, MIIEX (Gold Medal for Special Category).
- Malaysia Digital Economy Corporation (MDEC).
- MASMED Young Entrepreneur (MyENT).

ADDITIONAL INFORMATION

Hard Skills: Microsoft Word (Advanced), Canva (Advanced), Google Workspace (Advanced), Microsoft Excel (Intermediate), Microsoft Office (Intermediate).

Soft Skills: Time Management, Teamwork, Desire to Learn, Adaptability, Problem-Solving and Communication.

Language Skills: Malay (Native) and English (Proficiency).

REFERENCE

Mrs. Sharon

Accountant,

Yong Ming Marketing,

25200, Kuantan, Pahang.

2.0 Company Profile



Figure 1: Yong Ming Marketing's Logo

Yong Ming Marketing Company Profile	
Company Name	Yong Ming Marketing
Location	Lot 59873, Jalan IM 14/9 Sektor 3, Kawasan Industri Indera Mahkota, 25200, Kuantan, Pahang
Operation Hours	<ul style="list-style-type: none">Monday – Friday (8:30 a.m. - 17:30 p.m.)Saturday (8:30 a.m. - 1:00 p.m.)Sunday (Closed)
Contacts	Office: +609-573-8993 Email: yongmingmarketing@gmail.com
Vision	To move forward courageously and stand firm.
Mission	<ul style="list-style-type: none">➤ To produce high-quality produced plastic materials.➤ To protect the environment by the plastic recycling activities.

Table 1: Yong Ming Marketing's Company Profile

Yong Ming Marketing (YMM) began as Perniagaan Yong Ming, a small packaging company, in Kuantan, Malaysia, in the 1980s. It began by providing packaging solutions to local markets and expanded by building a solid reputation for excellence and customer support. In response to the increasing demand in retail and consumer packaging, the founders' sons, Ng Kau Han and Ng Kau Seong, changed the company's focus to the production of plastic bags in the late 2000s. As a result, YMM was founded in 2010. As time went on, the business added eco-friendly, LDPE, HDPE, and custom-printed bags to its lineup. With an emphasis on sustainability, innovation, and quality, YMM has grown to be a significant force in the Malaysian plastic bag market, drawing in both local and foreign customers. The second generation is still in the lead today, dedicated to current technology, client needs, and environmental responsibility.

