

# REPORT AT STRATA XML VENTURE



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#### **EXECUTIVE SUMMARY**

My memorable end enlightening 6 months industrial training begin here at Strata Xml Venture (SXV). Strata Xml Venture is one of the consultancy firms in land and mapping company located at Pulau Pinang. It was great experience to do a practical training here and I gain a lot of extrinsic and intrinsic value here. This industrial training report is to identify the swot analysis of this company. With utilization of SWOT, I learned and analyzed the current condition of strengths, weaknesses, opportunities, and threats that can help development in business strategies. SWOT analysis is used because it helps to concentrate the company activities into areas where the company is strong and where the greatest opportunity. Lastly, there are a lot of recommendation that can be practiced by this company for their business progress.

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#### 1.0 COMPANY PROFILE

#### 1.1 COMPANY BACKGROUND



Strata Xml Venture (SXV) was established on 5 May 2016. It was founded by Encik Muhammad Hassan as one of the consultancy firms in land and mapping company located at 1-3-3 Ideal Avenue, Bayan Lepas, Pulau Pinang. This company operates six days a week from 9 am until 6 pm (Monday to Friday) and 9 am until 1 pm on Saturday.

#### 1.2 VISION

The vision of this company is to be well recognized as one of the consultancy firms in land and mapping frontiers. Strata Xml Venture is expecting to be one of the companies that provides the best services and being one of a well-known company in their specific services in the future.

#### 1.3 MISSION

The mission is to provide continuous client satisfaction by maintaining the value-driven attitude employees.

# 1.4 OBJECTIVES

- To increase the operational excellence to meet customer satisfaction
- For our customers and client to refocus on the value we offer to them

# 1.5 ORGANIZATIONAL STRUCTURE MUHAMMAD HASSAN MANAGER MUHAMMAD SITI FATIMAH SITI KHADIJAH HISHAM FINANCE OFFICE CLERK DRAUGHTMAN OFFICER & SURVEYOR NUR HANIS NUR ALIAH AISYAH NUR AMIRAH ACCOUNT ASSISTANT ASSITANT INTERN ASSISTANCE DRAUGHT SURVEYOR

#### 1.6 SERVICES PROVIDED

# 1.6.1 Land and Strata Development Consultancy

- The process of transforming the terrain for various reasons for the benefit of people is known as land development. A process of modifying the landscape includes removing a landform from its natural or semi-natural state for a purpose such as agriculture or housing. Subdividing real estate into lots, usually for the purpose of erecting houses, is another option. Urban renovation, redevelopment, and regeneration are still another process.
- In Peninsular Malaysia, land development is governed by the National Land Code 1965 (NLC), which applies to all planned enterprises involving the use of land. Land surveyors have played an important part in the development of land and will continue to do so in the future. Their contributions to survey and mapping projects are particularly important, as they provide critical information for land planning and development for housing, agriculture, and infrastructure.

# 1.6.2 Land Title Survey

- Cadastral survey is a survey used to create a cadastral plan that defines a specific parcel
  of land for the purposes of ownership and registration, and depicts the borders to a high
  degree of accuracy as stipulated in the register controlling the holding of land and
  transfer of title.
- The land information must allow the borders to be re-demarcated on the ground with the
  precision specified in the registration. A cadastral plan is created using the results of a
  survey that complies with the National Land Code of 1965 and the Licensed Land
  Surveyors Act of 1958.

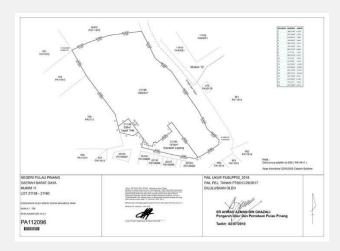


Figure 1.0 Land Title Survey

# 1.6.3 Strata Title Survey

• A strata title survey is a survey used to divide any building or buildings on alienated land that is held as a single lot under Final Title into parcels or land parcels.

