



اُنُوْرسِيتِي تِكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



**FACULTY OF
BUSINESS AND MANAGEMENT**

**BACHELOR OF BUSINESS
ADMINISTRATION (HONS.) FINANCE**

INDUSTRIAL TRAINING REPORT

PELANGI PUBLISHING SDN. BHD.



MGT666 - INTERNSHIP

12 AUGUST 2024 - 24 JANUARY 2025

PREPARED BY ;

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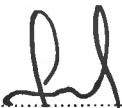
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EXECUTIVE SUMMARY

Pelangi Publishing Sdn. Bhd., established in 1979, is a prominent educational publishing company in Malaysia known for its high-quality textbooks, e-books, and interactive learning tools. During a 24-week internship from August 12, 2024, to January 24, 2025, I worked in the finance department, gaining hands-on experience in financial operations such as invoice posting, managing courier receipts, and supporting warehouse sales. This experience enhanced my technical skills in Microsoft Excel and accounting software, as well as critical thinking and time management abilities.

The company's key strengths include its established reputation in the Malaysian publishing industry and an experienced workforce. However, challenges like high employee turnover and infrastructure issues hinder its operational efficiency. Opportunities lie in leveraging government initiatives promoting digital education and forming strategic partnerships with international publishers. Despite these prospects, the company faces threats from intense competition and changes in government educational policies. To remain competitive, Pelangi should invest in modernizing infrastructure, improve employee retention, and capitalize on government support and collaborations to expand its market reach. The internship was a valuable experience that provided practical insights into publishing operations and financial management while strengthening my professional skills.

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ACKNOWLEDGEMENT

All praise to God and His abundant grace for being able to complete this internship. I am grateful to God for all the opportunities, hardships and strength that has been given to me to complete my industrial training report in the subject of Internship (MGT666). During the completion of this internship, I experienced and learned many things, not only academically but also personally. I am sure that there are many people who have contributed ideas and information for me and I would like to express my deepest appreciation to all of them because I are able to carry out this task.

First of all, I would like to express my deepest appreciation and gratitude to my lecturer advisor, Pn. Zunaidah Binti Ab Hasan, for giving me the opportunity and providing me with invaluable guidance and advice throughout this internship. She has given me good support and warm enthusiasm so that I can carry out this task. It is an honor to have her as my lecturer.

Furthermore, I am very grateful to my family members for all the sacrifices they have made on my behalf. Their prayers for me is what have kept me this far. Words cannot describe how grateful I am for their love, motivation, and support throughout my journey during this internship.

Finally, I am very humble and grateful to all those who have helped me directly or indirectly, especially to my friends by putting these ideas and information to ensure that my assignment is completed and also to produce my assignment from zero to a unique work. To be honest, there are many challenges and hardships I face in this internship without the people I mentioned above. Thank you.

STUDENT'S PROFILE

NUR HAZIRAH BINTI MURAD



OBJECTIVE

Detail-oriented finance graduate with strong analytical and problem-solving skills. Seeking an entry-level position to contribute to financial analysis, budgeting, and decision-making processes while further developing my expertise in corporate finance

REFERENCES

ZARINAH BINTI ABU YAZID
UITM BANDARAYA MELAKA
ACADEMIC ADVISOR

CARRIE FONG YIK LING
PELANGI PUBLISHING SDN. BHD.
FINANCE MANAGER

CONTACT

PHONE

EMAIL

ADDRESS

WORK EXPERIENCE

PELANGI PUBLISHING SDN. BHD., BANGI

AUGUST 2024 - JANUARY 2025

INTERN FINANCE (INTERNSHIP)

- Make offset and payment for COD Parcel, COD Cargo and Pickup Parcel
- Make offset and payment for Account Receivable of Best Express Sales Invoice
- Post daily sales order, booking query and e-invoice
- Sorting and filing the documents
- Scan and print the documents

ARIANI GALLERY, KUALA LUMPUR

AUGUST 2022 - SEPTEMBER 2022

SALES ASSISTANT (PART TIME)

- Able to communicate with customers
- Knowledge in products for textiles and scarfs
- Recommend color that match customer needs

PARKSON, SURIA KLCC

DECEMBER 2018 - JANUARY 2019

SALES ASSISTANT (PART TIME)

- Recommend product that match customer needs
- Arranged stocks
- Able to communicate with customers
- Knowledge in products textiles and patterns

EDUCATIONS

BACHELOR OF BUSINESS ADMINISTRATION (HONS.) FINANCE

2022 - 2025

UITM BANDARAYA MELAKA, MELAKA

DIPLOMA IN BUSINESS STUDIES

2020 - 2022

CGPA : 3.41

UITM RAUB, PAHANG

SIJIL PELAJARAN MALAYSIA (SPM) : ACCOUNTING

2014 - 2018

SMK PUTERI WILAYAH, KL

SKILLS

- Good in using Google Docs, MS Words, Excel, PowerPoint, Spreadsheet and Canva
- Knowledge in both finance and accounting
- Languages : Malay, English, Arabic (Basic)
- Fast learner, reliable, and good teamwork

COMPANY'S PROFILE



NAME OF COMPANY



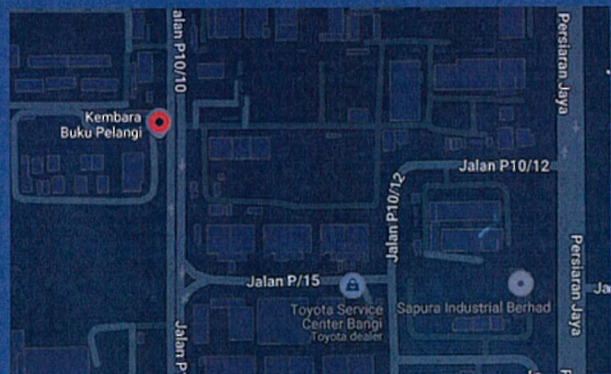
Pelangi Publishing
Sdn. Bhd.



