



اَوْنَبُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

UNIVERSITI TEKNOLOGI MARA (UiTM), CAWANGAN MELAKA
KAMPUS BANDARAYA MELAKA (KBM)

FACULTY OF BUSINESS AND MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION (HONS.)
INTERNATIONAL BUSINESS

INDUSTRIAL TRAINING WRITTEN REPORT (MGT 666)



DUTA MARINE SDN BHD

STUDENT'S NAME	Akmyr Anaf Suffi bin Abdul Kadir
MATRIX NUMBER	2021112751

EXECUTIVE SUMMARY

I'd like to welcome the readers to my journey of practical training in the business. Internships are opportunities for practical training that give students the chance to gain experience in a field that is relevant to their field of study or area of career interest during the period of time that is allotted to them by their respective universities. During this time, the student receives a more well-rounded education that can be applied to the furtherance of their professional lives. To get their degree, students who are in their final year of the Bachelor of Business Administration (Honors) in International Business are expected to complete a minimum of 24 weeks of industrial training in their area of study. This whole industrial report is based on my views and experiences gained while working as a practicum student at one of Malaysia's most prominent oil and gas companies. Every student who successfully completes the course will likely have a one-of-a-kind experience in the real world. Despite this, the actual training trip that I went on throughout my almost six-month employment will be covered in this report, and it will walk you through each of the most important parts of the organization. My incredible journey as a student participating in industrial training will be detailed in stages, starting with the history of the organization, followed by the SWOT analysis, the PESTLE analysis, analytical advancement suggestions, and the conclusion of the report. I pray that those who take the time to read about my practical training trip come away with great virtue and are inspired to give cultural value. Sincere gratitude.

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ACKNOWLEDGEMENT

In the name of Allah S.W.T., The Most Beneficent and The Most Merciful, I would like to praise Allah The Almighty for giving me strength and guidance in completing this written report. I would also be Thank Allah The Almighty for giving His Blessings in accomplishing this written report. Without His Blessings, I would not be able to complete industrial training written report in time.

I gave 100% prior in completing this industrial training report which was assigned by our Internship (MGT666) advisor, Sir Mohd Isham Bin Abidin. I would like to acknowledge it with thanks to my beloved advisor, Sir Mohd Isham Bin Abidin, for his relentless support and dedication because without his guidance, I would not complete the written report within the time given.

I would like to thank my Senior Account Executive mentor, Sir Abdullah Mubarak and Senior Finance Executive, Pn. Azira binti Abdul Moa'it. They both are incredibly amazing in guiding and teaching me at Duta Marine SDN BHD company. Also, I would like to thank every staff and directors at Duta Marine SDN BHD for treating me well and giving me opportunities to learn at their organization.

Not to forget, I would like to thank *Industrial training Unit Universiti Teknologi Mara Kampus Bandaraya Melaka (UiTM)* for granting me an opportunity to undergo internship at my desired firm which would provide hands-on experience towards daily corporate activities. An honourable mention goes to my family and my classmates for their courtesy in supporting me throughout the internship journey.

1.0 STUDENT'S PROFILE



AKMYR ANAF SUFFI BIN ABDUL KADIR

EXECUTIVE SUMMARY

- Confident International Business fresh grad student who is currently searching for a workplace to enhance my qualities for organization growth, effective to work immediately. At the same time, in a respectable organization that could positively improve my professional experience and contribute my knowledge for mutual success.

PERSONAL DETAILS

Age	: 23 years old	Status	: Single
Gender	: Male	Race	: Malay
Nationality	: Malaysian	Religion	: Muslim

KEY SKILLS

- **Leadership:** An individual who is always willing to take the lead in group assignments as well as take full accountability to the tasks assigned.
- **Communications:** An individual who is easy to communicate and carry through the conversation with other people in short period of time.
- **Attention to Details:** An individual who is very well concerned with the quality of work produced, to ensure it is well organised and meet the required standards.
- **Flexible:** An individual who will thrive in environment that requires effective prioritisation of tasks / projects assigned.

EDUCATIONAL BACKGROUND & PARTICIPATIONS

BACHELOR OF BUSINESS ADMINISTRATION (HONS) [2021 – Current]

INTERNATIONAL BUSINESS

Universiti Teknologi MARA (UiTM)

Current CGPA: 3.50

- Head of Program - Academic Trip to Sabah, class M1BA2465C (2022)
- Head of Program - Corporate Social Responsibility, Kampung Sambah, Sabah (2022)
- Participant - MASUM Varsity E-Sports Uni-League Dota 2 Tournament (2021)
- Logistic Organizer - Seminar of "Hotel Management" (2022)

EDUCATIONAL BACKGROUND & PARTICIPATIONS

DIPLOMA IN BANKING STUDIES

[2018 – 2020]

Universiti Teknologi MARA (UiTM)

Final CGPA: 3.44

- Participant - MASUM E-sports Uni-League Dota 2 Tournament (2020)
- Participant - Corporate Social Responsibility, Pertubuhan Kebajikan Anak Yatim Johor (2019)
- Participant - Corporate Social Responsibility, Masjid Batu Anam, Segamat (2020)
- Futsal Competition 'Kolej Kediaman A' (2019)
- 2nd Place - Futsal Open Competition by UiTM, Segamat Campus. (2020)

SIJIL PELAJARAN MALAYSIA (SPM)

[2013 – 2017]

SMK Sultan Abdul Samad

Final Results: 4As

- President - Lembaga Pengawas. (2016/2017)
- President - Persatuan Kadet Bersatu Malaysia, PKBM (2017)
- School Representative - MSSD Football (2017)
- School Representative - MSSD Chess (2015) & (2017)

PROFESSIONAL EXPERIENCES

JIBRIL RESTAURANT GROUP [15 January 2022 – 15 March 2022]

Customer Experience Executive

Responsible in delivering high-quality services provided to customers, including preparation of the relevant SOPs implemented throughout the outlets.

ORIGANI MALAYSIA

[1 April 2018 – 30 June 2018]

Beauty Advisor & Sales Executive

Responsible in assisting the customers in selecting cosmetics and skincare that meet their skin conditions, while also able to achieve the sales target during period of work.

LANGUAGE PROFICIENCY

Spoken: English, Bahasa Malaysia, Mandarin

Written: English, Bahasa Malaysia, Mandarin

MISCELLANEOUS

Willing to Travel: Yes

Availability: Immediately

REFERENCES

EN. MOHD ISHAM BIN ABIDIN

Academic Advisor

Faculty of Business & Management, UiTM Melaka,
Bandaraya Melaka campus,
110, off Jalan Hang Tuah,
75300, Melaka.

