



PERNIAGAAN  
CergasGas



الجامعة  
UNIVERSITI  
TEKNOLOGI  
MARA

# INTERNSHIP REPORT

PREPARED BY :

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PRESENTED TO :

DR NURAZREE BIN MAHMUD



PERNIAGAAN  
CergasGas

# EXECUTIVE SUMMARY

Perniagaan Cergas Gas Segamat, where I gained invaluable learning and industry training. Puan Norazlin binti Wahid was my supervisor during my industrial training, which began on Mac 1st, 2023 and ended on August 15th, 2023. This report gives an overview of Perniagaan Cergas Gas as well as the findings from the industrial training at PCG, which are detailed in the appendix. This report contains several sections, the first of which introduces the company profile, which is an important first step. The following section, which is a reflection of industrial training, discusses in detail each of the abilities or benefits that are implemented and taught during industrial training. The report's SWOT analysis section contains the report most important conclusions about the company strengths, weaknesses, opportunities, and threats, which are detailed in the study major findings section. The entire information gathered from the company is reviewed in the section titled "discussion and recommendation."

In conclusion, I have obtained a great deal of knowledge and gained a variety of benefits from my industrial training and have successfully performed this assignment.





PERNIAGAAN  
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# ACKNOWLEDGEMENT

All praise and blessings to Allah for the completion of this industrial training report. I am grateful to God for the possibilities, difficulties, and strength He has placed upon me in order for me to accomplish my report.

To begin, I would like to express my gratitude to my advisors, Dr. \_\_\_\_\_, for their guidance, patience, and most significantly, the warm spirit and positive encouragement that assisted me in completing my industrial training report. Having them as advisors has been a tremendous privilege and honour.

My heartfelt appreciation also goes to my supervisors, Puan Norazlin binti Wahid, as well as the entire employees of Perniagaan Cergas Gas, Segamat Johor, for offering internship opportunities and helping Me through my first work experience. Their advice and support with marketing department works enriched my experience.

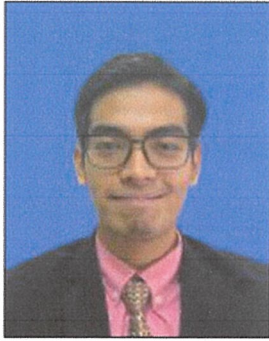
Finally, and perhaps most importantly, I would want to express my gratitude and appreciation to my family, particularly my parents and those close to me, for their continuous support and for being the driving force behind my success. I am extremely appreciative of their understanding and cooperation.





PERNIAGAAN  
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# AINUL NAIM BIN FIZAL SABILLAH



DATE OF BIRTH:

E-MAIL:

TEL.:



## PROFILE

Detail-oriented marketer with extensive knowledge of industry trends who has managed product strategy and business development. Setting up clear objectives for the team and enforcing deadlines successfully to keep projects on schedule.

## STRENGTH

LEADERSHIP



TEAMWORK



COMMUNICATION



TIME MANAGEMENT



## AWARDS



**DEAN'S AWARD**

DIPLOMA IN BUSINESS STUDIES  
(SEMESTER 3)  
(SEMESTER 4)  
(SEMESTER 5)

2018-2021



**DEAN'S AWARD**

BACHELOR OF BUSINESS STUDIES  
(HONS) MARKETING  
(SEMESTER 2)

## SKILLS

CANVA



MS OFFICE



ADOBE PHOTOSHOP



OFFICE 365



GOOGLE WORKSPACE



GOOGLE DRIVE



GOOGLE SHEET



GOOGLE SLIDE



GOOGLE DOCS



ENGLISH



MALAY



NATIVE LANGUAGE: MALAY

## EDUCATION



**BUSINESS & MANAGEMENT**

UITM KAMPUS BANDARAYA MELAKA

Programme: Bachelor of Business Administration (Honors) Marketing  
CGPA:3.44

Status: In Progress

BACHELOR DEGREE 2021 - 2023

**BUSINESS & MANAGEMENT**

UITM KAMPUS REMBAU

Programme: Diploma in Business Studies  
CGPA:3.59

Status: Completed

DIPLOMA 2018 - 2021

## CURRICULAR ACTIVITIES

- Active member of Entrepreneurship club UITM Rembau (2019 - 2020)
- Representing university in tenpin bowling and chess (2019)

## WORK EXPERIENCE



**SALESMAN**

PERNIAGAAN CERGAS GAS

I am responsible in ensuring that there are customer buying the product. At the same time, I will need to entertain the customer order. I was also responsible in promoting the product through social media.