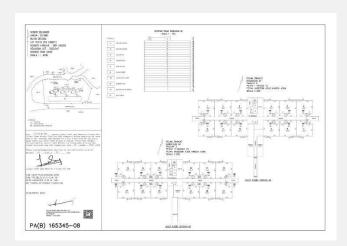


Figure 2.0 Strata Title Survey

# 1.6.4 Topographical Survey

- The surveying of the position and shape of natural and artificial features on Earth is known as topographical surveying. The information is then provided in either analogue (hard copy) or digital form. For design and planning purposes, a topographic plan or map is employed.
- Before carrying out the full survey of ground characteristics in the subsequent stages, a network of control points (x, y, z) must be constructed over the area. Triangulation and trilateration techniques, as well as traversing with an EDM / Total Station or employing GPs, are used in these surveys. The tacheometric method with a theodolite and staff or an EDM / Total Station is used to collect detailed topographical features.
- The obtained field data is subsequently processed, and the topographic map is created following proper cartographic treatment.

# 1.6.5 Engineering Survey

An engineering survey is one that is carried out to meet engineering requirements such as:

- Obtaining spatially referenced ground data for civil engineering designs that is spatially referenced to boundary and survey reference marks (roads, railways, water-ways, buldings etc.)
- Civil structures are laid out according to their planned horizontal and vertical parameters.
- Deformation Monitoring is a type of land surveying in which many observations are taken over a period of time in order to detect and quantify movements of natural and man-built structures. Monitoring might be routine (for example, recording the high and low water marks in a dam) or necessitated by an abnormal circumstance (e.g. major works near a tall building).

#### 2.0 TRAINING REFLECTION

I started my internship in 8th Mac 2021 until 20th August 2021 (24 weeks) at Strata Xml Venture which is one of the consultancy firms in land and mapping company located at Bayan Lepas, Pulau Pinang. My working days in this company includes six days a week from 9 am until 6 pm (Monday to Friday) and 9 am until 1 pm on Saturday.

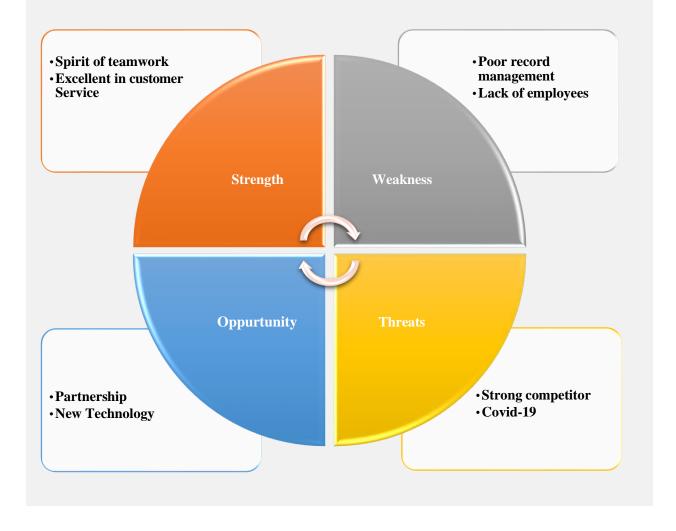
During my internship, I was placed to work under the department of finance. The position that was given to me during the internship is as a trainee in finance department. In this position, I was responsible to do some of the company accounts such as debit and credit. Besides, I was also required to create a new payment voucher receipt to the company using my own idea and fill in the details on the payment voucher receipt. I also learned on how to sort of the amount of debit and credit in the company account. Then, I had to key in the data in microsoft excel by using some formulas. Lastly, I also learned on how to read the detail payment and sorting it out carefully in order to avoid mistakes.

