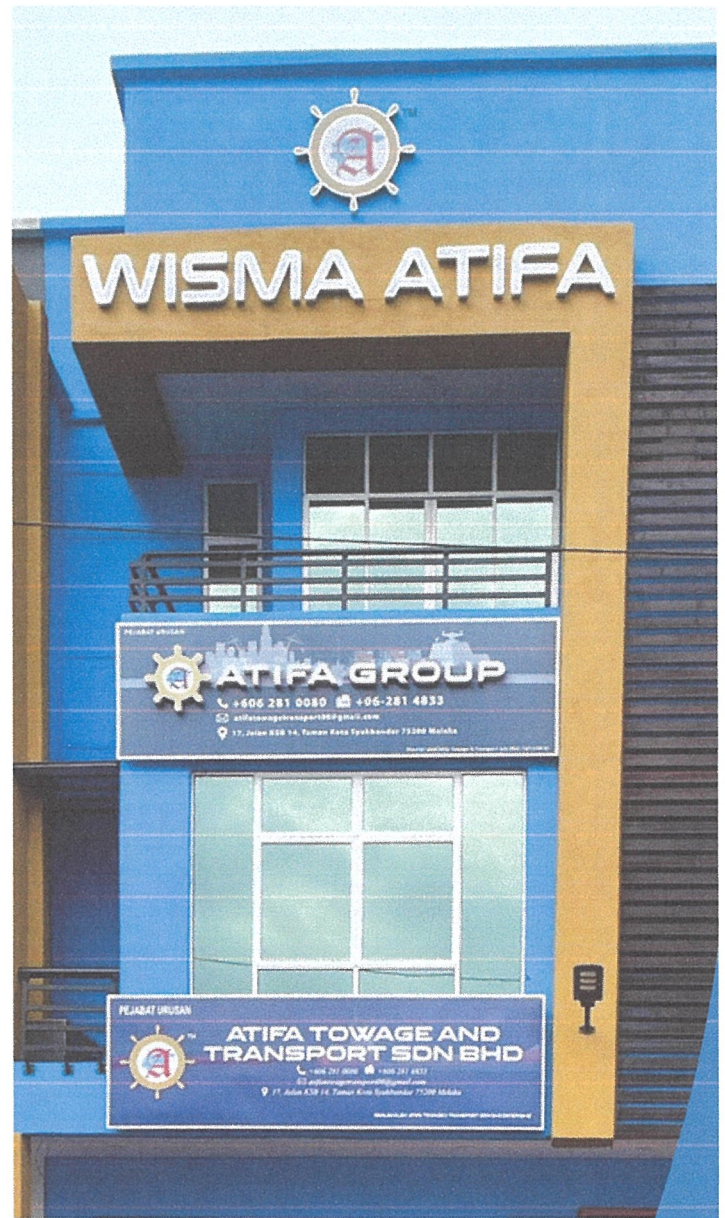




UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka

MGT 666
INDUSTRIAL TRAINING
REPORT AT
ATIFA TOWAGE &
TRANSPORT SDN BHD



22 February 2023 - 8 August 2023

PREPARED BY:

ANIS ARLISHA BINTI MOHAMAD FAISAL

GROUP:

BA2466

STUDENT ID:

2021115175

PREPARED FOR:

SIR MOHD ZAKI BIN SADIK

EXECUTIVE SUMMARY

An internship is the final course for all undergraduate programs in the faculty of Business and Management, according to the study plan. This internship course functions as a training ground for students to gain practical knowledge and workplace skills that provide experience with work and responsibility in completing company-assigned tasks. It would improve the practical skills, knowledge, and attitude required for completing the assignment.

Therefore, I have successfully completed this Industrial Training Report for the company where I've been employed, Atifa Towage & Transport Sdn Bhd (ATTSB) Business Development Department. I began working for this company in 22th February 2023, and based on my observations, this is the best place to develop your career and skills. ATTSB focuses not only on constructing high-quality goods but also on its culture and environment. The departments are well-coordinated and have a patient culture, with management willing to provide opportunities and share information, allowing me to perform well.

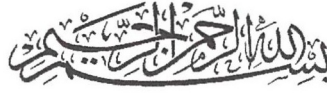
In conclusion, the company's business development department gave me the opportunity to gain practical experience. It is where I've been employed to in charge of generating corporate revenue through sales. This report has been divided into sections. The first part is about my profile, followed by the company's profile and its nature of organization. The next part is about my training reflection, where I will give further explanation regarding my working duration, details, and gains. Then is the SWOT analysis, where I will summarize the strengths, weaknesses, opportunities, and threats based on my experience and observations working there. Right after that, I will give my own recommendation on how to overcome the problems that arise in the organization and conclude the overall report.