LOCATION



Lot 8, Jalan P10/10,
Kawasan Perusahaan
Bangi, 43650 Bandar
Baru Bangi, Selangor



OPERATION HOUR



Monday till Friday










8 a.m to 5:30 p.m

COMPANY'S PROFILE

VISION

Aspire to be a full-fledged international Education Service Provider
adhering closely to its motto
"Quality Books for Quality Education"

MISSION

-  To publish quality educational products
-  To inspire intellectual thinking through the publication of quality and innovative products
-  To cultivate healthy reading habits by creating public awareness on the importance of reading
-  To broaden the knowledge of society through translation of foreign publications into local languages
-  To nurture local authors to produce locally and internationally publications
-  To trade local Intellectual Property Rights (IPR) worldwide
-  To strive for excellent business conduct

GOALS

In order to improve the future of the children in the Asean countries, we have to fully dedicate to and invest in education. For centuries in the future, we shall keep inspiring, instructing, and amusing readers.

BACKGROUND OF ESTABLISHMENT

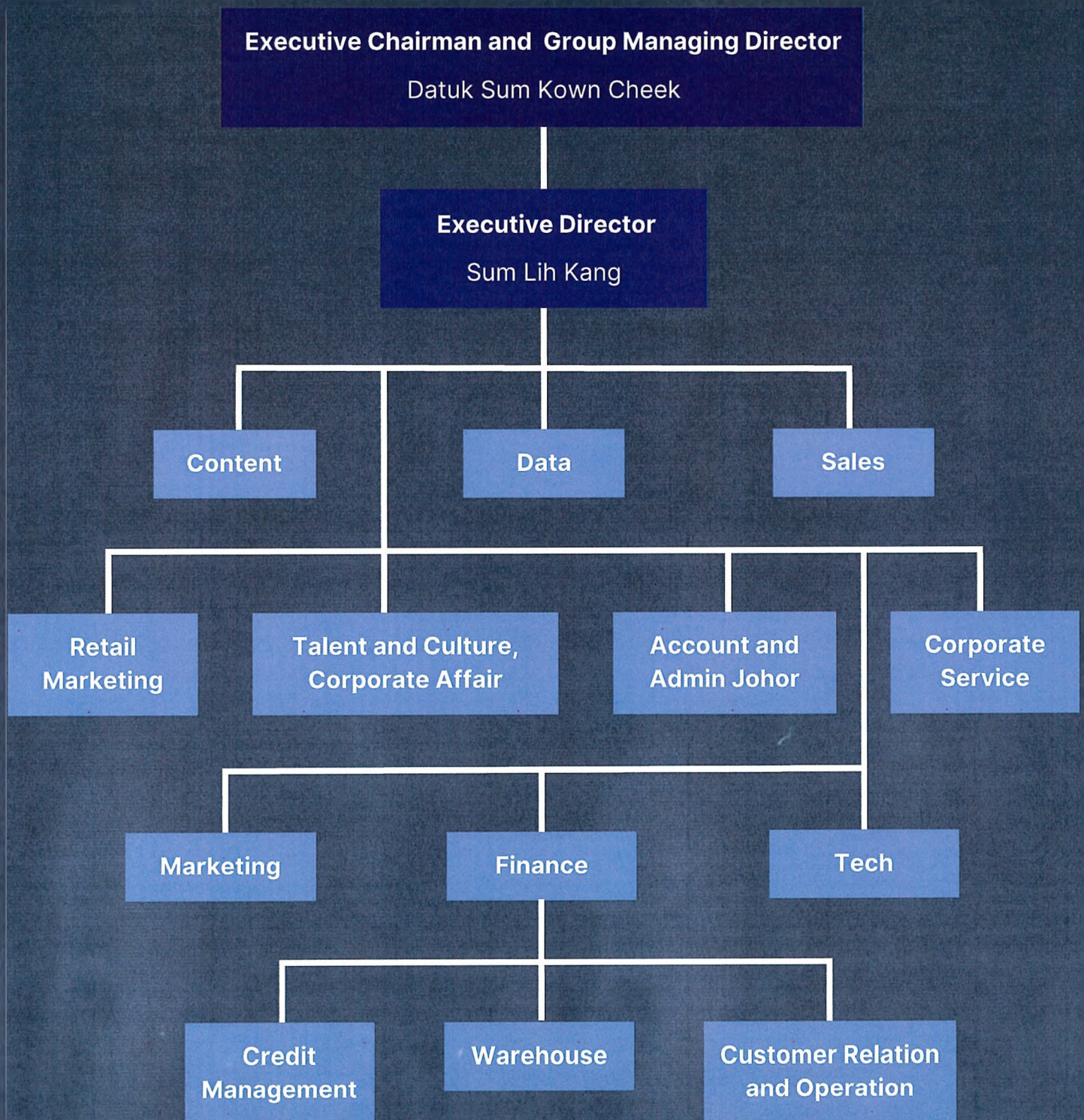
The regional educational publishing and printing company Pelangi Publishing Group Bhd, sometimes known as Pelangi, was founded in 1979. Pelangi has its headquarters in Malaysia and subsidiaries in China, Thailand, Indonesia, Singapore, and the UK.