During my internship at Strata Xml Venture, I acquired and learned a great deal about company culture and practice. It was a fruitful experience for me as I was exposed to a real-life job setting. As a result, it greatly assists me in enhancing my soft-skills and becoming more knowledgeable individual. Furthermore, while it was initially quite difficult for me, I was able to adapt efficiently to the working environment and colleagues. Apart from that, it taught me to be more proactive in completing duties and to effectively manage my time in order to collaborate with my colleagues.

In addition, this company also provides me with a great amount of stipend during my internship. In general, this internship program helps me a lot in my preparation before joining the working industries. I obtained a lot of experiences, knowledge, and the opportunities to improve my abilities, which I can implement once I start working. I'm hoping that with all of those experiences and skills, I will be able to achieve well in the future.

#### 3.0 SWOT ANALYSIS

SWOT Analysis is a basic yet effective framework for examining the strengths, weaknesses, opportunities, and threats that your company faces. It enables you to build on your strengths, fix your weaknesses, reduce risks, and maximise your chances of success. Based on Christine Namugenyi (2019) said that many company use SWOT analysis as part of their strategic planning process, attempting to discover and assess current resources, both internally and externally, as well as trends and patterns that may have good or bad implications for their businesses.



# 3.1 Strengths

# I. The spirit of teamwork among the employees

In an organization, teamwork is vital because it allows employees to form bonds with one another, which strengthens relationships. Workers who are part of a project team frequently feel valued when the assignment is completed successfully. A situation in which everyone has an opportunity to contribute to the work promotes team relations and increases mutual respect. Improved employee relations are also a product of teamwork, which increases cohesion among members as a result of improved trust.

During the practical training at Strata Xml Venture, I found that the spirit of teamwork among the employees at Strata Xml Venture is very impressive and commendable among them regardless of their positions in the company. For example, if there is a new project coming in or when suddenly there is a problem in our projects, the subordinates or superiors will get together and discuss on how to determine what they need to do and what to see first to solve the problem that arose. In the Strata Xml Venture, they will do a little discussion on a daily basis in the morning before we start to work. This is to ensure that everyone can understand the purpose of the discussion and can list any suggestions that can be made. Therefore, when something happens, they will all be responsible together.

Besides, this teamwork really gives a lot benefit to this company because when we do a job with teamwork, people will brainstorm together, they are more likely to come up with novel solutions to challenges and to anticipate future ones in solving the problem together. In addition, we can finish our jobs in time stated because we are together to help each other.

Also, the thing that makes me feel happy when working with employees at Strata Xml Venture is because the employees at this company have passion for learning something new and aren't ashamed to ask something they don't know. This makes me feel very comfortable to work with them even though I am only a practical training student. Nevertheless, the staffs in this company are very appreciative and respectful by treating me as a part of their family. In turns, I can also help employees by using existing knowledge and skills, and I can also learn something new while working at Strata Xml Venture.

Lastly, in order to sustain this teamwork, I recommend that leader should involve themselves in corporate communication to avoid misunderstanding between the employees. According to F Sonmez Cakir et al (2020) in his research entitled "Analysis of Leader Effectiveness in Organization and Knowledge Sharing Behaviour on Employees and Organization.", a leader's efficiency refers to how well he or she directs and influences his or her efforts in order to achieve the goals.

This is because teamwork requires strong leadership. Objectives must be clearly established for teams to function properly. The majority of team members are pull in separate ways by competing projects and duties. Leaders must establish the big picture in order to establish priorities. Ensure that leadership is involved in internal communications planning so that all employees are aware of the company's overall direction. Ensure that leadership is involved in internal communications planning so that employees at all levels

# 3.2 Strengths

#### II. Excellent in customer service

Customer service is very vital in company's success because it keeps customers happy and allows us to extract more value from them. Businesses may recoup client acquisition expenditures and create a loyal following that refers consumers, serves as case studies, and gives testimonials and reviews by delivering excellent customer service. Customer service also plays a role as a face the company. If the customer gets a great customer service from our company, it will give a good impression towards the company.

