

KULIM



UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka

INDUSTRIAL TRAINING REPORT AT KULIM (MALAYSIA) BERHAD

12 AUGUST 2024 – 24 JANUARY 2025

NURSYAFIQAH BINTI MOHD JAFFRI | 2022771531 | BA243: HUMAN RESOURCE
MANAGEMENT

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Tajuk Laporan		Nama Syarikat	PENTABIRAN PERNIAGAAN DENGURUAN SUMBER MANUSA KULIM (M) BERHAD

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Yang Benar

Nama Pegawai : MOHD NAZARUDDIN BIN ABU SAMAH
Jawatan : SENIOR MANAGER
No. Tel. :
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Cop jabatan/organisasi:

KULIM (MALAYSIA) BERHAD
(Company No. 23370-V)

ACKNOWLEDGEMENT

I would like to express my sincere gratitude to everyone who has contributed to the success of my industrial training. First and foremost, I would like to thank Kulim (Malaysia) Berhad for giving me the opportunity to undergo this valuable training. My heartfelt appreciation goes to En. Muhammad Anwar and Pn. Nurul Aisyah, my industrial supervisor, for their invaluable guidance, support, and constructive feedback throughout the training period. I am also deeply grateful to the entire team at Human Resource Department for their continuous assistance and for making my time at the company a rich learning experience. Your professionalism and expertise have inspired me, and I have gained significant insights into build my career as a Human Resource. Special thanks go to UiTM Kampus Bandaraya Melaka and the Advisor of Industrial Training, Madam Faithzah for their role in organizing and facilitating this industrial training program. The skills and knowledge I have acquired during my training will undoubtedly serve as a foundation for my future professional development. Lastly, I would like to thank my family and friends for their continuous support during my training.

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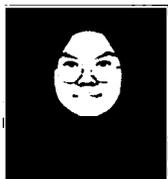
PART 1: EXECUTIVE SUMMARY

This report provides an overview of Kulim (Malaysia) Berhad, a leading agribusiness company in Malaysia, focusing on its operations, strengths, weaknesses, opportunities, and threats. Kulim's core activities include agrofood, and livestock rearing. The company operates across multiple locations, including its headquarters in Ulu Tiram, Johor, and a secondary office at Komtar JBCC. With a vision to be a progressive and respected agribusiness leader, Kulim emphasizes sustainable growth, operational excellence, and social responsibility.

During a six-month industrial training in the Human Resources (HR) Department, some knowledge was gained into HR functions, including payroll processing, data management, and employee engagement. This experience emphasizes the importance of collaboration, adaptability, and maintaining high ethical standards in achieving organizational objectives.

Kulim's strengths include its well-established reputation and extensive industry network, which enhance its competitive positioning. However, challenges such as insufficient designated workspaces and weak internet connectivity hinder operational efficiency. The company has opportunities to take advantage of rising global demand for raw materials and enhance its brand equity through rural job creation. Nevertheless, threats such as decreased demand and increase agricultural input costs require risk management.

PART 2: STUDENT'S PROFILE



NURSYAFIQAH MOHD JAFFRI

WORK EXPERIENCE

INTERNSHIP IN HUMAN RESOURCE DEPARTMENT (KULIM (MALAYSIA) BERHAD) Aug 2024 - Jan 2025

- Assisted in preparing budget utilization forms for reimbursements and claims, handled data entry record maintenance, organized employee data for efficient record-keeping and assisting with payroll and benefits administration.
- Supported HR tasks by drafting probation and confirmation letters, as well as performing administrative duties like scanning, printing, and filing to enhance office processes.

PART-TIME OFFICE GENERAL WORKER (SOUTHERN GREEN SDN BHD) Jul 2022 - Aug 2022

- Provided administrative support through filing, copying, and data entry, utilizing office equipment efficiently to maintain a smooth workflow.
- Collaborated with team members to prioritize tasks and adapt to new procedures quickly, consistently meeting deadlines in a fast-paced environment.

FULL-TIME BARISTA AND CAFE ASSISTANT (AUTHEN TEA CAFE) Mar 2021 - Aug 2021

- Delivered excellent customer service by greeting customers, taking orders, and managing inquiries while accurately handling cash and electronic transaction to ensure smooth operations.
- Supported team collaboration and maintained efficient workflows during peak hours; monitored inventory and proactively reported low stock to prevent shortages and maintain product availability.