Pelangi became the first academic publisher to receive the ISO9001:2000 Quality Management System certificate in 2002. Pelangi Publishing Group is a full-fledged academic publisher nowadays, with a focus on distribution, printing, illustration, and editing.

Pelangi was established in 1979 by three former educators who recognized the need for locally produced revision books in Malaysia's native language, Bahasa Malaysia. Helping students get ready for the new exam system was the partners' main goal at the time. Thus, in 1979, they published their first translations of previous year's test papers with model answers for core areas including science and math.

Pelangi Education Enterprise was founded in 1980 by its founders, and in 1982 it changed its name to Penerbitan Pelangi Sdn. Bhd. It was officially known as Pelangi Publishing, which was taken from Taman Pelangi, Johor Bahru, Malaysia, where it was founded. Pelangi was given the go-ahead by the MoE in 1987 to publish Additional Mathematic Form 4 & Form 5, their debut textbook. In 1987, Pelangi started taking part in the Frankfurt International Bookfair in an effort to grow its company abroad. International publishing giants such as Walt Disney, Dorling Kindersley, J.K. Rowling, Usborne Publishing, and others have since established strategic partnerships with Pelangi.

ORGANIZATIONAL STRUCTURE



ORGANIZATIONAL STRUCTURE

PELANGI PUBLISHING GROUP BHD



PRODUCTS / SERVICES OFFERED

Pelangi Publishing Sdn. Bhd. provides a variety of products and services that are meant to enhance educational environments.

PUBLISHING

Pelangi Publishing specializes in providing educational books for students at all levels, from preschool to higher education. They offer curriculum-aligned textbooks, extra workbooks, and children's storybooks that encourage reading. Their products also include educational comics that make learning more engaging and entertaining. They also print magazines that cover specialized topics or cater to different age groups. Pelangi has also embraced technology, providing digital educational products such as e-books and interactive learning tools to satisfy the needs of today's education systems.

PRINTING

Besides publishing, Pelangi has a sophisticated printing operation. This sector creates a variety of printed products, including books, magazines, and posters, as well as non-book things such as calendars, diaries, envelopes, and forms. Their printing services are adapted to the demands of both educational institutions and corporations, resulting in high-quality, cost-effective solutions. This competence contributes to their publishing activities while also serving external clients.



PRODUCTS / SERVICES OFFERED

EDUCATION

Pelangi expands its educational effect by offering tuition to primary and secondary school students. These programs are intended to supplement regular classroom learning by providing additional academic support. These programs assist students in improving their academic performance and gaining confidence in their learning abilities by giving structured advice and expert instruction.

CORPORATE SERVICES

In order to facilitate the availability of educational resources, Pelangi provides corporate services like distribution, licensing, and expedited delivery. These services guarantee the effective and dependable delivery of their products to customers. They also permit other organizations to use their intellectual property, including instructional materials, for reciprocal advantages through their licensing services. Their business is strengthened by this strategic strategy, which also improves the availability of high-quality educational resources around the world.

RETAIL OUTLETS

Customers can easily acquire the company's wide choice of products through Pelangi Books Gallery, its retail branch. These stores, which are spread throughout key locations such as Section 10, Bandar Baru Bangi, and Taman Pelangi, Johor Bahru, provide everything from preschool supplies to textbooks for higher education. Pelangi's dedication to ensuring that education is accessible is reflected in these galleries, which act as one-stop shops for parents, teachers, and students to locate excellent educational resources.

TRAINING'S REFLECTION

From August 12, 2024 to January 24, 2025, I got the opportunity to intern at Pelangi Publishing Sdn. Bhd., a publishing company located in Section 10, Bandar Baru Bangi, Selangor. My internship was 24 weeks, and I worked Monday to Friday from 7:30 a.m. to 5:00 p.m. This reflection intends to convey my experiences, duties, and abilities developed over this period.

During my internship, I was assigned to the finance department. My responsibility was to help the finance team with various duties. I was involved in the daily operations of the financial department. My daily responsibilities include aiding with any accounting tasks, auditing processes, filing and paperwork, and making suggestions for improving finance department processes and policies. My exact responsibilities include posting invoices and checking daily sales orders, maintaining a courier receipt journal, and anything else relating to Best Express, one of the company's couriers. In addition, I was appointed as a cashier for the company's warehouse sales.

This internship provided me with a broader grasp of a publishing organization's operations and procedures. One of the most useful insights I gained was the development of technical skills, particularly in Microsoft Excel and accounting software, in daily task routines, as well as critical thinking to generate insights from the analysis completed. Furthermore, I obtain important experience, particularly in the Finance Department of a publishing company, and broaden my knowledge by providing ideas that will be useful for both self-improvement and company enhancement. Sharing thoughts and exchanging knowledge also allows me to develop and strengthen my analytical skills. During my time as an intern, I received an allowance of RM700 monthly with no annual leave and no overtime payment. Not to forget during the warehouse sales, I get a bonus, free meals and replacement leave since I worked on weekends and public holidays.