2.1 Organizational Chart

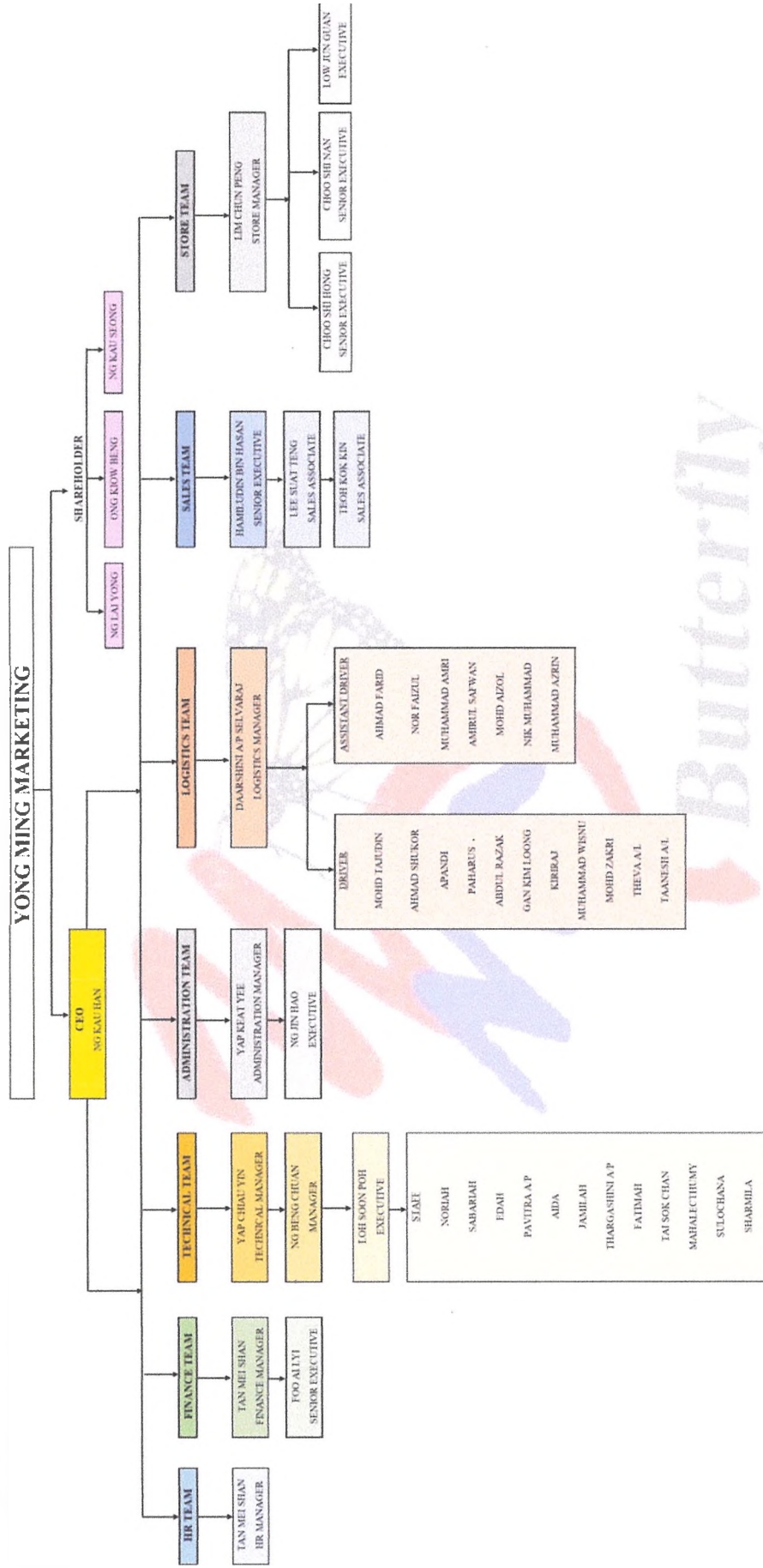


Chart 1: Organizational Chart of Yong Ming Marketing

3.0 Training Reflection

My internship is scheduled from August 12, 2024, to January 24, 2025. My working hours are 8:30 a.m. to 5:30 p.m., except on Saturdays as these days end at 1:00 p.m. I must work from Monday to Saturday, with the exception of public holidays. This organization provided me with the opportunity to work as an Office Admin Intern. This company mainly offers internships to Office Administrators and individuals with an office administration experience. My role in this company is to assist with all Office Administrator responsibilities such as document organization, invoice filing, letter and agreement creation, and sales order checking for drivers.

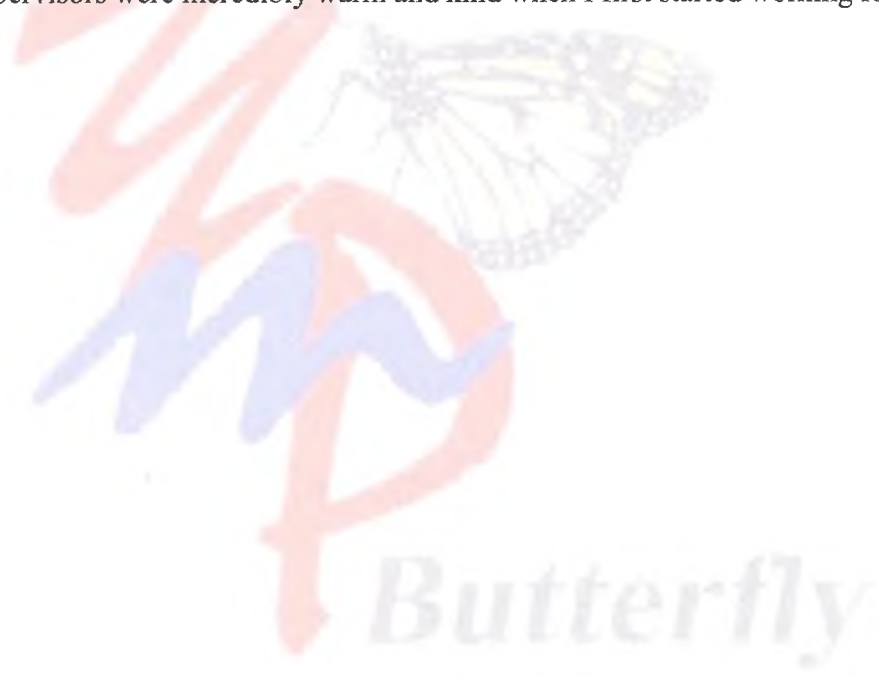
So, for the first three months, I'll be filing invoices and linking it to delivery orders. In addition, my daily routine for my work includes checking sales orders for drivers to ensure that there are no item or quantity problems, as delivering the wrong goods can negatively impact the company's reputation. Aside from that, I need to file invoices in accordance with the filing system used by this company, which organizes alphabetically and geographically. Not only that, but I also need to match invoices and delivery orders, which requires me to ensure that all delivery orders have been approved by the customer before I begin matching.

