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UNIVERSITI  
TEKNOLOGI  
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UNIVERSITI TEKNOLOGI MARA PERLIS BRANCH  
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# INDUSTRIAL TRAINING REPORT

**FULKRUM INTERACTIVE MEDIA SDN. BHD.**



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## EXECUTIVE SUMMARY

This industrial training report was prepared while I undergo industrial training at Fulkrum Interactive Media Sdn. Bhd for six months. This company operates by providing their services such as make web development, software development, mobile application development and others services to their clients. Clients of Fulkrum come from government agencies, private companies and individual clients.

It was wonderful, exciting and challenging as I gained a lot of experiences when I was placed under the operations department. I was responsible carried out tasks such as request Fulkrum's staff to update their claim, filing the company documents, recorded bank statement transactions in QuickBooks, performed procurement on the payroll system, prepare documents for banks, apply for SME Business Digitalisation Grant and prepare documents for audit 2020. As a result, I acquired skills of using QuickBooks, improve my communication with others people, become attention to detail and increase my self-esteem. All of these will be useful and vital for my career path in the future.

For the SWOT analysis that I chose, I also identify a few SWOT in this company. For strengths, this company is able to sustain in the IT industry until now since it was established in 2009 and it also has good teamwork and communication among its employees that will determine the success of the company. Meanwhile, the weaknesses of this company are lacking of marketing on social media and only focuses on custom software. Yet, this company's opportunities in terms of expansion of business in unrelated diversification business and the IT industry also get support from the government thus impact Fulkrum. However, it also has few threats such as the need to compete with competitors in order to win the project from potential clients and the Covid-19 pandemic that happened also has disrupted the business to operate as usual. Thus, a few recommendations have been made in this report as guidelines for this company to be improving in the future.

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## **PART 3: COMPANY'S PROFILE**

### **3.1 COMPANY'S NAME, BACKGROUND, LOCATION AND OPERATION HOUR**



*Figure 3.1: Logo of Fulkrum Interactive Media Sdn. Bhd.*

Mohd Izzat Bin Muslim founded Fulkrum Interactive Media Sdn. Bhd. in December 2009. The 'Fulkrum' name is given based on the Malay language that is equivalent to "Fulcrum", it means "The point or support on which a lever pivots". The company aims to bring balance between their client's IT and operational needs in order to be in line with its name given.

Before it was incorporated in 2009, Mohd Izzat conducted his business as a freelance interactive application developer in the Malaysian Animation Creative & Content Center (MAC3) in Cyberjaya by developing both in-house mobile apps and websites for their clients. The business started to be successful when was awarded the Malaysian Multimedia Development Corporation (MDEC) Technopreneur Pre-Seed Grant to develop a management game engine for the mobile iOS Operating system in 2009.

After a few successes in conducting the business in mobile apps for iOS, this company ventured its business into web-based application development in 2010 with the help of Manisa Binti Mohamed who focusing on the company's operations and Mohd Ridhwan Bin Bakir who is the programming mentor in the company. It started to expand their team from time to time. Thus, through ventured into web-based development, the company was able to work on numerous web projects for government, corporate and non-profit clients which makes this company able to remain in the Information Technology (IT) industry until nowadays.

Along with web development, the company continues to focus on software development, mobile application development and others by choosing Penang as their base in 2014. Then, in early 2021, Fulkrum moves to the new location where it is located at Second Floor, No 9, Jalan Dagangan 5, Pusat Bandar Bertam Perdana, 13200 Kepala Batas, Pulau Pinang. Currently, this company has 4 directors and 12 permanent employees that are a valuable asset to the company because it will determine the overall success of this company in the future.

<b>Day</b>	<b>Time</b>
Monday – Thursday	9.00 am – 1.00 pm 2.00 pm – 6.00 pm
Friday	9.00 am – 1.00 pm 3.00 pm – 6.00 pm
Saturday - Sunday	Holiday

*Table 3.1: Operation Hours of Fulkrum Interactive Media Sdn. Bhd.*

Fulkrum started its daily operations as shown in Table 3.1. However, in this company, it practices flexible working hours for all the employees. Fulkrum’s staff are given flexibility in managing their time as long as all staff meets the minimum 8 hours of working hours. They are required to punch in and punch out in the OrangeHRM system as evidence of their attendance and to trace the number of hours spends workings for the company.

### **3.2 VISION, MISSION, GOALS, PHILOSOPHY**

#### **3.2.1 Vision**

- Technology powerhouse, affecting changes.

#### **3.2.2 Mission**

- Elegant, practical solutions.

#### **3.2.3 Goals**

- Fulkrum’s goal is to be the main player in providing customized solutions for government & corporate clients, integrating the web and mobile platform that is practical and aligned to the current and future technology.

#### **3.2.4 Philosophy**

- Fulkrum always believes in collaboration in tackling each and every project, and the company rests on agile development philosophy which carries the following principles:
  - Individuals and interactions over processes and tools.
  - Working outcome over comprehensive documentation.
  - Customer collaboration over contract negotiation.
  - Responding to change over following to plan.

