

INDUSTRIAL TRAINING REPORT AND SWOT ANALYSIS 2024



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UNIVERSITI
TEKNOLOGI
MARA

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PEJABAT SETIAUSAHA KERAJAAN NEGERI PERLIS

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EXAMINER : PUAN IMA ILYANI DATO' HJ IBRAHIM



EXECUTIVE SUMMARY

This internship report describes my experience at Pejabat Setiausaha Kerajaan Negeri Perlis (PSUKPs). The internship, which took from 18 March 2024 until 23 August 2024, aimed at preparing me with the administrative tasks and operational processes of the state government's secretariat office.

During my internship, I was assigned to the Unit Komunikasi Korporat Department. My tasks included handling posters, publishing them in Majalah Minda Perlis, and assisting with programme management, which gave me an extensive understanding of how the state government handles administrative activities and supports various public services.

These experiences allowed me to apply theoretical knowledge gained from my academic studies in business administration (marketing) to real-world situations within a governmental context. This report contains the objectives, SWOT analysis, PESTEL analysis and recommendation for the company.

Overall, my internship at PSKUKPs was interesting and enjoyable. It not only improved my academic knowledge but also created a greater desire in pursuing a career in public service. I am grateful to my mentors and coworkers for their guidance and support during this internship, which helped me improve professionally.

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Company's Profile



The Office of the Secretary of the Perlis State
Government (SUK)
Pejabat Setiausaha Kerajaan Negeri Perlis



The Office of the Secretary of the Perlis State Government (SUK) refers to the department responsible for handling the administrative affairs of the Perlis State Government in Malaysia. This department is usually led by a state secretary, who is a senior official in the administration of the Perlis state government. The office of the Secretary of the State Government of Perlis is usually located in the capital of Perlis, which is Persiaran Wawasan Kangar, Perlis. As the main administrative body of the Perlis state government, the Perlis State Secretary's Office plays an important role in ensuring efficiency, effectiveness, and coherence in the state's administration.

Vision

Improving the effectiveness of the human capital of the public service for the sake of excellence in the public service through the following functions:

- Being the main advisor to the government in matters involving public service personnel;
- Drafting a public service personnel policy, including recruitment, placement, promotion, training, salary, allowances, facilities, retirement benefits, accident compensation, work environment, motivation, incentives, and appreciation;
- Planning the need for quality public service manpower;
- Determine the optimal structure and size. and Managing employer and employee relations towards creating a harmonious atmosphere;

Mission

To become a world-class organization in the planning, development, and management of excellent human resources based on professionalism, integrity, and the latest technology, in line with the Vision 2020 goal of making Malaysia a developed country.

Goals

The sustainability of quality services for the well-being of Perlis.