2.0 COMPANY'S PROFILE

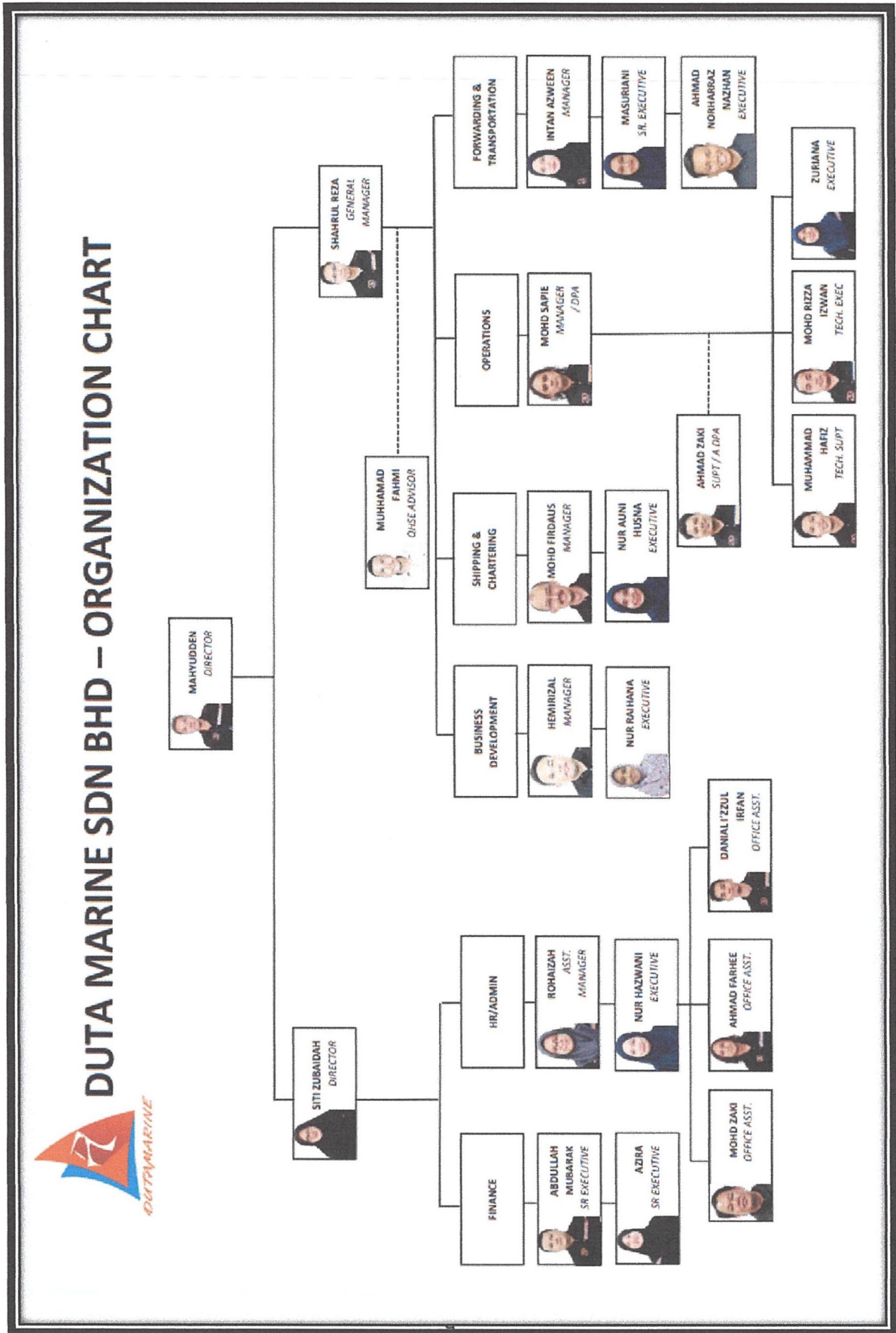


<u>NAME OF COMPANY:</u>	Duta Marine SDN BHD
<u>REGISTERED ADDRESS:</u>	No. 910 & 911, Blok B, Kelana Square, 17, Jalan SS7/26, 46301, Kelana Jaya, Selangor Darul Ehsan.
<u>EMAIL:</u> <u>WEBSITE:</u> <u>TELEPHONE(FAX):</u>	<ul style="list-style-type: none">• ops@dutamarine.com• https://www.dutamarine.com• 03-7880 0014 (03-7880 3639)
<u>BACKGROUND:</u>	Incorporated on the 26 th August 1999 with the principal objective of providing total and complete land, sea, air transportation services for the logistic industry. Considering management's proven track record and wide experience in the field of land and sea transportation services, our major clients had utmost confidence and were highly impressed in us by appointing us as their exclusive agent/representative in Malaysia.

<u>MISSION:</u>	Reliable and dependable, prompt and effective services, safety, provide suggestion and solutions, affordable and attractive price, spontaneous and immediate solutions.
<u>VISION:</u>	Our aim is to be the leading total and complete land, sea and air transportation service provider in the country. We are committed in providing fast and reliable Marine Support services to our clients. Our experience, resources and business contact both locally and internationally will enable us to strive in our area of business to meet the growing demand of our clients.
<u>OBJECTIVE:</u>	We view our customer as partners and offer services to cater their different needs efficiently and provide solutions whenever possible.
<u>GOALS:</u>	Our customers are satisfied with our excellent achievements in providing "Hands on" services to them. All our operation is fully supervised by our own professional trained staff to ensure the quality of work.



2.1 Organizational Chart of Duta Marine SDN BHD



2.2 Products or services

2.2.1 Offshore and marine business

Duta Marine provides a comprehensive and complete marine support vessels such as tugboats, accommodation vessels AHTS. As an active and aggressive agent (contract holder), we are committed to recommend and give the best performance vessel or barges to our potential client for all types of marine activities with our focus towards oil and gas industries in the Malaysian water. Over years of operation, we have successfully performed various business contact and gained much recognition amongst major players in industries. We have achieved and built up an extensive experience in the operation of vessel with relevant technical expertise. Duta Marine's first offshore installation activity is being the decommissioning of FPSO Armada Perkasa in 2004 and followed by the installation of the 4000DWT MOAB of South Angsi. Duta Marine had further involved in the Hook-up and commissioning project in 2005. The installation project had been successfully delivered without any delay which had proved the company capabilities and gained more recognition as one the Malaysian companies which are actively involved in the Offshore Installation business at that time.

