



UNIVERSITI
TEKNOLOGI
MARA

Fakulti
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INDUSTRIAL TRAINING REPORT MGT666

SWOT ANALYSIS: KPJ PERLIS SPECIALIST HOSPITAL
1 March 2024 - 9 August 2024

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BACHELORS OF BUSINESS ADMINISTRATION (HONS)
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EXECUTIVE SUMMARY



This report summarized the six months industrial training as a requirement of my Business and Administration Hons. Finance that I eased successfully in Finance Department of KPJ Specialist Hospital Perlis from 1 March 2024 until 9 August 2024.

During my internship period, I have been assigned to do tasks that is new for me and I got to learn many new things. One of the main tasks that I have to accomplish daily is to register cash-in for cheque payment in Hospital Information System (HITS) of KPJ Perlis. Besides that, I was also assigned to calculate the drugs and medical supplies from various department quarterly to ensure that the stock amount is equal as in HITS.

In this report I had stated the SWOT and PESTEL analysis for KPJ Perlis. SWOT analysis consist four elements which are strength, weakness, opportunity and threats. In PESTEL analysis, it consists six elements which are politic, economic, social, technology, environmental and legal that related to the company situations. Lastly, in this report also includes some recommendation for the company to do some improvements in their company's operating.

COMPANY'S PROFILE

NAME OF COMPANY	KPJ PERLIS SPECIALIST HOSPITAL
LOCATION	No. 77, Jalan Dato' Wan Ahmad, 01000 Kangar, Perlis
CONTACT	+604-970 7777
EMAIL	prm.kpjperlis@gmail.com.
WEBSITE	https://www.kpjhealth.com.my/perlis/
BACKGROUND OF ESTABLISHMENT	KPJ Perlis Specialist Hospital, also known as KPJ Perlis, is the 25th hospital under the parent company of KPJ Healthcare Berhad, which is owned and managed by Johor Corporation Berhad and is Malaysia's leading healthcare provider with over 40 years of experience. Because of this figurative association and cohesive network of specialists, the KPJ Perlis is capable of providing great medical assistance and care to patients. Patients can access a wealth of knowledge, experience, and technology.



COMPANY'S PROFILE

Vision

“To be the Preferred Healthcare Provider”

KPJ Perlis endeavors to establish itself as the foremost healthcare provider of choice for individuals, despite being a private hospital.

Mission

“Deliver Quality Healthcare Services”

KPJ Perlis emphasises the value of providing exceptional care and attention to people's health needs. When patients seek medical assistance, they expect the same level of quality and personalised care that guests do in the hospitality industry. This includes providing effective medical treatments, also creating a welcoming and supportive environment that prioritises patients' comfort and well-being.