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ACKNOWLEDGEMENT



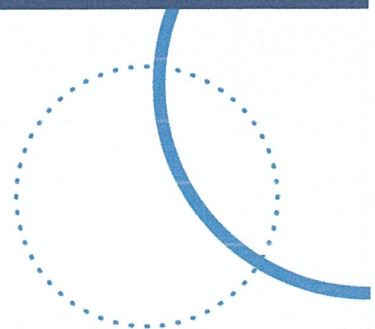
For the sake of Allah, The Most Gracious, The Most Merciful. First and foremost, praise be to Allah, the Lord of the Universe, for His showers of blessings throughout my hard work and who gives me the blessing and power to complete this study. Peace and prayers be upon Muhammad, the perfect role model for human beings, His last Prophet and messenger.

First and foremost, I'd want to convey my heartfelt gratitude to everyone who made it possible for me to finish this wonderful project. I would like to express my heartfelt thanks to Sir Mohd Zaki bin Sadik, my Industrial Training (MGT666) advisor, for his aid and advise in writing my report. I appreciate his diligent efforts to assist me to success. May Allah reward him for all his efforts.

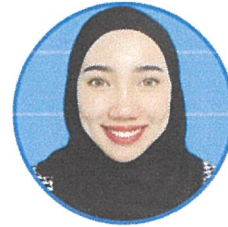
Into the bargain, Into the bargain, I am truly grateful for the guidance and mentorship I received from my supervisor, Mrs. Amalina, and my team leader, Mrs. Suraya, throughout my time at the office. Their support, useful advice, and unwavering dedication to my professional development have been instrumental in shaping my outlook and skill set. Their commitment to my growth has inspired me to continually seek improvement and strive for excellence in all my future endeavors. I believe, the knowledge and experiences I gained during my industrial training will continue to benefit me well throughout my future career.

Last but not least, I would like to offer special gratitude to my parents who have contributed a lot to make this report a success. In addition, they have been supporting both spiritually and financially so that I can produce a high quality assignment. Thanks, and appreciations are also given to my colleagues who have shared the knowledge, information and all the help I crave, especially in the production of this paper. Not forgetting also to anyone who has contributed in the production of this paperwork.

1.0 STUDENT'S PROFILE



ANIS ARLISHA BINTI MOHAMAD FAISAL
Business Development



EDUCATION

Universiti Teknologi MARA, Bandaraya Melaka Campus **2021 - 2023**
Bachelor of Business Administration (Hons.) International Business
Current CGPA: 3.64

Universiti Teknologi MARA, Alor Gajah Campus **2018 - 2021**
Diploma in Business Studies
CGPA: 3.69
MUET: Band 4

WORKING EXPERIENCES

Atifa Towage and Transport Sdn Bhd, Malacca | Internship **Feb 2023 - Present**
Business Development Intern

- Increased sales by engaging new customers for ship maintenance, vessel chartering, or bunkering.
- Having the ability to communicate with customers and end users via phone calls, emails, and face-to-face by attending tender site visits.
- Skilful in promoting company social media channels with ambition, passion, along with strong IT and literacy abilities.

Accomplishments:

- Handled Sapura Fabrication Sdn Bhd tender for bunkering 289,000 litres of diesel through Vallianz Prestige vessel (amount: RM 823,650.00)

Quickey Snackss Enterprise, Johore | Part-Time **June 2022 - Feb 2023**
Sales and Marketing Associate

- Developed and implemented an Aducktive Salted Egg product marketing strategy plan.
- Analysed market research and incorporate pertinent conclusions into the development process.
- Offered marketing a lot of attention, especially to digital, social media, brand, and market research.

Accomplishments:

- In the first week of marketing the product, earned profit of RM 315.

P.M. Corner, Malacca | Seasonal **2018 - 2023**
Assistant Restaurant Manager

- Maintained high standards of customer service during high-volume, fast-paced operations.
- Communicated clearly and positively with co-workers and management.
- Handled currency and online transactions quickly and accurately.
- Resolved complaints promptly and professionally.

Accomplishments:

- Developed new products for the restaurant to improve and expand the menus and attract potential customers.