### 3.3 ORGANIZATIONAL STRUCTURE

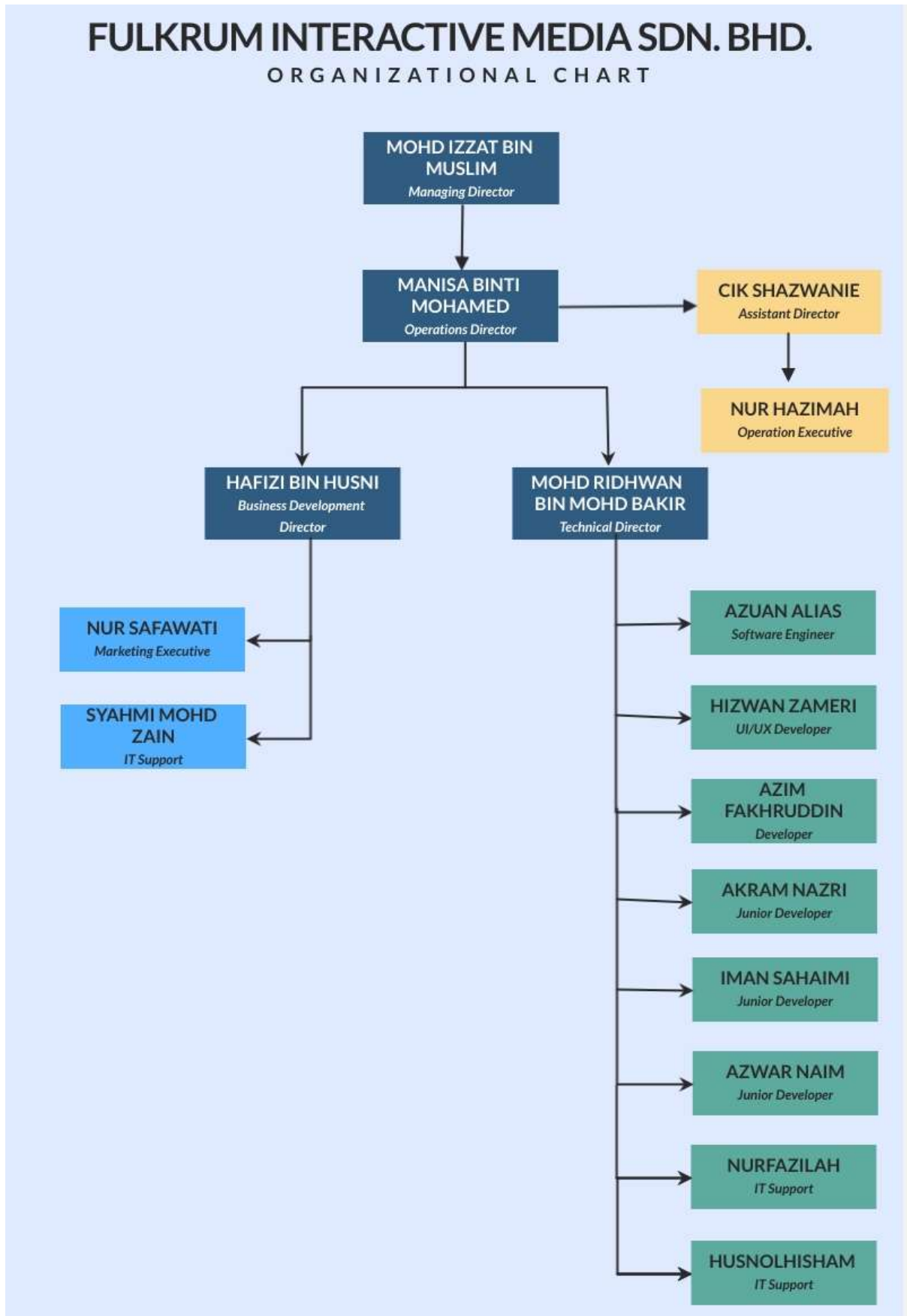


Diagram 3.3: Organizational Chart of Fulkrum Interactive Media Sdn. Bhd.

### **3.4 PRODUCTS OR SERVICES PROVIDED**

There are a few services provided by Fulkrum as stated below:

#### **3.4.1 Software Development**

##### ***3.4.1.1 Application Development***

Fulkrum can undertake to develop a database-driven application of various magnitude ranging from server-side software, hybrid mobile and server application to sensor system development. Other than that, this company can develop, design, implement, testing, fixing bugs, maintaining the applications and other software components for their clients based on the requirements from their clients. It is useful because the end-user can use the features created to perform specific tasks and activities.

##### ***3.4.1.2 System Integration***

Fulkrum also can do the combination of different systems in order to work together from the complete integration by using the single database or API using the web. This service is available due to the company has experience in developing the single-sign-on capability across the different systems.

#### **3.4.2 Accompanying Solutions**

##### ***3.4.2.1 Government & Corporate Portal***

Fulkrum can build web portals for the government and corporate clients as part of Fulkrum's solutions to their clients. Fulkrum can do everything from user forums to custom content management systems and ensure to deliver the User Experience Design that will be useful and provide great experiences to users.

##### ***3.4.2.2 E-Commerce Integration***

As more sales are being generated on the internet nowadays, this company takes this opportunity by developing a shopping cart-enabled website to make sure users are not lost in the unfamiliar territory of online shopping. Then, as part of the company solutions, Fulkrum can integrate E-Commerce capabilities into their client web or mobile apps including an E-Commerce website, mobile payments & catalog management for their clients.

### **3.4.3 Mobile Development**

#### ***3.4.3.1 iOS Applications***

Being one of the earliest iOS developers in Malaysia, the company is well-versed of the features and limits of the iOS platform. The team of Fulkrum can design and develop mobile apps for a wide range of iOS devices including old and new iPhones, iPod Touch and iPad for their clients due to having more knowledge in iOS applications.

#### ***3.4.3.2 Android Applications***

Being the popular mobile OS, Android development has taken a huge following in recent years. Fulkrum can develop Android apps using both native technology and third-party framework for multiple devices and screen sizes as part of their mobile development services for their clients.

#### ***3.4.3.3 Mobile Website***

As the website design is moving into the 'mobile first' concept, Fulkrum can design a website that is optimized for mobile viewing. This company can convert any existing site to have a separate site for a mobile audience or create an integrated, responsive design that adapts automatically to different screen sizes.

### **3.4.4 Others Services**

#### ***3.4.4.1 Training***

Fulkrum provides classroom training services for their clients' employees whether they are interested in mastering Content Management System or regarding Information Technology (IT) topics. Fulkrum also providing learning about mobile application development especially to targeted aspiring developers. All the talks given by the trainer will provide the best learning experience to the listener during the training by using up-to-date information about technology.

#### ***3.4.4.2 IT Consulting***

Fulkrum also becomes the independent consultant when clients need services such as prepare the System Proposal, User Requirement Specification or itemized Tender Specifications whether their clients are seeking a vendor or request the budget from their higher-ups.



## **PART 4: TRAINING'S REFLECTION**

### **4.1 DURATION: SPECIFIC DATE, WORKING DAY AND TIME**

During my industrial training, the duration to undergo the internship is about 6 months starting from 1 March 2021 until 13 August 2021 as to meets the course requirement from UiTM. Then, my working days in this company are normally Monday to Friday only, from 9 a.m. to 6 p.m. However, sometimes I need to work exceed the office hours because of my commitment to the tasks given that need to be done and deal with immediately.

### **4.2 DEPARTMENT I HAVE BEEN ASSIGNED**

In this company, it only has two departments that consist of Technical department and Operations department. However, I was assigned to the Operations department led by Puan Manisa as the Operations Director. Puan Manisa was assisted by my supervisor, Cik Shazwanie and Operations executive, Nur Hazimah to ensure day-to-day operations are running efficiently in this company. However, it is combining all the finance, accounting, administration, and human resources department into one department only which is known as the Operations department. Therefore, I was needed to do all tasks under the Operations department during undergo internship there.

