



UNIVERSITI  
TEKNOLOGI  
MARA



HEXAGON SYNERGY

# INDUSTRIAL TRAINING REPORT AT HEXAGON SYNERGY (M) SDN BHD

MGT666

1ST MARCH - 15TH AUGUST 2023

**NAME: AIN FATIAH BINTI RUDY FIKRI**

**STUDENT ID: 2021167013**

**PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION (HONS.)  
MARKETING**

## **EXECUTIVE SUMMARY**

The report consists of the overall experience of the industrial training at Hexagon Synergy (M) Sdn. Bhd (HSSB). The industrial training lasted for 24 weeks which is from the 1<sup>st</sup> of March 2023 until the 15<sup>th</sup> of August 2023. This report highlights the training reflections in the business development department, SWOT analysis discussions, and recommendations during the period of 6 months of industrial training.

The main objective during industrial training was to gain experience and apply knowledge in the business development department of the company. Along the way of industrial training, tasks and responsibilities were assigned including market research, presentation materials, assistance in business meetings, weekly reports, and more. These tasks and responsibilities gave the trainee the opportunity to feel and experience in a real-life working environment. It had developed valuable insights into the daily operation of the company.

During the period of industrial training, the trainee gained and learned new knowledge that is beyond the scope of studies. The trainee had to learn about scheduled waste, marine waste, and more that is related to the environmental industry. The knowledge gained was a golden opportunity for the trainee as it was a new exposure, knowledge, and experience. Furthermore, throughout the training had also groomed skills in work ethics, handling tasks, and working professionally. Based on the findings on SWOT analysis, discussions, and several recommendations are proposed to enhance a better work environment for the business development team of Hexagon Synergy (M) Sdn. Bhd (HSSB).

Overall, the experience and knowledge gained at Hexagon Synergy (M) Sdn Bhd (HSSB) polished and shaped the trainee better for future work life. Therefore, this report concludes the overall assessment of industrial training at the company.

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## **ACKNOWLEDGEMENT**

Huge gratitude to Mr. Rashdan Baharum, the director of Hexagon Synergy (M) Sdn Bhd (HSSB) for the opportunity provided for the trainee to undertake the industrial training at the company. Many thanks and appreciation to the company's Project Manager, Mr. Ahmad Aiman Ezreen as he had been very understanding and helpful from the first day until the industrial training period is completed. There were many valuable lessons and knowledge as Mr. Aiman had given his trust in assigning work and tasks. All thanks to Mr. Shahrol, the Project Engineer for the lifetime experience and all of his internal and external knowledge.

Not to forget, many thanks to the business development team, Mr. Rafi, Mr. Marwan, Farish, and Iman Nuha as the team had been very helpful and understanding during their assistance with work tasks. Furthermore, huge gratitude to other colleagues who had been good companies during training. With their presence, hardships had been endured, memorable experiences were made, and knowledge was gained together. Special thanks to Amalia and Fahmi. Also, other colleagues that had welcome and brought beneficial outcomes.

Once again, thank you for providing this exceptional learning experience, and hope to maintain a meaningful connection with Hexagon Synergy (M) Sdn Bhd (HSSB) in the future.

Thank you.

## 1.0 RESUME

# AIN FATIHAH BINTI RUDY FIKRI

Degree Fresh Graduate



### My Contact



BA Student in Marketing at Universiti Teknologi Mara (UiTM), made the Dean's List for three semesters, with a Diploma in Business Studies (Insurance). Looking to use my skills and expertise in the marketing business field.

### Education Background

- UiTM, BANDARAYA MELAKA Bachelor of Business Administration (Hons.) Marketing MARCH 2021 - CURRENT
- UiTM, ALOR GAJAH MELAKA Diploma in Business (Insurance) Completed in 2020  
CGPA: 3.48 (DEAN LISTED 3 SEMESTERS)  
MUET: BAND 4
- SMK SEREMBAN 2 SCIENCE-ACCOUNTS STREAM (2012-2017)

### Pre-Professional Experience

#### 2023

Hexagon Synergy (M) Sdn. Bhd (Internship)

- Involved in the procurement team.
- Assisted in the development, design, and preparing professional presentation materials.
- Collected data information regarding Ship Vessel passing through Malacca Straits.
- Designing company profile and marketing collateral.

#### 2022

- Online advertisement posters for business companies
- E-commerce salesperson for a business company

### Achievements

- CHASING ECONOMICS KNOWLEDGE (CEK 2019)
- WEBSITE CREATION AND VIDEO ACTING COMPETITION IN ARABIC (2019)
- MALAYSIAN NATIONAL CHEMISTRY QUIZ (K3M) 2017
- AUSTRALIAN MATHEMATICS COMPETITION (2017)

### Skills

- Excellent written and verbal communication skills
- Ability to work independently or as part of a team
- Public speaking and presentation skills

## 2.0 COMPANY PROFILE

### 2.1 COMPANY BACKGROUND



Figure 2.1: Hexagon Synergy (M) Sdn Bhd Company Logo

Hexagon Synergy (M) Sdn Bhd (HSSB) was founded by the managing director and founder, Mr. Rashdan Baharum. Mr. Rashdan is a graduate with a Master's degree in Process Plant Management from the University of Technology Malaysia (MARA) and a Bachelor's degree in Chemical Engineering from the University of Leeds. HSSB was established on July 2006 in Seremban 2, Negeri Sembilan. HSSB is a service provider business that gives out services such as consultants and engineering services in waste management.

HSSB has a variety of services provided in the environmental industry. The company is specializes in environmental services that offer innovative services led by a pool of experts and specialists with extensive experience in the field such as Marine Waste Management, Municipal Solid Waste Management, Hazardous Waste Management, Oil Recovery and Alternative Fuel, Industrial Wastewater Treatment, and Port Reception Facilities (PRF).

One of its biggest experts is the involvement in establishing Malaysia's First Integrated Hazardous Waste Facilities in 1997, Medical Waste Treatment Facility in 1996, and has collaborated with the government for strategic procurement of the largest Waste to Energy Plant in Malaysia with a capacity of 1,000 tons per day. Due to these successes, HSSB has enhanced its capabilities to design, build, operate, and maintain its own recovery facilities.



Figure 2.2: The Building of Hexagon Synergy (M) Sdn Bhd



14, Jalan KS 1, Taman Bukit Kepayang, 70200 Seremban, Negeri Sembilan

Figure 2.3: Location of Hexagon Synergy (M) Sdn Bhd

## 2.2 COMPANY'S VISION AND MISSION

Vision

- To be the Preferred Environmental Engineering Service Provider with unparalleled expertise in innovative environmental services designed to meet clients' technical and financial needs.