PAST PROJECT PARTICIPATION

Final Year Project (Research)

Title: Employability Among Graduates

The aim of this research is to investigate the employability among graduates. This aim can be achieved by developing several objectives that will assist to obtain the data for what the study is expected to cover:

- To examine whether educational attainment influences employability.
- To examine whether graduates' attributes influence employability.

ACHIEVEMENTS & EXTRACURRICULAR INVOLVEMENTS

- 2023 - Dean list in all 5 semesters during bachelor.
- 2022 - Represented UiTM for Cultural Exchange at Prince of Songkla University, Hat Yai Thailand.
- 2022 - Participated with UiTM Program "SAWADEEKA THE LAND OF SMILE" Exploring the wonders of Perlis, Malaysia and Hat Yai & Songkla, Thailand.
- 2022 - Activity Bureau for Let's Communicate and Connect! Program at SK Batu Berendam, Melaka.
- 2020 - Gold Award Medal for Global Virtual Student Invention, Innovation, Design & Exhibition.
- 2018 - Dean list for 4 out of 5 semesters during diploma.

CORE SKILLS

- Facebook for Business - Proficient
- Audicity Software - Intermediate
- Microsoft Office (Words, PPT, Excel) - Proficient
- Adobe Software (Animate, Photoshop) - Competent
- Canva - Proficient

LANGUAGES

- Malay - Native or Bilingual Proficiency
- English - Full Professional Proficiency
- Mandarin - Limited Working Proficiency

REFERENCES

DR. MOHD HALIM MAHPHOTH

Assistant Rector

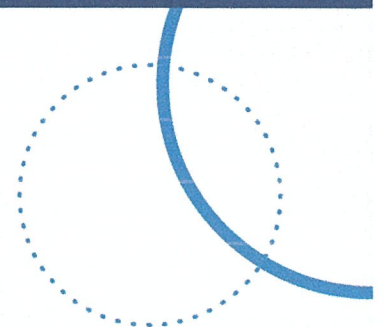
UiTM Bandaraya Melaka

INTAN SURAYA MOHD HANAPIAH


Business Development Manager

Atifa Towage & Transport Sdn Bhd (ATTSB)

2.0 COMPANY'S PROFILE



2.1 COMPANY'S NAME, LOGO, LOCATION, OPERATION HOUR

COMPANY'S DETAILS	
Company's Name	Atifa Towage & Transport Sdn Bhd (ATTSB)
Logo	
Location	17, Jalan KSB 14, Taman Kota Syahbandar, 75200 Melaka, Malaysia.
Operation Hour	Monday – Friday (8:30 a.m. – 5:30 p.m.)