2.2.2 Chartering and shipping

Duta Marine SDN BHD has set up shipping department to manage bulk shipping operations and other related shipping activities such as ship operator. From a humble beginning starting in the mid-2005 it has successfully completed delivery of nearly 0.5 million tonnes of steam coal for the customer. Utilizing chartered-in Panamax size vessels. Managed by competent and experienced ship chartering staff, Duta Marine SDN BHD aspires to be a major ship operator in Malaysia in the coming future where the operational areas will not be limited only to dry bulk cargoes but will expand into bulk shipments both within Malaysia and regionally. This will augur well into Duta Marine SDN BHD's aspiration to provide services into both the oil and energy sectors and the bulk shipping industry.

2.2.3 Transport and logistic

In year 2006, Duta Marine SDN BHD has maximize its Transport and Logistics Services. With the recent appointment by the Malaysia government to be an official Multimodal Transport Operator (MTO). Duta Marine SDN BHD has set-up a new department to provide a total logistic and forwarding services both for the private and the government sectors. Duta Marine SDN BHD provide local and international operations in the importation, exportation and movement of material, equipment to various worldwide locations up to nominated port of discharge or airport of dismemberment. Services offered from Duta Marine SDN BHD including inbound, outbound air and sea freight, custom clearance formalities, door to door services, crafting & packing services and project cargo handling.

3.0 INDUSTRIAL TRAINING'S REFLECTION

Positioned in the finance department of any organization provides significant insights into the financial operations and decision-making processes that drive corporate growth. This report will present my story of an amazing industrial experience that took place in the finance department of Duta Marine SDN BHD, a famous corporation in the maritime sector. This experience proved to be an exceptional opportunity for both my personal and professional development on many levels, including but not limited to the different duties I was given, the innovative projects I was given the opportunity to work on, and the collaborative atmosphere in which I worked. I was immediately involved in a vibrant work atmosphere that promoted creativity and cooperation from the first day I started working there. My employer, Duta Marine SDN BHD, has given me a wide range of duties, which has enabled me to get a deeper and more thorough grasp of accounting audit and financial operations. Participating in difficult projects and collaborating with teams from different departments allowed for the acquisition of invaluable knowledge regarding the operation of the organization. This industrial training experience at Duta Marine SDN BHD was genuinely outstanding as a result of the ongoing learning opportunities and the mentorship program, both of which contributed to the individual's growth as well as the professional's progress. To add, I have such high interest in finance or accounting, and it was a great pleasure that I've managed to secure my internship position at the company even though I am not finance or accounting student background.

3.1 Roles and responsibilities

- Assist for day-to-day operations of the Accounts and Finance Department.
- Assist for daily accounting functions included Account Payable and Account Receivable.
- Gained new knowledge by learning AQL Accounts, an accounting software
- Assist for banking transactions and prepared documents needed by Lembaga Hasil Dalam Negeri and Customs Department.
- Calculate profit loss of Multi Transport Operation (MTO) shipment.
- Taking care of minor task in the office.
- Able to make critical decision making with wise overview.
- Master in using excel practically.

3.2 Industrial training details

INDUSTRIAL TRAINING DURATION	1 st March 2023 – 15 August 2023 (24 weeks)
ALLOWANCE RECEIVED	RM 800
DEPARTMENT	Accounts Department
TEAM	Finance team
SUPERVISOR	Sir Abdullah Mubarak
WORKING DAYS	<ul style="list-style-type: none"> • Monday to Thursday <ul style="list-style-type: none"> ➢ (8.30 a.m. – 1 p.m.) - (2 p.m. – 5 p.m.) ➢ 1 hour lunch break • Friday <ul style="list-style-type: none"> ➢ (8.30 a.m. – 12.30 p.m.) – (2.30 p.m. – 5 p.m.) ➢ 2 hours lunch break • Saturday (on call basis)
BENEFITS	<ul style="list-style-type: none"> • Internship allowance • Medical benefits • Annual leave entitlement • Sick leave entitlement • Other miscellaneous claims