Mission

- Continuously providing innovation in our environmental engineering services to deliver Sustainable Development and Best Value Solution to meet the evolving needs of our clients.

## 2.3 COMPANY'S ORGANIZATIONAL CHART



### ORGANIZATION STRUCTURE HEXAGON SYNERGY (M) SDN BHD

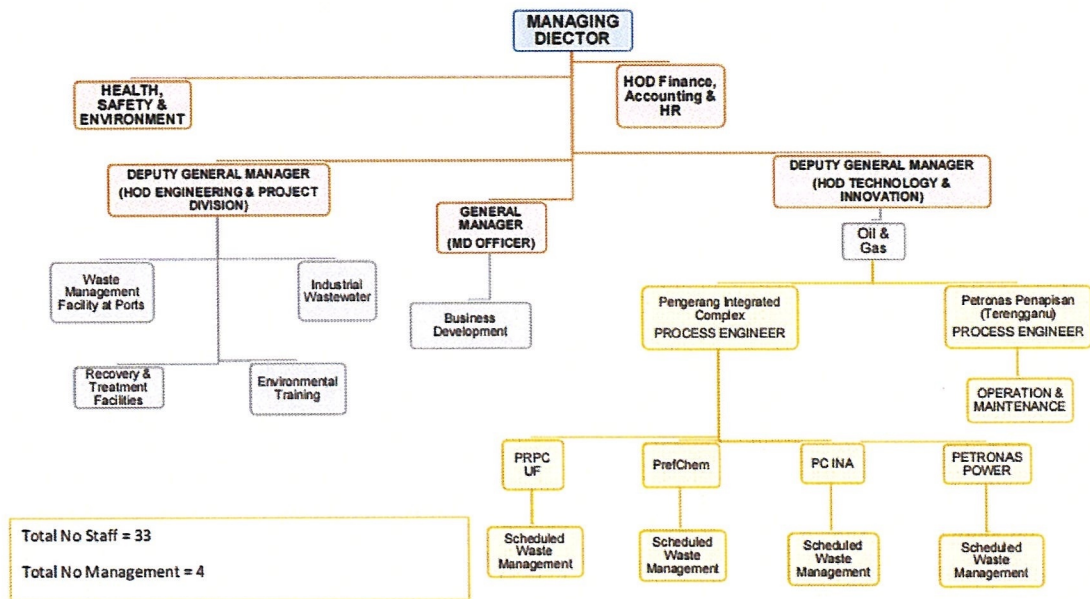


Figure 2.4: Organization Chart of Hexagon Synergy (M) Sdn. Bhd



### 2.3.1 DEPARTMENT'S ORGANIZATION CHART

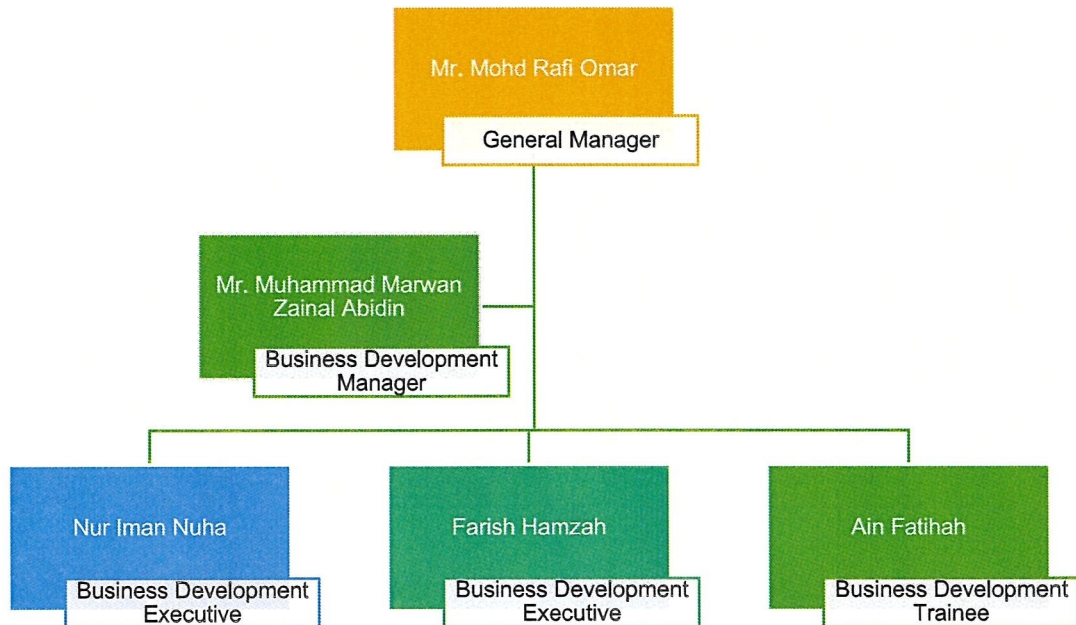


Figure 2.5: Organizational Chart of the Business Development Department

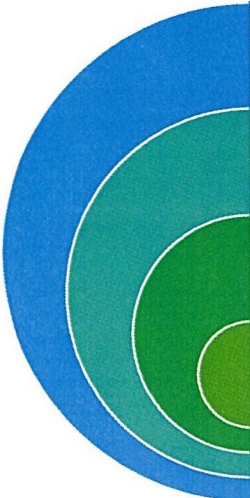
## 2.4 COMPANY'S PRODUCT AND SERVICES



Figure 2.6: Hexagon Synergy (M) Sdn. Bhd Product and Services

### 3.0 TRAINING REFLECTION

#### 3.1 DURATION



<b>Duration</b>	•24 weeks (6 months)
<b>Date of Training</b>	•1st of March 2023 until 15th of August 2023
<b>Working Days</b>	•Weekdays (Monday to Friday)
<b>Working Hours</b>	•8 hours per day (9 am to 5 pm)

#### 3.2 DETAILS

##### 3.2.1 DEPARTMENT

The trainee had been assigned to work under the business development department, which is one of the important teams in the organization. The business development team plays a huge role in helping the company to grow and find new opportunities. The team consists of skilled professionals with diverse backgrounds such as international business studies, chemical engineering, mechatronics engineering, and environmental science. The department will be responsible for finding and carrying out strategic plans that will contribute to the overall success of the business.



The main goal of the business development team is to ensure the organization's long-term survival and profitability by exploring new markets, forming valuable partnerships, and taking advantage of the latest information or trends. Thus, the department helps the organization to expand its market presence and strengthen its competitive edge.