2.2 VISION, MISSION, OBJECTIVES, GOALS

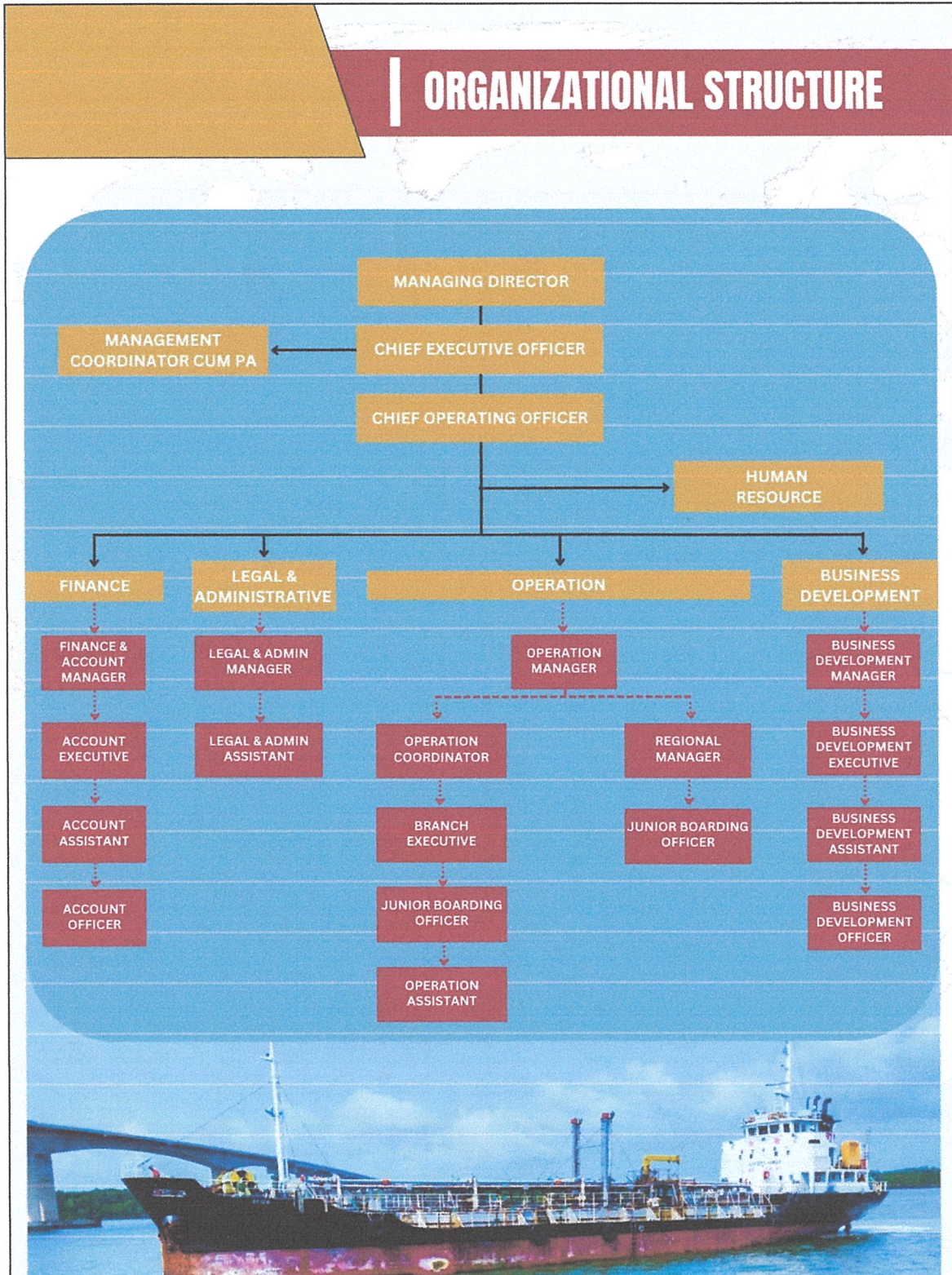
Vision
To be the number one preferred service provider in towage sector, shipping agency and all related STS marine services.
Mission
To provide quality, reliable and responsible services to the clients for a long-term relationship.
Objectives
<ul style="list-style-type: none"> • To meet the customer requirement. • To be a trusted partner by customer. • To complete job within the stipulated time frame agreed by customer.
Goals
<ul style="list-style-type: none"> • Ensure that our products, services, system, structure and work mechanisms are able to maintain high-quality standards that meet the needs and expectations of our customers. • Ensure that our working environment is of a high standard of safety and comforts. • Ensure that our employees will have the right-thinking qualities and actions, to meet developed world standard. • Emphasize a high level of professionalism, efficiency, tactful, honest and truthful.

2.3 BACKGROUND OF ESTABLISHMENT

Atifa Towage and Transport Sdn Bhd (ATTSB) possesses a significant amount of expertise, exposure, and understanding in the marine industry since 2013. Their areas of expertise include the trading of oil and gas, as well as the trading of petroleum products, shipping and forwarding, ship-to-ship transfer activities, and maritime support operations and services. As a result of their status as a key player in the maritime industry, they have had the chance to engage in conversation and collaboration with customers from all over the world, as well as to forge robust professional connections with these customers on a global scale. During the time when ATTSB was previously affiliated with the respective firms and clients, they were able to successfully accomplish projects in Malaysia with total costs of more than RM 10 million. With strong financial support from the ATTSB management and great performance displayed by the people, ATTSB plays a critical role in providing quality and fine service to please customers in line with marine industry standards. This is accomplished by satisfying customers' needs for quality and fine service.

ATTSB has achieved success in many areas, including providing tugs from Sungai Udang to Melaka for Perunding Ranhill Worley. They also providing chartering services to MISC Berhad for FSU Tenaga Empat & FSU Tenaga Satu. Next supplying manpower to deliver Marine Gas Oil (MGO) and fresh water to Malaysia Towage & Transport (MTT) & MISC Berhad. They also providing a tank cleaning service for FSU Takuntah, and supplying Marine Gas Oil (MGO) to various companies such as Sapura Energy Berhad, Cassnet Sdn Bhd, Petrotech Marine Services, CCCC International Shipping Corporation and many more. Other services such as STS operation & plot rental for SMPL Maritime Malaysia, and Mr Marine Straits Services. They also supplying and providing tug boat & escort boat for Sapura Offshore Sdn Bhd for various voyages including Lumut to Tok Bali, and Batam to Lumut then the final arrival to Singapore.

