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UNIVERSITI TEKNOLOGI MARA



Faculty of Business and Management
UNIVERSITI TEKNOLOGI MARA

INDUSTRIAL TRAINING REPORT AT PEJABAT SETIAUSAHA KERAJAAN NEGERI PULAU PINANG A SWOT ANALYSIS

1 MARCH – 13 AUGUST 2021

NOORUL DIYANA BINTI MOHAMAD TAHIR | 2018228162 |
BACHELOR OF BUSINESS ADMINISTRATION (HONS) FINANCE



DECLARATION OF ORIGINAL WORK BACHELOR OF BUSINESS ADMINISTRATION
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FACULTY OF BUSINESS AND MANAGEMENT UNIVERSITY TEKNOLOGI MARA

‘DECLARATION OF ORIGINAL WORK’

I, Noorul Diyana Binti Mohamad Tahir, (980825-07-5418) hereby, declared that:

- This internship report has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any others degrees.
- This internship report is the result of my independent work and investigation, except where otherwise is stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledge.

Signature: nooruldiyana

Date: 28 July 2021

EXECUTIVE SUMMARY

This is a SWOT report on Penang State Secretary's Office (PSSO) with the objectives to identify her strengths, weaknesses, opportunity and threats (SWOT) which is led to a SWOT strategies recommended. The report is divided into six part. The first part provides information on the intern. The second part specifies company's profile such as company background, location, organizational structure and product and services of the organization. The third part is training's reflection during the internship. The fourth part is SWOT Analysis that need to be reviewed under political, economy, social, technology, environment and legal (PESTEL) factors related to the organization. The fifth part is about discussion and recommendation. The six part is about conclusion which are drawn by analysis of whole study. Findings based on SWOT Analysis found that PSSO have very committed top management commitment and solid teamwork. However, on the other end, is weakened with technology lacking and inefficient employee's management. There are potential opportunities such as financial intermediation and emerging of new technologies that could attribute to the success of PSSO in achieving their objectives. Findings also found that there are stakeholders expectation and covid-19 pandemic.

There are some recommendation which are organizational strategy, skills development, computerized system, behavioral and reinforcement change, implementing new technology, developing a replacement plan and last but not least stabilize management financial.

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PART 2

COMPANY'S PROFILE

1.0 COMPANY'S NAME, LOGO, BACKGROUND, LOCATION

1.1 Company's Name



PEJABAT SETIAUSAHA KERAJAAN NEGERI PULAU PINANG

Company's Name	:	Penang State Secretary's Office
Company's Type	:	Public Sector
Established	:	6 th September 1957
Registration Address	:	Level 25 Kompleks Tun Abdul Razak (KOMTAR) 10503 Georgetown, Pulau Pinang
Industry	:	Public Service
Phone Number	:	04-2621957 / 2642020
Website	:	https://www.penang.gov.my/index.php/en/

1.2 Logo



Illustration 1.0: Symbol of Penang State

This symbol is used by the Penang Island government in all official matters. The Areca palm is the name of the island's origin symbol. The yellow square contains the Penang Bridge, which is supported by two poles and four cables. The two poles represent the Malaysian New Economic Policy's Two-Pronged Approach to Poverty Elimination and Social Restructuring. The four cables represent the four major races in the country, namely the Malays, Chinese, Indians and others.



Illustration 2.0: Logo of Penang2030 vision

On 29th August 2018, the honorary Penang Chief Minister, Mr. Chow Kon Yeow have launched Penang2030 Vision is a direction towards a smart and green family- based state that aspires to a developed country by 2030. Hence, this Penang2030 logo must be used in every official material like letterhead, name card, portal and all matters relating to announcements, activities and promotions organized by departments and agencies.

1.3 Background

The establishment of Penang State Secretary’s Office begin in 6th September 1957, where Mr. H. R. Ellis has been appointed as the first State Secretary and has been held the position for three years. Mr. Abdullah Bin Kulop Udi was the first local State Secretary to take over the reins on 25 April 1960. Before independence, the State Secretariat was known as Pejabat Setiausaha Negeri (PSUN), and after further strengthening, it was renamed Pejabat Setiausaha Kerajaan Negeri (PSUK).