### 3.2.2 ROLE



Figure 3.1: Role as HSSB Business Development Intern

The trainee had two roles during industrial training with HSSB which consists of working under the business development team and under the project manager for the procurement team. The role of trainees in the business development department is to support and help the team in their projects and task related to expanding business opportunities. The trainee prepared presentation materials, took meeting minutes, prepared reports, and assisted in various tasks to ensure a better flow in the department. Other than that by participating in events, visiting sites, factories, and more.

Moving on, working under the project manager with other fellow co-workers to focus on procurement for the latest project of the company. The team was instructed to complete the procurement task by searching for suppliers, sending requests for quotations, dealing and negotiating with suppliers, and more in order to receive equipment and materials for the upcoming project of Port Reception Facilities (PRF) at Johorport. During the process of procurement, knowledge, and skills gained in terms of knowing the way of how procurement happens in a business, how to have a proper way of managing and handling the updated list of equipment, communicating professionally with suppliers, and most importantly dealing and negotiating on the price of equipment.

### 3.2.3 RESPONSIBILITY



Figure 3.2: Responsibilities as HSSB Business Development Intern

Responsibilities that the trainee had during industrial training under the business development team and assisting the project manager were market research, presentation support, assistance in business meetings, weekly report updates, and procurement team. As for the business development team, the trainee is responsible for assisting with market research, presentation support, and assistance in business meetings. While for assisting project managers are weekly report updates and working under the procurement team.

Under market research, the business development team and trainee had done research to gather information and data regarding the job scope. Research made were on artificial intelligence (AI), ship vessels that pass through Malacca Straits, and more. Furthermore, studies had been done about the business strategy matrix - Ansoff Matrix and relate to the business. Market research helps the business development team to find new market opportunities and plan on better strategies. Thus, during the process expanded the knowledge wider and gave extra input to the trainee.

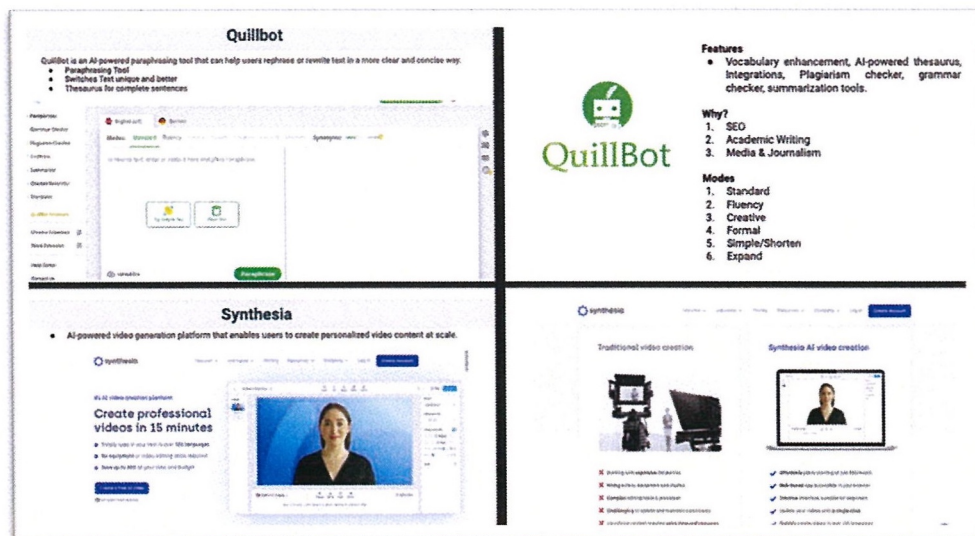


Figure 3.3: Introduction to Artificial Intelligence (AI)

Figure 3.4: Overview of Data of Ship Vessels that Pass-through Malacca Straits



Figure 3.5: Business Strategy Matrix - Ansoff Matrix for business development department of HSSB.

Next is presentation support which assists in creating business presentations and marketing materials. The trainee was assigned on preparing a global marketing strategy for the company to promote the business and attract new and potential marketers internationally. The trainee applied the knowledge gained during studies to complete the task assigned.

Furthermore, the trainee was assigned on designing and preparing the company profile for Qowi Synergy (QSSB), a sub-company under Hexagon Synergy (M) Sdn. Bhd (HSSB) and designing banners and posters for events. Next is creating an Illustration video on HSSB's project to promote Port Reception Facilities (PRF) for Sepanggar, Sabah. Other than that, preparing slide presentation packs for other projects such as preparing presentation packs for Northport on On-Going-Projects for Additional Storage, Solidifying Chemical Residue (SCR) tank, Technical Proposal for Teluk Kalong, Terengganu and Batu Kurau, Perak.

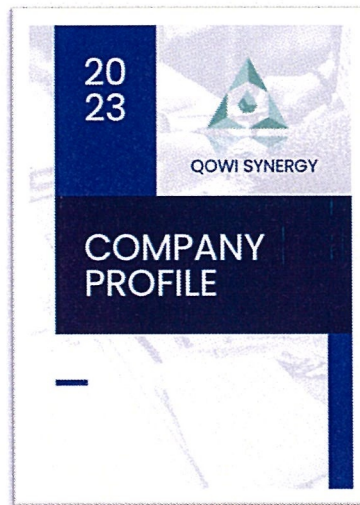


Figure 3.6: Company Profile for Qowi Synergy (QSSB)



Figure 3.7: Illustration Video for PRF Sepanggar, Sabah.



Figure 3.8: Banner for Launching Program of Port Reception Facilities Johorport.



Figure 3.9: Technical Proposal for Teluk Kalong, Terengganu and Batu Kurau, Perak Projects.

Moving on is assisted in business meetings and the team. The trainee participated in meetings by creating meeting links and preparing the meeting minutes. During the meetings, the trainee had the chance to observe and learn new skills to negotiate and communicate professionally with clients and business partners. Besides meetings, the chance to join the team at the Port Reception Facilities Open Day event at Northport, Klang. Through the event, the trainee witnessed the dedication of Northport and Alam Flora Environmental Solution (AFES) toward sustainable port operations. It is motivating to see how both companies are making a difference in preserving the environment. Lastly, by helping the business development department to create an official LinkedIn page to increase the company's connection and networking. This will help the company to get its recognition and increase the market image in the industry.