### **4.3 ROLES, RESPONSIBILITIES, ASSIGNMENTS, TASKS**

I was assigned to the following roles, responsibilities, assignments and tasks:

#### ***4.3.1 Request All Staff to Update Their "Employee Claim"***

I was given a task to request all the staff to update their claim at the beginning of each month when they have any claim to be claimed from this company. There are a few "Employee Claim" types such as flight expenses, mileage, toll, petrol, public transport, parking, meal and entertainment, hardship allowance, hotel, medical claim and miscellaneous that they can claim and reimbursement from this company in doing their job. Therefore, I need to ask all staff by message them one by one in Google Chat whether they have any claim for the previous month that they can claim for. I also need to ensure them to update in "Claim Sheet" in Google Sheets as soon as possible before the 10<sup>th</sup> of each month. After that, I need to prepare a payment voucher and submit the payment voucher to Operation Director before the 15<sup>th</sup> of each month. After the payment has been paid to the staff that entitled claim, I will ask them to sign the payment voucher of their claims.

### ***4.3.2 Filing***

I also executed my task on filing that is useful for future reference. My task is to check the document that print out or send to the company first before sorted the documents based on its file's name accordingly. After determining its file, I stored the file documents in the filing cabinet and arrange it based on active and inactive file documents' position. The active file will be put on the front meanwhile inactive file will be placed in the back inside the filing cabinet. This task is performed to ensure the documents are safe and the people who need it can find and access the document easily without difficulty.

### ***4.3.3 Record Bank Statement's Transactions***

Another task assigned is to record all the financial transactions based on the bank statements into QuickBooks as it is also useful information for managing and tracking the business finances. I need to determine the category and description of the transaction one by one by ensuring it is in the correct category and the amount inserted is equivalent to the transaction amount on the bank statement. This task is done every week after Operations Director accesses the bank statement on the bank's website then uploaded it on Google Drive. I need to refer to this bank statement on Google Drive to perform this task and ensure the accounting records are up-to-date. By doing this task, it can make it easier for the superior officer in this company to see and track the overall business transaction such as the business's expenditure and income generated has occurred during the month for better management of their finance in the future.

### ***4.3.4 Procurement on Payroll System (AutoCount Payroll)***

Encik Mohd Izzat gave me one project which is to do procurement in order to acquire payroll services to be used by employees in the company. In order to do procurement, I was required to list five suppliers that provide the best payroll system within the specific budget that has been allocated. A lot of research and negotiation has been made about five payroll systems. I pick out the best three payroll services and then presented to Encik Mohd Izzat and Puan Manisa about three payroll services which are Autocount Payroll, Kakitangan, and Swingvy and recommend the best one that is Autocount Payroll to be used in this company as it is meet the criteria and within the company's budget. After Encik Mohd Izzat and Puan Manisa have concluded to chosen Autocount Payroll, I contacted a representative from Autocount Payroll, Encik Nadhir to issue the invoice.

#### ***4.3.5 Prepare Document for Bank and Apply SME Business Digitalisation Grant***

I also have been given the responsibility to fill in the application form and prepare the entire document required by Bank Rakyat in order to open the current account of this company at Bank Rakyat. After the document has been filled and get the signature from the board of directors, I went to Bank Rakyat myself to submit the document to a representative from Bank Rakyat, Encik Asmaan.

After that, I performed the task by seeking information about the SME Business Digitalisation grant. I did research on the internet on how to apply for the grant and then prepare documents and fill in the application form. The documents have been sent to Bank Simpanan Nasional to get the grant which the company only needs to pay out 50% of the total invoice when Fulkrum subscribes the service such as AutoCount Payroll that approved by Malaysia Digital Economy Corporation (MDEC).

#### ***4.3.6 Prepare Documents for Audit***

I was required to find documents for the audit 2020. I need to gather the monthly bank statements of the company and find the documents evidence one by one based on the bank statements as it is can become the evidence of all the transactions, invoices, bills and others that happens during 2020. Then, I need to ensure the amount in the documents is tally with bank statements and then will arrange documents based on its months. All the prepared documents evidence is to provide to the external auditor of the company.

### **4.4 ALLOWANCE**

This company provided monthly allowances of RM400.00 for those who intern at this company. By giving allowances, it makes me motivated to perform my duties very well as required by my superior officer. Then, it also as little as relieves my financial burden to support my life during the internship.

### **4.5 KNOWLEDGE AND TECHNICAL SKILLS RELATED TO WORK**

I also have technical skills by learning new software such as QuickBooks. QuickBooks is the accounting software that enables the business to track the company finances properly such as sales, expenses, profit and loss reports and others that occurred in the company. It is easy for me to use to record all the transactions that happen within this company in an organized way in its own categories. It also helps me to know the condition of the company whether it manages its money properly and also provides a clear image on how to manage its money better

in the future. Through learning QuickBooks, this skill acquired is useful to me because helps me become more detailed, more organized and efficient in tracking the company's finances by looking at the QuickBooks only.

#### **4.6 KNOWLEDGE AND SKILLS RELATED TO PERSONAL DEVELOPMENT**

Throughout my internship at Fulkrum Interactive Media Sdn. Bhd., I was exposed to do many tasks that would benefit me in the future even though some of the tasks do not relate to my course of study. However, it was a great experience for me because the tasks given makes me able to communicate with people in the organization and outside the organization such as representatives from Bank Rakyat, Bank Simpanan Nasional, AutoCount which can improve my communication skills from time to time before facing the real work experience.

Next, the knowledge gained when doing tasks help me to become more attention to detail by ensuring consistency and accuracy when accomplishing my tasks as it can affect the company. There are some tasks that contribute me become more attention to details such as handle the claim expenses of employees, do payment vouchers, fill in the application form, double-check one by one the financial transactions and record the transactions with thoroughness and accuracy in QuickBooks without making mistakes. This skill can reduce the chance of errors, help to identify and correct the error immediately when this task is performed properly.

Next, I feel an increase in my self-esteem when performing my tasks as this company appreciated me thus believe in me to do the tasks given. I was able to contribute few things to the company during my internship which I can proud of by doing the procurement process and prepare all the bank's documents required. For example, all employees within this company can use this payroll service, AutoCount Payroll in May 2021 which was suggested by me. I handle this task from the first step of procurement until the final step to acquire this system to replace the company's previous method that did in Google Sheets to manage the employee claims. Then, this company can open its current account at Bank Rakyat after I complete this task given. It gives a valuable experience that I can take pride in conducting these tasks as I was praised for doing these jobs on my own for this company.

