

**IDENTIFYING TRAINING NEEDS FOR THE EMPLOYEES AND
ITS RELATIONSHIP WITH OVERALL BUSINESS PERFORMANCE :
A STUDY OF CAPTAIN ROSLEY ENTERPRISE SDN. BHD
(BAKERY DIVISION)**

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ABSTRACT

This study attempts to identify training needs for the employees and its relationship with the overall business performance at Captain Rosley Enterprise Sdn. Bhd (Bakery Division). This study also involved five small and medium factories in sibu especially to gather information regarding training and its relationship on overall business performance. A total of 23 employees at Captain Rosley Bakery were chosen as respondents whom data and information were collected through a set of questionnaires. The data were analysed through frequency and percentage. Among the information analysed were the level of knowledge, skills, attitude and employees' performance after receiving induction training. The other objective of the study is also to identify the impact of training on overall business performance. This study revealed the induction training program had a significant and positive relationship with employees' performance and overall business performance. This study recommended that a human resources development unit to be created at Captain Rosley Enterprise Sdn. Bhd. This study also recommended that bakery's management send their employees for training in other intuition such as MARDI, UiTM or attach their employees in establish bakery such as Gardenia Bakery. Bakery management also can engage training consultants to conduct several suitable training. The purposes of the recommendation are to enhance the performance and increase the productivity of the bakery in the future.

CHAPTER I

INTRODUCTION

1.1 Background of the study

The government had attempted to implement and to expedite the growth of Bumiputra Commercial society through the involvement of Bumiputra society in business and entrepreneurship. Several problems arose in Bumiputra owned factory under the SMI schemes, that needed attention; among them are, employees lack of skills in producing high quality products and lack of skilled workers. This problem is very closely related to the management that lacks commitment in employees training. A study conducted by UKM/MARA (1994) showed that only 17.1% of factories owned by Bumiputra sent their employees for training or attending courses that are related with their job. For some SMI factories were not well- planned and neither did they make any evaluation on the impact of the training. Factory management need to conduct an intensive evaluation on whatever training that they have organised, and through these training evaluations, weaknesses can be detected and step taken to improve the situation.

The study is done at Captain Rosley Enterprise Sdn. Bhd. (Bakery Division) No. 6F-H, Kampung Dato', Sibul. This bakery was established in 1998. In Sibul, this is the only bakery that is being run by a Bumiputra. The bakery employs 1 supervisor, 23 workers at production line and 2 van drivers. The bakery's proprietor is doing marketing of the bakery's product.

CHAPTER II

LITERATURE REVIEW

2.1 Introduction

Human resource management is the development and administration of programs to enhance the quality and performance of people working in an organization. One aspect that the company consistently identifies as critical to their ability to implement strategies is how an organization manages its human resource.

According to Jones and George (1998), human resource management refers to activities undertaken to attract, develop and maintain an effective work force these then, are the three primary goals of human resource management. Human resource management is the utilization of human resource to achieve organizational objectives and it involves the process of analysing and managing an organisation's human resource needs to ensure successful achievement of its strategic objectives. An effective human resource management will facilitate the most effective use of employees to achieve organisational and individual goals.