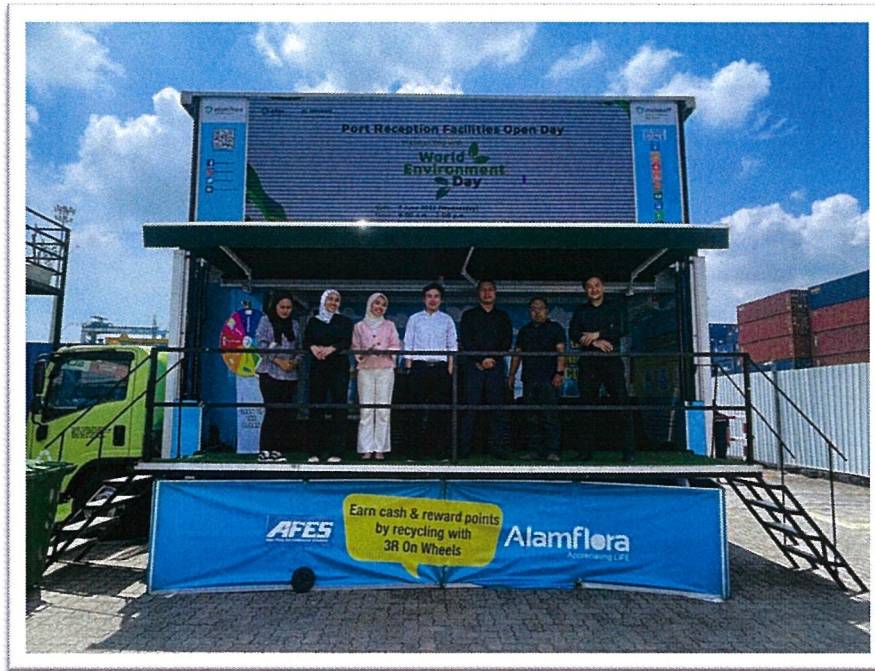


Figure 3.10: Port Reception Facilities Open Day event at Northport, Klang.

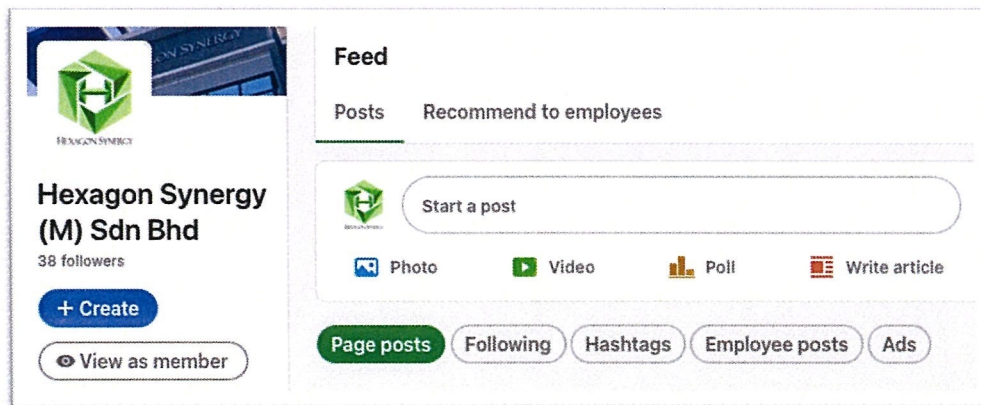


Figure 3.11: Hexagon Synergy (M) Sdn. Bhd Official LinkedIn page

As for assisting the project manager, Mr. Aiman, the trainee is responsible for weekly report updates and the procurement process. Every week trainee is assigned to update the weekly progress report for the company's project of filter press roofing structure replacement at Petronas Penapisan Terengganu PP(T)SB. Moving on, the procurement team is supervised by Mr. Shahrol, the project engineer of HSSB. The procurement team was briefed on the project of the Industrial Effluent Treatment System (IETS). After the briefing, the team was brought for a site visit at Northport to familiarise themselves with the equipment for the buying process. Followed by creating the request for quotation (RFQ) to suppliers for the process of

quotations. The procurement team had factory visits at a few companies such as DAYAMAS Technologies Sdn Bhd at Banting, YUNKU FRP Sdn Bhd at Beranang, Plus Point Engineering Sdn Bhd at Balakong, and more. The purpose of the visit is for a factory acceptance test on equipment, consult on specs, sizing, and more.



Figure 3.12: Procurement Team Site Visit at Northport



Figure 3.13: Factory visit at Plus Point Engineering Sdn Bhd

### 3.2.4 ASSIGNMENTS / TASKS

- Setup, Record, and Jot down Notes on Meetings
- Company Profile for Qowi Synergy (QSSB)
- Update Weekly Progress Report for PPTSB
- Update Monthly Progress Report for NorthPort
- Preparing Global Marketing Strategy for the company
- Collection for Ship Vessels that pass through Malacca Straits (Northport, Westport, Pelabuhan Tanjung Pelepas PTP)
- Research & Learning Business Strategy Matrix - Ansoff Matrix
- Research & Learning on AI and How to Imply AI in Marketing
- Exposure/ Knowledge Management of Schedule Waste Law (Environmental Quality Act 1974)
- Opening Day of Port Reception Facilities event at Northport, Klang.
- Designing banners and posters for event
- Creating and updating social media page (LinkedIn)
- Briefing on Procurement for Industrial Effluent Treatment System (IETS) project
- Creating requests for quotes (RFQ) and contacting suppliers for the process of quotations
- Site visit at Northport, Klang
- Preparing presentation pack for Northport on On-Going-Projects for Additional Storage and Solidifying Chemical Residue (SCR) tank.
- Slide preparation on Technical Porposal for Teluk Kalong, Terengganu.
- Slide preparation for Batu Kurau, Perak.
- Factory visit for factory acceptance test on equipment at DAYAMAS Tecnologies Sdn Bhd, Banting, YUNKU FRP Sdn Bhd, Beranang, Plus Point Engineering Sdn Bhd, Balakong, and more.
- Illustration Video Editing for PRF Sepanggar, Sabah.