## **PART 5: SWOT ANALYSIS**

### **5.1 PESTLE ANALYSIS**

#### ***5.1.1 Politic***

Malaysian Government introduces Malaysia Digital Economy Blueprint (MyDIGITAL) this year as the national initiative in hopes to transform Malaysia into a digitally enabled, high-income nation, and also a regional leader in the digital economy. According to Subramaniam (2021), MyDigital is designed to realizing and complement the national development policies such as Twelfth Malaysia Plan, 2021-2025 and Vision for Shared Prosperity 2030. The government has formulated a few action plans, outline efforts and initiatives where it has three phases that will be implemented until 2030. It plans to speed up the progress of Malaysia as technologically advanced through MyDIGITAL. So, by implement this blueprint, it will encourage more society, business and the government to become more advance in the digital economy for the present and in the future. For the business, it will make more businesses involve in the digital economy to market their product or services and while at the same time expand their business whether locally regionally or globally by generating revenue via digital sources.

#### ***5.1.2 Economic***

The inflation rate in Malaysia arises 4.4% year on year in May 2021 (Khalid, 2021). Inflation makes the price of goods and services will be increasing which can force many businesses to raise their prices whether in goods or services provided to customers or clients as the business also needs to pay for the cost raise incurred in conducting their business. The company needs to be aware of the current inflation situation for moving forward because poor decision making can affect the company's planning and lead the other competitors to provide the services at an affordable when the business does not respond similarly. So, during inflation, it will attract customers or clients to look at more affordable alternatives where they will seek the prices that are considered reasonable to them and at the same time getting high services quality.

#### ***5.1.3 Social***

Population in Malaysia is estimated at 32.75 million in the first quarter of 2021 which increases 0.4% from the previous first quarter in 2020 that is amounted to 32.62 million population of Malaysians (Bernama, 2021). It shows the population keeps increasing year by year which given the opportunity to the company to take advantage during this situation as

many more people will be using and exposed to using technology and the internet in their daily lives regardless of their ages whether through using smartphones, desktop, laptop and others.

Other than that, the buying habits of Malaysian nowadays have changed as many people prefer to buy goods or services online by using the web browser or mobile applications. This is because it can save their time and provides convenience for them through purchasing online. This situation has been growing in popularity and will be growing in the future which can be beneficial to the business to satisfy potential customers to get the products or services while at the same time the company can reap the profit.

#### ***5.1.4 Technological***

Technological factors also can affect the business. The business needs to stay ahead as technology changes so quickly and continuously nowadays. The business needs to keep up to date with the latest innovations, Research and Development, and trends in order to be advance in their own technology to serve well customers or clients if do not want to left behind. This is because more people are used to and adapt very quickly to the technology in their life and sometimes will feel unsatisfied if the company cannot fulfill their wants in terms of speed, quality and services provided by the business.

#### ***5.1.5 Environmental***

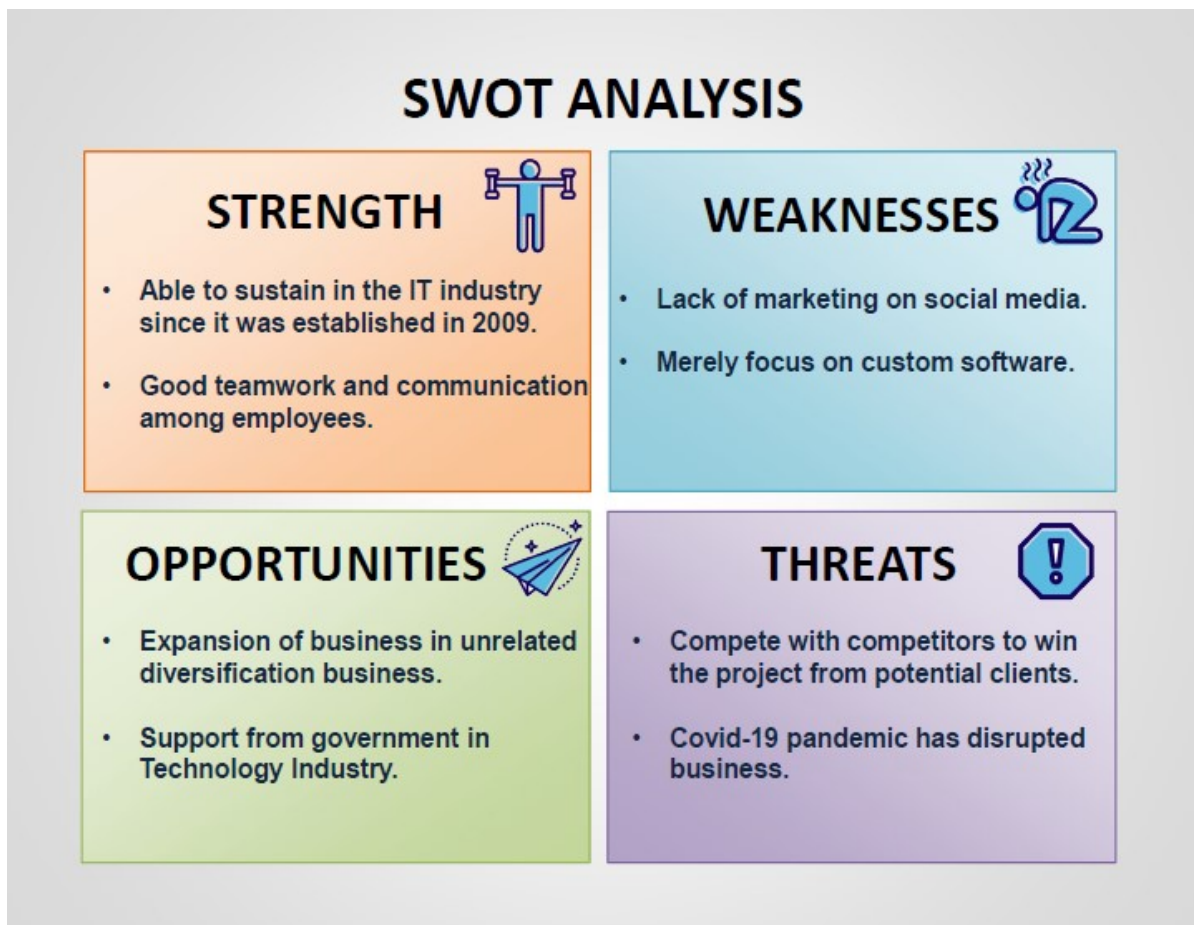
The Covid-19 pandemic that has happened around the world including Malaysia caused by severe acute respiratory syndrome coronavirus 2. This virus has spread between people and makes the cases of Covid-19 increasing day by day. Thus, it leads the Malaysian government to impose Movement Control Order and lockdown to bring down the number of daily cases in Malaysia. Due to this situation, it has affected non-essential businesses in Malaysia where many businesses need to shut down their business or office premises for a certain period thus disrupt many businesses in conducting their operation as usual and then affected their profit.

