



اَبُو سَيِّدِي تَكْوَالُحِي وَابَا
UNIVERSITI
TEKNOLOGI
MARA



INDUSTRIAL TRAINING REPORT SWOT ANALYSIS

PERBADANAN KEMAJUAN
EKONOMI NEGERI PERLIS

1 MARCH 2024 - 9 AUGUST 2024



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EXECUTIVE SUMMARY

This report is a thorough essence of my journey that I undertook as an intern within 23 weeks in PKENPs. This report aims to show my industrial training process throughout this 23-week period, which will include industrial experience such as engaging with many people, adaptations to working in real industry, and knowledge and skills gained related to work and personal development. I attended the first day of my industrial training on 1 March 2024 and was assigned under Mr. Mohd Nazar, the financial manager of PKENPs. During this 23-week period, I am working as an intern for the finance department. PKENPs functioned for the development of the economic sector in Perlis. This report will also include some information about PKENPs regarding its history and activities that it has been involved in, such as rental services, selling properties, and promoting entrepreneurship. This report consists of my profile, the company's profile, training experience, SWOT analysis, discussion, recommendations, SWOT matrix, pestel analysis, and conclusion. For SWOT analysis, PKENPs is notable for having strengths in executing projects across various sectors and staying updated with technologies and weaknesses such as a surplus of staff and bureaucratic challenges. Besides, the opportunities that they have were collaboration with private companies and tourism development, and threats were problematic tenants and contractors, as well as economic and market fluctuations. As for the SWOT matrix, PKENPs could use multiple strategies, such as SO strategy, which enhances the tourist experience with technology; WO strategy, which involves outsourcing and secondment opportunities; ST strategy, which focuses on high-growth and resilient sectors; and WT strategy, which focuses on flexible work arrangements. Lastly, for pestel analysis, the elements for each factor that give an impact to PKENPs include leadership and governance, inflation, age distribution, rate of change in technology, weather conditions, and labor laws.



COMPANY'S PROFILE

Company's Name

Perbadanan Kemajuan Ekonomi Negeri Perlis (PKENPs)

Company's Location

Lot 173-191, Taman Kemajuan, Jalan Raja Syed Alwi, 01000 Kangar, Perlis

Company's Background

Perbadanan Kemajuan Ekonomi Negeri Perlis, formerly known as the Perbadanan Kemajuan Negeri Perlis, was established pursuant to Perlis State Enactment No. 6 in 1973 and came into force on 1 September 1973.

In 1973, the State Government, through Enactment No. 3 of 1984, has made several amendments to the Mother Enactment (Enactment No. 6 of 1973) involving several sections (Section 4, Section 7, Section 8, Section 9, and so on). This is to adapt to the current situation and development.

From 1 May 1985, the corporation was changed to a new name as it is known today, which is "Perbadanan Kemajuan Ekonomi Negeri Perlis", following in line with its function for the development of the economic sector in the State of Perlis. This name change has been approved by Perlis State Enactment No. 7 of 1985.

Despite operating within a relatively limited scope, the corporation is still viable in competing with housing and other building developers within and outside the state by successfully building buildings and residential houses and shops around the state of Perlis. The increasing demand towards the development of the state through the construction of buildings, shops, and residential houses makes the corporation continue to maintain the main principle of leading the development and economy of the state.

VISION, MISSION & OBJECTIVE

VISION

Perbadanan Kemajuan Ekonomi Negeri Perlis will be the best economic development agency in the State of Perlis, particularly through:

- Real estate development
- Industrial Development
- Investment
- Entrepreneurship training

MISSION

Promote high-quality real estate development, industrial development, and investment that can generate economic development as well as provide business opportunities and entrepreneurial training to Bumiputera traders or entrepreneurs in the State of Perlis.

OBJECTIVE

To initiate and propel the state government to expand and develop its economy for the benefits of its people.