2.4 ORGANIZATIONAL STRUCTURE



2.5 PRODUCT/SERVICES OFFERED

2.5.1 Domestic & Bunkering Supplier

Bunkering is the supply and delivery of marine gas oil (MGO) fuels. In the petroleum industry, ATTSB is an authorized Petronas dealer. The total capacity of their 13 tanker trucks on the road is 46,410 litres. They have a small fleet of bunker tankers that can be chartered by other businesses or used to supply MGO through the pipeline. Diesel is stored at a tank facility in Taman Gangsa, Malacca, and then delivered to local factories.

2.5.2 Ship Chartering Services

The vessel chartering services is the process of hiring out the use of a ship by a vessel owner to another company, which include tug boat, barge, and tankers. ATTSB previous chartered vessels is the two units of Tug 40 Bollard Pull, three units of Barge or Pontoon, and one unit each of Tug 1200, 1300, and 1600 Bollard Pull.

2.5.3 Ship to Ship (STS) Services

Ship to Ship (STS) transfer operation is the transfer of cargo between seagoing ships positioned alongside each other, either while stationary or underway. ATTSB is the STS holder and operator at Plot J Tanjung Bruas Melaka, Malaysia. Their facilities have 1 set fenders which occupied both primary and secondary fenders. They also have the pneumatic hose of 10 inch.

2.5.4 Maintenance & Services

ATTSB has other services under the Ship Management department which include the tank cleaning services, ship management services, commissioning & de-commissioning, vessel cleaning & de-slopping, forwarding & shipping agent.



Figure 1: Tank Cleaning Services

3.0 TRAINING'S REFLECTION



3.1 DURATION

My internship at Atifa Towage & Transport Sdn Bhd (ATTSB) lasted for 24 weeks starting from 22nd February 2023 until 8th August 2023. My working hours from Monday to Friday start from 8:30 a.m. to 5:30 p.m.

3.2 DEPARTMENT ASSIGNED

The specific department that I have been assigned in Atifa Towage & Transport Sdn Bhd (ATTSB) is business development department. These department have 6 staff which includes business development manager, business development executive, business development assistant, business development salesperson, and 2 business development interns.

3.3 ROLES

Task 1: Daily Routine

During my internship period, I am assigned for a few roles, task, and responsibilities. My daily task in the morning is to check if there are any new tenders available for our company to join bidding. Next, my daily routine before end of office hour, I need to update our business development to-do-list to see our work progress every day.

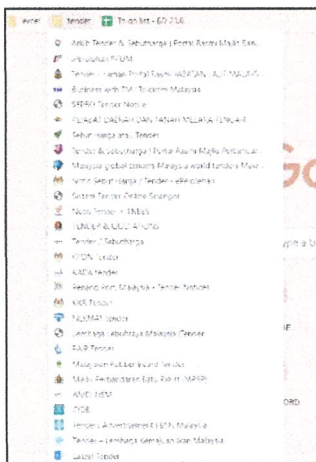


Figure 2: Tender lists

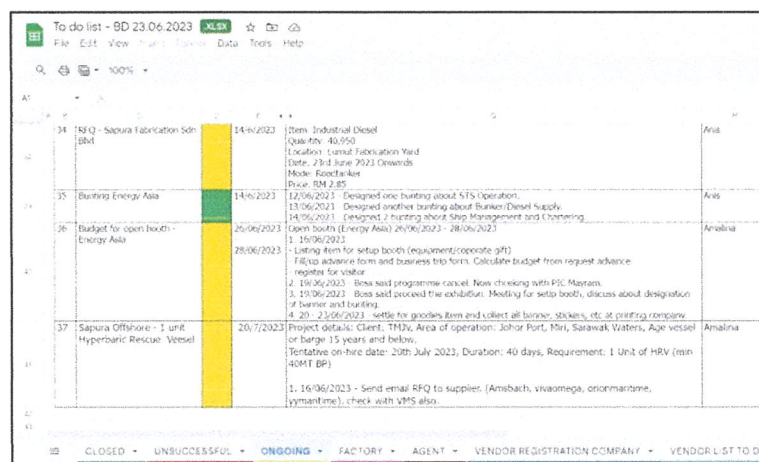


Figure 3: Business Development (To-do-list)

Task 2: Provide Quotation

Due to the recent resignation of our Business Development Assistant, I am tasked with filling her role in preparing quotations. Whenever there is any request for quotation (RFQ), I need to provide it as soon as possible, then it will then be reviewed by the business development team and our boss. Before I can submit a new RFQ, I need to make sure that the quotation reference number has been updated. I also need to calculate the Platts for Singapore Gasoil, usually the prices were given after the office hour.