#### ***5.1.6 Legal***

Personal Data Protection Act 2010 took effect in 2013. So, the business needs to follow Personal Data Protection Act 2010 in order to protect the individual's personal data. The business needs to ensure to get the consent of users first to collect and process the data subject's personal data. This Act also prohibits data users from disclosing or making Malaysian users' data available to any third party without the consent of users. So, the business is required to follow this Act in order to create and show credibility among consumers or clients in conducting their business such as honestly and fairly.

## 5.2 SWOT ANALYSIS

I have chosen the SWOT analysis as my study because it is easy by gathering all the information within this company only. The SWOT analysis consists of strengths, weaknesses, opportunities and threats that can help this company be aware all of these factors can influence the company in making the business's decision. Through doing a SWOT analysis, this business also can know their strengths, weaknesses and take advantage of their opportunities and deter threats that existing in the market and know what action can be taken for the business's future.



*Diagram 5.2: SWOT Analysis of Fulkrum Interactive Media Sdn. Bhd.*

## **PART 6: DISCUSSION & RECOMMENDATION**

Based on Fulkrum's SWOT Analysis made, I was also able to further explain the SWOTs and then identify a few recommendations for the company. The company can take this recommendation in order to become more effective and efficient in conducting their business.

### **6.1 STRENGTHS**

#### **6.1.1 *Able to sustain in the IT industry since it was established in 2009***

Fulkrum Interactive Media Sdn. Bhd. able to remain in the IT industry to this day even though it is Small and medium-sized enterprises (SMEs). This is due to the company's ability to provide good service quality and ability to maintain a good relationship with clients thus become the chosen of clients to provide the services to them. It can be seen where the projects received mostly come from direct negotiations between Fulkrum and regular clients such as Nusuara Technology Sdn. Bhd, Nera (Malaysia) Sdn Bhd, Global Fizz Resources Sdn Bhd, and Wawasan Paradigma Sdn Bhd and others. From that, it can lead the company to get profit from these projects and continue to operate from day to day which leads this company able to maintain its existence and sustain until now in the Information Technology industry.

A research conducted by Sanny et al., (2021) stated that for businesses to survive and succeed in the competitive market, the basic strategy is to strive to provide high-quality services. This is the important thing by improving high-quality services to clients as it will lead to higher customer satisfaction, higher intention to visit and more profitability (Shin et al., 2019). It can be said give a big impact on the company in order for this company to sustain in this industry for the long term in the competitive environment in the economy nowadays. Fulkrum must ensure to continue in impressing their clients' expectations by providing high service quality that valuable to clients. The service quality can be improved in terms of their services such as in developing software, web development, mobile applications, training, IT consulting and others to their clients by expertise more in today's technology with current needs. So, if this can be improved and achieve within this company, it can open up an opportunity to acquire many new clients to use the services from this company because can meet or exceed the client's expectations. Moreover, it also can lead to a positive effect on Fulkrum's future profitability because clients that are very satisfied with the company will likely to remain with the company.



### **6.1.2 Good teamwork and communication among employees**

Fulkrum is practicing good teamwork and communication among employees in order to reach their common goal to serve clients better with the services provided. This can be seen where the technical team is having a meeting every day with Technical Director based on the projects if any problems arise as it involved technology that can stuck the progress of the projects. Meanwhile, the operation team will have a weekly meeting to know the problems that arise in finance and the operation of the business with the Operations Director. Moreover, it also has weekly and monthly meetings between both teams and employers where they will be gathering to know and alert of the problems that have been settle and still arise in order to solve it as soon as possible. All of these meetings are conducted in a short meeting period that usually focuses on specific projects or tasks directly. So, by doing this teamwork meeting regularly and work in the teamwork, it has resolved many problems that arise because having different views and opinions on how to solve the issue rapidly and effectively among team members and at the same time has increased the level of communication between employees and also with employers because always communicated.

In my opinion, Fulkrum can improve effective teamwork through knowledge sharing with team members. Knowledge sharing is a useful technique for collaborating on different ideas and viewpoints in order to address a problem that an organization or group is facing (Mashikhi & Khan, 2019). According to Khattak et al., (2020) found that knowledge sharing among team members, resulting in improved team performance and easier to achieve its objectives. So, Fulkrum needs to apply and improve this in the business by all the staff and employers has the opportunity to share ideas, voice the opinions, share the past experience of the projects or tasks which can make team members can learn from each other. It will lead team members can become more creative, draw new solutions, and make better decision making in conducting the tasks, projects, and problems that arise thus lead to achieving their goals easily. If this is not practiced in the company such as do not have share any opinions, ideas and others regarding the tasks, it will possible for team members will end up going to the wrong direction in doing the tasks.

## **6.2 WEAKNESSES**

### ***6.2.1 Lack of marketing on social media***

Fulkrum is lacking of marketing in using social media. In Fulkrum's social media such as Facebook and Instagram, it does not showing and promote any of their services available such as software development, web development, mobile application and others intensively. So, it makes many businesses and potential clients do not know the services provided by Fulkrum. This happens because this company depends on their main clients and through tender only which does not really good for the company to expand their business and become well-known in Malaysia if it always stays in the same situation without using social media properly to expand the business further.

To overcome this situation, Fulkrum needs to take advantage of social media as many B2B does not adapt very well in social media yet. The previous research by Shen et al., (2020) stated that IT service firm need to adopt digital trends and web 2.0 technology to adapt the marketing strategy and services that offered by the business. Fulkrum needs to active and uses the existing Facebook and Instagram by providing all the information about the services offered, explain very well what the services offerings can do and can change clients' business for the better by using expertise from Fulkrum. So, if Fulkrum using social media effectively, it will make the potential clients to know Fulkrum that will lead increase in brand awareness and indirectly makes potential clients or businesses conduct the relationship with Fulkrum easily as more information is available on Fulkrum's social media. It can be proved by Mero et al., (2012) that found B2B companies use social media to focusing on creating brand awareness and attracting new customers of instead enhancing existing customer relationships.