My internship at Pelangi Publishing was a wonderful experience. I not only learnt practical skills and knowledge, but I also developed personally and professionally. The challenges that I had, such as handling several assignments, taught me the value of time management and collaboration. This internship has strengthened my interest in finance and laid a good platform for my future career.

SWOT ANALYSIS

STRENGTHS



An established brand in the Malaysian educational publishing industry



Experienced workforce

WEAKNESSES



Malfunctions in the Infrastructure



High turnover of employees

OPPORTUNITIES



Government Initiatives and Policies



Collaborations and partnerships

THREATS



Adjustments to the government's educational system



Intense competition

SWOT ANALYSIS DISCUSSION



STRENGTHS



An established brand in the Malaysian educational publishing industry

For a number of reasons, Pelangi Publishing Sdn. Bhd.'s well-established reputation in the Malaysian educational publishing sector is a major asset. First off, the business has established a solid reputation for quality and dependability thanks to its extensive presence since 1979. Because of this reputation, parents, teachers, and students are more willing to trust Pelangi's products than those of rivals. With more than 2000 booksellers spread throughout all 13 states of Malaysia, Pelangi's vast distribution network also guarantees that its products are easily accessible. The brand's reputation and dependability in the marketplace are strengthened by its broad availability. The company's legitimacy and appeal are further enhanced by its ISO 9001:2000 accreditation, which demonstrates its dedication to quality (Pelangi, 2023).

Additionally, Pelangi's well-known brand enables it to collaborate strategically with global publishing giants like Usborne Publishing and Walt Disney. These partnerships increase its market reach and brand value in addition to diversifying its product line. All things considered, Pelangi's well-known brand in the Malaysian educational publishing sector gives it a competitive edge that helps it keep existing clients, draw in new ones, and increase its market share both domestically and abroad (Lidija & Saulius, 2022).

SWOT ANALYSIS DISCUSSION



STRENGTHS



Experienced workforce

Pelangi Publishing Sdn. Bhd. benefits greatly from having experienced employees for several factors. First of all, experienced workers supply the business with a multitude of information and experience that can improve the quality of products and services provided. In the educational publishing sector, where it is essential to comprehend the demands of both educators and students, this knowledge is especially beneficial. Higher productivity and efficiency can also be attributed to an experienced workforce. Workers who are used to the business's procedures and systems may do their work more efficiently, which saves time and money when creating excellent instructional materials. The company may experience cost savings and increased profitability as a result of this efficiency (Valentyna & Inna, 2024).

Experienced workers are also frequently better at making decisions and addressing problems. Their knowledge of the business and the sector enables them to foresee and handle problems more expertly, guaranteeing seamless operations and ongoing development. In an evolving market, this kind of ability is crucial to preserving the company's competitive advantage. Additionally, skilled workers can improve the company's credibility. A business with a reputation for having competent and skilled staff members is more likely to gain the trust of its partners and customers. Stronger client connections, more loyalty, and a favorable brand image can result from this trust (Svitlana & Lina, 2021). All things considered, Pelangi Publishing Sdn. Bhd.'s experienced workforce is a great advantage that enhances the company's reputation, efficiency, problem-solving skills, and product quality.

SWOT ANALYSIS DISCUSSION



WEAKNESSES



Malfunctions in the Infrastructure

A significant weakness for Pelangi Publishing Sdn. Bhd. is infrastructure failure, such as problems with older buildings, frequent water interruptions, and power outages. These issues have the potential to seriously impair the business's operational effectiveness, resulting in missed deadlines, manufacturing delays, and interruptions in the delivery of products or services. Such interruptions can harm a publishing company's brand and undermine trust among customers in an industry where prompt printing, distribution, and customer satisfaction are crucial (Mike, 2024).

Production processes may become inefficient if the building is too old or inadequately maintained to accommodate contemporary machinery and technology. Frequent water and power outages can lead to downtime, which not only disrupts daily operations but also raises expenses because of delays and the requirement for backup power generators or water storage systems. Profitability may be impacted and financial resources may be strained by these extra costs (EIS, 2023).

Reliability and consistency are essential in the publishing sector for preserving solid bonds with stakeholders, suppliers, and customers. If infrastructure failures result in frequent delays or poor quality, Pelangi Publishing may lose its competitive advantage to businesses with more dependable and up-to-date facilities.

SWOT ANALYSIS DISCUSSION



WEAKNESSES



High turnover of employees

Pelangi Publishing Sdn. Bhd. high employee turnover is a weakness due to frequent employee turnover. This is a weak point of this company because it can cause operational disruptions, increase expenses and affect overall performance. High turnover may lead to serious problems in the publishing sector, where knowledge, novelty, and reliable output are crucial. First of all, institutional knowledge and experience are lost as a result of frequent personnel departures. Particularly in specialized positions like writers, editors, graphic designers, and curriculum developers, departing employees bring with them priceless abilities, knowledge, and perspectives that might be challenging to replace. Project schedule delays, lower productivity, and a decline in the quality of educational materials generated can result from this knowledge gap (Tasnim, 2023).

Furthermore, a high turnover rate raises the expense of hiring and training new employees. It takes a lot of time and money to hire and train new employees on a regular basis, which takes focus away from important business operations. Productivity is also impacted by the necessity of continuously training new employees because current staff members may have to devote more time to mentoring new employees, which puts additional burden on the team. Also, a high turnover rate might harm the general work atmosphere and staff morale. Frequent employee departures can cause uncertainty and discontent among surviving staff members, which lowers engagement and motivation. This could then exacerbate the issue by starting a cycle of additional resignations (Chen, 2023).