SEGAMAT JOHOR 2019-2020

**WAITER**

HOLIDAY INN HOTEL

I am responsible for the customer at restaurant whereby I need to make sure all the dishes been made accordingly. There are times where I need to help at the counter and at the front to maintain the cleanliness of the restaurant for the customer satisfaction.

MELAKA 2020

**PROMOTER & CREW**

SISTERLOVE SDN. BHD.

I have been a promoter for the company product since the beginning. Here, I was responsible to promote the product through all social media medium. I am also a part of the production crew in this company.

MELAKA 2019

## REFERENCES

NUR HAZWANI BINTI  
MOHAMAD ROSELI  
PROGRAM COORDINATOR,  
UITM KAMPUS BANDARAYA  
MELAKA

DR MASTURA BINTI RONI  
SENIOR LECTURER,  
UITM KAMPUS BANDARAYA  
MELAKA





# COMPANY PROFILE

- Perniagaan Cergas Gas owned by Encik Fizal Sabillah bin Abu Bakar, this company also has a headquarters located in Krubong Mallaca and have one branch in Segamat Johor service for this company is a company engaged in the distribution and supply of various types of gases, cooking gas for home to a wide range of industries and customers. With a strong presence in the gas industry, the company has established under NGC Energy as a reliable and trusted provider of high quality gases.

- Here is a profile overview of Perniagaan Cergas Gas:

Company Name: Perniagaan Cergas Gas

Service: Gas Distribution and Supply

Founded: 2002

Headquarters: Krubong, Mallaca.

- Branch info

Founded: 2013

Location: Segamat, Johor.







# COMPANY PROFILE

## Product Offerings:

**Industrial Gases:** PERNIAGAAN Cergas Gas sells a wide range of industrial gases that are used in manufacturing, construction, metal fabrication, and other industrial processes. Oxygen, nitrogen, argon, helium, carbon dioxide, and acetylene are all examples of these gases.

**Specialty Gases:** The company also sells specialty gases that are made to fit the needs of a certain industry. Some of these gases are calibration gases, laboratory gases, medical gases, and special mixtures used in research, healthcare, and analytical applications.

**Liquefied Petroleum Gas (LPG):** LPG is sold by PERNIAGAAN Cergas Gas for use in homes, businesses, and factories. LPG is a versatile and effective fuel that can be used to cook, heat, and do many other things.

**Gas Equipment and Accessories:** The company not only sells gas, but it also sells a variety of equipment and accessories that are needed to handle, store, and distribute gas. This includes cylinders, valves, regulators, hoses, and other similar items.



# COMPANY PROFILE

## MISSION:

Perniagaan Cergas Gas mission is want to give high quality gases products and comprehensive solutions to meet our customers diverse needs. We provide reliable, safe, and environmentally responsible gas products and services while building lasting relationships based on trust and exceptional service.

## VISION:

Perniagaan Cergas Gas want to be the gas company customers choose for reliability and innovation. This company also want to lead the gas distribution and supply industry in quality, safety, and customer satisfaction. We want to expand our product line, improve efficiency, and help our industries grow.