### 3.3 GAINS – INTRINSIC AND EXTRINSIC BENEFITS

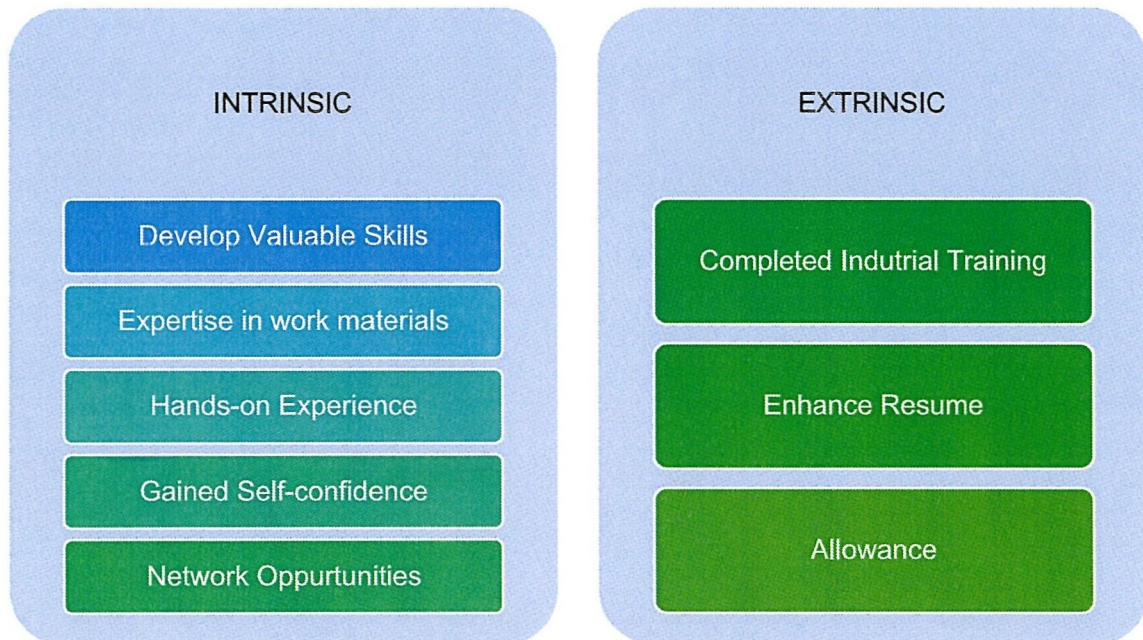


Figure 3.11 : Table of Intrinsic and Extrinsic Benefits

During industrial training, the trainee gain endless intrinsic and extrinsic benefits. As for intrinsic, the opportunity to develop valuable skills such as having better time management and being able to have a balance work life. The trainee is able to work as a team by sharing and accepting ideas during discussions and having better communication among the team. Most importantly to work under pressure as certain task needs to be done in a short period of time. As for assisting in work and tasks, the trainee had expertise in preparing slides and presentation materials. During the preparation of slides and reports, the trainee was corrected and guided to produce a better outcome.

Moving on, having hands-on experience allows trainees to apply the knowledge gained during their studies. For example, when creating a global marketing strategy for the company, the trainee had to apply and do more research for the task to be completed. Furthermore, the trainee learned new knowledge on business strategy matrix- Ansoff matrix, and knowledge management of Schedule Waste Law (Environmental Quality Act 1974). The knowledge gained was extra where scheduled waste was beyond the major scope of the trainee and will bring positive input for career and self-development.

Moreover, during industrial training, the trainee gained self-confidence and was able to speak confidently during presentations as the company practices knowledge management (KM) and public speaking. When attending Opening Day of Port Reception Facilities event at Northport, Klang, the trainee had better network opportunities that allow connections and witness professionals.

As for extrinsic benefits, the trainee was able to complete the industrial training that is required by the university. Thus, this will enhance better resume by updating the practical experience with Hexagon Synergy (M) Sdn. Bhd (HSSB). Lastly, the trainee was fortunate to receive an allowance from the company that had helped and support financial needs during training.

#### 4.0 SWOT ANALYSIS

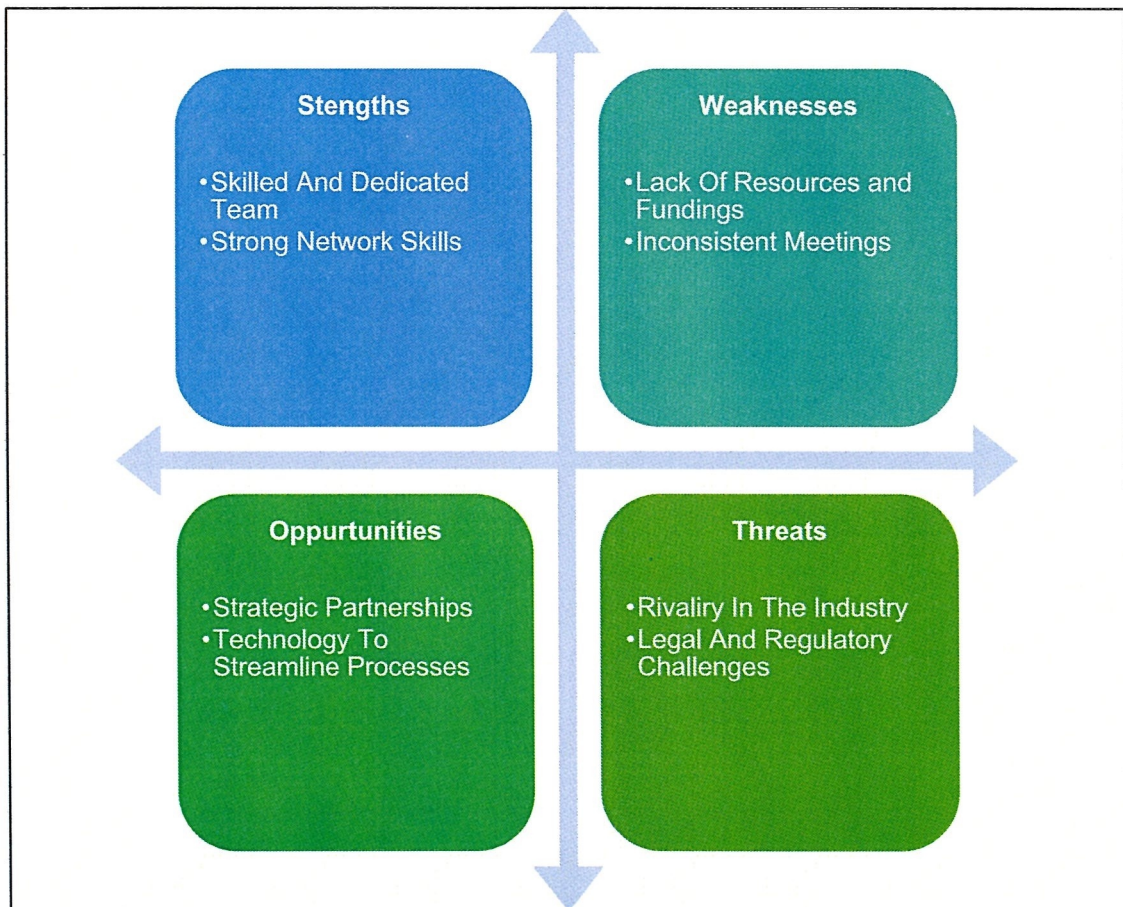


Figure 4.1: SWOT Analysis for HSSB Business Development Department

## **5.0 SWOT DISCUSSIONS AND RECOMMENDATIONS**

### **5.1 STRENGTHS**

#### **5.1.1 A Skilled and Dedicated Team**

The business development team of Hexagon Synergy (M) Sdn Bhd (HSSB) is a skilled and dedicated team. Skilled is where most of them come from a different range of background studies such as international business studies, chemical engineering, mechatronics engineering, and environmental science. Since the department consists of a different range of background studies, the team share their market knowledge and experience with one another and help the team to oversee one another's experience. This method helps the team to understand better on industries, market trends, customers' needs, and even the competitive landscape.