### ***6.2.2 Merely focus on custom software***

Fulkrum is merely focusing on custom software as it wants to cater to the needs and requirements of clients only. So, it requires a lot of effort, the expertise of employees and obviously takes a lot of time to create the custom software as the software need to be designed from the ground up before it completes all the development of the software process and ensures it works well based on the client's requirements. It can make Fulkrum takes longer than expected to complete the custom software and then deliver software to clients. So, Fulkrum needs to choose projects on custom software properly even though it is the main contribution profit to the company. This is because employees need to allocate their time very well based on the project do and need to be careful because the negligence and mistakes from them can

bring a bad reputation to the company if the custom software delivered does not meet the client's needs and expectations.

In my opinion, Fulkrum can also focus and specialize in readymade software. This is because it can be saving much time for the company because it just makes it available in the market for all users without the need for customization for clients. Users just need to install the software and then using it immediately. This can be done by Fulkrum use the expertise that they have on doing the custom software in order to do the readymade software better by add features sets that are useful and functional for the wider audience that purchases or subscribe to this software. In prior, Fulkrum needs to study about users' needs nowadays and study the current technology where make the readymade software that can compatible with the current systems. By doing this, it can generally make the company get continuous profit whether at one time or get monthly subscription fees if users such as business and individual users using this service by Fulkrum adding readymade software in the future.

## **6.3 OPPORTUNITIES**

### ***6.3.1 Expansion of business in unrelated diversification business***

The company seeks the opportunity in the clothing industry even though it is different from the core business. This is because Fulkrum has seen there is a potential market for the company to gain good financial results in the clothing industry. Fulkrum also determined due to Operations Manager also has experience in conducting personal business in clothing via the offline store. So, Fulkrum wants to expand another business under Fulkrum in the clothing industry via online. In Fulkrum's future planning, it plans to develop and design its own website and mobile application as they expertise in web and apps development. They already save the cost in terms of hiring outsiders to do it and can freely choose the website design based on their preferences as they have experienced doing it for their clients. So, the other business under Fulkrum can sell their clothing products easily through their own website and application as they see the demand from this clothing industry is keeps increasing from day to day. By doing this in the business, it can bring more profit and cash flow to support their main business.

According to Patrick (2012) stated that diversification spreads the risk of the business over several businesses in order to boost profitability, lower the risk of bankruptcy, create synergy, improve market operations, and improve performance. Through unrelated diversification business, it will help Fulkrum to expand its business beyond its core business by entering the clothing industry as it can also increase the profitability even more. So, by

developing the website and mobile application, it will make it easier for customers to buy clothing products online as many more customers nowadays shopping products online. Before entering into this market, Fulkrum needs to make many considerations and study the current trends of clothing products that will attract potential customers to buy it. It also needs to ensure the website and mobile applications are user-friendly and having the features of privacy and security to protect the personal data of users to convince them to make purchases. If this opportunity is taken effectively, it can make the company makes more profit and indirectly improve cash flow as this company always hold with "Profits Are an Opinion, Cash Is a Fact" in order to have sufficient cash flow as it can save the business before suffers a downturn in doing the main business. According to Mohd et al., (2015) stated that unrelated businesses could have the ability to generate cash flow even if one or two business units are not performing well enough as there are more units that can support the whole firm. Due to that, the support from multiple business divisions, it can make the business have less chance of going bankrupt and continue having the cash flow in the business to support the core business which is in the IT industry.

### ***6.3.2 Support from government in Technology Industry***

The local technology industry is getting attention from the government. The government intends to boost further the local SMEs and start-up's capabilities, strengthening digital content, adopting digitisation, improve e-commerce, and adopting 5G technology. Moreover, the government is actively encouraging the local business in Malaysia to move immediately into the technology world as many people are using the technology in their daily lives nowadays whether in leisure time or doing their jobs. So, through receive support from the government, it can make technology companies including Fulkrum will be boost in demand in the future by providing their services as many businesses will use the technology in conducting their business to increase the business's productivity while at the same time facilitate the end-users.

Fulkrum can take this advantage by becoming the Technology Solution Providers (TSPs) which is the local technology company identified to support Malaysian SMEs under the government initiative. Through this, it will help the local SMEs business able to find Fulkrum easily and then eventually using the services from Fulkrum if it can fulfill the local SMEs business's needs. Then, the Prime Minister stated MyDIGITAL must be led by the private sector as the government's role is to act as a catalyst by establishing a policy framework. So, Fulkrum as the private sector also can take this opportunity by collaborating with the

government to ensure the success of the Malaysia Digital Economy Blueprint (MyDIGITAL) by improving the software, mobile applications, web development that can fulfill, satisfy and gives advantages to SMEs business in conducting their own business. Fulkrum needs to fulfill in terms of competence, reliability and promptness, and service customization as this will represent the firm's performance capabilities (Pishdad & Taghiyareh, 2011). By doing this, it will become an advantage to the SMEs business and Fulkrum as the services provided can be useful for all businesses in conducting digital operations in Malaysia by using Fulkrum's services.

## **6.4 THREATS**

### ***6.4.1 Compete with competitors to win the project from potential clients***

In Malaysia, there are many software companies or IT companies that always try their best in providing their services as many businesses and government agencies is rely on software to conduct their business. Fulkrum as SMEs business needs to compete with many competitors whether big or small in order to win the project from clients whether from government agencies or private companies. Even though, Fulkrum is having main clients but is not promising for the company to be stable in the future as the many competitors are looking ahead with the pace of technology nowadays. So, in order to survive in this business, Fulkrum needs to provide the services that can exceed the expectation with the company's capabilities to the potential clients as Fulkrum is not the only wants that can fulfill the needs of the potential clients and be chosen by them. Through the high competition with the advanced technology from competitors will make the Fulkrum left behind if the action is not taken.