Atifa Towing & Transport Sdn. Bhd.
 17 Jalan K18/14, Taman Kota Jaya/Bandar, 75200, Melaka, Malaysia
 Tel: +606-2810882 Fax: +606-2814433

Ref No: ATTSB/BD/2023/0227
 Date: 16 June 2023

Power: Bessler Engineering & Maintenance Sdn Bhd
 No. 6, Jalan PK 14, Taman Perindustrian Inubong,
 75200 Melaka.

Attention to: Cik Siti

QUOTATION FOR DIESEL SUPPLY

No	Description	Quantity (LTR)	Rate (MYR)	Total (MYR)
1	Diesel (of supply including transportation fee By Road Tanker) Location: Krubong	1,000.00	3.00	3,000.00
TOTAL				3,000.00

NOTES:
 1. Price quoted in MYR.
 2. Payment term: CASH (Cash Next Delivery) - Full payment within 30 days after diesel delivery.
 3. Payment must be made BEFORE the next diesel delivery.
 4. Price validity 24 hrs from date of this quotation.
 5. Payment should be free from bank charges.
 6. Payment to be paid by REMTASI/ Telegraphic Transfer.
 7. This quotation is valid upon request and not transferable to other entities other than the intended company/addressee above.

Person in-charge: Joe (016-3385330)

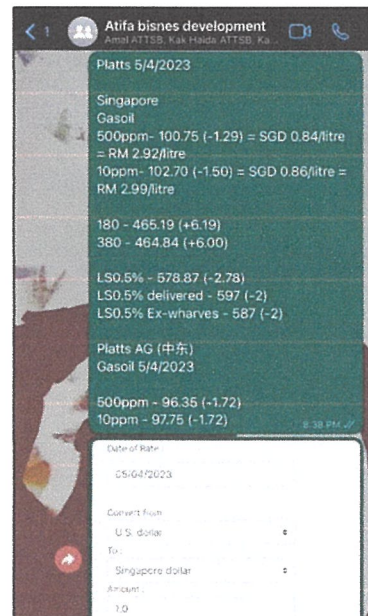
We sincerely hope that the above shall meet your requirements and look forward to your favorable reply soonest.

Thank you and best regards,

ATIFA TOWING AND TRANSPORT SDN BHD We confirmed and accepted the above offer.

Anis Atifa Bess (Jual) Faisal (Company Stamp & Authorized Sign)
 Business Development Business Development
 Atifa Towing & Transport Sdn Bhd Atifa Towing & Transport Sdn Bhd
 Tel: +606-2810882 Tel: +606-2810882
 Fax: +606-2814433 Fax: +606-2814433
 Website: www.atifagroup.com.my

Figure 4: Quotation



Atifa bisnes development
 Anis ATTSB, KAK HAZI ATTSB, KA

Platts 5/4/2023

Singapore Gasoil
 500ppm- 100.75 (-1.29) = SGD 0.84/litre = RM 2.92/litre
 10ppm- 102.70 (-1.50) = SGD 0.86/litre = RM 2.99/litre

180 - 465.19 (+6.19)
 380 - 464.84 (+6.00)

LSO.5% - 578.87 (-2.78)
 LSO.5% delivered - 597 (-2)
 LSO.5% Ex-wharves - 587 (-2)

Platts AG (中东)
 Gasoil 5/4/2023

500ppm - 96.35 (-1.72)
 10ppm - 97.75 (-1.72)

Date of Rate: 05/04/2023

Convert from: U.S. dollar
 To: Singapore dollar
 Amount: 1.0

Figure 5: Platts Calculation

Task 3: Bunkering Tender

Job awarded by ATTSB will be assigned to specific business development teams to manage. When a new tender is issued, it will be passed across the team. As soon as we get the RFQ email from client, the first thing we do is log into the client portal on their website to confirm our participation in the bidding process. After that, we will get ready to submit the quotation online. If the price we quoted was acceptable, we'd then ask for a purchase order. After receiving the purchase order, we will then issue an invoice to them and they need to proceed with the payment before the delivery date. As soon as the payment has clear in our bank account, we will arrange a bunker delivery date with the operations team.