According to Eric Schmidt (2023), nations that can successfully attract and retain highly skilled individuals gain strategic and economic advantages over competitors. Moreover, the team is able to identify how to market and strategies the business better with different skills knowledge, and perspectives. Thus, this will also help the business to enter the market successfully.

Furthermore, the business development team has strong strategic thinking skills as the team can plan and envision long-term goals by developing effective plans and strategies to achieve them. Hexagon Synergy (M) Sdn Bhd (HSSB) had successfully completed its port reception facilities (PRF) project at Northport and planning to expand the project to Johorport and Sabahport. This made the business development team re-strategies and improve their skills to market better.

With the dedication of each team member, the team identified opportunities such as merging the company, having a strong partnership with an established company, and aligning with the objective of the organization's growth. The strategy is able to happen due to their sales and negotiation skills as the team has the ability to identify and approach potential clients, understand their needs, and present compelling value propositions.

To improve better, it is recommended that Hexagon Synergy (M) Sdn Bhd (HSSB) provide the business development team with adequate training. Investing in training programs will help to sharpen and enhance better skills and knowledge of the team. Martin Flegl (2022) stated that training has a positive effect on employees' performance. The study showed a measurable improvement when employees are sent for training programs.

Furthermore, Musriha (2019) and Su (2020) mentioned that employees will have a positive impact on their performance when the employees are provided with proper training, competitive compensation, and receive motivation. Thus, continuous learning opportunities may not only improve their capabilities but also increase their professional growth. Therefore, when the business development team received adequate training and development, there are able to restrain and improve their skills and produce a better team.

### 5.1.2 Strong Network Skills

Having strong network skills brings high benefits to the business. The business development team has good collaboration and communication networking. Hexagon Synergy (M) Sdn Bhd (HSSB) has good networking all thanks to the business development team as the team had made successful connections and networks with big and established companies such as the Department of Environment (DOE) in Malaysia, Alam Flora Environmental Solutions (AFES), International Maritime Organization (IMO) in the United Kingdom, Port of Rotterdam in the Netherlands, Port of Canakkale in Turkey, SLR Shipping Services in the United Arab Emirates, and more. Having the ability to sell and explain the technical concept and collaboration on network projects is crucial work, yet the team had succeeded in network-related roles.

Furthermore, the team had joined various events such as the Intertanko Asian Regional Panel Meeting 2023 in Kuala Lumpur, Opening Day of Port Reception Facilities (PRF) in Northport, Klang, and more. By joining these events, the team is able to expand their networking opportunities where every event provides a platform for the team to connect with potential clients, partners, and more. During the event of Intertanko Asian Regional Panel Meeting 2023 in Kuala Lumpur, business development had the chance to meet with other associate members from port operators, port authorities, ship liners, and stakeholders around the world. All parties during the event had built a good relationship and expand the professional network. Nonetheless, during the Opening Day of Port Reception Facilities (PRF) in Northport, Klang, HSSB's business development team was able to introduce the company's products and services to its targeted audiences. With these exposures, it can increase brand recognition, raise awareness, and position the company as one of the main players in the environmental industry.

In order to maintain strong network skills, the business development team is recommended to have internal knowledge sharing and encourage networking events. Singh (2021), he had done a study on multisource data in India and reported that knowledge sharing can increase the innovativeness of an organization. Having internal knowledge sharing will encourage team members to share their network experiences such as success stories, sharing tips on good networking, and more. Bou Reslan (2021) suggested that leaders in teams should create an open and transparent working environment where members can have discussions and share their experiences, knowledge, and information.



Next, by encouraging networking events. Team members are encouraged to be proactive by attending physical or online networking events that relate to the industry. For example, Venugeetha Y (2022) mentioned that LinkedIn is another potential social network that is more effective in career development as it focuses on professional networking. Thus, LinkedIn is able to give the team opportunities to attend professional conferences online (Joanna Davis, 2020).

## **5.2 WEAKNESS**

### **5.2.1 Lack of Resources and Funding**

During the process of research or study, the business development team was posed by a lack of resources and funding. The team face limitation in accessing data related to the study or research. For example, during the task of collecting data for ship vessels that pass-through Malacca Straits, the team had trouble collecting data. This is because websites that provide full information are private and needed to be purchased. Therefore, the team had to search and collect the data manually, which requires time and energy. The limited access to research databases had slowed down and restricted the ability of the team to conduct studies.

Furthermore, lack of resources happens due to insufficient funding. As mentioned, most databases that the team needs to access such as Marine Traffic, and Vessel Finders, are private and require purchase approval. The purchase approval is usually in the form of different money currencies such as US Dollars and Pounds. As for the team, it is not applicable to enroll the company's money as Malaysia is facing political uncertainty. Therefore, this affects the capacity of the team from pursuing their research which could enhance a deeper and better range of studies. These made their result have limitations and may potentially impact the overall validity of research.

While the resource has its own limitations to pose the challenges, the team is recommended to explore collaborative partnerships with other research institutions. The company can invest to collaborate with external organizations, institutions, or industry partners. This will help the team to explore opportunities and get closer to their main goal which is to obtain the data for their research. Furthermore, through collaborating with other research organizations, the team can also provide access to additional expertise, resources, and funding, and even expand the team's capabilities and reach. According to Bouncken (2019), open innovation models for collaborating with partners in research activities create new business model options. These models bring alternatives that can reduce time to market, enhance innovation capability, and reduce the cost of research and development (R&D). Therefore, it is recommended for the team as it saves time, fastens the work process, gets the right information from valid resources, and helps the team to get the work done.

### 5.2.2 Inconsistent Meetings

Inconsistent meetings may lead to a lack of coordination and alignment among team members. The business development team seldom held weekly or monthly meetings which causes low engagement among employees. This affects everyone to not be on the same page regarding project updates, weekly and monthly plans, priorities, and more. The lack of coordination produces miscommunication, redundant work, and reduced overall productivity. It also delays the process of decision-making as without regular meetings, the important discussion will postpone decision-making. This causes the team to miss their opportunities and restrain workload.