SWOT ANALYSIS DISCUSSION



OPPORTUNITIES



Government Initiatives and Policies

For Pelangi Publishing Sdn. Bhd., government policies and initiatives offer a variety of opportunities. These initiatives may offer resources and assistance that aid in the expansion and innovation of the business. For example, Pelangi Publishing's possible foray into digital educational resources is consistent with the Malaysian government's aggressive promotion of e-learning and digital education. Pelangi can better fulfil the increasing demand for online learning materials by utilizing these initiatives to create and disseminate digital content. Moreover, Pelangi Publishing can lower operating costs and boost profitability by utilizing government initiatives that promote the publishing sector, such as grants, subsidies, and tax benefits. These monetary gains can be used to fund research and development, enabling the business to provide fresh and cutting-edge educational materials (Asan, 2023).

Participation in national education initiatives and partnerships with governmental organizations can also improve Pelangi Publishing's credibility and reputation. Additionally, governments and non-profit organizations regularly launch literacy programs and initiatives targeted at affected areas, which may increase demand for reasonably priced or subsidized educational materials. Pelangi can establish itself as a vital collaborator in these initiatives, raising its reputation and promoting social progress. The organization can now create and provide digital textbooks, online resources, and e-learning tools thanks to policies that support the digital transformation of education. Pelangi Publishing may improve its market position and have a significant influence on literacy and education by remaining aware of government priorities and working together on these projects. A company's visibility and credibility can be enhanced by participating in government-backed programs, which can draw in more clients and partners. In general, government initiatives and policies can boost the company's market presence, encourage innovation, and offer financial support, making them advantageous for Pelangi Publishing (Asan, 2023).

SWOT ANALYSIS DISCUSSION



OPPORTUNITIES



Collaborations and partnerships

Pelangi Publishing Sdn. Bhd. has a lot of opportunities through partnerships and collaborations. Pelangi can expand its product line and reach by establishing strategic partnerships with foreign publishers, technology firms, and other suppliers of instructional content. The company may develop and maintain its competitiveness by gaining access to new technology, distribution channels, and knowledge through these collaborations. For example, Pelangi can address the increasing demand for digital content by working with technology companies to develop and integrate digital educational materials like e-books and online learning platforms. By forming alliances with foreign publishers, Pelangi may broaden its worldwide reach and adapt its goods to various educational systems by facilitating the sharing of resources and expertise (Irawati, 2024).

Additionally, collaborations with governmental organizations and non-governmental organizations that specialise in literacy initiatives offer chances to create educational materials that are subsidized and land public contracts for schools, generating a steady flow of income. By providing unique and specialized content that appeals to a variety of audience groups, partnerships with authors, influencers, and content producers help Pelangi's portfolio grow even more. In the meantime, Pelangi can grow its customer base and promote cultural exchange by distributing its books internationally and localizing foreign content through international publishing agreements. Custom publishing opportunities, like creating corporate manuals, sponsored educational materials, and employee training materials, are also made possible by business collaborations. Also, through cooperative marketing initiatives, Pelangi can share audiences and cost-effectively grow its distribution network through joint ventures with bookshops, internet merchants, and complementary brands. These collaborations establish Pelangi Publishing as a competitive and flexible force in the publishing sector by fostering innovation, improving cost effectiveness, market expansion, and sustainability (Sophie, 2024).

SWOT ANALYSIS DISCUSSION



THREATS



Adjustments to the government's educational system

Pelangi Publishing Sdn. Bhd. in grave danger. The possibility of legislative changes influencing the kinds of educational resources utilized in schools is one of the main causes for concern. For instance, Pelangi Publishing may lose out on significant commercial potential if the government chooses to use digital resources or imported textbooks rather than ones that are created locally (Syahirah, 2021). This was made clear when the Malaysian Ministry of Education chose to employ English textbooks that were imported, which affected Pelangi's capacity to bid on language textbooks in the future. Additionally, publishers may need to regularly update their contents in order to be consistent with changes in educational frameworks or curriculum requirements. Logistical difficulties and higher production costs may result from this. Pelangi Publishing could lose its competitive advantage and market share if it is unable to promptly adjust to these developments (Masayu & Emil, 2022).

Furthermore, traditional publishers may be under pressure to make significant investments in digital transformation from government programs that support e-books and digital learning. Although this offers potential, it also necessitates substantial financial and technological resources. Pelangi Publishing might find it difficult to compete with rivals who have more sophisticated technology if it is unable to adapt to these changes. The stability and expansion of Pelangi Publishing are seriously threatened by changes to the government's educational system since they have the potential to impair business operations, raise expenses, and threaten the company's position in the market (Llego, 2024).

SWOT ANALYSIS DISCUSSION



THREATS



Intense competition

Pelangi Publishing Sdn. Bhd. faces an intense challenge from fierce competition for several reasons. First off, there are many domestic and foreign competitors fighting for market share in Malaysia's very competitive educational publishing sector. Price wars brought on by this fierce competition may make it difficult for Pelangi Publishing to continue turning a profit. Furthermore, rivals might provide cutting-edge products and services like interactive content and sophisticated digital learning resources that appeal customers more. Pelangi Publishing runs the danger of losing market share to rivals with more sophisticated technology if it is unable to keep up with these developments. With the growing need for digital instructional resources, this can be very troublesome (Yusuf, 2022).