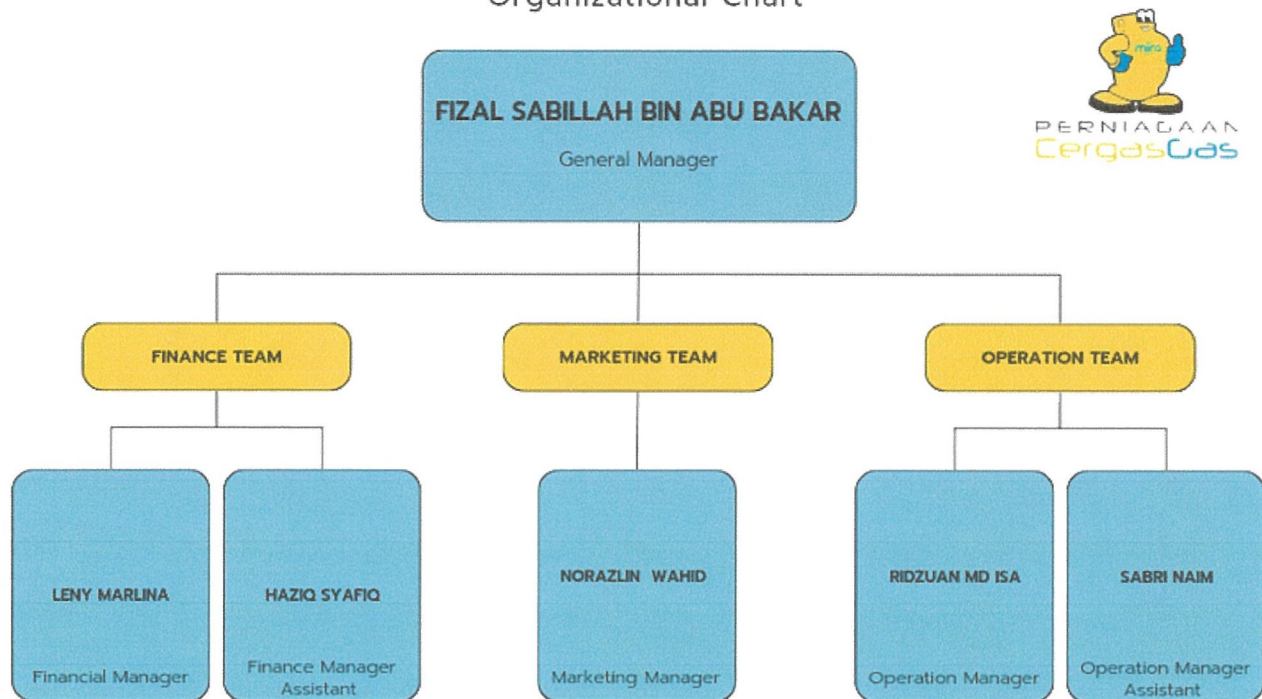


PERNIAGAAN  
CergasGas

# COMPANY PROFILE

## PERNIAGAAN CERGAS GAS

Organizational Chart





# TRAINING REFLECTION

During my training in PERNIAGAAN cergas gas , I have gained valuable insights and skills that have equipped me to understand and navigate the dynamic world of marketing.

Here are some reflections from my training:

- Conducting PERNIAGAAN Cergas Gas market research to get information about consumer preferences, market trends, and competitor analysis.
- Creating marketing strategies and plans to achieve PERNIAGAAN Cergas Gas mission and vision. This includes defining target audiences, positioning products or services, setting marketing goals, and determining the appropriate marketing mix.
- Implementing digital marketing initiatives to enhance PERNIAGAAN Cergas Gas brand awareness, drive website traffic, and generate leads. This may involve social media marketing, content creation, search engine optimization, email marketing, and online advertising.