Furthermore, after an external meeting with the director, internal meetings with the team are not scheduled immediately. When internal meetings are not scheduled, it brings a huge impact on the business development team. This caused the team to miss important points, have trouble keeping up, and forget about the highlights during the external meeting. Thus, the team had to face time-sensitivity issues that may remain unresolved, delaying progress and potentially will impact the business outcomes. Moreover, inconsistent meetings will make individuals feel less motivated or force themselves to meet deadlines which will not bring good results in work and overall productivity.

To improve better, the business team is recommended to have a consistent meeting schedule. According to Narcyz Roztocki (2023), regular meeting is considered an effective management practice that has effective communication with the team and motivates the team to meet deadline and stay on track. The business development team is recommended to set a regular meeting that can be scheduled once a week or twice a month. This ensures all members to be aware of current progress, and updates. This helps the team to follow-up and be at the right track. Lastly, through this method will ensure a better accountability of work in the team, helps to maintain the momentum and ensure work done to be completed in time.

## 5.3 OPPORTUNITIES

### 5.3.1 Strategic Partnerships.

Strategic partnerships happen when a company collaborates with potential companies or organizations. Through a strategic partnership, it leads to new markets, resources, distribution, and channels. As for Hexagon Synergy (M) Sdn Bhd (HSSB), its business development team are able to identify and establish a partnership that brings mutual benefits. These partnerships can be of different forms as different companies serve different purposes based on specific objectives. Strategic partnerships that are suitable for the business development team are joint marketing partnerships and international partnerships.

A joint marketing partnership involves companies joining and creating marketing campaigns that can promote their products and services. Since the business development team had joined a few joint venture partnerships with other companies, the team is able to pool resources and gather one another customer base. This will help both partnerships to generate better brand exposure, lead generation, and sales.

Moving on, an international partnership where HSSB collaborates with international markets to expand their market globally. Walter (2022) stated that partnerships contribute to the commitment of society to have global sustainability, enhance economic growth, and focus on sustainable development. Since HSSB had joined and become an associate member with big companies in their industry such as the International Maritime Organization (IMO), The International Association of Independent Tanker Owners (INTERTENKO), and the Port of Rotterdam. Through these close connections, the team can approach other international companies and market the business to other potential companies or organizations.

When considering a strategic partnership, it is important for HSSB's business development team to evaluate potential opportunities. The team needs to look for partners that deliver expertise, resources, and capability of work to the company. Ordonez-Ponce (2021), mentioned when businesses have sustainable partnerships, the business can achieve sustainable development, access valuable resources, and create new opportunities.

Furthermore, the partnership offers companies to promote global sustainability and new business opportunities. According to Oriol (2023), Unilever had established collaborations with many stakeholders such as NGOs, intergovernmental organizations, and more, and usually, the aim of these collaborations is to develop joint marketing projects. This will allow Unilever to bring its conscience and multi-stakeholder perspective alive. The team should also consider factors such as their potential partnerships' track record, industry recognition, past partnerships, and more. This is because the company needs to work with a trustworthy organization that will enhance the company's brand image and minimizes risks.

### 5.3.2 Technology to Streamline Processes.

Technology has been expanding over the years with more features and various technological tools and solutions such as data analytical, artificial intelligence (AI), and machine learning (ML). The advanced usage of technology enables the business development team to have a better-streamlined process and improves the efficiency of the department.

The use of data analytic tools helps the team to gain valuable and large volumes of data as this tool can provide information on market trends, data, and competitor analysis. According to Jose Arias Perez (2021), data analytics can transfigure the entire business procedure and plays a significant role. This will be a useful tool for the team to make wiser decisions, identify new business opportunities, and develop strategies to improve their business better. By applying data analytics infrastructure capacities, the organization is able to read the requirements of employees. In other words, the organization can log in and indicate if the employees are absent or not. Thus, the operation can access big to smaller resources during critical times in the future as the operation have access to accurate information (Mesbaul, 2022). Through data analytic tool, the department and organization of Hexagon Synergy (M) Sdn Bhd (HSSB) are able to work effectively and efficiently.

Next is artificial intelligence (AI) and machine learning (ML). These are the latest technologies that had been adopted to optimize a better business development processes. According to Ramachandran (2022), organizations are able to dive into deeper data to reduce repetitive tasks, improve productivity, competitive edge, and boost their bottom lines as artificial intelligence (AI) and machine learning (ML) are faster and produce accurate results. Furthermore, these technologies have various roles in the business development team that will provide success and productivity. Artificial intelligence (AI) and machine learning (ML) can be vital tools for the team to implement as it will help in their decision-making, analyse vast quantities of data, and suggest relevant actions for the team (Ramachandran, 2022).

Therefore, it is recommended for the business development team to learn and explore of the technologies of data analytics, artificial intelligence (AI), and machine learning (ML). According to Bean (2019), due to high competition in the business world, and with high volumes of data, and limited resources, organizations are recommended to adopt AI technologies. This will make the business development team a better aim of optimizing their decision-making and enhancing productivity and growth. Thus, technology will help the team to have a better-streamlined process and improve the efficiency of work.

## 5.4 THREATS

### 5.4.1 Rivalry in the Industry.

Rivalry can be intense and highly competitive in the industry for Hexagon Synergy (M) Sdn Bhd (HSSB) business development team. The teams are engaging in fierce competition and rivalry to capture a larger market share and establish their brand name in the environmental industry. The environmental industry is broad and wide as it is saturated with numerous companies that offer similar products and services. Thus, the market competition in the business development department faces crucial aspects of driving growth and success for the organization.

Rivalry among the business development team can cause discouragement of collaboration. Instead of working together with other organizations, the team members may be overly protective of their project ideas and cause the team to overlook emerging trends, new market entrants, and more. However, from a business point of view, enhancing competitiveness is essential to attract both investors and customers to achieve success in today's competitive environment (Meifeng Luo, 2022). As for Hexagon Synergy (M) Sdn Bhd (HSSB), the company's focus product and services are Port Reception facilities (PRF). On April 2023, Transportation Minister Anthony Loke mentioned that the government is encouraging the private sector to invest in setting up Port Reception Facilities (PRF) at port areas in the country. This has caused HSSB to have more competition in the industry as organization has an awareness of the Port Reception Facilities (PRF). Therefore, in a few months, HSSB will face intense rivalry by both government and private sectors in the environmental industry to build the Port Reception Facilities (PRF).

To overcome these challenges, it is important for the business development team to have a healthy and balanced competitive environment in the industry. This will encourage collaborating, long-term planning, and innovation. According to Talley (2019), organizations must actively promote their own competitiveness to outperform their rival and survive in the market. When HSSB faces rivalry or competition, it will push the company to be more efficient and productive. Therefore, to maintain in the rival industry, HSSB needs to optimize its operation, reduce costs, and maximize its resources.