The first building was built at Ban Hin Lee Bank on Beach Street in 1957 and operated there until 1963. The office was thereafter relocated to 10 Downing Street, Bangunan Tuanku Syed Putra. The State Secretariat relocated to the Tun Abdul Razak Complex (KOMTAR) on 22 December 1983, and has remained there until now.

1.4 Location

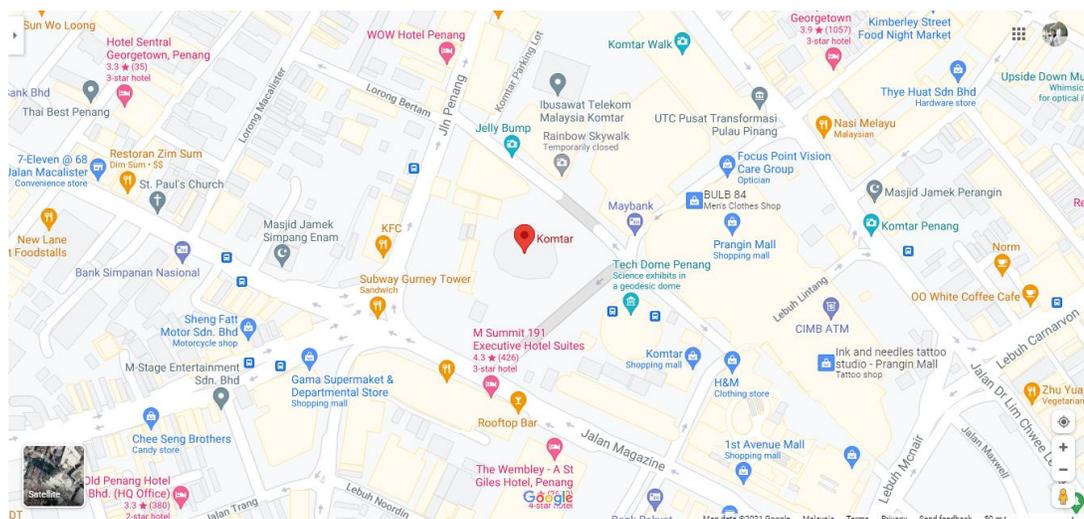


Illustration 3.0: Location of Penang State Secretary Office

The Penang State Secretary Office manage 14 divisions where all this division located under the same building, but different level and the main office placed at 25th level in the Kompleks Tun Abdul Razak (KOMTAR), Georgetown, Penang. KOMTAR, the Penang tallest building serves for multipurpose complex, retail outlets, a transportation hub and Penang state government administrative offices. Apart from that, KOMTAR also become central of attraction in tourism industry as they provide activities such as skywalk and observatory deck. The trainee was placed under Financial Section of Management Services Unit which is located at 49th level of KOMTAR.

2.0 VISION, MISSION, OBJECTIVE, GOAL

2.1 Vision

The vision stated below is focuses on the future and what the company wants to ultimately become in the future.

“The vision of the company is to be an excellent and prestigious organization”.

2.2 Mission

The mission statement below explains what the organization will do now to accomplish for the future.

“Empowering efficient governance, accountability and transparency towards a developed state for the well-being of the citizen”.

2.3 Objective

The objectives of the company defined the specific actions and focus on the long range of company intention.

1. To ensure drafting and implementation of strategic policies and development programs to be executed for the citizen’s quality of life and towards a developing state.

2. To ensure the State of Secretary administration management to be imposed as competent, effective and high quality in accordance with CAT (Competency,

Accountability, Transparency) towards becoming an organization that is superior and prestigious.

3. To ensure the quality of service is delivered that follow standards and focus on one service one distribution and “No Wrong Door Policy”.