Moreover, fierce rivalry may raise the price of advertising and promotion. Pelangi Publishing would have to make significant investments in marketing, sales, and other promotional initiatives in order to draw in and keep customers. The company's financial resources may be strained by these rising costs, which could affect its total profitability. Furthermore, there may be a serious risk from reputable foreign publishers operating in the Malaysian market (Yusuf, 2022). These businesses frequently possess greater resources and well-known brands, which makes it challenging for Pelangi Publishing to compete fairly.

SWOT ANALYSIS RECOMMENDATIONS



STRENGTHS



Launch new products, create loyalty programs, and form partnerships

Utilizing the solid reputation of the brand might assist the business in launching new product lines or entering new markets. By using the existing trust and recognition, the business can draw in new customers while keeping hold of its current customer base. This can be further improved by creating customer loyalty programs, which reward devoted clients, promote repeat business, and give the customers a feeling of belonging. Furthermore, by using the brand's credibility to establish strategic partnerships with academic institutions, policymakers, and schools, the business can maintain its position as a reliable partner in the education sector (Mike, 2023).



Invest in professional development and mentorship programs

A workforce with experience is a great advantage. Making an investment in ongoing professional development guarantees that staff members remain current with emerging technology and trends in the sector, which can boost creativity and productivity. Establishing channels for information exchange, such as mentorship programs, enables seasoned workers to impart their knowledge to less experienced workers, encouraging a cooperative and learning-focused workplace (Keshari & Sarika, 2023).

SWOT ANALYSIS RECOMMENDATIONS



WEAKNESSES



Develop a comprehensive maintenance plan

Productivity and customer satisfaction can be greatly impacted by operational inefficiencies brought on by infrastructure failures. Establishing a thorough maintenance plan is crucial to resolving infrastructure issues. Frequent maintenance can guarantee seamless functioning and avert unplanned malfunctions. Additionally, spending money on contemporary technology and infrastructure can increase productivity, lower the chance of malfunctions, and provide the business' operations a more reliable platform (Mohamed, 2025).



Fostering engagement through professional development, recognition programs, and a positive work environment

High turnover of employees can raise hiring expenses and cause operational disruptions. Enhancing employee engagement through professional development opportunities, recognition programs, and fostering a positive work atmosphere can help reduce high employee turnover. Employee loyalty and morale can be increased by praising and thanking them for their accomplishments. In order to draw and keep top workers and maintain the company's appeal as a place to work, it is also essential to provide attractive benefits and salaries (R. Immanuvel, 2024).

SWOT ANALYSIS RECOMMENDATIONS



OPPORTUNITIES



Align products and services with government education policies and curriculum standards

With government support and education-promoting legislation, the business has a unique opportunity to match its products with the latest curriculum requirements and standards. Product and service alignment with government educational goals and objectives can lead to new business prospects. The business can establish a reputation as a useful collaborator with the government by creating products that help these efforts. Seeking government grants and financing can also help the business grow and innovate by offering financial assistance for new initiatives and inventions (Dr. Samrat & Dr. Lily, 2023).



Form strategic partnerships with publishers, tech firms, and educational institutions

The company's product offerings and market reach can be expanded by forming strategic relationships with publishers, tech firms, and other educational institutions. New technology, resources, and experience can be brought in through collaborations, which can result in creative solutions and increased competitiveness. By utilizing each partner's skills, investigating joint ventures can also assist the business in developing new goods or breaking into new markets (Elizaveta & Erno, 2024).

SWOT ANALYSIS RECOMMENDATIONS



THREATS



Keep up with changes in the educational system

The company's strategy and product lifecycle may be disrupted by frequent changes in the educational system. In order to overcome this, it is essential to remain aware of prospective modifications to the educational system and be prepared to modify products and services as required. This flexibility guarantees that the business can stay relevant and react swiftly to changing demands. By ensuring that the company's interests are represented in policy talks, advocacy work can also influence educational policies in a way that benefits the business (Jo, 2022).



Focus on innovation and differentiation through unique features, quality, and excellent customer service

Due to fierce competition, the business must constantly innovate and put itself apart from the competition. By concentrating on differentiating products and services through distinctive features, quality, and customer service is crucial to staying ahead of fierce competition. Providing a service or product that rivals fail to attract customers and foster loyalty. Regular market research enables the business to stay informed of the actions of its rivals and new trends, enabling it to make proactive strategy adjustments and preserve a competitive advantage (Biniam & Chalchissa, 2024).

CONCLUSION

In conclusion, the internship at Pelangi Publishing Sdn. Bhd. combined industry insights with professional development to offer a worthwhile and life-changing experience. The company's enduring prominence as the leader in educational publishing, supported by its innovative offerings and strategic collaborations, provided an encouraging setting for the intern's experience. Pelangi's strengths such as its senior team and well-known brand underline its durability and potential for long-term growth in spite of obstacles including infrastructure problems and significant employee turnover.

Fundamental skills including accounting, time management, and analytical thinking were developed by the intern's practical involvement in finance operations and are essential for future professional pursuits. Furthermore, Pelangi is well-positioned to adjust to the changing landscape of education because to its prospects in digital innovation and government partnerships. Nonetheless, the business must remain flexible and differentiate itself to counter dangers like legislative changes and intense competition.

Overall, the internship not only enhanced the intern's practical expertise but also brought to light the ever-changing landscape of the educational publishing sector, emphasizing how crucial flexibility and ongoing development are to attaining excellence.