Task 4: Business Proposal

Each Business Development team will have access to a database of email addresses for potential clients. So, we need to approach the shipping company, and we will do so by submitting a business proposal detailing the services we offer. If we fail to hear a reply from them by email, we then need to follow up by contacting them through phone call. I also have been assigned to register our company as a vendor to other marine company in order for us to get notified whenever there's new RFQ. This will help our company strengthen the relationship so that we will be one of their listed companies to join bid their tender.

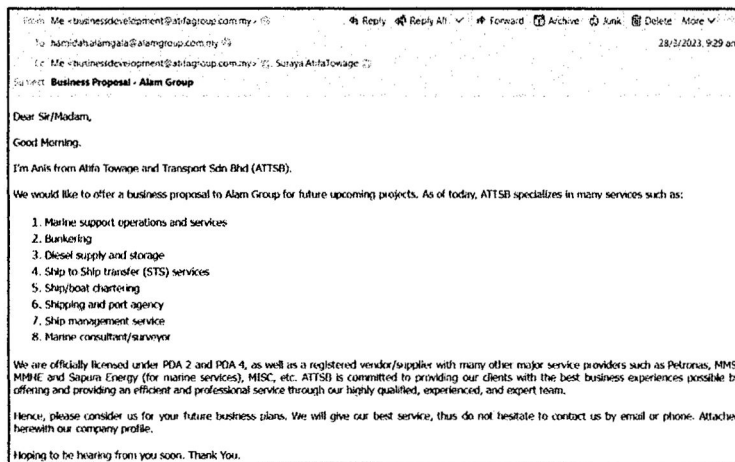


Figure 6: Business Proposal through clients' email

Task 5: Site Visit

I have experienced go to few sites visit, which are to Port Klang for a briefing on tank cleaning, and the Lembaga Kemajuan Ikan Malaysia to supply provisions and an outboard engine. Getting to see the ship's departure port, aboard the vessel, and observe the crew at work was an incredible opportunity.

Task 6: Marketing

Other than that, I also need to handle our company's presence on social media platforms such as TikTok, Instagram, and Facebook. I need to create new videos on TikTok every Friday, and one of our videos that went viral reached up to 65,600 viewers. I also use Canva to edit and update our company profile.

3.4 BENEFITS

For intrinsic benefits I gain throughout my internship, I picked up skills useful in the real world, such as using the Marine Traffic system. This method facilitates organized vessel tracking for maritime companies. My comprehension of how the marine transport system analyses a vessel's specifications based on its name was also enhanced by this.

My problem-solving skills, familiarity with office technology, and general tech knowledge have all increased as a result of my internship. Since I always need to follow up our tasks with clients by phone calls, email's and also need to do marketing sales meetings, I learnt how to approach customers kindly and compassionately. Meeting new individuals has given me the chance to expand my circle of professional contacts, mentors, and references.

I am also aware of the significance of employee relationships in producing quality work and performance. I had the opportunity to receive mentoring and training from seasoned business development professionals as a result of the positive relationships between employees. The staff is approachable whenever I am unable to complete a specified task. In addition to gaining skills and knowledge, experience altered my perspective on this career. Particularly, I am learning how to apply my knowledge and abilities in the real world.

As a last takeaway, I realized the need of having proper safety gear on hand during site visits. During my trip to Port Klang, I was able to witness it for myself. When I'm working on-site, I have to wear a full set of coveralls, including safety boots, a helmet, and goggles to protect myself from the potentially harmful elements.

For extrinsic benefits, I received a monthly allowance of RM 500, as well as overtime pay. I also once received commission of RM 823.65 when I handled an RM 823,650 bunkering job. Aside from that, if I need to travel outside of Malacca, I would receive a travel allowance of RM 100 per day for meals and will be able to claim the mileage and touch-n-go amount paid. We are also having the Iftar celebration at the Ibis Hotel. Since I had the opportunity to celebrate Raya at this company, I also got a chance to receive Duit Raya of RM 500. It is the donation given by the company to all Muslim workers, including the internship students. For work conditions, the organizations provided a comfortable work environment, such as air conditioning, updated computers and software, a clean workplace, and many other things to motivate the intern students as well as their employees. To maintain a good relationship with each other, this company always has lunch together, and plays badminton every Tuesday.