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# SWOT ANALYSIS

## Strengths

- Good services
- Well-known brand
- Located in strategic area

## Weakness

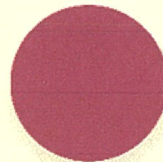
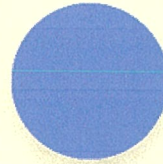
- Low in online marketing
- Low well in transport maintenance

## Opportunities

- Growth in customer base consistently
- Acquire new customers through contracts
- Generate income from own transportation
- Do a Co-Branding

## Threats

- Consumer preferences are constantly changing
- New competitor
- Uncertain economic trends
- Unsubsidised price



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# DISCUSSION AND RECOMMENDATIONS

## 1. Strengths

### - Good Services

- Perniagaan Cergas Gas prides itself on providing consistently high quality customer service and ensuring customer satisfaction at every interaction. They focus on building relationships and quickly resolving customer issues to provide a great customer experience.
- Perniagaan Cergas Gas businesses must build strong customer relationships to succeed. This can be achieved by providing excellent customer service, making timely and reliable deliveries, and promptly addressing customer concerns. Feedback mechanisms, personalized communication, and loyalty programs can increase customer satisfaction and loyalty (Kasim Tatic, Haracic Mahir 2018).

### - Well Known Brand

- This company has also establish in build a strong brand for the supply gas industry. Perniagaan Cergas Gas is known for its quality, reliability, and customer satisfaction. Consumers automatically choose them for cooking gas because their name is trusted.
- Perniagaan Cergas Gas should constantly improve and expand their product line to maintain and grow market share. Biofuels or new petro can be a potential sources that may be used to meet consumer demands. To increase revenue, businesses may consider value-added services like gas installation and maintenance and packaged packages. Keeping abreast of industry trends, conducting market research, and actively seeking customer feedback can help identify product innovation and diversification opportunities (Naseem 2023).

### - Located in Strategic Area

- The company strategic location Segamat, Johor, contributes to its success. This smart positioning boosts their visibility, attracting more customers and making it easier for them to sell.
- Perniagaan Cergas Gas can search for nearby areas or industries that have a high demand for gas but few ways to get it. This could be a neighbourhood, an industrial park, a business district, or a rural community. This recommendation can make company get more customers if they find into these untapped markets.





# DISCUSSION AND RECOMMENDATIONS

## 2. Weaknesses

### - Low in Online Marketing

- PERNIAGAAN Cergas Gas has struggling getting awareness in online marketing, which limits its reach and number of customers. Due to its low online presence, the company is missing out on chances to connect with customers, If the company do not have a well thought plan for online marketing, it may find it hard to compete with other companies in the same field that have used digital platforms to get clients and raise brand awareness with success.
- PERNIAGAAN Cergas Gas may use a multifaceted approach to address its internet marketing and transportation infrastructure issues. Start by increasing internet marketing. The company should develop an engaging website, optimize it for search engines, and use social media for targeted advertising and consumer engagement. Online advertising can boost brand awareness, audience size, and leads. Foued Sabbagh (2021) suggests using email marketing, content, and customer reviews and testimonials to boost the company online presence.

### - Low well in transport maintenance

- PERNIAGAAN Cergas Gas poor transportation maintenance causes logistical issues and product delivery delays. Insufficient maintenance can cause failures and transportation delays, affecting the company ability to deliver.
- Transportation infrastructure maintenance is also crucial. The company should schedule regular maintenance and proactive inspections of transportation vehicles and equipment. Working with skilled transportation maintenance service providers speeds up repairs and maintenance. Fleet management software and telematics systems help track vehicle performance, optimize routes, and schedule maintenance. Maintenance and reliable service providers reduce breakdowns, ensure timely deliveries, and improve customer satisfaction.



# DISCUSSION AND RECOMMENDATIONS

## 3. Opportunities

### - Growth in Customer Base Consistently

- By seizing these opportunities, PERNIAGAAN Cergas Gas can increase its consumer base and profits. In the highly competitive cooking gas market, you must be proactive, adapt to customer needs, and provide high-quality products and services.
- PERNIAGAAN Cergas Gas can capitalize on a growing customers with efficient methods. This includes market research to find underserved consumer categories, a strong customer relationship management system to manage relationships, and value-added services to improve customer experience. Loyalty programs, regular client contact, and aggressively soliciting feedback for continuous improvement are also important (Guerola 2022). This recommendation method can improve customer retention, word-of-mouth referrals, customer lifetime value, competitive edge, and long-term business success.