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APPENDICES

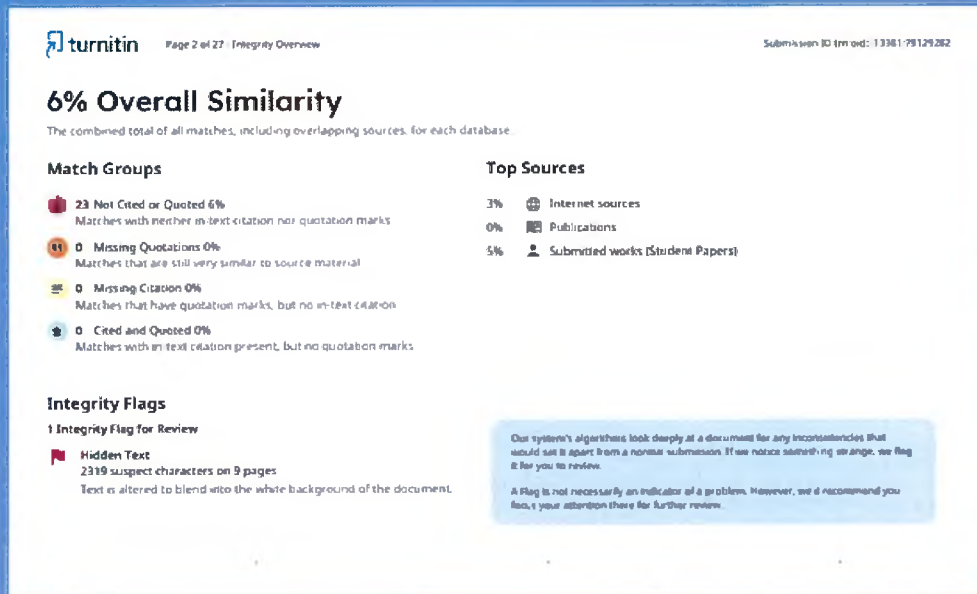


Figure 1 : Turnitin's Result



Figure 2 : Wisma Pelangi's Office

APPENDICES



Figure 3 & 4 : Wisma Pelangi's Lobby

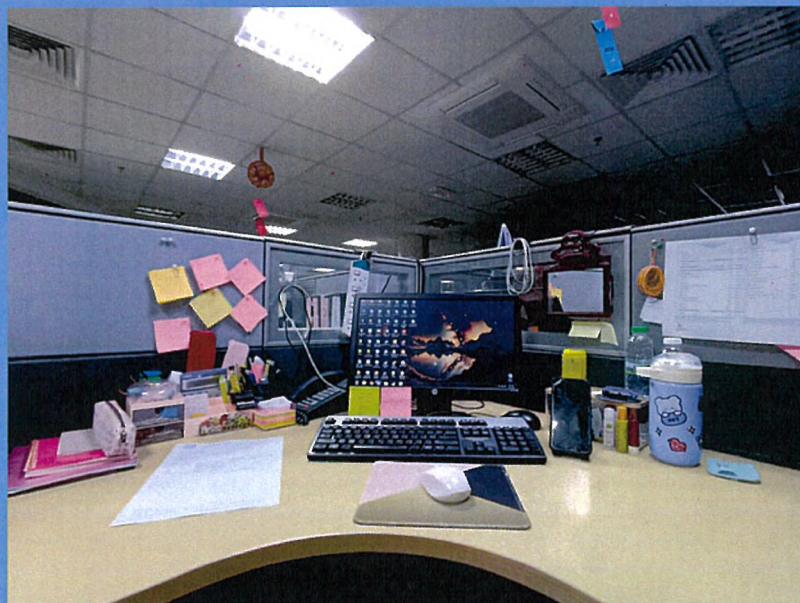


Figure 5 : View of my desk

APPENDICES



Figure 6 & 7 : Meeting of Finance Department



Figure 8 & 9 : Lunch Break with Finance Department

APPENDICES

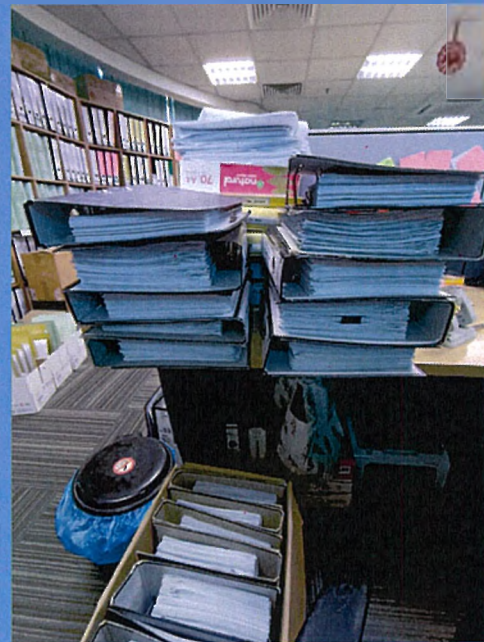
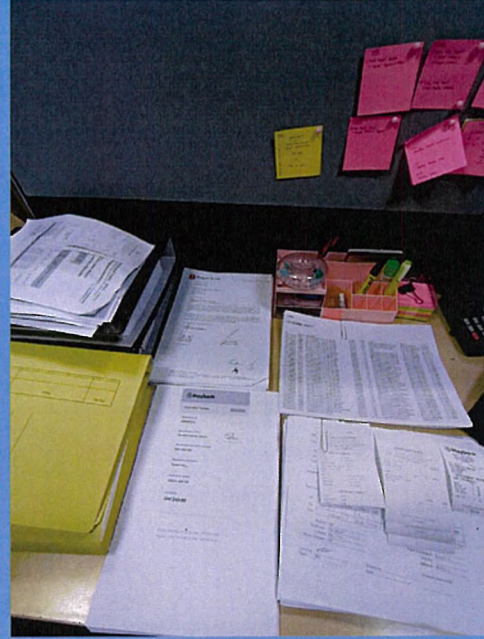