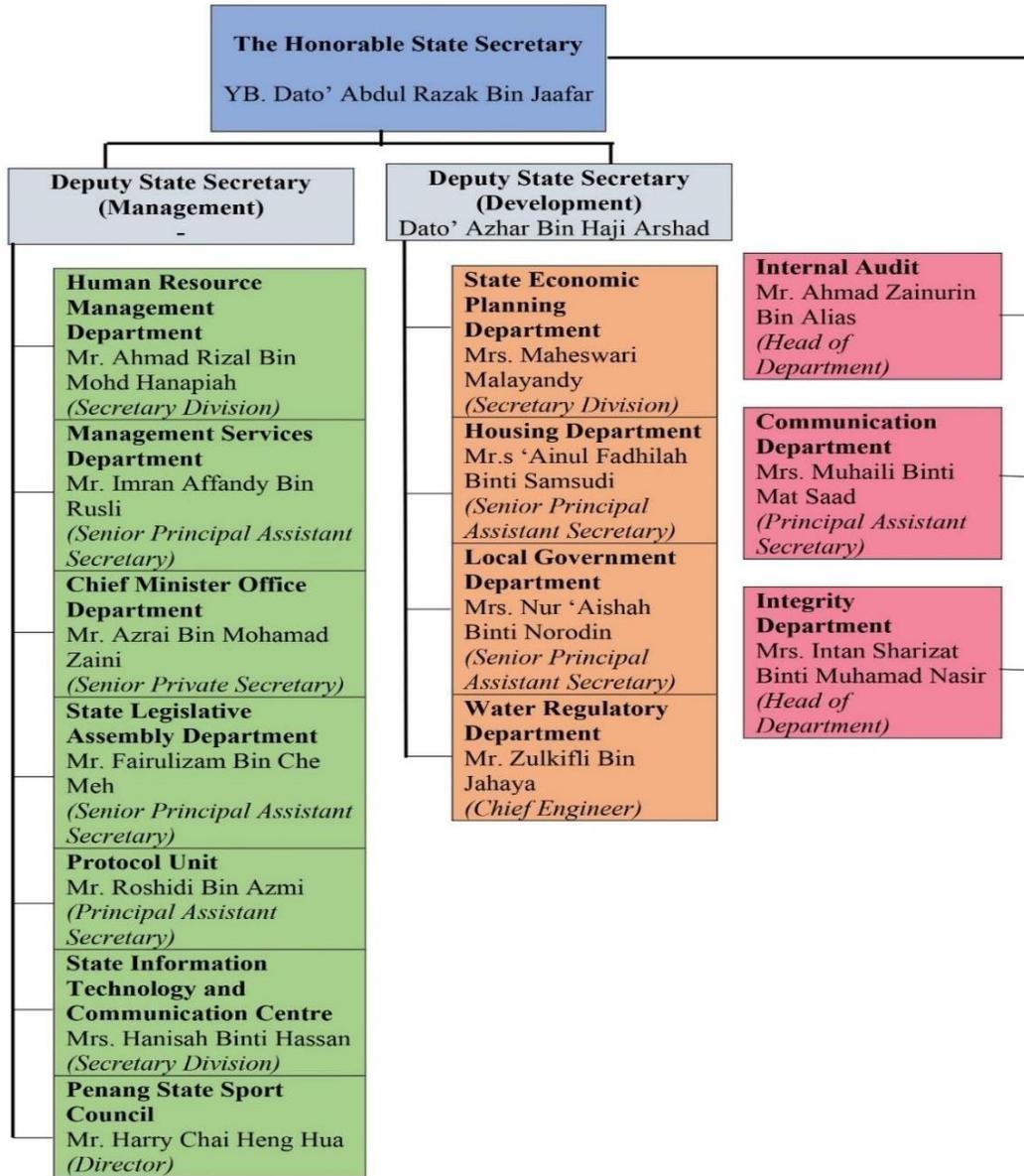
4. To ensure each challenges or difficulties raise by stakeholders and Penang citizen is handle creatively, innovatively and in transform.

2.4 Goal

1. Open minded that outcome oriented
2. Excellence in performing service
3. Be transparent in taking action and decisions making
4. Integrity in every aspects
5. Trustworthy and fairness are being practice
6. Rational, relevance and dynamic
7. Religion is the basic of principle