### - Acquire New Customers Through Contracts

- PERNIAGAAN Cergas Gas may use contracts to acquire new customers and build long-term partnerships. My firm can use contracts to acquire customers and generate revenue and market value. Contracts allow my company to acquire new customers.
- Meeting customer needs and building relationships can help PERNIAGAAN Cergas Gas rise in the market. With more customers, the company may increase sales, market share, and profitability through cont. PERNIAGAAN Cergas Gas will gain a competitive edge by retaining customers. Focusing on client growth can lead to long-term success and profitability.





# DISCUSSION AND RECOMMENDATIONS

## - Generate Income from Own Transportation

- Pertiagaann Cergas Gas can also establish its own transportation to buy a lot of gas, which has many advantages. These benefits include more control over delivery dates, cost savings, and the ability to customize purchases to meet business needs, such as allowing the firm to buy a lot of welding gas.
- Pertiagaan Cergas Gas can buy gas that fits the needs of its business because it has its own transportation. For example, if the company needs a lot of welding gas, it can buy and deliver larger amounts at once, taking advantage of economies of scale. This makes sure that there is always enough welding gas, cooking gas and reduces the need to order often or keep track of stock.

## - Do an Co-Branding

- In order to strengthen its position in the market and provide its customer base with more benefits, Pertiagaan Cergas Gas might explore the possibility of participating in a number of co-branding activities.
- The gas company Pertiagaan Cergas could stand to benefit from working more closely with appliance manufacturers in Segamat such as, Darson and Superzone house is a kitchen appliances store. They have the option of co-branding their gas supply with other gas-powered products, such as stoves or ovens powered by gas. Through this agreement, customers of the Darson and Superzone who buy appliances that use gas will get a gas to make customers from the store feel worthy and providing a gas is also a smart way to get a future customers from user and buyer gas powered equipment.

# DISCUSSION AND RECOMMENDATIONS

## 4. Threats

### - Consumers Preferences are Constantly Changing

- PERNIAGAAN Cergas Gas must adapt to changing customer preferences and trends. Cooking gas demand may decrease as consumers switch to renewable or electric energy sources. The company can adapt to changing conditions and growth opportunities to reduce this threat.
- Sethuraman (2020) suggest to monitor consumer preferences and market trends to innovate product offerings, explore cleaner and more sustainable options, and differentiate from competitors. Introduce new features, improve energy efficiency, or diversify into related products or services.

### - New Competitors

- New cooking gas competitors could disrupt the market and increase competition. New competitors may introduce new pricing, distribution, or products.
- PERNIAGAAN Cergas Gas must constantly analyze the competitive landscape, identify emerging trends, and invest in R&D to stay ahead of this threat. Maintaining customer relationships, providing excellent service, and building brand loyalty may help mitigate new competition (Nafosat 2023).

### - Uncertain Economic Trends

- Economic factors like recessions, fluctuations, and inflation can also affect consumer spending and cooking gas demand. Consumers may cut non-essential energy use during recessions.
- By optimizing operational efficiency and managing costs such as buying gas in a bulk amount PERNIAGAAN Cergas Gas can overcome this challenges and reduce cost in operational system. Effective marketing strategies that highlight cooking gas cost savings or efficiency can help mitigate an uncertain economic environment

### - Unsubsidised Price

- Subsidies significantly affect cooking gas prices. Gas prices may rise if subsidies are cut, affecting demand.
- PERNIAGAAN Cergas Gas can improve operational efficiency, supply chain management, and pricing models to offset unsubsidized prices. Buy gas in a huge amount can give a benefits to company to sell it in reasonable price and cooking gas advantages over other energy sources can be promoted by the company.





# CONCLUSION

Perniagaan Cergas Gas Bhd is well-equipped to compete in the gas distribution and supply industry and maximize profits and company growth. This company weaknesses must be overcome. They must identify, find the cause, spend time finding solutions, and improve. One way to address weaknesses is to give all company resources to employees so they can maximize their use and generate more profits and income in healthy competition. Threats caused company losses and information leaks. Internal and external threats require immediate action.