Serving a wide variety of customers or client is not easy. Throughout my practical training at Strata Xml Venture, I found that the customer service provided by the manager and employees here was very efficient & professional. Employees are able to react quickly to problems that arise from customers and client. Sometimes, when there is a problem issued by the client, the employee can resolve between them without having to involve and wait for the manager. This is because the manager is always busy to settle things and is not always in the company so this can save time to solve problems. I also learned about good attitudes when serving customers and client regardless whether doing it face to face or talking on the phone.

Employees are taught to stay calm and portray pleasant personality which will work best for those in a customer service position. The manager at Strata Xml Venture also shows a good attitude to the employees by attending the client politely and answering all their question in a good way. This shows that the manager plays a big role in educating their employees about a good customer service. Furthermore, to avoid more complicated situations, the employee at customer service must keep his or her personal feelings out of the conversation and remain calm at all times. Each company's policy for dealing with angry customers may be different, but customer service employees at Strata Xml Venture stick to the policy and avoid emotional reactions.

Lastly, to sustain the excellency in customer service, I recommend that everyone in this company to maintain the positive attitude in order to sustain the excellent customer services. This is because when it comes to providing good customer service, attitude is essential, and having a positive attitude goes a long way. According to Gede Juanamasta, N. M. (2019), having the correct attitude may turn poor customer experiences into favourable ones. Because most consumer contacts are not face-to-face, your tone of voice and vocabulary should represent your attitude.

It is easy to misinterpret written communication's tone, and email or live chat can appear cold. The brain interprets someone else's emotional tone using a variety of signals, including body language and facial expression, many of which are absent online. So, by maintaining the positive attitude when attending to our client or customer, it will sustain the excellent of customer service in this company.

#### 3.3 Weakness

# I. Poor records management

The supervision and administration of digital or paper records, regardless of format, is known as records management (RM). The purpose of records management is to assist an organisation in maintaining access to vital documentation for both business operations and compliance audits. Spreadsheets are used to track where records are stored in some small to mid-sized enterprises, while bigger organizations may find records management software packages that are related to both a taxonomy and a records retention schedule to be more useful.

Strata Xml Venture still practices manual records management. This has led to many errors and things being overlooked when there are too many documents to record. There are documents that are only recorded in the book and sometimes this process can result in the employee to forget to fill in the incoming and outgoing document information. Therefore, if an error occurs when the document is not recorded, this company will be unable to identify who should be responsible for further action.

For example, in Strata Xml Venture it used to happen when there was a document that required a signature from manager immediately or for emergency reasons, then the employee would forget to record in the book. This makes it more difficult when other parties want to make a reference unfortunately the document is not recorded. Other than that, sometimes when they need to use the document it takes a lot of times to find the document because they do not have proper guidelines in order to keep the document in a safe place. This poor record management really effect this company because it is wasting time just to find where the document was placed.

In the conclusion, Strata Xml Venture need to overcome this problem by reviewing document retention schedules. For good records management, it's critical to stick to correct retention schedules. Good record management also helps in making the process of making a document more efficient by performing key tasks such as installation, approval, and quality assurance measures by Anahí Casadesús de Mingo, A. C.-i.-M. (2018). The schedule is a policy document that explains how long information must be maintained and how to dispose of records that have outlived their usefulness.

#### 3.4 Weakness

# II. Lack of Employees

Employees plays an important role as a company's backbone. An employee is a person who works for a company and is paid an hourly rate or an annual salary for a certain task. Employees are typically defined by the employer's greater amount of control over the intricacies of the employee's work. They supply all of the abilities required to do the jobs in an organization.

Throughout my practical, I found that Strata Xml Venture weakness is the lack of employees. This weakness is mentioned by the manager itself. Strata Xml Venture only has not more than 10 employees in their organization not including their subcons. The impact of the lack of employees in this company has increased the workload of the staffs. Therefore, each staff have to work more than their scope of work which have affected the flow of the company. Sometimes they have to work extra time in order to finish up their works before they go back.