3.3 Industrial Training Facilities



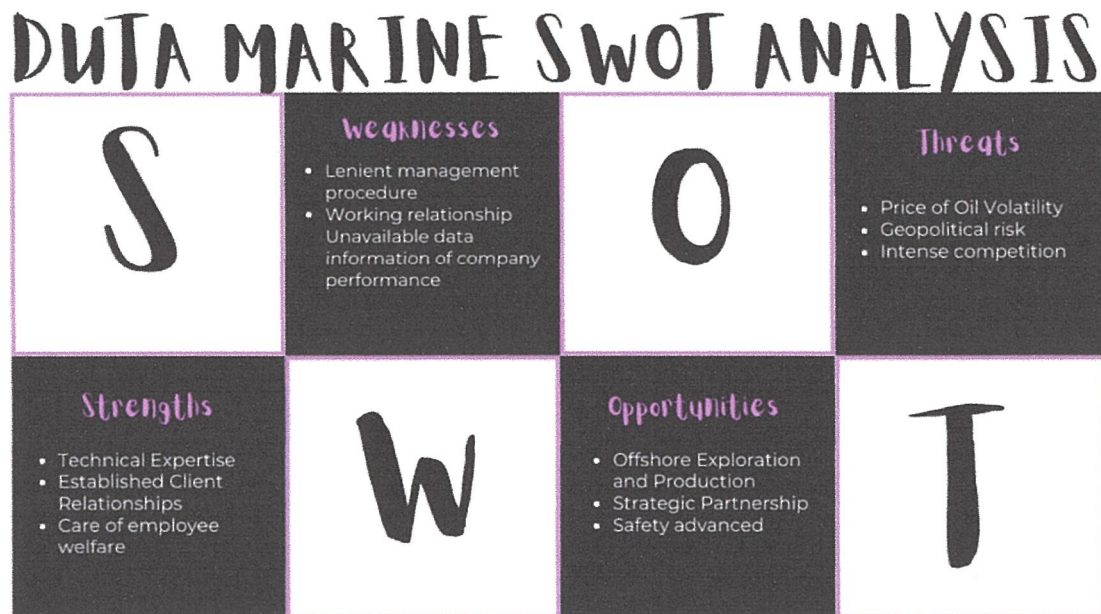
3.3.1 Office Support and Accounting



3.3.2 Operation Office



4.0 SWOT ANALYSIS OF DUTA MARINE SDN BHD



4.1 Strength

4.1.1 Technical Expertise

Technical expertise is a critical strength that contributes to the success of Duta Marine in the oil and gas industry. The company's skilled workforce possesses diverse expertise across various disciplines referring to the knowledge regarding ship operations such as navigation, engine propulsion, cargo handling, maintenance and radio communications. Such skills can be ship specific and also change every few years due to basic changes in ship design and technology advancement. For instance, knowledge regarding use of various bridge equipment such as Electronic Chart Display and Information Systems (ECDIS), Global Positioning System (GPS), Radar, Automatic Radar Plotting Aid (ARPA), Automatic Identification System (AIS) have become paramount for present day navigators. The skills related to the navigational means of the past and the knowledge regarding them has either become obsolete or just present as superficial requirements in assessment of competence. Duta Marine's technical experts play a vital role in various aspects of the company's operations. Moreover, technical expertise enables Duta Marine to stay at the forefront of technological advancements in the industry. By embracing innovations such as digitalization, and data analytics, the company can enhance its operational efficiency, reduce costs, and make informed decisions. The technical experts within Duta Marine are responsible for evaluating and implementing these technologies, enabling the company to gain a competitive edge and deliver high-quality services to clients.

4.1.2 Established Client Relationships

An important and substantial source of strength for Duta Marine is the presence of established client ties. The firm has developed strong contacts with a variety of national and international oil corporations' clients over the years. Government agencies are included and other players in the oil and gas industry. Well-established ties with customers provide a number of benefits. First, they provide Duta Marine a reliable customer base in addition to a constant source of cash. Repeat business and long-term contracts with customers ensure that the company will always have possibilities for new projects and that it will remain financially stable. Trust and credibility are also fostered by long-standing connections with customers. Client satisfaction and the opportunity for more work or recommendations may be achieved via the provision of satisfactory experiences and the effective completion of projects. Duta Marine is able to adjust its business strategy in accordance with the feedback it receives from pleased customers, who may supply useful information on market tendencies, new projects, and investment prospects. In addition, solid connections with customers make it easier to communicate clearly with them and comprehend their requirements. Because of this, Duta Marine is better able to cater its services to the particular needs of its clients and keep a high level of satisfaction among its patrons.

4.1.3 Care of employee welfare

It is essential for the overall success and expansion of any organisation to prioritise the health and safety of its workforce. It entails the creation of a supportive and favourable working environment that fosters the employees' mental, emotional, and physical well-being in all aspects of their lives. At Duta Marine SDN BHD, the staff frequently participates in events that take place away from the workplace. I would say at least once a month, only for the purpose of increasing productivity among the staff members. Hiking, futsal, badminton, and bowling are some examples of activities that may be done on a monthly basis. In addition to that, the administration of Duta Marine organizes yearly activities such as holiday vacation for all of the staff members at Duta Marine, which may take place at the island, domestic traveling or international traveling and any corporate social responsibility activity. It is far more probable that workers will be inspired and invested in their job if the welfare of the workers is given priority. Productivity may be considerably boosted by providing a happy working environment that prioritises employee health and wellness and encourages a healthy work-life balance. Employees who report that they are both physically and psychologically fit are more inclined to accomplish to the best of their abilities, to take initiative, and to demonstrate a better degree of creativity and innovation.

4.2 Weaknesses

4.2.1 Lenient management procedure

Lenient management technique that is more forgiving when it comes to paying payments to customers or suppliers. At Duta Marine itself, we provide a number of services, including the storage of oil in a tank, the transfer of coal by ship from Indonesia to Malaysia, as well as transportation, shipping, item declaration, and item clearance relating import export. As a student who has completed his internship in the company's accounting department, based on my knowledge and information that I asked from my supervisor is that Duta Marine SDN BHD does not have appropriate payment processes. For instance, the head of the freight department that is responsible for transporting coal from Indonesia to Malaysia. Without going through the firm's finance or account departments, he is able to make any payment representing the company that is related to his service. Since the company's financial status will be audited on a yearly basis in April, this may result in a discrepancy of information or a failure to properly record any transaction that affects the company's finances.

In addition to that, the management of papers that are involved with the Royal Malaysia Customs Department is of utmost significance. Royal Malaysia Customs Department is one of the government agencies, they have strict laws and criteria for import and export shipments, also known as logistics, while simultaneously managing the document for the cargo or simpler word is logistics. In order to ensure that all of the documentation is accurate based on the shipment and to delivered on time. The company needs a clear procedure regarding the documentation for the assigned person to refer to. If this is not done, the shipment will be delayed, which will affect the customer's satisfaction with our service. The organization ought to demonstrate to take these matters seriously.

4.2.2 Working relationship

What is a working relationship? According to a journal article, working relationship are the connections you form with coworkers, colleagues and managers or director in the workplace. Although the relationship you build with colleagues and managers may not be as intimate as those you have with family and friends, they are nonetheless crucial (Indeed, 2022).

At Duta Marine SDN BHD, both manager and employee have good working relationship with one another but bear in mind that too intimate professional connection in an organization has the potential to have substantial repercussions for the dynamics of teams, the decision-making processes, the creative processes, and the overall performance of the company as a whole. It is necessary to be aware of the possible negatives that may result from excessive closeness, despite the fact that close

employee collaboration and camaraderie may contribute to the development of a healthy work environment by developing trust and enhancing strong teamwork. One of the most significant issues that might arise from having a working connection that is too intimate is a phenomenon known as "groupthink." The phenomenon known as "groupthink" takes place when members of a cohesive group of people have a tendency to value harmony and consensus over critical examination and different points of view. In an environment like this, employees may feel uncomfortable challenging each other's ideas or expressing perspectives that differ from their own, which can result in a lack of strong conversations and constructive criticism. This consistency may be a barrier to inventive thinking, which can discourage the investigation of new ideas and the development of creative solutions to difficult issues.

In addition, even within closely knit groups, office politics and in-group dynamics can develop. There is a danger of partiality and the exclusion of people who are not part of the inner circle when employees grow too familiar with one another and their working relationships. This isolation can lead to the formation of silos inside the business, which makes it more difficult for various departments or teams to communicate with one another and work together. As a consequence of this, information exchange may become less effective, and decision-making may become more subject to prejudice resulting the possibility that judgments may be affected more by personal connections than by objective factors.

One of the possible drawbacks of having a too intimate working connection is the increased likelihood of the group being unduly dependent on a select number of its members. When members of a team begin to heavily rely on particular individuals for either decision-making or knowledge, the organization puts itself in a vulnerable position in the event that these persons depart or are unable to be reached. This reliance on a small number of people has the potential to slow down workflow and slow down decision-making processes, both of which might possibly lead to inefficiencies and interruptions in operations. This reluctance to change might make it more difficult for the business to respond effectively to shifting market conditions and maintain its competitive edge.