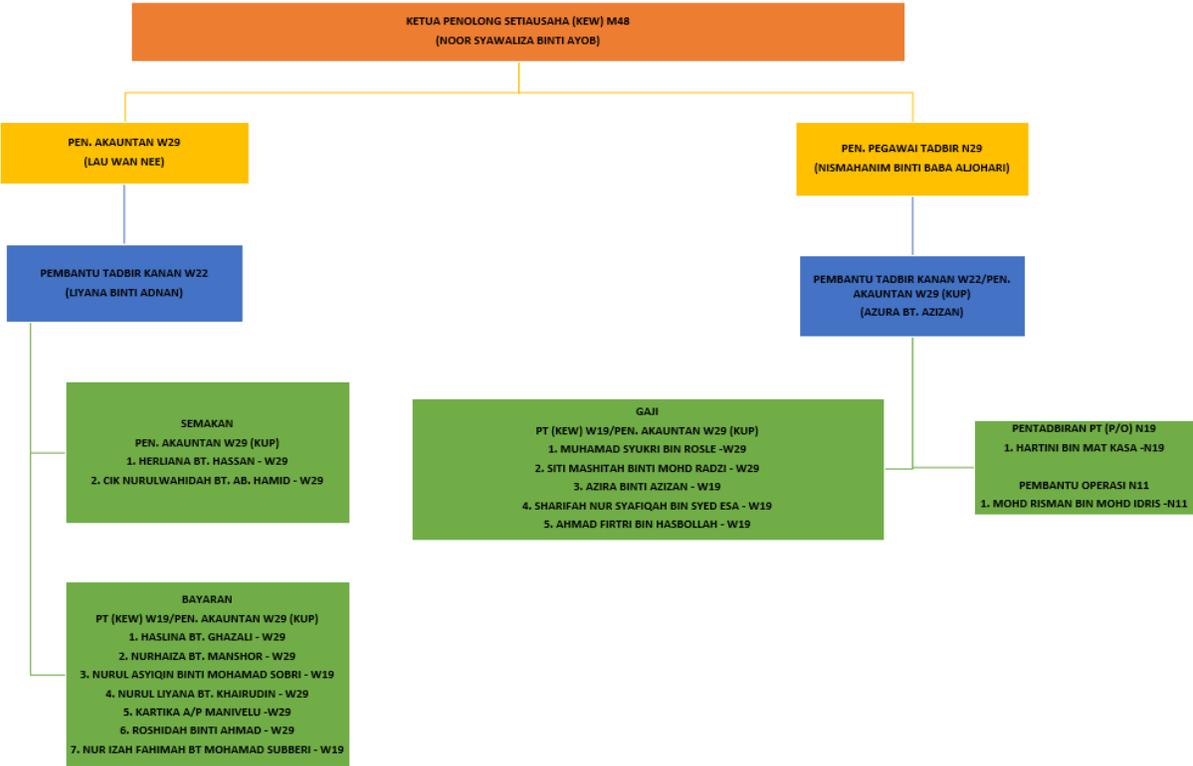
3. ORGANIZATIONAL STRUCTURE

3.1 Organizational Chart of Penang State Secretary Office



Penang State Secretary’s Office is overall led by YB. Dato’ Abdul Razak Bin Jaafar since 9 November 2019 until now. He has replaced Dato’ Seri Farizan Bin Darus, who has been the longest state secretary of Penang. The agency has divided into two main section which are management operation and development operation which led by deputy state secretary for each of them.

3.2 Organization Chart of Finance Section



In Finance Section, the office is led by Mrs. Noor Syawaliza Binti Ayob, who is the Head Assistant Secretary under Finance, is responsible for supervise all payment matters and annual budgets for the Penang State Secretary Office. In this section divide into two units which is payment unit and salary unit. Mrs. Lau Wan Nee and Mrs. Nismahanim Binti Baba Aljohari, as Assistant Accountant followed by two chief clerk which are Mrs. Liyana Binti Adnan and Mrs. Azura Bt. Azizan. Their responsible for manage all types of payments submitted from units under the administration and, also manage payment of staff salaries, allowances and ‘Amanah’ accounts of Penang State Secretary office.

4. PRODUCT OR SERVICES

Penang State Secretary Office is the main administration office that handle all administrative works related to government and state. The organization is led by state secretary, and the current Penang state secretary is YB. Dato' Abdul Razak Bin Jaafar. The service of this organization is quite similar with Prime Minister's Department, for instance, they are the bodies that form government policy of federal and state. Prime Minister's Department jurisdiction is focus on federal while Secretary Office is focus on state.