Fulkrum can deal with this threat by leverage the technology trends that will be upcoming in software, mobile development and others to stand out in the market in Malaysia. This is because the rapid development of technology makes the business need to quick reaction in order to keep up with the latest innovations to survive in this competitive environment nowadays. According to Saragih & Anggadwita (2016) stated that for the company to achieve a competitive advantage, it must take efforts for having sustained growth by consistently adapting to the trends, external occurrences, ability, competence and internal resources. So, this can be done by Fulkrum keep up to date with the latest technology trends and explore new technology in providing their services with demonstrating greater value, solutions and provide high-quality services that can enhance the productivity for client's business compared to their competitors in order to win or acquire the project. A previous study by Gupta et al., (2016) stated the company can overcome this by releasing the innovation of software features at

reasonable competitive prices that make it possible to make the shift to the new software possible and affordable. Fulkrum also can offer reasonable pricing of their custom software, mobile, web development by providing high service quality and impressive features that can attract potential clients to give projects and build relationships with the company.

#### ***6.4.2 Covid-19 pandemic has disrupted business***

Due to Covid-19 pandemic that continually spread globally and around Malaysia has made the government enforce Movement Control Order (MCO) and nationwide lockdown thus impact on many businesses in Malaysia including Fulkrum. Fulkrum needs to temporarily close the business as it is considered as a non-essential business with does not get the approval from MITI to be opened and thus prohibited to movement nationwide to anywhere in order to curb the spread of the Covid-19 pandemic. So, it becomes difficult for Fulkrum to conduct the business or training face-to-face with clients whether from government and private clients across Malaysia as Fulkrum needs to adhere to the Standard Operating Procedure (SOP). Due to that, it makes face-to-face meetings with their clients need to be postponed at the later date.

In order to curb with this situation, Fulkrum's employees and employers need to work from home and adapt to virtual meetings to conduct meeting with clients across Malaysia. According to Suhardi et al., (2020) stated virtual meetings can be done online by using virtual meeting tools while coordination and collaboration are still can be achieved. So, the meeting with clients does not have to be postponed because can carry out online. Then, one of the projects with clients from Sabah and Sarawak that require training related to software still can be conducted online with the help of virtual meetings. However, Fulkrum's employees need to explain clearly to make the information exchange is more efficient regarding on how to use the software to clients to make them satisfied. The virtual meetings platforms that can be used such as Zoom Meetings, Webex, Microsoft Teams, Google Meet, Skype and others with clients. It is very useful by using virtual meetings for Fulkrum with clients in different cities and states because it can save time, expenses, and hassles related to business travel.

## **PART 7: CONCLUSION**

In conclusion, I have gained a lot of knowledge and experiences related to the real working world during undergoing industrial training at Fulkrum Interactive Media Sdn. Bhd for 6 months. I am exposed to do many tasks whether in finance, accounting, administration and human resources which sometimes I think it is beyond my job scope from my course. I also realized that the working environment was very different from life as a student. Nevertheless, all of these valuable experiences eventually are very useful for me in the future as I am exposed to many scopes of jobs with the help of a few staff that guide me on to do the tasks given.

Other than undergoing an internship there, I was also able to identify a few strengths, weaknesses, opportunities and threats within this company. Thus, some recommendations that I made can be taken and improve by this company as their strategy to stay ahead in the Information Technology industry even though Fulkrum is SMEs company. Fulkrum can continue to reap the benefits if Fulkrum keeps providing high service quality, share knowledge with team members, active more in social media by making information available of their services, focuses also on the readymade software, diversify their business, stay up to date with the latest technology and others to achieve the best result such as generate more profit, ability to improve cash flow, remain in this industry and well-known in Malaysia in the future.

Last but not least, I want to find a job that I really love and passion. Through that, it will make me feel enthusiastic, happy and enjoy doing the work given. This is also because I want to preserve my mental health first in doing the job as I am the one who going to spend most of my hours on the job. It can help me maintain my physical and mental health if I can do what makes me happy in my own life. Then, I can see myself in the next five years where I can gains a lot of knowledge, being an expert in my field by learning as much as I can from the people in the organization. From that, I can contribute the knowledge gained to assist the company to grow even more in the future.

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## PART 9: APPENDICES



*Picture 9.1: The employees, employers and I during new office opening.*



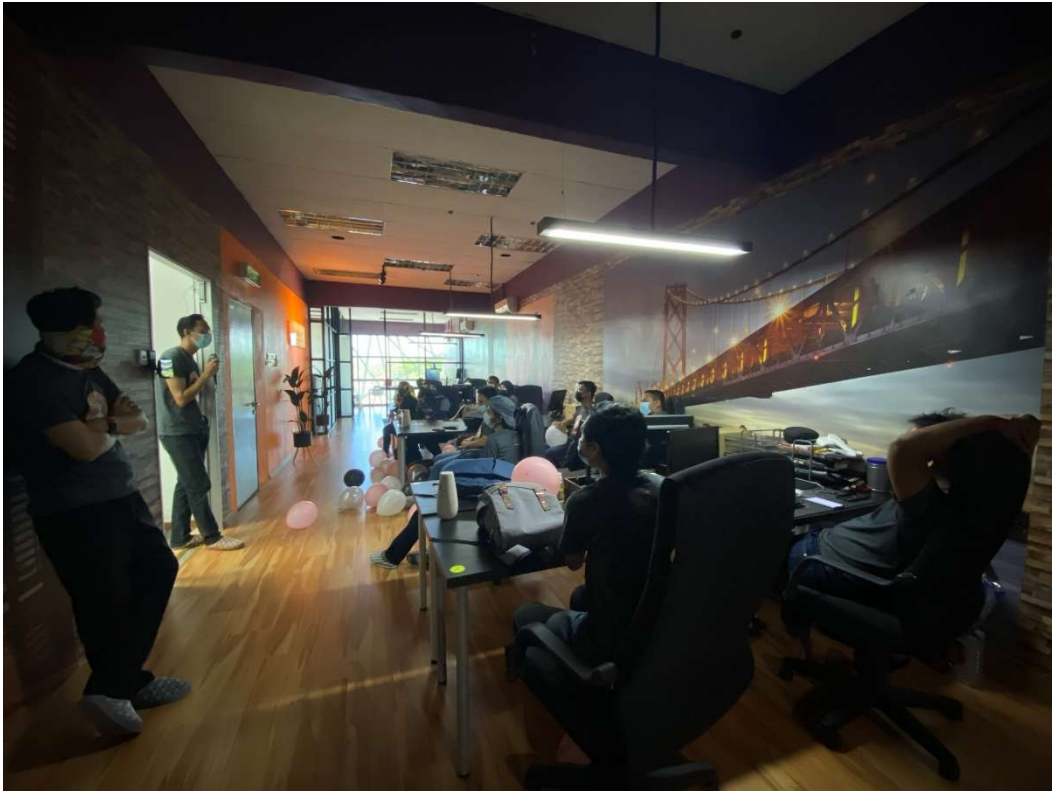
*Picture 9.2: The employees, employers and I during new office opening.*



