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INDUSTRIAL TRAINING REPORT **SWOT ANALYSIS OF RAJA PERMAISURI BAINUN** **HOSPITAL IPOH, PERAK**

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TABLE OF CONTENT

Executive Summary	1
Acknowledgement	2
Student's Profile	3
Institution's Profile	4-9
Training's Reflection	10
SWOT Analysis	11
Discussion and Recommendations	12-20
Conclusion	21
References	22-23
Appendices	24-25
Turnitin Results	26-27

EXECUTIVE SUMMARY

This is an internship report regarding the Raja Permaisuri Bainun Hospital SWOT analysis where there is an in-depth research on how the SWOT technique applies in this company. It starts with an introduction about Raja Permaisuri Bainun Hospital followed by the history of the hospital itself. It gives a briefing about all the Raja Permaisuri Bainun Ipoh Hospital.

This study is a brief discussion of the functions carried out at Raja Permaisuri Bainun Hospital. This hospital, which was constructed in 1891, is one of the largest hospitals in Perak. The hospital is making every effort to face the future challenges by strategically preparing and making the best use of its financial and control. For the smooth running of the finance department, a skilled team of employees has been recruited to represent and deliver quality and productive results.

Apart from that, in this report reader will be able to understand more on how the SWOT analysis works in this hospital since Raja Permaisuri Bainun Hospital is responsible for distribution of money to three other hospitals which are Sungai Siput Hospital, Kampar Hospital and Batu Gajah Hospital.

In addition, this report will explain and give the reader further details for every strength, weaknesses, opportunities and threats the hospital has discovered for the whole system of this hospital. Furthermore, by using SWOT technique they will be able to see which part that they are best at and which part that they need to change for better management in the future.

At the end, I have briefly evaluated the organization according to my learning and concluded my views about its operation. The last part of the report gives suggestions and recommendations for the company's future.

INSTITUTION'S PROFILE



Raja Permaisuri Bainun Hospital is located at Jalan Raja Ashman Shah, 30450 Ipoh, Perak Darul Ridzuan. The history of Raja Permaisuri Bainun Hospital began in 1891 as a District Hospital known as Ipoh Hospital with a capacity of 50 beds only. Later, the Hospital was upgraded to a State Hospital in 1942. The main 8-storey building was completed in 1980. There are other developments including 'Kompleks Klinik Pakar' (built in 1992) and 'Kompleks Rawatan Harian' (built in 2005). On Thursday, 12 June 2008, the name of the hospital was changed from Ipoh Hospital to Raja Permaisuri Bainun Hospital. Currently, this hospital is the third largest hospital after Kuala Lumpur Hospital and Penang Hospital with a capacity of 990 beds, 16 operating rooms, 16 beds of adult intensive care units, 8 beds of cardiac treatment units, 17 beds of pediatric intensive care units (PICU) and 20 bed neonatal treatment units.

This hospital offers specialist services in all basic areas of expertise as well as sub-specialties such as nephrology, respiratory medicine, hematology, neurosurgery, plastic surgery and pediatrics surgery. MRI CT scan equipment and mammography machines are available in imaging services. Apart from that, Raja Permaisuri Bainun Hospital also serves as a training facility for medical students, nurse trainees, and allied health personnel from public and private universities. This hospital also serves as a training facility for new doctors.

Raja Permaisuri Bainun Hospital vision is quality medical services for all while their mission is by emphasizing caring nature, professionalism, and teamwork, we can provide effective and high-quality rehabilitation, diagnostic, prevention, and health promotion services. As well as respecting patients' human rights. Their objective is to improve patient care quality by providing efficient and effective diagnostic, treatment, and rehabilitation services.

ORGANIZATIONAL STRUCTURE FOR RAJA PERMAISURI BAINUN HOSPITAL