This is a main services that provided by the Penang State Secretary's Office which is design and coordinate state government policies. State Secretary Office play big roles in planning, implementing and monitoring state government policy and federal government policy which relate with state administrative affairs according to 9th schedule, state list, and provision that stated in federal constitution and state constitution.

Next, determine implementation of state government policies at district level. Planning, implementing and monitoring state government policy related to state administration following federal constitution.

Lastly, ensure state agencies implement the policies of the state government. Manage, monitor, track and evaluate the implementation of each policy, state government projects and programs designated according to state legislative assembly (DUN) and state executive council (MMKN).

PART 3

TRAINING'S REFLECTION

I was assigned at Financial Section of Management Services Unit under Penang State Secretary Office as a platform for me to get experience on a real working environment. The duration for my internship is six months. The internship started at 1st March 2021 and completed at 13rd August 2021. My working day is follow office hour which Monday to Friday from 8am until 5pm. During the implementation of the Movement Control Order following the emergence of Corona Virus Disease-19, I had to work from home for five weeks but was not given any task except to update the Company Supervisor with the development of industry reports.

The task assigned is to facilitate all staffs either in administrative or technical task. Since, the intern was under administrator supervision, therefore the task received are related to administrative works. Filing for administrative works usually contain documents for activities like meeting, punch card, voucher and so on that involving the officer and the staff. Filing document has been carried out by submitting the oldest to newest document in a file. There are two methods in filing which are through manually or through system. All secretary office is required to use the latest system name iDOF 3 to update the filing system.



Illustration 4.0: iDOF 3 System

Next task is preparing slides for meeting, sorting voucher which is Payment Voucher and Amanah Voucher based on number of voucher, registering tenants in quarters deposit account book and photocopying documents. In addition, aid is also provided to register customer code using iSPEKS system that requires data to be keyed in such as identification certificate number, name, number of account and which choose the bank that the customer use.



Illustration 5.0: Sorting Vouchers

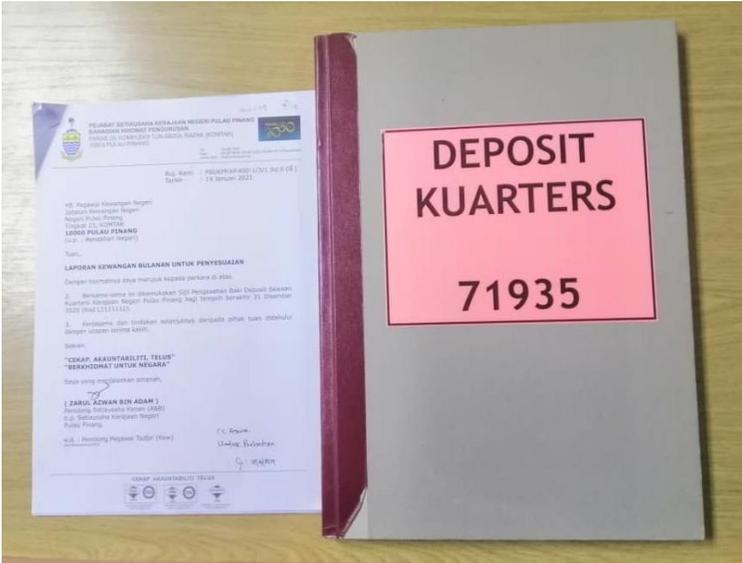


Illustration 6.0: Quarters Deposit Book



Illustration 7.0: iSPEKS System

The internship provides many benefits such as experience and knowledge on administrative works of government agency. Although facing with limited access to some information and data, this creates awareness and understanding that there are tasks must be managed within designated private and confidential terms. In addition, rules and regulations must be complied especially in accessing information that required permission from authorised personnel.

PART 4

SWOT ANALYSIS

SWOT is the acronym for strengths, weaknesses, opportunity and threats (Humphrey, 2005). It's a common strategy that allows firms and practitioners to assess not only their internal strengths and shortcomings, but also the opportunities and risks that come with them from an external perspective (Kahraman et al. 2007). The external environment of business is characterized as stable or dynamic based on political, social-cultural, technological, legal, and ethics factors (PESTEL) (Worthington and Britton, 2009). These criteria are typically used as the basis for strength, weaknesses, opportunity and threats (SWOT) analyses, which are frequently conducted as the first phase in the strategy planning process by businesses. (Gregory et al., 2007).



