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UNIVERSITI
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Cawangan Melaka
Kampus Bandaraya Melaka

INDUSTRIAL TRAINING REPORT

3 MARCH 2025 – 15 AUGUST 2025

GERBANG ALAF RESTAURANTS SDN BHD

(MCDONALD'S MALAYSIA)

– KOTA EMERALD STORE

NOR FIRZANAH AZYAN MOHD HISHAM

2022698276

BACHELOR OF BUSINESS ADMINISTRATION

(HONS) INTERNATIONAL BUSINESS

FACULTY OF BUSINESS AND MANAGEMENT

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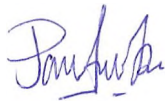
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EXECUTIVE SUMMARY

This report documents my industrial training at McDonald's Malaysia, Gerbang Alaf Restaurants Sdn Bhd, Kota Emerald Store, conducted from 3rd March 2025 to 15th August 2025. The primary focus of my placement was on observing and understanding operational and human resource management processes, with particular attention to workforce-related challenges, especially labour cost control, high staff turnover, absenteeism, and the growing reliance on foreign workers.

Throughout the internship, I observed that McDonald's Kota Emerald benefits from a strong global brand reputation and well-established HR systems, which together attract disciplined foreign workers who are more willing to commit to long-term contracts. These structured systems include tools like **Fred@Academy**, digital SOP portals, and standardised onboarding modules that ensure service consistency and productivity even during workforce transitions.

Despite these strengths, the store faces recurring operational issues including low wage structures with limited increment growth, dissatisfaction among local staff, and high rates of absenteeism and turnover especially among part-time Malaysian employees. These challenges often disrupt shift planning, reduce service speed, and increase the workload on remaining staff.

The report presents a comprehensive SWOT and TOWS analysis focused on operations and workforce dynamics at the branch level. It explores how internal factors like training systems and wage policies and external factors such as foreign labour policies and public perception interact. Each strategy in the TOWS matrix addresses specific pairings of strengths, weaknesses, opportunities, and threats providing practical recommendations such as digitised scheduling tools, structured promotion pathways, fringe benefits, recognition programs, and CSR communication improvements.

Recommendations are aimed at enhancing staff retention, boosting local employee engagement, optimising foreign workforce integration, and embracing technological innovation. By balancing operational efficiency with inclusive workforce practices, McDonald's Kota Emerald can strengthen its position as an employer of choice while reducing risks related to workforce instability and policy shifts.

ACKNOWLEDGEMENT

I am truly grateful to Gerbang Alaf Restaurants Sdn Bhd (McDonald's Malaysia) Kota Emerald Store, for giving me the opportunity to undergo my industrial training. I extend my sincere thanks to my supervisor, Sir Parthiban along with En Mohamad, for their invaluable guidance and mentorship. I also appreciate the support and cooperation of my colleagues, who provided practical knowledge and assistance during my training. Special thanks to my faculty advisor for providing academic supervision throughout this journey.

I would like to extend my heartfelt appreciation to my internship advisor, Dr Siti Normah from the university, whose support and timely feedback helped me stay on the right track. Her valuable insights helped me reflect critically on real industry issues and apply classroom knowledge in a meaningful way. I am also thankful for her patience and constant encouragement throughout this report-writing process.

My sincere gratitude also goes to my fellow trainees and friends who shared their own experiences and perspectives during our internship. Their collaborative spirit and willingness to help each other created a positive learning environment and made this journey more insightful and enjoyable.

Lastly, I am deeply thankful to my family for their unconditional support and motivation throughout the time of my internship and report preparation. Their encouragement, especially during challenging times, gave me the strength to stay committed to my goals. I dedicate this report to them, as their belief in me has always been my biggest source of inspiration.

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