EDUCATION

Bachelor of Business Administration (Hons.) Human Resource Management Mar 2022 - Feb 2025

Universiti Teknologi Mara (UiTM) Kampus Bandaraya Melaka

- Graduated: February 2025
- Dean List with CGPA 3.54
- Related coursework: Employment Law, Recruitment and Selection and Training and Development Performance Assessment, Compensation and Benefit and Industrial Relation

Diploma in Office Management and Technology Sep 2018 - Feb 2020

Kolej Bersekutu UiTM, Institut Sains dan Teknologi Darul Takzim (INSTEDT)

- Graduated: February 2020
- Vice Chancellor Award with CGPA 3.72
- Related Coursework: Office Administrations, Record Management and Interpersonal Communication

ADDITIONAL INFORMATION

- **Soft Skills:** Microsoft Word, Excel, PPT, Canva. I have been joining for personal excel class for beginner, intermediate and advance level.
- **Academic Club:** An active member as secretary and have joining the recruitment and selection with performance assessment of committee member for the club.

PART 3: COMPANY'S PROFILE



1. Company's Name, Logo, Location, Operation Hours

Kulim (Malaysia) Berhad is a well-established agribusiness company in Malaysia. The company's logo symbolizes its identity and can be found on its official website. The corporate office is located at Level 12, Menara Komtar, Johor Bahru City Centre, 80000 Johor Bahru, Johor Darul Takzim, Malaysia and Ulu Tiram as well. The standard operation hours are typically from 8:00 AM to 5:30 PM, Monday through Friday.

2. Vision, Mission, Objectives, Goals

Kulim's vision is to transform the agribusiness industry by adopting modern technologies and automation, with a goal to become a leading player in the sector by 2025. The company's mission is to conduct business ethically, responsibly, and sustainably, ensuring superior returns to shareholders while contributing to the community and environment. Its objectives include innovating and transforming the plantation industry and committing to environmental, social, and governance (ESG) standards to achieve global excellence.

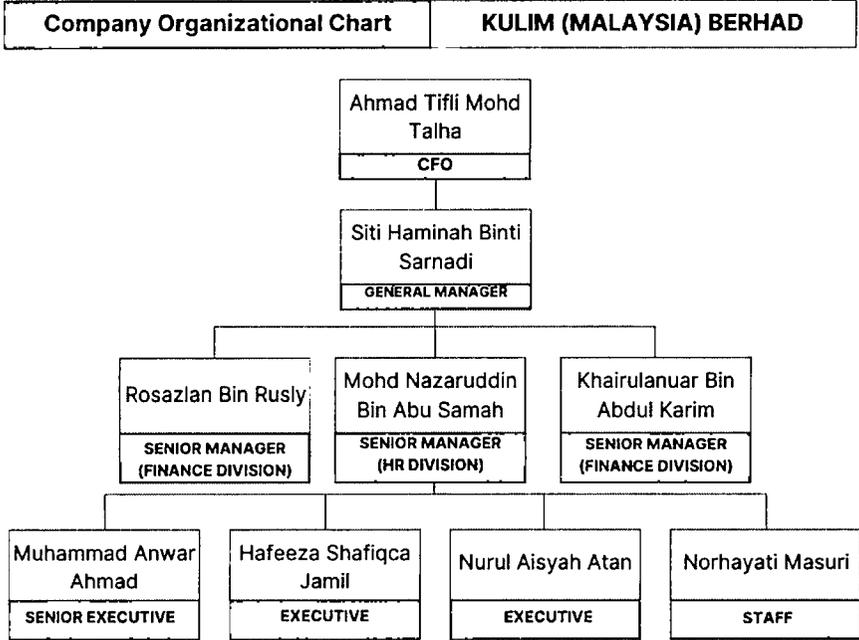
3. Background of Establishment

Kulim (Malaysia) Berhad was established in 1933 as Kulim Rubber Plantations Ltd in the United Kingdom. It became a public limited company and was listed on the Kuala Lumpur Stock Exchange in 1975. In 1976, Johor Corporation became the major shareholder, which marked the beginning of Kulim's diversification into oil palm plantations, intrapreneur ventures, and the oil and gas sector.