PART 5

DISCUSSION & RECOMMENDATIONS

1. Strength

High commitment among top management

State Secretary Office is the main agency in charge of state development as well as government issues, and their top management dedication has served as a strength in this regard. This was demonstrated in 2014, when the Penang State Secretary was ranked second in The Best Management Record Award at the state and federal secretary office levels. As the state's highest authority, this organization has become a point of reference and a platform for citizens to manage day-to-day activities.

Solid Teamwork and organized management system

The employees are highly dedicated and coordinated well among various department to make sure work get done faster without any delay. The Finance Section of the Penang State Secretary's Office, for example, is divided into two units: payment and salary. Each unit has its own staff and a pre-defined area of work to ensure job will be simplified without overlapping or confusing.

2. Weaknesses

Lack of technology

The office has own integrated system to manage data and information related with their job scope but not all of them are well updated with latest technology. For example, highly usage of papers for some documentation, such as vouchers. In addition, they are still physically storing all of the vouchers which require a large quantity of paper storage.

Inefficient staff management

There are many disciplinary and ethical problems among employees such as lacking of seriousness and taking shortcuts when performing their duties, poor attendance at work, making irrational excuses and procrastinate when performing a task have negatively impact not only their work performance but also the organization. And the management has failed in managing all these issues.

3. Opportunity

Financial intermediation

Opportunity refer to favorable external factors that could offer a competitive advantage for an organization. Any opportunity arise could bring benefits for the company. The potential in the Penang State Secretary's Office is stability of financial. It is because having a stability of financial at country level play big roles in affecting the opportunity arise as it enables the mechanism of financial intermediation which facilitates the flow of funds thereby ensuring that financial resources are effectively distributed to foster economic growth and development.

Emerging of new technologies

Other opportunity that will bring benefit to Penang State Secretary Office as a whole is emerging of new technologies following Industrial Revolution 4.0 transformation. This transition may be witnessed in the current migration of Malaysians to the digital economy. Technology has the potential to influence how state governments distribute their services. Nowadays, the rate of technological change is quickening. Having the best and most up-to-date technology infrastructure aids in the smooth functioning of production and operations management, as well as indirectly aiding in the effective and productive performance of public servants. Because of this opportunity, their employment responsibilities will be lighter than previously. Technology enables a company to minimize operating costs and provide new services. The agency must be proactive in order to prosper in a quickly changing technological environment.

4. Threats

Stakeholder expectations

Threat is circumstances or anything that bring harm or disadvantages to an organization. Threat are something seen as negative and come from external factors. In this part, stakeholders expectations is the threat of Penang State Secretary's Office. The needs of stakeholders are an element that must be complied with in every government management and as the party entrusted with planning and implementing government services. This makes State Secretary Office will ensure the interests of stakeholders are always emphasized.

Covid-19 pandemic

Now we are facing a Covid-19 pandemic outbreak that give a big impact to everyone. Penang State Secretary's Office also get the impact which is the pandemic disrupting many activities as well as finances that will affect the organization ability to grow. This is because financial costs or access to finance have become a major obstacle to that purpose and affect in work performance. For example, in Finance Section, every work they do using a system such as iSPEKS and iDOF3 where it can be access at the office only. So, it will interrupt their work especially that have due date like salary, payment of aids (taxi assistance, tour bus assistance and medical assistance) and others. In this situation which is Movement Control Order (MCO), all the employees need to work from home and go to office according to the schedule. This is shows the pandemic is a threat for Penang State Secretary's Office because when employees are late in making payments it will show their services is a bad. This will give a bad perspective to the company.

SWOT Strategies/Recommendation

Organizational Strategy

The recommendation to sustain this strength is to be open and clear about the mission, vision and goals of the organization. This is because only upper management can establish long-term implementation goals and a working environment in which all of the organization's departments may develop productive relationships. According to Amoako-Gyampah *et al.* (2018), a person or group of persons having authority to control and steer an organization, set goals and targets, formulate rules and policies, control resources, and implement projects is referred to as top management. For every project to be successful, top management engagement is essential (Tzempelikos, 2015; Alnadi and McLaughlin, 2021; Belhadi *et al.*, 2019). This involvement includes its engagement in providing extensive support to implement changes (Amoako-Gyampah *et al.*, 2018; Rodríguez *et al.*, 2008; Basu and Dan, 2020; Muraliraj *et al.*, 2020; Narayanamurthy *et al.*, 2018).