*Picture 9.3: Puan Manisa (Operations Director) and I.*



*Picture 9.4: Cik Shazwanie (Assistant Director/Supervisor), Nur Hazimah (Operations Executive) and I during the new office opening.*



*Picture 9.5: Encik Izzat (Managing Director) was briefing about the new office.*



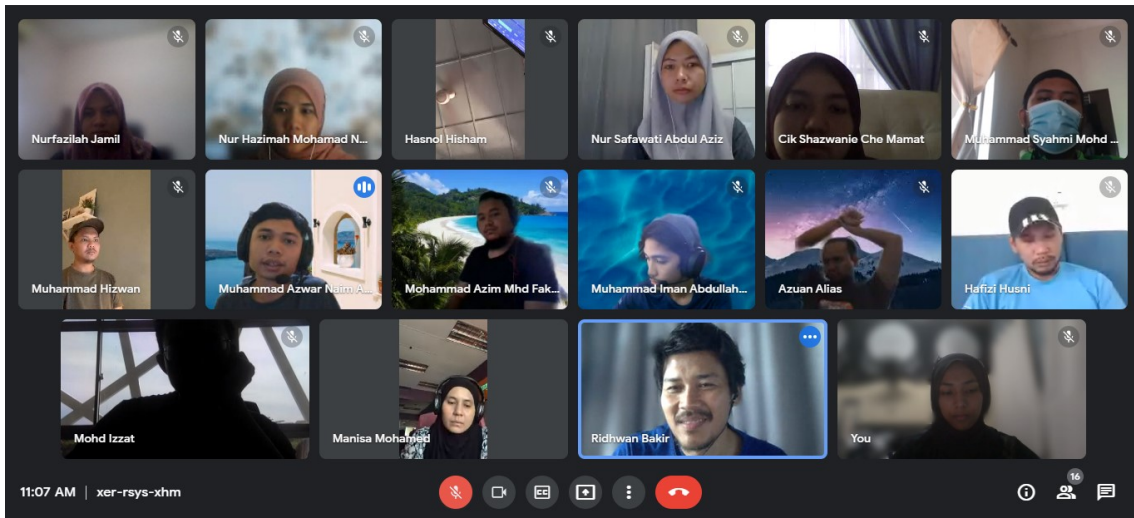
*Picture 9.6: New office environment.*



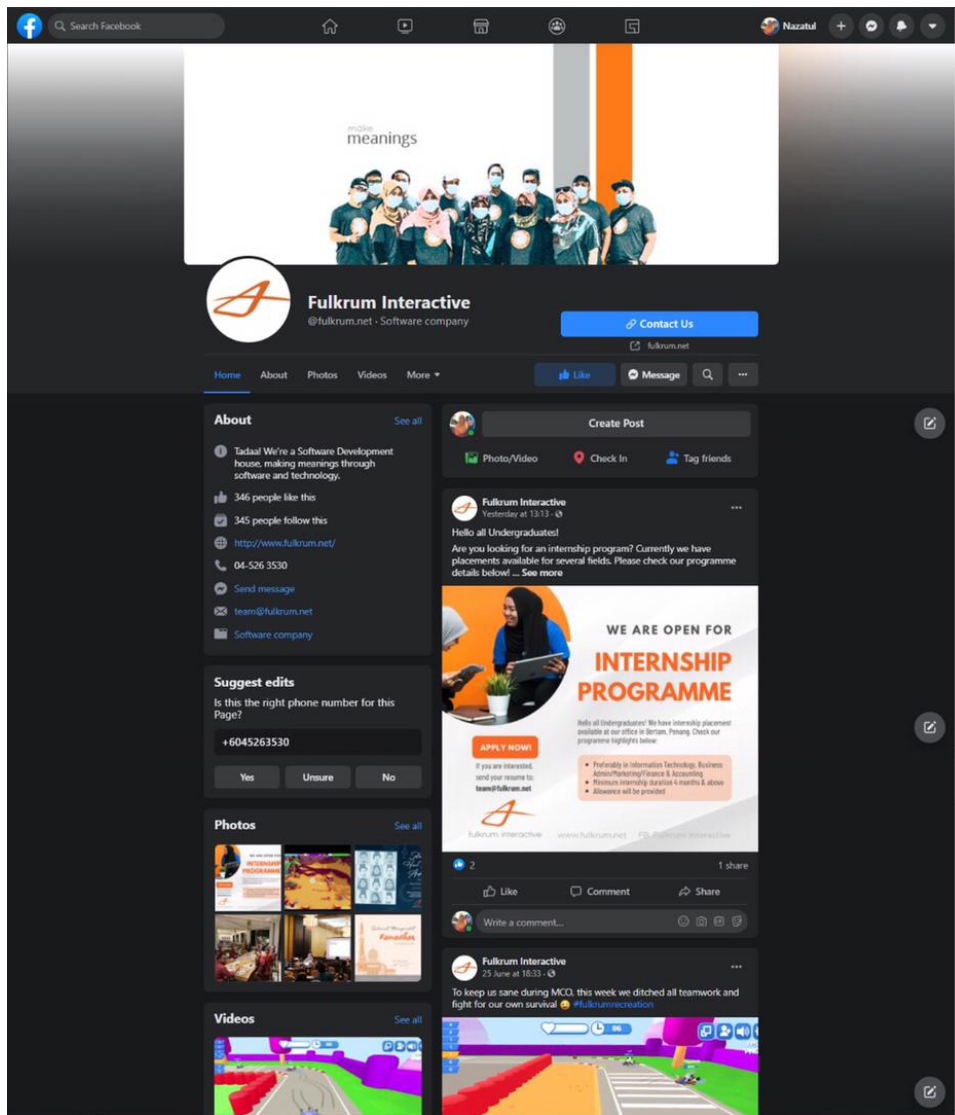
*Picture 9.7: When I was doing my tasks.*



*Picture 9.8: Iftar with all Fulkrum's members at Double Tree Hotel, Batu Ferringhi.*



Picture 9.9: Meeting with team of Fulkrum.



Picture 9.10: Facebook Page of Fulkrum Interactive Media Sdn. Bhd.

# SWOT Analysis of Fulkrum Interactive Media Sdn. Bhd.

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