4.2.3 Unavailable data information of company performance

Data is essentially the plain facts and statistics collected during the operation of business. Data can be used to measure or record a wide range of business activities for both internal and external. Data is the basis for all reporting as such is crucial in business. Data are the metrics that relate to customer interaction and company performance. It can be the number of jobs, the number of enquiries, the income received or the expense incurred. In order to know all of those, data is needed. In an article by data and analytics guru said “While the average small business has less self-generated data than big player like Google or Facebook, this doesn’t mean big data is limits. In fact in many ways, big data is more suited to small business because they’re generally more agile and able to act more quickly on data-driven insights (Bernard Marr, 2021). Data is the raw facts and statistics whereas information is data that is accurate and timely which were specific and organized for a purpose and presented within context that gives it meaning and relevance to increase understanding and decrease in uncertainty.

At Duta Marine SDN BHD, the company has been operating since the year 1999 but the thing that surprised me is that the company does not have any data or information recorded about past company’s activity data. As someone who has done industrial training at the company, I wonder how Duta Marine has managed to survive as long as the company operates. As weird as it seems, the leaders at the company must have their own way of making sure the company can make profit every year. However, by not having any data or information from previous years company may be in threat or at risk. According to a study made by Alation State of Data Culture Report, a leader in enterprise data intelligence solutions, has released a new report explaining how ignoring data can lead to business missteps. They found that 97% of data leaders report their companies have suffered the consequences of ignoring data, either missing out on new revenue opportunities, poorly forecasting performance or making bad investments. Such a high rate and I am confident if Duta Marine had their own data and information, they would make much bigger profit than they are making currently.

4.3 Opportunities

4.3.1 Offshore and exploration

Offshore exploration and production present significant opportunities for Duta Marine. Offshore exploration projects are typically large-scale and complex, offering employees the opportunity for career progression and growth. As employees gain experience and demonstrate their capabilities in managing offshore projects, they may have the chance to take on higher-level roles with increased responsibilities. This could include positions such as project managers, offshore installation managers, or technical experts in specific offshore disciplines. Offshore operations also present opportunities for technological innovation. The complex nature of offshore projects often requires the development and application of advanced technologies and engineering solutions. Duta Marine can invest in research and development to enhance its capabilities in areas such as subsea infrastructure, remote sensing, robotics, and data analytics. By pushing the boundaries of technological advancements, Duta Marine can gain a competitive advantage and offer cutting-edge solutions to clients.

On top of that, offshore exploration projects are often located in various regions around the world, providing employees with the opportunity to work in different countries and cultures. This international exposure can broaden an employee's horizons, enhance their cross-cultural understanding, and expand their professional network globally. Duta Marine can reduce its reliance on a single market or region, mitigating the risks associated with localized factors such as political instability or resource depletion. Diversification allows the company to balance its portfolio and capitalize on multiple revenue streams, increasing its resilience in the face of market fluctuations. Working on international projects also allows employees to gain exposure to different regulatory frameworks and industry practices, further enriching Duta Marine's profit and individual's skill set.

4.3.2 Strategic Partnership:

Strategic partnerships present valuable opportunities for Duta Marine SDN BHD as an oil and gas company. Collaborating with other organizations allows Duta Marine to combine resources, expertise, and networks to create mutual benefits and capitalize on synergies. One key opportunity is the ability to access new markets and expand geographical reach. By forming strategic partnerships with local or international companies, Duta Marine can leverage their established presence and client base to gain access to new regions and opportunities that would otherwise be challenging to penetrate. This enables the company to diversify its operations, reduce reliance on specific markets, and tap into emerging markets with high growth potential. As of now, our local client is Petroliam SDN BHD and Tenaga Nasional Berhad and currently Duta Marine partnering with a international oil and gas company from Thailand regarding our newest asset of AHT ship. Additionally, strategic partnerships foster knowledge exchange and technological advancements. By partnering with companies that possess complementary expertise, Duta Marine can stay at the forefront of technological advancements, improving its competitiveness in the industry.

Furthermore, strategic partnerships can provide access to additional resources and capabilities. By teaming up with companies that have specialized equipment or infrastructure, Duta Marine can expand its service offerings and undertake more complex projects. This allows the company to offer comprehensive solutions to clients, meeting their diverse needs and increasing its market appeal. Moreover, partnerships can create opportunities for joint ventures and shared investments. By pooling financial resources and risk-sharing, Duta Marine can undertake larger projects that may be beyond its individual capacity. This enables the company to take on more significant contracts, enhance its revenue streams, and strengthen its position in the market. Finally, strategic partnerships contribute to reputation building and credibility. Collaborating with reputable and well-established organizations enhances Duta Marine's image and increases client trust. It demonstrates the company's commitment to delivering quality services and its ability to work alongside industry leaders.

4.3.3 Advanced safety

The inherently risky nature of oil and gas activities has made safety a top priority in the sector. The dangers associated with the mining, processing, and delivery of these essential energy supplies necessitate strict attention to both human and environmental safety. Workers' safety and environmental protection should be prioritized at all stages of the oil and gas production process, from outlying oil rigs to enormous refineries.

The importance of safety in the oil and gas industry is discussed at length, along with the obstacles that must be overcome and the safeguards that are now in place. As the business landscape changes, a strong safety culture is becoming the bedrock of responsible and long-term development. Workers' well-being and health are protected by safety regulations. There will be fewer fatalities and fewer cases of work-related disease if businesses adopt safety standards. This, in turn, aids businesses in keeping their trained workforce happy and content. The frequency of mishaps, leaks, and broken machinery may be drastically cut down by instituting stringent safety standards. This reduces unscheduled maintenance, which is crucial for the oil and gas industry since output losses due to downtime can be quite high.

Businesses with a strong emphasis on safety like Duta Marine SDN BHD are often held in higher regard by both the general public and their peers. The public's opinion, investment opportunities, and relationships with key stakeholders can all benefit from a visible emphasis on safety. By taking precautions, businesses may guarantee they are in accordance with all applicable laws and rules. Following safety laws lessens the likelihood of encountering legal trouble and fines.

4.4 Threats

4.4.1 Price of Oil Volatility

What is volatility? “Volatility is simply a characterisation of prices changes over time. In futures markets the changes are almost continuous. They occur both within and between trading days. Volatility generates uncertainty and uncertainty inhibits or confuses the investors” (Robert Mabro, 2019).