4. Organizational Structure

This organizational chart of Kulim (Malaysia) Berhad outlines the hierarchical structure of the company. At the top is Ahmad Tifli Mohd Talha, serving as the Chief Financial Officer (CFO), who oversees the strategic and financial direction of the organization. Below him is Siti Haminah Binti Sarnadi, the General Manager, responsible for managing daily operations and ensuring alignment with the company's goals. The management structure is further divided into key divisions led by Senior Managers: Rosazlan Bin Rusly and Khairuluanar Bin Abdul Karim, who handle the Finance Division, and Mohd Nazaruddin Bin Abu Samah, who oversees

the Human Resource (HR) Division. Supporting them are Senior Executives, Executives, and Staff, such as Muhammad Anwar Ahmad, Hafeeza Shafiqca Jamil, Nurul Aisyah Atan, and Norhayati Masuri. This structure demonstrates a clear delegation of responsibilities, enabling efficient communication and coordination within the organization.



5. Products/Services Offered

Kulim offers a wide range of products and services, contributing significantly to Malaysia's agribusiness sector. Its core operations include managing two business unit which are Kulim Pineapple Farm, which focuses on large-scale pineapple cultivation, and Southern Green Sdn Bhd, which specializes in the production and distribution of high-quality vegetables. Both operations are driven by sustainable farming practices and advanced agricultural techniques to ensure consistent productivity and quality. In addition to these, Kulim actively engages in livestock farming, contributing to the local supply of dairy products, and supports various other agricultural initiatives. The company's integrated approach to agribusiness showcases its commitment to innovation, sustainability, and food security.

PART 4: TRAINING'S REFLECTION

During my six-month industrial training from 12 August 2024 to 24 January 2025, I had the opportunity to work in the Human Resources (HR) Department, where I was supervised by the Executive in charge of Payroll. This role provided me with a deep understanding of various HR functions and administrative operations, allowing me to gain both practical and theoretical knowledge. One of my key responsibilities was drafting Budget Utilization Forms (BUF) to facilitate reimbursements for payments such as medical expenses, employee training programs, meal expenses, legal fees, travel allowances, and other related costs. This task required precision and attention to detail to ensure accurate records and compliance with company policies. Additionally, I was responsible for inputting new employees' data into the company's system and maintaining their personal files. This task taught me the importance of confidentiality and accuracy in handling sensitive employee information. I also drafted notices for employees nearing the end of their probationary period, ensuring proper communication and facilitating a seamless probation review process. This experience improved my communication skills and adapted me with employment regulations.

As part of the company's efforts to promote teamwork and collaboration, I was involved as a committee member for team-building activities. This role required me to plan, coordinate, and execute activities that enhanced employee engagement and morale. It was a valuable opportunity to develop organizational and interpersonal skills. In addition to these responsibilities, I managed the filing of payroll-related documents, ensuring that all records were organized and easily accessible for audits or references. I also took on the task of drafting detailed talent profiles for all employees, which involved gathering and analysing data to highlight skills, achievements, and career development opportunities. Moreover, I assisted in implementing a new attendance management system by entering data accurately and troubleshooting initial setup issues, which taught me to adapt quickly to new technology and systems.

Another significant aspect of my training involved vendor communication, specifically for the preparation of a new office. I coordinated with external parties to arrange necessary resources and logistics, ensuring smooth operations and compliance with deadlines. My daily administrative tasks included answering phone calls, responding to emails, preparing and managing important documents, maintaining general office files, overseeing the maintenance of office facilities, and supporting various ad hoc duties as required. These tasks enhanced my multitasking abilities and provided me with an understanding of the operational backbone of the workplace. Furthermore, I was given the chance to participate in interviews for potential new hires, which provided valuable insights into the recruitment process, from resume

screening to conducting initial assessments. This comprehensive and diverse range of responsibilities not only deepened my understanding of HR functions but also improved my organizational, analytical, and communication skills, preparing me to handle professional challenges with confidence and competence in the future.

The industrial training experience provided me with numerous benefits, both tangible and intangible, that significantly contributed to my professional and personal growth. One of the tangible benefits was the monthly allowance of RM800, which not only supported my financial needs but also motivated me to perform to the best of my abilities. On the professional front, I gained extensive knowledge and technical skills related to the HR field, such as managing employee data, preparing important documents, handling payroll-related tasks, and navigating company policies and systems. This exposure allowed me to understand the real workings of the industry and the practical application of theoretical concepts. Additionally, the training played a pivotal role in my personal development by equipping me with essential soft skills. I learned to multitask efficiently, becoming more flexible in handling various responsibilities and adapting to new challenges. The experience also improved my ability to work collaboratively within a team, ensuring effective communication and fostering a supportive work environment. Moreover, punctuality and time management became habits, as meeting deadlines and maintaining a consistent workflow were critical aspects of my role. Overall, the training not only enhanced my technical and interpersonal skills but also boosted my confidence, preparing me for future professional endeavours.