In the upcoming three months, I will also be responsible for managing payment vouchers, which entails issuing all invoices in accordance with client payment vouchers based on a particular file. In addition, I drafted a contract between Yong Ming Marketing and other businesses regarding the use of Yong Ming Marketing-owned vehicles for advertising. Furthermore, Yong Ming Marketing utilizes the AutoCount Accounting System to create sales orders, credit notes, bills, and cash sales. I also learnt how to use this system. I also got to experience filling purchase orders from retail stores and salesperson.

In addition, I was tasked with composing a letter to all of the company's clients to let them know that the business intended to begin using "e-invoice" in accordance with the government's mandated guidelines. I must thus draft an announcement and distribute it to every client, as well as a link form that has been made and delivered to every Yong Ming Marketing client's email. But in order for "e-invoicing" to be performed flawlessly, I also need to make sure that every customer completes the form. Making sure that every single one of Yong Ming Marketing's hundreds of clients completes the required form is difficult, however. In the case that clients are unclear or forget to complete the form, I must send them a follow-up email. To make sure they fill out the form, I also need to get in touch with clients who did not reply to the follow-up email.

In conclusion, the organization has given me a monthly allowance of RM700, which will be transferred to my personal bank account at the end of each month. Therefore, the company will pay the allowance on the last Friday of each month if the last day of the month falls on a weekend. Aside from that, I learned a lot from this company during my industrial training, including how to confront my mistakes. During the first month, I had to verify each driver's order, and I made mistakes like sending the incorrect item, sending less than the requested quantity of goods, and creating the incorrect bill.

Nevertheless, I learned to be more careful going forward and intend to keep being more alert in order to avoid making the same mistakes. I also had a great time during the industrial training since I met a lot of new people from different ethnicities, cultures, and beliefs. As a result, I gained a great deal of knowledge about their culture, language, and cuisine. In addition, my bosses and supervisors were incredibly warm and kind when I first started working for this organization.



4.0 SWOT Analysis



5.0 Discussion and Recommendations

5.1 Strengths

One of Yong Ming Marketing's primary *strength* is its **ability to offer attractive wage packages**, which helps attract and retain outstanding staff. As a very important incentive, salary and benefits play an important role in promoting employees' organizational goals and attracting and retaining some qualified and competitive employees in the increasingly competitive knowledge economy (Xia-zi, S., 2018). A well-structured wage package not only covers employees' financial demands, but also demonstrates the company's dedication to recognizing and rewarding their achievements.

Implementing a performance-based reward system is an effective *recommendation* for Yong Ming Marketing since it strongly links increases in wages and bonuses with individual and team performance. This strategy establishes a clear link between work and reward, ensuring that employees understand the importance of their efforts and how they affect their income. A properly administered system of rewards can provide incentive for quality workmanship and staff performance (Nigusie. G. T., 2019). By creating precise performance metrics, such as completing sales targets, or exhibiting team leadership, the organization can provide tangible rewards for these accomplishments.

Move to second *strength* which is the **ability to maintain strong and long-term client relationships**. Building and cultivating client relationships is essential in today's competitive business environment, and the organization specialises at building trust, understanding, and collaboration in its clients. Relationship marketing is following creating relationship with targeted customers to motivate them to buy from that organization in in future again, and motivates others to buy, too (Ghazian, A., 2016). By focusing on customized service and continuously achieving or exceeding client expectations, Yong Ming Marketing is able to generate a sense of loyalty, resulting in repeat business and referrals to others.