The volatility of oil prices poses a significant threat to Duta Marine's operations and financial performance. The oil market is known for its cyclical nature, with prices influenced by factors such as global supply and demand dynamics, geopolitical tensions, and economic conditions. Fluctuations in oil prices can have several impacts on Duta Marine. During periods of low oil prices, production activities may decrease as companies reduce their investments in new projects. This can lead to reduced project opportunities and potential financial challenges for Duta Marine since it is their main income for the company. Moreover, a decline in oil prices may affect the willingness of clients to engage in new projects or extend existing contracts, impacting the company's revenue and profitability. If the oil prices fall badly, other businesses in Duta Marine have to work harder to get a lot of new projects in order to maintain the company's revenue and stability because other businesses are not really profitable compared to the oil and gas department.

4.4.2 Geopolitical risk

Companies like Duta Marine SDN BHD, which most likely provides maritime services connected to the oil and gas industry, may find that the geopolitical risks that are present in the oil and gas industry have a substantial influence on the operations and profitability of their businesses. The possible difficulties and ambiguities that might arise as a result of political, social, and economic issues in the areas of the world where the corporation does its business are referred to as geopolitical risks.

Operating in geographic areas with unpredictable political climates puts Duta Marine in a position where it is vulnerable to a variety of unpredictabilities, including shifts in the policies of the government, political instability, and the possibility of assets being nationalized. Sudden political developments have the potential to wreak havoc on corporate operations, have an influence on contractual agreements, and lead to regulatory changes that have an effect on the company's capacity to function efficiently.

The locations of Duta Marine's activities might be in areas that are prone to war and other dangers to national security. Incidents such as piracy, sabotage, or terrorist attacks can put employees, vessels, and assets in danger, which can result in significant interruptions to operations and higher expenses associated with security. In addition to this, geopolitical conflicts between nations, such as those that exist between Malaysia and Israel, can result in the implementation of sanctions as well as trade restrictions. Due to these limitations, there is a possibility that Duta Marine could experience difficulties when attempting to conduct business with specific nations or companies. This will have an impact on both Duta Marine's ability to access markets and its income streams.

4.4.3 Intense competition

Duta Marine SDN BHD face the presence of numerous competitors increases the risk of losing potential contracts and market share. With rivals vying for the same projects, Duta Marine faces the constant challenge of proving its capabilities and differentiating itself from others to secure profitable opportunities. This can put pressure on the company's performance and growth prospects. Secondly, the competitive landscape often leads to price wars, where companies try to undercut each other to win contracts. This price pressure can significantly impact Duta Marine's profit margins and overall profitability. The company must carefully balance offering competitive pricing with maintaining its operational efficiency and delivering high-quality services, which can be challenging in a cost-intensive industry. Furthermore, intense competition can also result in a shortage of skilled resources and talent. As companies vie for experienced professionals and technical experts, Duta Marine face difficulties in attracting and retaining qualified personnel. This can hinder the company's ability to execute projects efficiently, meet client demands, and stay ahead in terms of innovation and technological advancements. Another significant threat is the risk of losing key clients to competitors. With a multitude of options available, clients may have the choice to switch their contracts to rival companies that offer better terms, pricing, or a more comprehensive suite of services. Losing key clients not only affects revenue but also damages the company's reputation and market standing. Lastly, intense competition can lead to increased pressure on compliance with industry regulations and standards that either bring benefits or drawbacks to the company.

5.0 RECOMMENDATION

5.1 Weaknesses

5.1.1 Lenient management procedure

To enhance its poor management procedures, Duta Marine SDN BHD should prioritize effective planning and assessment. This involves setting clear organizational goals and objectives, identifying key performance indicators, and developing strategies to achieve them. Regularly reviewing and assessing the progress and outcomes of these plans will allow the company to make necessary adjustments and improvements. Additionally, conducting SWOT (Strengths, Weaknesses, Opportunities, and Threats) analyses can help identify areas that require attention and provide insights for strategic decision-making.

Establishing a clear governing structure is vital for effective management. Duta Marine SDN BHD should define roles, responsibilities, and reporting lines within the organization. This structure should foster transparency, accountability, and efficient decision-making processes. Clearly outlining authority levels and establishing mechanisms for communication and coordination will ensure that tasks and projects are managed effectively across different departments and teams.

It is essential to taking care of development and engagement for both staff and volunteers. Duta Marine SDN BHD should invest in training programs to enhance employees' skills and knowledge, aligning them with the company's objectives. Performance evaluations, regular feedback sessions, and mentoring programs can provide guidance and support for individual growth and development. Recognizing and rewarding exceptional efforts will motivate employees to perform at their best and foster a positive work culture. Moreover, establishing effective systems for recruiting, training, and managing volunteers will enable them to contribute effectively to the organization's mission and goals.

The success of every organisation is dependent on careful financial planning and management on the part of its leaders. Duta Marine SDN BHD should establish robust financial management systems, including budgeting, forecasting, and tracking expenses and revenues. Regular financial audits and reviews will ensure transparency and accountability. Engaging financial experts or consultants can provide valuable guidance in financial planning, risk management, and optimizing resource allocation. By effectively managing finances, the organization can ensure its stability, growth, and ability to invest in its employees and core activities.

Improving the management processes at Duta Marine SDN BHD requires effective communication on the part of all employees. Internally, the organization should establish clear channels for communication, such as regular team meetings, email updates, and collaboration

platforms. Encouraging open and transparent communication will facilitate information sharing, teamwork, and problem-solving. Externally, Duta Marine should establish effective channels for engaging with clients, partners, and stakeholders. This can include maintaining an active online presence, participating in industry events, and seeking feedback from customers to improve service delivery.

By implementing the steps outlined above, Duta Marine SDN BHD can significantly improve its poor management procedures. Effective planning and assessment, establishing a clear governing structure, managing and enhancing staff and volunteer efforts, planning for managing finances, and enabling communication within and outside the organization will contribute to a more efficient, transparent, and supportive work environment. These improvements will enhance employee satisfaction, stakeholder engagement, and overall organizational success.

5.1.2 Working relationship

When people have friends at their place of employment, they are more likely to put up their best effort since they are looking forward to going to work. When employees are too close to one another, there is the potential for conflict. But this is especially true when it disrupts ordinary business operations and has a negative impact on the bottom line, as was the situation with Duta Marine. There are not many solutions available to the organization for addressing this underlying issue.

It's possible that Duta Marine would rotate team members among other projects or divisions in order to break up a particularly close-knit working relationship. This will assist in the destruction of insular groups and will foster collaboration among a wide range of people. When employees collaborate with new peers, they are provided with opportunities to gain exposure to new perspectives, skills, and experiences. This sort of exposure encourages a greater variety of viewpoints and reduces the possibility that an individual would engage in insular thinking. Because workers have a more thorough view of the organization and all of its numerous dimensions after participating in rotations, this can result in better understanding and collaboration across departments.