PART 5: SWOT ANALYSIS

STRENGTH

1. Strong Presence in the Agriculture Industry

Kulim (Malaysia) Berhad's established company in the agriculture sector is one of its most significant strengths. Over the years, the company has developed a reputation as a reliable and innovative player in the industry. This recognition provides it with a solid foundation to attract suppliers, customers, and investors who value its proven track record and expertise. Their brand name is identical with quality and sustainability, which fosters trust among stakeholders and allows the company to secure favourable business deals (EasyBA, 2023). This competitive edge enables Kulim to enter new markets with greater ease, as its reputation leads it, making it an attractive partner for collaborations and strategic alliances (Technavio, n.d.).

2. Extensive Networking

As a long-standing corporation, Kulim has built an expansive and diverse network of industry contacts, including suppliers, distributors, policymakers, and other key stakeholders. This network is not just a result of their longevity but also a proof to the company's consistent efforts to rising relationships and maintain a strong industry presence (EasyBA, 2023). When establishing new subsidiaries or exploring new ventures, this extensive network acts as a compound, providing valuable insights, resources, and support to ensure successful expansion. It also helps Kulim navigate complex market dynamics by leveraging established relationships to secure competitive advantages, access critical resources, and foster innovation in its operations (Kulim, n.d.-a).

WEAKNESS

1. Lack of Designated Workspace

The lack of designated workspaces for interns and new employees can create a challenging environment for productivity and collaboration. Without allocated desks or seating, these team members may struggle to establish a sense of belonging and structure, which is crucial during the initial stages of their roles. This disorganization can lead to confusion, delays in task execution, and difficulty accessing necessary tools or colleagues for guidance. Additionally, the lack of a defined workspace may leave interns and new employees feeling undervalued or disconnected from the organization, potentially impacting their self-esteem and long-term commitment to the company (RFM Group, n.d.).

2. Weak Internet Connectivity

Poor internet connectivity is a significant barrier to efficiency in the workplace, particularly in today's digital-first business environment. Kulim (Malaysia) Berhad's challenges with weak network access affect both personal and organizational systems, causing interruptions in daily operations. Employees may face delays in communication, hindered access to cloud-based resources, and disruptions in critical software applications necessary for their tasks. Such connectivity issues not only reduce individual productivity but also hinder the smooth functioning of collaborative efforts, project timelines, and customer interactions. Over time, these problems can decrease employee satisfaction and potentially affect the company's reputation for reliability among clients and stakeholders (Reworked, 2023).

OPPORTUNITY

1. Rising demand for raw materials due to global economic growth.

The rising global demand for agricultural produce, driven by rapid economic growth, represents an important potential for plantation enterprises. These goods are crucial parts in a variety of businesses. Vegetables, for example, are essential in food processing and dietary nutrition, but pineapples are essential in the food and beverage business, including canned goods and fruit juices. As economies grow, particularly in emerging areas, the demand for certain agricultural products is likely to increase. Plantation firms can take advantage of this trend by increasing production capacity, enhancing supply chain efficiency, and investing in advantageous, sustainable agricultural practices to fulfil rising demand. Furthermore, connecting into export markets with high consumption rates will assist ensure long-term growth and profitability ([MPIC], n.d.).

3. Enhance brand equity by creating jobs in rural areas.

Plantation firms have a unique chance to boost their brand image by generating significant job opportunities in rural communities, where economic options are generally limited. Companies that create plantations and assisting facilities can provide steady jobs, fair wages, and skill development programs, empowering local people and promoting economic growth. Beyond direct employment, these efforts can provide secondary economic advantages by developing local supply chains, services, and infrastructure. Making a commitment to improve rural livelihoods can help a company's reputation as a socially responsible organization. In an era where customers and investors are increasingly prioritizing environmental and moral values, such efforts can help a company stand out in the marketplace. Moreover, strong community ties can lead to enhanced operational stability, as local stakeholders are more likely to support initiatives that align with their interests and well-being (The Star, 2024).