Move to the *recommendation*, which is to strengthen its existing excellent client relationships, Yong Ming Marketing can adopt a more proactive approach by developing a systematic client engagement program. By actively collecting feedback, Yong Ming Marketing will demonstrate its dedication to continual improvement and customer satisfaction. Activities that strengthen the relationship lead to an increase in commitment, a reduction (or reduction) of uncertainty and risk, and an increase in trust (Lemanska-Majdzik, A., 2024). These regular conversations also demonstrate that the company values its clients' feedback and sees the relationship as a long-term collaboration rather than a one-off transaction.

5.2 Weaknesses

In the following paragraph, I will represent the *weakness* of the company which is **dependence on a small number of key clients**, which can expose the company to several kinds of risks that threaten its financial stability and long-term growth. High-level dependence might lead to uncertainties and opportunistic behaviors, resulting in conflicts that negatively affect overall collaboration and performance (Zhang, M., 2013). When a company becomes too dependent on a small number of significant clients to earn the majority of its revenue, it puts itself at risk. The company's financial future depends heavily to the continued performance and satisfaction of those few clients, making it more vulnerable to a variety of potential challenges.

A useful *recommendation* that I can give is focussing on obtaining smaller and medium-sized clients can help Yong Ming Marketing minimise its dependency on a few large accounts while also creating a more stable, diverse revenue stream. While large clients might create a lot of revenue, smaller clients are more common and often provide consistent, recurring revenue. These clients often require fewer resources and customisation, allowing the firm to handle several accounts more efficiently. In fact, small entrepreneurial firms often find that periods of vigorous changes offer an opportunity to overcome structural barriers and to step into markets that their larger competitors overlook (Bamiatzi, V. C., 2014).

Turning now the second *weakness* which is **utilizing services from third parties**, which is can lead to serious supply chain disruption and delay risks, which could negatively impact Yong Ming Marketing's operations. Deliveries of essential supplies and goods, for ongoing projects may be delayed, for instance, if a third-party logistics supplier runs into unforeseen problems like bad weather, traffic jams, delays at customs, or changes in regulations. Delays of all types can quickly become more serious, impacting project schedules at all stages and possibly upsetting the workflow as a whole.

A *recommendation* may be applied to counter this problem is by purchasing its own fleet of transport and drivers, Yong Ming Marketing would be able to control its own timetables and avoid the unpredictability and possible delays that come with using third-party suppliers. Besides, a good transport system in logistics activities could provide better logistics efficiency, reduce operation cost, and promote service quality (Tseng, Y. Y., 2005). The company can establish more consistent schedules and eliminate the possibility of waiting for outside logistics companies that might not give Yong Ming Marketing's shipments top priority due to this level of control.

5.3 Opportunities

Move on to the *opportunity* of the company which is **increase economic growth on business and society**. Economic growth affects the economy in its entirety as well as individual companies, and because of this interdependence, businesses like Yong Ming Marketing have a lot of opportunities. Workers actively contribute to the expansion of other companies and sectors when they land jobs and receive pay, in addition to improving their own standard of living. For example, when employees receive a salary, they spend it to buy goods, whether for basic needs like food or wants. The link between economic growth and human capital growth is a key combination in the efforts to improve the economy. (Bawono, S., 2021)

From the opportunity that I see, company can take *advantage* of retaining highly talented employees to ensure the company grows more rapidly. This is especially important for companies that require a highly competent staff to satisfy client expectations and sustain competitive advantages, such as Yong Ming Marketing. The organization may increase employee loyalty by offering chances for personal growth, and straight-forward career progression paths. Personal and professional growth is also determining factor of retention, and the promotion opportunities increases employee commitment to stay (Nor, A. I., 2018).

Being exposed to and learning from various cultures is another important *opportunity*, which results from the company's diversified employees. When workers from various racial collaborate in an environment of diversity, it presents a rare opportunity to understand their different points of view and ways of working. Organizational culture (OC) is an essential input to effective firm performance because corporate culture ascertains values, beliefs, and work systems that can guide and provide a suitable environment for competitive sustainability (Azeem, M., 2021). Hence, reducing racism and stereotypes are two benefits of working in such an environment. Respect, empathy, and understanding are fostered as coworkers engage and support one another despite differences in background.

Organization can take this opportunity as their *advantage* which is businesses such as company may utilize their diverse staff as a potent unique selling point to draw in top talent. Managing and valuing diversity is a key component of effective people management, which can improve workplace productivity (Wambui, T. W., 2013). This focus on diversity can be demonstrated on a number of platforms, including job boards, social media, and recruitment events. For instance, the business might highlight its multicultural staff when creating marketing collateral or organizing events, showing how individuals from many cultural backgrounds can work together to create and innovate.