Skill Development

For the recommendation to keep their strength is they need to implement programme that focus to improve communication skills, self-development and other transformation oriented programme. Employers prioritize employees with good teamwork skills over those with good technical abilities for completing tasks; it is easier for an organization to teach workers in technical skills than it is to build teamwork skills (Lau *et al.*, 2013). For the growth of organizational learning, it is critical to have successful work teams; the interaction that occurs within teams facilitates interpretation and transfer of knowledge to all levels of the company (Barba Aragón *et al.*, 2014).

Computerized system

The recommendation for this weaknesses is the company should use computerized system to manage all of the document. Because the majority of the papers maintained are confidential, government entities must have a systematic and secure document management system. More

businesses are turning to paperless documentation to lower their total operating costs and eliminate the need to keep large amounts of physical documents (Zainal Abidin, S.S, Husin, M.H, 2020).

Behavioral and Reinforcement Change

The recommendation for the employees is to change their behavior and organize their task which they must determine and prioritize the work to be done. Supporting employees and providing simple access to resources, as well as cultivating a culture of meeting expectations, will help employees overcome the undesirable habit of procrastinating. So, the change management through training is very important, because training is a communication activity that can lead to the acquisition of information and/or a change in attitudes or behavior (Olah *et al.*, 2017).

Implementing New Technology

For the recommendation is to the organization is they must be continually updated on any technological developments in the industry and be aware of how it likely to affect their future attractiveness and profitability. Technologies play an important part in a company's success because they may help it create value and stay ahead of the competition. Nevertheless, technologies consume both resources' and managers' attention (Aloini *et al.*, 2018).

Developing a Replacement Plan

For the recommendation is they need to provide a replacement for the position so, that the officer who will retirement or exchange can give guidance to his successor to ensure every planning and program work can run smoothly, orderly and efficient even after retirement or exchange of officers. Furthermore, the company's human resources department can provide training to people who are competent to fill the position. According to Delta and Oliver (2011), to counteract this threat, leaders should design a game plan to go through reductions in a way that actually “builds” for the future. This is a time to invest in those who are leaving and to simultaneously strengthen the understanding, skills, morale and work climate of those who will stay.

Stabilize Management Financial

The recommendation is stabilize management financial. So that, the organization should maximize expenses allocation according to allocation is given. Planning and forecasting the financial situation of a local economy is an important part of the public budget. In making a forecast, local economies need to allocate their resources to finance important areas (Potkanova and Falata, 2017).

PART 6

CONCLUSION

In this study was focus on SWOT (strength, weaknesses, opportunity and threats) and PESTEL (political, economic, social, technology, legal and environment) analysis of Penang State Secretary's Office. SWOT analysis just focus on a company's internal factor (strengths and weaknesses) while PESTEL analysis concentrates on the external factor (opportunity and threats). Using both methods together produces a comprehensive evaluation of the company. The findings thus add knowledge for the organization to take an action by implement some of the methods that can help improve their organization.

Besides, I am glad that INTERNSHIP (MGT666) is a part of the syllabus. During a 24 weeks industrial training program at the Finance Section of the Penang State Secretary's Office, I able to learned a lot of new things and gain new experience in the real working environment which cannot be learned in the classroom. Exposure to the working and technical aspects of the Penang State Secretary's Office has been extremely beneficial to me in terms of preparing myself before entering the real job environment in the coming days. The staff at Finance Section are very helpful and friendly. They gave me a lot of exposure on the terms of reference and procedures related to the process of my work. In addition, this internship had taught me to improve my self-confidence and my communication skills with others people to build good relationship with new people and I also able to exposes in state government management.

Last but not least, all of the tasks assigned to me indirectly aid my abilities to learn independently, discipline myself, be thoughtful and patient, have self-confidence, take initiative, and solve difficulties. However, there are still have some weaknesses that can be improved in the future. Therefore, I conclude that the industrial training program has provided many benefits to me in the future.