They also have to bring back their works incase they got an urgent job that need to be settled. This issue can make the staff to be burned out and give a really bad impact to the staff because they will get sick with being mentally & physically exhausted. Not only to the staff, but the company also can get a bad impact because the employees will take a medical leave if they sick or they definitely will choose to quit job if they cannot stand the stress anymore. Besides, this lack of the employees also will make them losing their client. This is because the lack of the employees makes them unable to complete the work within the given time so the client usually will terminate the jobs if they cannot complete it.

To conclude, in order to overcome this weakness, I recommend that Strata Xml Venture to hire more employees to work in this company. According to Sabir Sadiq Abdulkhaliq, Z. M. (2019), hiring new employees to your team can help you complete current and future responsibilities more quickly. They can start displaying vacancy advertisements in many other platforms such as Indeed.com, LinkedIn.com, and many more. By doing that, it can help to lessen & alleviate the burden of the company and it can develop a good organization of the company in the future.

# 3.5 Opportunity

# I. New Technology

The skills, methods, and processes used to achieve goals are referred to as technology. People can use technology to: manufacture goods or provide services. Technology's role in business is not new, but it is growing. Employees expect their employers to provide them with the most up-to-date technology, which will enable them to be successful in carrying out their job responsibilities. It is difficult to compete with businesses that fully utilize technological advancements when your

Strata Xml Venture has been utilizing technological advancement for their job scope from strata fieldbook to strata laser scanner data. Before this, they were using the strata fieldbook which only practicing the manual writing of the data. By using the new technology, laser scanner data, it will make their task easier because they do not have to do it manually just like before. Besides, this new technology is applying the concept of paperless and its more systematic

Indirectly, utilizing this technology will cut more cost that was used to spend on paper and ink. This technology also more secure because the data will be stored more carefully to avoid any loss of data if any circumstances happen. As a recommendation, Strata Xml Venture must explore more technology in order to solve their work efficiently. If their work done with less error and query, it will create more customer satisfaction toward their company.

# 3.6 Opportunity

# II. Partnership

A partnership is a company that has multiple owners. It is not a legal business entity, and it is not required to register with the state. Simply put, if you decide to do business with another person without filing any state paperwork, you are automatically in a partnership.

Strata Xml Venture built a partnership with another big company. By doing that, it is much easier for them to get a job because in this era they have to cope with many strong competitors. Hence, Strata Xml Venture took the opportunity to do a partnership with other company so that they can get more job rather than having to bid with their competitors. When this company do a partnership, they can gain some profits from the assigned jobs.

Besides, by doing the assigned jobs, it will create a customer satisfaction because usually they will get new client from this type of jobs. As for recommendation, the company can take the advantages of this opportunity in creating a strong brand by doing the jobs with the excellent quality and within the time frame stated. It will make client more confident to collaborate with this company in the future just by looking on this company progress. Indirectly, they will get more customer loyalty in the future and can gain more profits for their company.

# 3.7 Threats

# I. Strong Competitor

For all company, competition is an unavoidable component of doing business. It is a crucial aspect of the business environment. Competition in fact, may be a useful tool for expanding and enhancing the company. As for this company, there is at least more than 50 competitors who compete healthily in this business industry.

Strata Xml Venture is still new in this business industry compared to their competitors who have a lot of experience in this industry. This strong competitor somehow makes it more difficult for them to earn from their trade or services. They must contend with an increasing number of businesses and markets, all while attempting to outperform their competitors. Sometimes, they have to bid with other competitor in getting new jobs to earn some profits for their company.

In the conclusion, I recommended that in order to compete with other strong competitor, Strata Xml Venture has to offer a better deals and affordable prices. Indirectly it will attract more customer or client to cooperate with them. Besides, they have to keep a good relationship within their loyal client and new client by providing a great customer service to them. According to Khodadadi, H. (2017), one of the effective ways to beat the competitor is by providing excellent and memorable customer service is an effective way to build customer loyalty and distinguish yourself from the competition.