THREATS

1. Impact of Decreased Demand on Stock

A failure in market demand may seriously interfere with inventory management and cause financial difficulties for the organization. When things are unsold for an extended period of time, the risk of stock expiration grows, especially for fresh or time-sensitive items. This causes direct financial losses because expired products can no longer be sold and production spending are unrecoverable. Furthermore, the company faces additional costs related to the storage and final disposal of unsold goods, such as warehouse space maintenance, meeting waste management regulatory requirements, and resolving environmental concerns. These difficulties not only burden operational budgets but also take resources away from other strategic efforts, which has a negative effect on profitability (Capital Alliance, n.d.).

2. Effect of Rising Costs of Agricultural Inputs

The rising cost of farm supplies threatens the company's profitability and operating flexibility. Seeds, fertilizers, pesticides, and irrigation supplies are essential for maintaining and growing the quality of crops, but rising prices can result in drastically higher production costs. Similarly, equipment maintenance and purchase costs balance the financial strain. As these costs rise, the company's profit margins decrease, making it difficult to remain competitive in the market. This financial pressure may also have an impact on cash flow, reducing the company's capacity to invest in innovation, expansion, and other opportunities for growth. Eventually, these cost difficulties will require careful planning and likely pricing changes, which may impact customer satisfaction and market share (UOB KayHian, 2022).

PART 6: DISCUSSION & RECOMMENDATION

STRENGTHS

1. Strong Presence in the Agriculture Industry

- **Discussion**: Kulim (Malaysia) Berhad's established reputation in the agriculture sector positions it as a trusted and reliable company, enabling it to attract stakeholders, including suppliers, customers, and investors. The association of the brand with quality and sustainability enhances trust and strengthens its market position, providing a competitive edge in securing favourable deals and partnerships. This reputation also simplifies entry into new markets, where the company can influence its expertise to establish a position (Kulim, n.d.).
- **Recommendation**: To maintain and enhance this strength, the company should continue investing in innovation and sustainability initiatives to support its reputation. Regular marketing efforts, such as show success stories and certifications, can further show its brand image and attract more stakeholders. Expanding into function markets where quality and sustainability are highly valued could also boost its presence.

2. Extensive Networking

- **Discussion**: The company's massive network of industry contacts enables it to access valuable resources, insights, and support for expansion and operations. This network serves as an asset when navigating market forces at work, ensuring competitive advantages and fostering innovation. It also helps in forming strategic associations that drive long-term growth (Kulim, n.d.).
- **Recommendation**: Kulim should actively foster these relationships by engaging in regular industry events, seminars, and collaborative projects. Building stronger ties with policymakers and key stakeholders can further set its market influence. Additionally, exploiting the network to explore joint ventures or innovative initiatives can help the company maintain a leading advantage.

WEAKNESSES

1. Lack of Designated Workspace

- **Discussion**: The absence of designated workspaces for interns and new employees creates a disorganized and potentially demotivating environment. This lack of structure can hinder productivity, collaboration, and morale, particularly for new team members who need a supportive environment to adapt and contribute effectively (Construction Review Online, n.d.; Turnkey Operations, n.d.).
- **Recommendation**: Kulim should allocate designated workspaces for all employees, including interns, to foster a more structured and inclusive work environment. Investing in flexible workspace solutions, such as flexible desks or shared office areas, can put up new hires without extensive renovations. Providing ergonomic furniture and essential tools will further enhance productivity and engagement.

2. Weak Internet Connectivity

- **Discussion**: Poor internet connectivity disturbs daily operations, affecting communication, collaboration, and access to critical systems. This challenge weakens efficiency and can lead to dissatisfaction among employees and clients, potentially impacting the company's reliability and reputation (SpeedNet LTE, n.d.; Tudip Technologies, n.d.).
- **Recommendation**: The company should prioritize upgrading its internet structure by partnering with reliable service providers and implementing backup systems to ensure uninterrupted connectivity. Regular monitoring and maintenance of the network can address issues proactively. Additionally, investing in modern communication tools and cloud-based solutions can further enhance operational efficiency.

OPPORTUNITIES

1. Rising Demand for Raw Materials Due to Global Economic Growth

- **Discussion**: The rising demand for raw materials, driven by development and growth in the economy, provides great potential for Kulim to expand production and enter new markets. This trend emphasizes the possibility for ongoing growth in businesses like food processing (AFSIC, n.d.; OECD, n.d.; Nature, n.d.).

Recommendation: In order to meet rising demand, Kulim should invest in high outcome, sustainable farming practices. Expanding export markets, particularly in places with strong consumption rates, can ensure long-term growth. Collaborating with research organizations to create new farming techniques can boost production and profitability.