It is imperative that Duta Marine establishes defined performance criteria in order to combat an inappropriate degree of familiarity that exists in the workplace. When employees are aware that their performance is being evaluated based on objective indicators rather than how well they get along with the boss, a culture that is founded on merit and justice is able to thrive. Workers are better able to concentrate on their task and take responsibility of their achievements when the aims and expectations for them are made clear. If their managers establish crystal clear goals for them and offer them with consistent feedback, employees will be better able to focus on their own personal growth as well as the contributions they make to the firm.

It is essential to encourage collaboration across functional lines in order to sidestep the problems that might arise from having too tight of a working connection. When employees from different groups collaborate, there is increased opportunity for the exchange of knowledge, as well as increased creativity and inventiveness. Participate in activities with those with whom you would not often interact, which will assist in the elimination of barriers and the establishment of stronger links between workers and departments. When members of a team coming from diverse departments work together on the same project, it can lead to improvements in both the problem-solving process and decision-making.

5.1.3 Unavailable data information of company performance

For Duta Marine to have good data management, it is important for each area in department to record and keep important data. This includes records about finances, customers, projects, employees, and anything else that is important to how each area works. Each section should come up with standard ways to collect and store data in a safe way. For example, the finance department should keep accurate and safe records of financial activities to make sure they follow accounting standards. In the same way, the Multi Transport Operator department should keep track of the past of moving or clearing shipments for customers, including how much money they made or lost. It's also important to have a clear plan for how to handle all the papers related to the Royal Malaysian Customs Department. This will help reduce mistakes and make it easy to look things up.

Duta Marine needs to back up its data regularly so that it doesn't lose any information because of a system failure, a cyber-attack, or a natural accident. The business should set up a schedule for backing up all important data and tools. Regular backups should be done to make sure that the most recent information is saved. It is important to keep backups in a safe place, either off-site or on a cloud storage service with the right access limits and security. Duta Marine should also test the backups on a regular basis to make sure they are correct and can be restored. This practise makes sure that if a company loses data, it can get it back and get back to work with as little trouble as possible.

Training and knowledge programmes for employees are a key part of keeping data and information secure. Duta Marine should hold training classes regularly to teach workers about best practises for protecting data, the company's data policies, and possible risks. Training should include things like how to make strong passwords, how to spot fake emails, how to spot social engineering attacks, and how to handle data securely. Duta Marine can reduce the risk of human mistakes or unintentional data breaches by creating a mindset of data security and making sure all workers are aware of it.

Duta Marine should use its stored data to examine key performance indicators (KPIs) that are important to the company's daily goals. This study can look at things like financial performance, sales metrics, customer happiness, project success rates, and employee productivity. By looking at the data, Duta Marine can find trends, patterns, places where things aren't working well, and growth possibilities. This method is based on data, which helps people make smart choices, set realistic goals, and come up with plans to improve performance and stay competitive.

5.2 Threats

5.2.1 Price of Oil Volatility

Duta Marine SDN BHD can look into ways to make more revenue streams that don't have to do with oil. This could mean growing into businesses that work well with oil, like renewable energy, marine services, or others that are less affected by changes in oil prices. By expanding its range of businesses, Duta Marine can lessen its reliance on oil-related income and lessen the effect of price changes.

Besides that, Duta Marine should set up good risk management practises to keep an eye on oil price fluctuations and lessen their effects. This includes coming up with hedging methods, using financial swaps, and actively managing price risk exposure through futures contracts or options. These tools for managing risks can help keep income steady and protect against quick changes in prices.

More, Duta Marine SDN BHD can form an alliance or joint ventures. Working with other players in the industry through strategic alliances and joint ventures can help lessen the effects of oil prices that go up and down. Duta Marine can talk to suppliers, customers, or even rivals about forming relationships to share risks and resources. By making partnerships that are good for both sides, the company can use their combined strengths to lessen the effect of changes in oil prices.

Next is continuous market analysis and monitoring where Duta Marine should keep a close eye on oil market trends, changes in geopolitics, and economic factors that affect oil rates. This means keeping an eye on changes in supply and demand, global risks, and technical progress. By staying aware and being proactive, Duta Marine can predict changes in the market and adjust its tactics to make the effects of oil price volatility as small as possible.

By using these tactics, Duta Marine will be better able to deal with the problems caused by fluctuating oil prices, keep its marketplace, and adjust to changes in the market. It's important to remember that these tactics should be changed to fit Duta Marine and the way the business works. To make sure these methods work, they need to be looked at and changed often based on how the market is doing.

5.2.2 Geopolitical risk

On the other hand, ensuring the safety of one's workforce is of the utmost significance in high-hazard areas such as the energy business. The oil and gas business is plagued with dangers, such as the potential for dangerous machines and hazardous substances.

At the workplace, it is essential to practice safety procedures because accidents are more likely to happen. The well-being of a company's staff members should be reflected in both its culture and its guiding principles. An interview with Bernadette Spinoy, the senior vice president of health, safety, and environment (HSE) for the corporation, revealed that the company is a significant player in the oil and gas sector on a global scale. This article discusses how to change the safety culture of a firm by teaching its employees a set of principles that they will continue to uphold even when no one is watching. The concept of "workplace safety culture" refers to the ideas and behaviors that members of a group have in common with one another towards the topic of safety in the workplace. If employees had a stronger sense that they were related to one another, they would be more inclined to follow safety protocols and report any possible hazards.

When staff members are made aware that their health and safety is a top priority by management, they are more inclined to take measures to protect themselves personally. It is not enough for your company to have processes that are exclusive to it; these procedures also need to be properly defined and reinforced in the workplace. Not only will this ensure that safety precautions are performed, but it will also comfort workers that they are doing everything they can to keep themselves safe while they are on the job. The mental health of workers is another important factor that plays a considerable effect in how well they are able to focus and pay attention while on the job.

In addition, the International Association of Oil & Gas Producers (IOGP) describes the Process Safety approach as the safe management of oil and gas operations and processes in order to prevent potentially damaging emissions or structural failures. This definition may be found on the website of the IOGP. Process Safety makes use of statistical patterns to produce better educated forecasts in order to avoid depending on the traditional method of learning via trial and error. By taking all of the appropriate safety precautions, employers may protect their employees from possible hazards that they might have avoided. According to the IOGP's findings, there were 56 incidents related to process safety between the years 2007 and 2017 that resulted in 128 fatalities. Process safety, in conjunction with safety management systems like SOL-X and cultural efforts, may be able to significantly reduce the likelihood of oil and gas hazards occurring.