#### 3.8 Threats

#### II. Covid-19

Coronavirus or also known as Covid-19 are a large zoonotic virus family that causes illnesses ranging from the common cold to severe respiratory diseases. Since the day this coronavirus appeared, it really gives bad impact to many industries around the world. The day that our government has implement movement control order (MCO) on 18 March 2020, many businesses have to be temporary closed in order to deal with covid-19 outbreaks. By doing that, many businesses were suppressed by this situation including Strata Xml Venture.

This is because, during the movement control order they cannot run their office as it is not an essential business. When they cannot run their business, it affects their productivity of work because a lot of work is pending and cannot be done on time. They cannot go to the site visit to do the strata survey because the construction has to postpone. Not only that, the preparation and documentation also delayed because all of their works mostly based on the actual measurement data.

If they cannot get the data, that means they cannot proceed to the next stages and it definitely will affect the date of submission as a result. Besides, due to the movement control order, all of the workers need to works from home. When they are working at home, the environment is really different compared to working in the office so it makes the productivity of their work is not really good. Sometimes they cannot achieve the target which has been set by the manager.

In conclusion, I recommend that in order to achieve the target of their works, manager has to monitor their worker frequently for example always asking for the jobs update to make sure that all go well. Then, they can also make a plan and prioritize it when the jobs need to be submitted. According to Andrew M. Schwartz, M. J. (2020), understand the distinction between "urgent" and "important." Always prioritize the tasks that require immediate attention. By doing that, it will provide you with focus and reward your feelings of accomplishment when you are able to check off items that you have completed.

#### 4.0 CONCLUSION

In conclusion, the practical training does provide exposure to the trainees about the working life environment. All the revelations in the practical period have greatly enlightened the trainees in increasing self -confidence in the face of increasingly challenging life. Practical training is complementary to the knowledge or theory that has been learned. This is clear with the concept of knowledge and charity, where knowledge learned without practicing it will be lost. In addition, trainees also have the opportunity to practice some of the things they have learned, either theoretically or practically during previous studies. However, some aspects such as speed, efficiency, skill and even the ability of a person to perform tasks efficiently can be seen in a person who works while in the world of work. The quality of a work will be evaluated based on its effectiveness whether it can fulfill its function optimally.

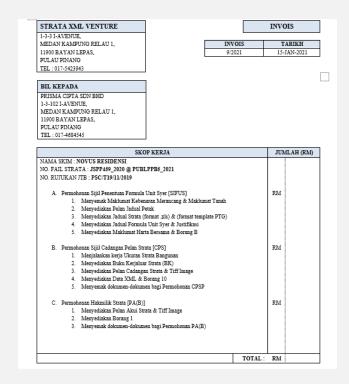
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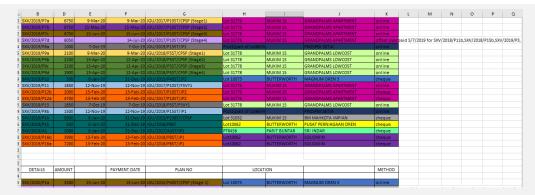
#### 6.0 APPENDICES



# **Appendix 1: Example of Payment Voucher**



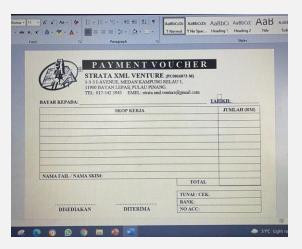
**Appendix 2: Example of Invoice** 



**Appendix 3: Example of Payment Record** 



**Appendix 4: Example of Business Card that I created** 



Appendix 5: Example of Payment Voucher that I created

# Industrial Training Report (Nur Amirah Bt Rosdi) (2018250638)

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