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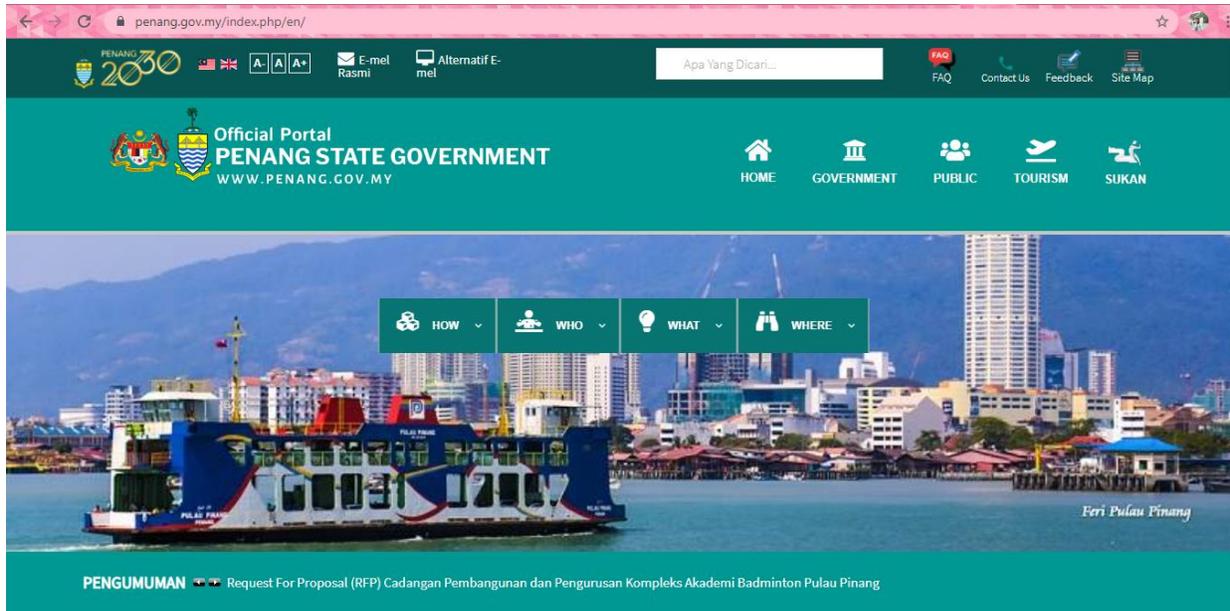
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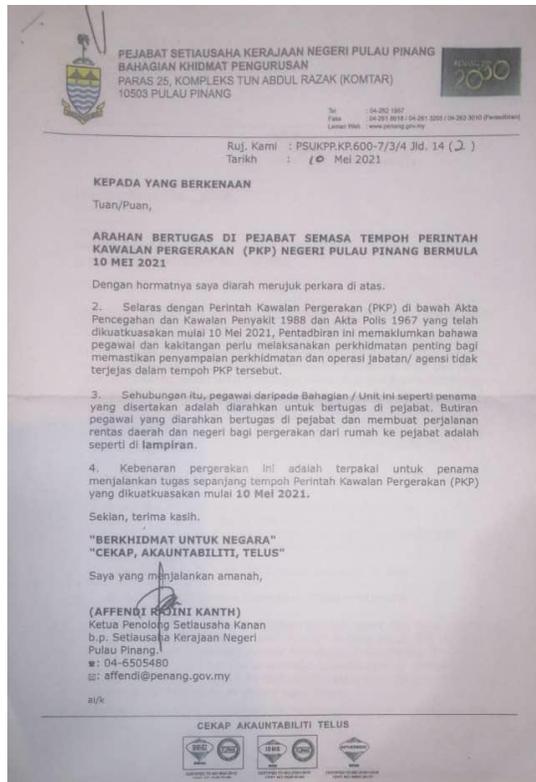
APPENDICES



APPENDIX 1: OFFICIAL PORTAL OF PENANG STATE GOVERNMENT



APPENDIX 2: FIRST DAY INTERN



APPENDIX 3: DUTY INSTRUCTION DURING MOVEMENT CONTROL ORDER



APPENDIX 4: MANUALLY KEY IN DATA



APPENDIX 5: SORTING VOUCHERS



APPENDIX 6: PASS TO ENTER THE KOMTAR

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