5.4 Threats

Expanding **environmental sustainability issues** present a serious *threat* to Yong Ming Marketing, especially as consumer knowledge of sustainability issues is expanding. The environmental concerns linked with plastic, such as its considerable contribution to landfills and ocean pollution, have been a focal point in public conversation. Plastics are ecological and environmental scourge because of the damaging effects on the ecosystems around the globe (Arora, N. K., 2018). This puts the pressure on businesses to find alternate options. Businesses like Yong Ming Marketing risk losing their competitive edge in the market and harming their reputation if they don't address these environmental issues and follow sustainability trends.

The company should take proactive actions toward sustainability to successfully handle the environmental issues threatening Yong Ming Marketing. One important *recommendation* is to switch from conventional plastics to more environmentally friendly materials like biodegradable plastics. By making this change, the business would not only support international sustainability initiatives but also win over environmentally sensitive customers. To further demonstrate its dedication to the environment, the business should think about collaborating with environmental groups and sustainability projects. As Mair (2019) and Getz (2017) argue, we should no longer merely be trying to run “sustainable events”; rather, we should focus on how events can contribute to the sustainable economic, social and environmental development of the places which host them (Mair, J., 2022).

The **fierce competition in the sector**, which is marked by both domestic and foreign businesses fighting for market dominance, is another serious *threat* to Yong Ming Marketing. With so many competitors offering comparable items, frequently at cheaper rates because they can take advantage of economies of scale or use cost-effective manufacturing techniques, the market for plastic products is extremely saturated. It is a competitive advantage acquired by providing customers with more value, either through lower prices or through the provision of extra benefits and services that legitimately justify equivalent or possibly higher prices (Oboreh, L. E., 2023).

Yong Ming Marketing should concentrate on differentiating itself apart through innovation and customer service to *successfully handle the threat* of fierce competition. Innovations in business keep happening along with rise up of competitiveness in the modern business environment (Sulaeman, M., 2020). Yong Ming Marketing can create a competitive advantage that bigger rivals might find difficult to match by providing unique products or creative solutions that address niche markets or particular client needs.

6.0 Conclusion

To sum up, an impressive resume is an essential tool for job seekers since it is the initial communication between an applicant and a possible employer. A resume that shows all relevant experiences, skills and is accurate and up to date is crucial. Candidates can demonstrate their skills and make a lasting first impression with a professional resume, which also increases the chance of being chosen for an interview.

My internship experience at Yong Ming Marketing was a priceless chance to advance both professionally and personally. I was able to engage with people from a variety of backgrounds and learn about their cultures and work behaviours. For me, the company's location was perfect because it was close to my house and public transportation, making commuting simple. I also received allowances and a helpful environment from the internship, which added to my overall satisfying experience.

SWOT analysis is used by Yong Ming Marketing, like any other successful company, to evaluate its opportunities, threats, weaknesses, and strengths. Long-term growth and success are ensured by this strategic tool, which assists the business in identifying areas for improvement and making well-informed decisions. Any organization that wants to stay competitive and keep innovating must regularly assess its SWOT analysis.

I want to become a very successful administrative professional in the next five years, especially in the human resources division. I aim to establish trusting bonds with staff members, getting to know their unique requirements and fighting for their welfare inside the organization. One of my main goals will be to establish a welcoming and encouraging environment where everyone is treated with love and respect, regardless of their identity, culture, or background. In my opinion, creating a diversified and peaceful work environment will benefit not just the staff but also the success of the business.

As my career progresses, I also see myself in a leadership role where I can have a beneficial impact on business policy and culture. If given the opportunity to run a firm in the future, I would prioritize making sure that everyone involved, including my family, clients, and staff, benefits from the success of the company. Fairness and equalization would be my top priorities when it came to rewards, creating a feeling of appreciation and community for all those who contribute to the company. Through encouraging openness and empowering others, I think I can establish a successful workplace where everyone is treated with respect.

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8.0 Appendices



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-  **Hidden Text**
85 suspect characters on 1 page
Text is altered to blend into the white background of the document.

Our system's algorithms look deeply at a document for any inconsistencies that would set it apart from a normal submission. If we notice something strange, we flag it for you to review.

A Flag is not necessarily an indicator of a problem. However, we'd recommend you focus your attention there for further review.