Figure 10, 11, 12 & 13 : Sorting and Filing Documents

APPENDICES



Figure 14 & 15 : Warehouse Sales Pelangi



Figure 16 & 17 : Distribute Money for Warehouse Sales

APPENDICES



Figure 18, 19 & 20 : Cashier during Warehouse Sales

APPENDICES



Figure 21, 22, 23 & 24 : Housekeeping of Finance Department

APPENDICES

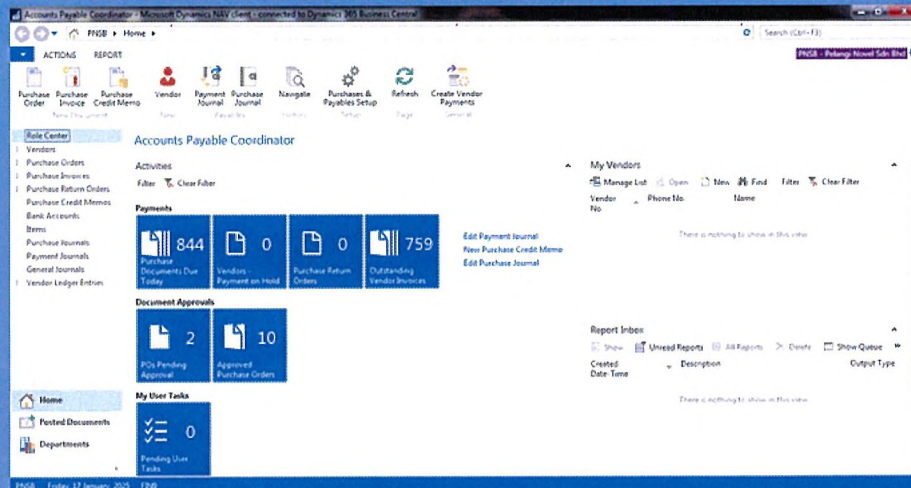


Figure 25 : Pelangi's Dynamics NAV

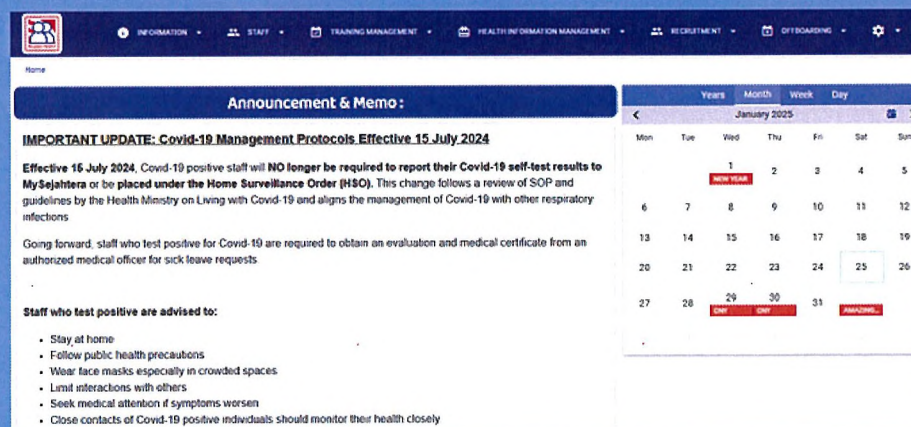


Figure 26 : Pelangi's Business Portal

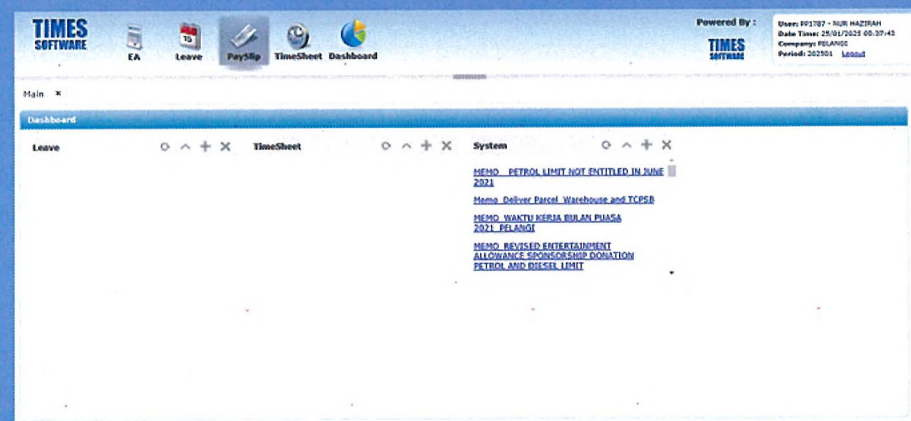


Figure 27 : Pelangi's Times Software