5.2.3 Intense competition

Innovation should be a core trait of the organisation. To stay ahead of the competition, Duta Marine should support a culture of innovation and constant growth. This means spending money on research and development, making it easy for people to work together, and asking customers and workers for feedback. By always coming up with new ideas, tools, and services, Duta Marine can set itself apart and stay at the top of its field.

Duta Marine should try to make its goods, services, or overall value proposition stand out from those of its rivals. This can be done by providing unique features, great customer service, new ideas, or specialised knowledge. Duta Marine can draw customers and stay ahead of the competition even though there is a lot of competition in the market. It's important to do detailed market study and analysis to understand what customers want, spot market trends, and predict how competitors will act. Duta Marine can effectively fight in the market by learning about what customers want, what new possibilities are open up and what its competitors are doing wrong.

In a competitive market, it is very important to have good ties with customers. Duta Marine should put customer happiness first, pay attention to what customers say, and meet their needs well. Customers can be kept, and new ones can be brought in by offering good customer service, personalised experiences, and quick responses. Also, building long-term relationships and reward programmes can give a business an edge over its competitors.

By using these tactics, Duta Marine will be able to deal with the difficulties of strong competition, keep its market share, and become the leader in its field. To stay competitive in the long run, it's important to look at and change these tactics often based on how the market is doing and how customer wants are changing.

6.0 CONCLUSION

Last but not least, I would want to say that my time spent doing industrial training at Duta Marine Sdn Bhd, an oil and gas firm, has been absolutely fantastic. During my stay at the organization, I was able to immerse myself in an exciting and demanding work environment, which greatly increased my knowledge of the field.

First and foremost, I was really impressed with Duta Marine Sdn Bhd's staff's professionalism and depth of knowledge. All the people I worked with, from engineers to technicians, had extensive expertise and enthusiasm for their profession. Their openness to teaching me what they knew and helping me through challenges enriched my education immensely.

The company's dedication to environmental protection and worker safety was also clear in all of its activities. Employees and the environment were shielded from harm because to the strict safety standards and extensive training programs in place. The need of sustainable growth in the oil and gas business was brought home to me by the industry's emphasis on responsible practices, which also helped establish a strong sense of personal responsibility in me.

The experience I had at Duta Marine Sdn Bhd was exceptional in many ways, but one of the most notable was the exposure I had to cutting-edge technology and equipment. Working with state-of-the-art equipment and software like those used in the field was a great opportunity for me to learn by doing. This experience has given me a leg up in my area and prepared me for the challenges ahead.

The organization also provided enough opportunities for training and coaching, demonstrating its dedication to developing its employees. My professional and personal development were both greatly aided by the competent staff of Duta Marine Sdn Bhd. Thanks to the team-oriented culture, I was able to hone not just my technical abilities but also crucial soft skills like communication and flexibility.

As a whole, my time spent on industrial training at Duta Marine Sdn Bhd has been an eye-opening, educational adventure that has expanded my knowledge of the oil and gas sector. It has not only improved my technical abilities but also laid the groundwork for a prosperous professional future. For the invaluable education I received, the invaluable connections I made, and the invaluable experiences that will definitely affect my future pursuits, I am eternally thankful. The experiences and insights I gained while working at Duta Marine Sdn Bhd will be with me forever, and I can't wait to use them to advance the industry.

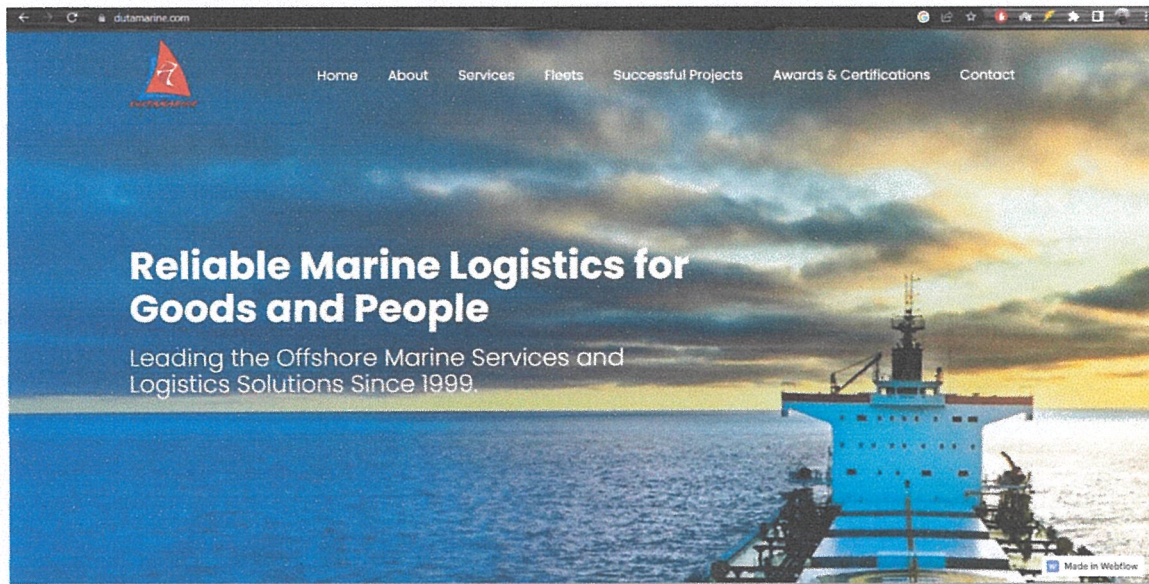
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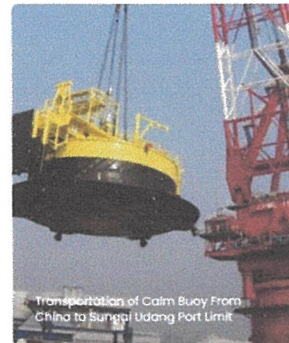
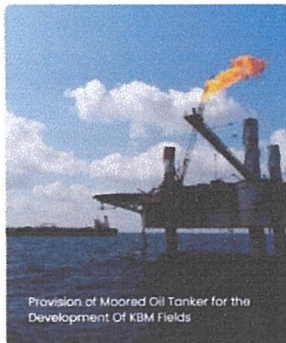
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8.0 APPENDICES



Project Highlights



Made in Webflow

SQL Accounting