SWOT analysis recommendations would solve each situation. Threats and weaknesses put company at high and low risk. Thus, maximizing strengths and opportunities will help eliminate all company risks. This company is stable and can compete well due to its market position. With resources and strong employees, LPG companies can become the best. Efforts and time will succeed.

My six-month industrial training at Perniagaan Cergas Gas taught me a lot. This internship taught me the value of business skills. My department has always scared me because of its high responsibility. I work in administration and marketing. Despite my accomplishments. Besides allowances and commission, I work in a positive environment that motivates me to succeed.

# REFERENCES

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# APPENDICES



DATE	NAMA	TONG	JUMLAH	LAJUTANG	SERVICE	REPAIR	BENSOL
2-Jan							
3-Jan	131	3300.7	236.3	340			303.8
3-Jan	62	1470	128.6				128.6
4-Jan	121	2819.8	171.9	120			83.8
5-Jan	121	2819.8	185.2				185.2
6-Jan	105	2505.5	208.2	50			184.8
7-Jan	101	2672.8	205.2	50			175.8
8-Jan							
9-Jan	110	3054.8	285.2	100			185.2
10-Jan	90	2210	179.2	100			179.2
11-Jan	71	2379.8	204.8	100			104.8
12-Jan	62	1714.8	178.2				178.2
13-Jan	70	2018.8	202	140			89
14-Jan	140	3870.8	206.8	140			116.8
15-Jan							
16-Jan	101	2672.8	188.8	50			87.8
17-Jan	102	2875.8	202.8	100			202.8
18-Jan	81	1941.8	204.2	80			54.2
19-Jan	111	3086.8	205.2	110			76
20-Jan	147	3461.8	272.2				272.2
21-Jan	80	2075.8	203.2	140			87.2
22-Jan							
23-Jan	100	2520.8	204.2				204.2
24-Jan	80	1984.8	183.2	100			183.2
25-Jan	100	2418.8	204.1	100			104.1
26-Jan	100	2514.8	201.2				201.2
27-Jan	100	2381.8	211.2				86
28-Jan	100	2581.8	214.8				214.8
29-Jan	90	2381.8	199.8				89
30-Jan	90	2381.8	199.8				89
31-Jan	70	1814.8	189				119
Total	2791	89489	5413.3	2612.2			1798.8

**FIGURE 1: ENTER SALES DATA AND STOCK CALCULATION (DAILY WORK)**

IN	SA	...
1.00	1.00	...
2.00	2.00	...
3.00	3.00	...
4.00	4.00	...
5.00	5.00	...
6.00	6.00	...
7.00	7.00	...
8.00	8.00	...
9.00	9.00	...
10.00	10.00	...



**FIGURE 2: MAINTANANCE LORRY AND SERVICES**



# APPENDICES

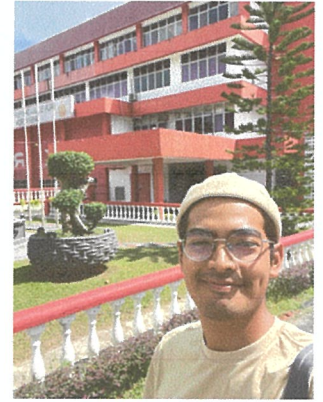


**FIGURE 3: BUY HOUSEHOLD GOOD TO GIVE TO ALL WORKERS (MONTH OF RAMADHAN)**



**FIGURE 4: OPEN HOUSE HARI RAYA AIDULFITRI**





**FIGURE 5: MEETING WITH FIRE DEPARTMENT FOR TRAINING ACTIVITIES**



**FIGURE 6: FIRE DRILL ACTIVITIES**



# APPENDICES



**FIGURE 7: VISIT AND MEET KPDNHEP OFFICIALS**



**FIGURE 8: SAFETY AUDIT (DOSH)**