2. Enhance Brand Equity by Creating Jobs in Rural Areas

- **Discussion**: Providing employment opportunities in rural areas strengthens the company's brand as a socially responsible enterprise. This initiative not only fosters economic growth but also enhances operational stability by building strong relationship with community (Inspira Journals, n.d.; CSR Times, n.d.).

- **Recommendation**: Kulim should prioritize community engagement programs that include job creation, skill development, and fair employment practices. Partnering with local governments and organizations to address specific community needs can further enhance its reputation. Highlighting these efforts in marketing campaigns can attract socially related investors and customers.

THREATS

1. Impact of Decreased Demand on Stock

- **Discussion**: Reduced market demand can lead to surplus inventory, financial losses, and increased costs for storage and disposal. This situation distracts resources from other strategic initiatives, negatively impacting profitability (Capital Alliance, n.d.; ABC Supply Chain, n.d.).
- **Recommendation**: Kulim should implement strong demand forecasting and inventory management systems to minimize the risk of overproduction. Diversifying product offerings and exploring alternative markets can help lessen the effects of changing demand. Establishing partnerships with recycling organizations can also provide cost-effective solutions for unsold stock.

2. Effect of Rising Costs of Agricultural Inputs

- **Discussion**: Increasing prices of seeds, fertilizers, and equipment pressure operational budgets and reduce profit margins. This challenge limits the company's ability to invest in growth and maintain competitiveness (FB.org, n.d.; AgAmerica, n.d.; Amtec Group, n.d.; HusFarm, n.d.; BFAP, n.d.).
- **Recommendation**: To address rising costs, Kulim should explore cost-saving strategy such as bulk purchasing, negotiating long-term contracts with suppliers, and adopting accuracy agriculture techniques to optimize resource use. Researching and investing in alternative, cost-effective inputs can further reduce dependency on expensive resources. Collaborating with government programs or subsidies for agricultural development can also lessen financial pressure.

PART 7: CONCLUSION

Kulim (Malaysia) Berhad's long-standing presence and reputation in the agriculture industry position it as a trusted and innovative market leader. By shows its strengths, such as its extensive network and focus on sustainability, Kulim can continue to grow and succeed in a competitive environment. However, addressing operational weaknesses, such as workspace allocation and connectivity issues, is essential for maintaining productivity and employee satisfaction.

To sustain its growth path, Kulim should take advantage of on opportunities presented by global economic trends while justifying threats through demand forecasting, cost management, and diversification. Strategic investments in technology, community development, and sustainable practices will further strengthen its market presence and ensure long-term success. This approach will enable Kulim to sustain its vision of being a progressive and profitable agribusiness leader while delivering value to its stakeholders.

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PART 9: APPENDICES



Figure 1 Mini Town Hall



Figure 2 Lunch Gathering

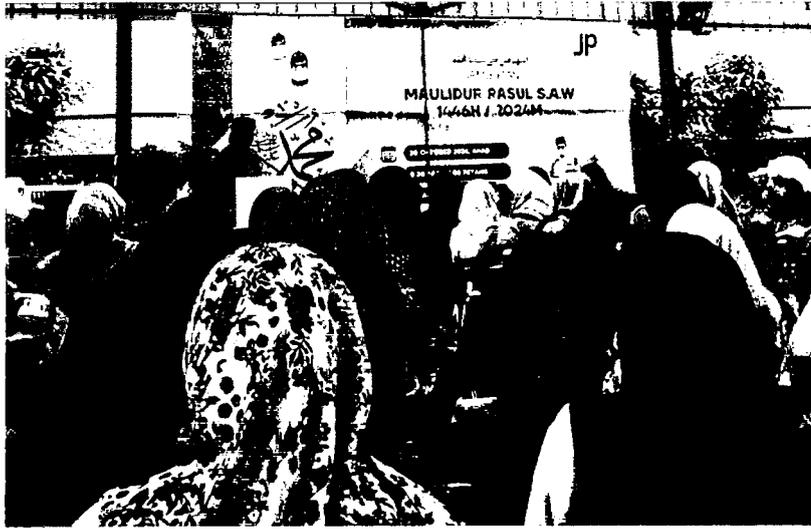


Figure 3 Sambutan Maulidur Rasul SAW



Figure 4 Team Building at Batam





Figure 5 Fire Drill



Figure 6 Mini Town Hall



Figure 7 Doa Selamat for New Office



Figure 8 Jamuan Makan



Figure 9 Birthday Celebration