#### 5.4.2 Legal and Regulatory Challenges

The environmental industry faces significant legal and regulatory challenges which directly impact the business development department. These challenges are complex as it arises from the nature of the industry. Thus, it needs to be obligated with various laws and regulations. The environmental industry operates with the framework of environmental laws and regulations that are designed to protect the environment. Therefore, the business development team must apply the regulations to ensure compliance and implement sustainable practices in the company.

Hexagon Synergy (M) Sdn Bhd (HSSB) is specialize in waste management in the environmental industry. The company provides services that handle scheduled waste such as hazardous waste, medical waste, and more. The scheduled waste is needed to be classified and managed under the federal subsidiary legislation of the Environmental Quality Act 1974 [Act 127]. Therefore, it is important for the team to understand and comply with the law of federal subsidiary legislation to avoid risk mitigation. This helps to avoid failing to comply with the waste management laws that can lead to environmental damage, risk to health, and legal liabilities.

Next, waste management activities require permits and licenses from regulatory authorities that need to be obeyed. Before construction for the HSSB project happens, the business team needs to prepare the approval and authorization approved by the Department of Occupational Safety and Health (DOSH), prepare reports on Environmental Impact Assessment (EIA) for the Department of Environment (DOE), and more. It is required for the team to obey the law by obtaining and maintaining these approvals as it enables the company to operate legally.

Overall, to deal with legal and regulatory challenges in the environmental industry, the business is recommended to stay informed about the latest environmental laws and regulations. By establishing a process for monitoring and analyzing legal development, the business development team can consider subscribing to industry publications and ensure the organization stays up to date. According to Nuong Thi Bui (2019), it is necessary to have strict enforcement of the environment to enhance a sustainable environment. Furthermore, the organization can invest in business development employees for training to increase their awareness of legal and regulatory. By providing regular training programs, it will educate the employees about environmental regulations. Therefore, there will be a legal and regulatory specialist in the organization and identify any potential compliance issues.



## **6.0 CONCLUSION**

Hexagon Synergy (M) Sdn Bhd (HSSB) is a consultant and engineering service in waste management that is based in Seremban, Negeri Sembilan that focuses on the service of Port Reception Facilities (PRF) and other waste management services. From the industrial training at Hexagon Synergy (M) Sdn Bhd (HSSB), a better understanding was gained of how the business works in the environmental industry. The training with Hexagon Synergy (M) Sdn. Bhd business development team was knowledgeable as the team had helped to devise and implement various tactics and skills of marketing, negotiating, communicating, and more. Other than that, knowledge was developed along with the trainee's skills and abilities. Hexagon Synergy (M) Sdn Bhd is a good place for industrial training as it gives off various experiences, benefits, and knowledge to the practical trainees.

Furthermore, throughout the training with HSSB, the trainee was able to identify the SWOT analysis of the company and suggested a few recommendations. This will help the team to have strategic internal and external planning to improve better. Therefore, both the business development team and the organization of HSSB can strive better and be successful in the industry. According to Reiners (2019), SWOT analysis is a part of strategics planning process for most companies. The purpose is to identify and evaluate the company's internal and external resources, as well as to identify the potential trends and patterns that may bring positive or negative impact on businesses.

The assistance of the team, and fellow colleagues provides trainees the opportunity to acquire new knowledge that was not taught throughout studies but is crucial for understanding the corporate world. However, it is still a long way to go to understand the aspects of how business works. Overall, the industrial training experience has been a positive 6 months journey for the trainee. This industrial training is indeed an excellent program for students to build up their potential self-career and become more qualified in their desired field soon.

**APPENDICES**

Port Reception Facilities Open Day event at Northport, Klang.



Port Reception Facilities Open Day Register Area



Alam Flora Environmental Solution (AFES) Activity Area



Participated and Won 2<sup>nd</sup> Place in the Activity Area



Hexagon Synergy (M) Sdn Bhd Team at PRF Open Day

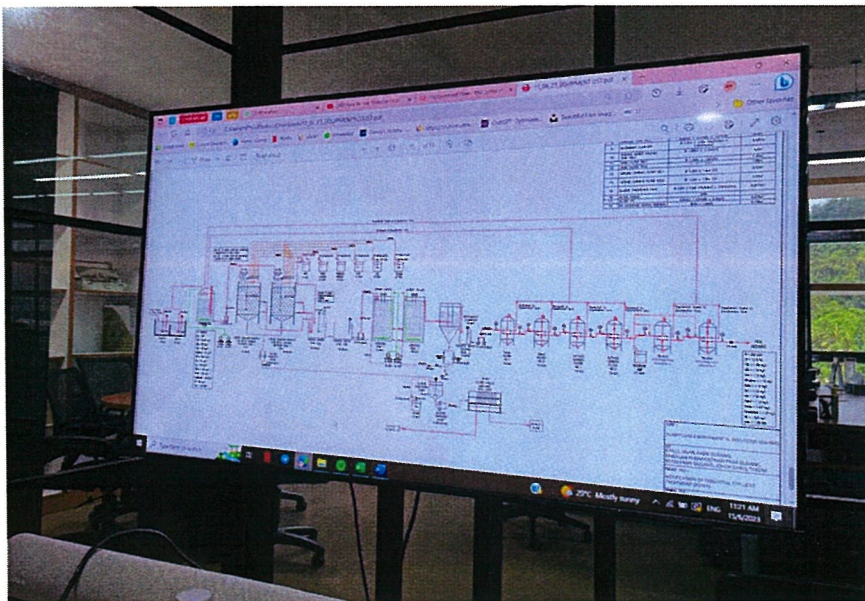


Port Reception Facilities Open Day Event Area

## Procurement Briefing and Training



Procurement Team Briefing On The Project Of The Industrial Effluent Treatment System (IETS) With Mr. Shahrol.



Process Flow Diagram (PDF) of Industrial Effluent Treatment System (IETS)



Continuous Procurement Training Session with Mr. Shahrol.

Site Visit to Northport, Klang to familiarise with equipment's for IETS





Factory Visits for Factory Acceptance Test (FAT) and meetings



Meeting with DAYAMAS Technologies Sdn Bhd at Banting



Factory Acceptance Test (FAT) at DAYAMAS Technologies Sdn Bhd at Banting



Meeting with YUNKU FRP Sdn Bhd at Beranang.



Visit at YUNKU FRP Sdn Bhd, Beranang.





Filter Press Visit at Pluspoint Engineering Sdn Bhd, Balakong.

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