4.0 SWOT ANALYSIS

STRENGTHS

- Well trained employee
- Active marketing exposure

WEAKNESSES

- Shortage of employee
- Poor records management

SWOT Analysis

OPPORTUNITIES

- Business expansion
- Build a strong relationship with larger Oil & Gas company

THREATS

- High competition
- Reliance on third party supplier

4.1 STRENGTHS

4.1.1 Well trained employee



Figure 7: ISO9001:2015 training provided by the company
Source: ATTSB Memo Distribution, 2023

The employees of Atifa Towage & Transport Sdn. Bhd. (ATTSB) has received extensive training to ensure that they are knowledgeable and able to effectively engage with clients. The staff has access to a variety of training, including an English language course designed to improve their communication skills in the workplace. Next is the training of maritime knowledge exhibit by the Maritime Law and Business Conferences 2023 to give its employees nautical training in maritime courses. With that in mind, the HR department has distributed a memo detailing the ISO 1900:2015 Internal Understanding Training, the goal of which is to familiarize all employees with the company's operations and services and to prepare them to deal with clients effectively. The managers of each department are able to effectively guide their teams since they attend monthly trainings that provide them with numerous kinds of bunkering job procedures. As a result of the well-trained employees, the company's productivity increases, and its employees deliver solid performance. It can be proof from feedback and peer assessment where every employee will have its monthly evaluation of performance with manager. Employee training from the ATTSB's point of view is designed to give workers a leg up in their current jobs by providing them with the information and practice they need to succeed. Employee training is the process of providing employees with the skills and knowledge they need to perform their role effectively (Santos, 2023). As BasuMallick (2020) mentioned, employee training is defined as a planned set of activities for imparting knowledge to employees, such that it leads to a growth in job skills required for organizational growth. Employee training is a program that is designed to increase the technical skills, knowledge, efficiency, and value creation to do any specific job in a much better way (Carol, 2021).

4.1.2 Active marketing exposure



**Figure 8: Booth opening at KL Convention Centre
Source: Energy Asia Exhibition, 2023**

ATTSB need to actively shape the direction of the industry, anticipate market requirements and find solutions to meet those demands, thus they engage their clients through active marketing exposure. The company split their marketing exposure into two categories which by exhibition participation and social media exposure. For the exhibition participation, ATTSB often takes part in a minor and major exhibition. The minor exhibition such as the International Energy Week in Sarawak, in which they participated as delegates in early June 2023. Next, for the major exhibition, they were exhibiting at the Kuala Lumpur Convention Centre as an exhibitor during the Energy Asia Exhibition at the end of June 2023. The company exhibit opening was a success, as many new bunkering jobs were secured from the interest shown by visitors. On top of that, they make use of TikTok as a means of attracting clients and acknowledging those in the shipping industry. The company personally generated up to 65.7k views on one of their postings about the company. ATTSB has identified marketing exposure as one of the investments they will make in order to attract new potential clients and increase revenue. According to Gordon, (2022) generally, marketing exposure is used to describe the funds portion that has been invested in a given asset or sector. Marketing exposure is the proportion of one's assets that are tied up in a class of securities, a particular industry, or a geographic market (Khartit, 2020). In relation to marketing, exposure refers to how many people can see the brand and how many people are aware of the business in a specific niche (Limecube, 2021). To conclude, the time and effort spent in promoting the company services to potential clients has paid off tremendously. As a result, they may enhance their company's global visibility by actively engaging in marketing.

4.2 WEAKNESSES

4.2.1 Shortage of employee

STAFF RESIGNATION (JUNE)				
NO	NAME	DEPARTMENT	DATE OF RESIGNATION	REASON
1	Muhammad Sahril Bin Maarof	Ship Management	2/6/2023	Move to New Zealand (Probation)
2	Nur Farah Adillah Binti Mohd Tahir	Business Development	16/6/2023	Got offer for a new job (Probation)
3	Muhamad Shahrul Fahme Bin Zainal	Operation	30/6/2023	Family problem (Probation)
Total Resignation Staff = 3 Staffs Remaining Staff (Office) = 15 Staffs				

Table 1: Total of June's Employee Resignations

Source: ATTSB Staff Resignation Data, 2023

Due to the current staff resignation in the company, several employees may find themselves taking on too much work. This is because employees from other departments must pitch in to help out in those other departments. Hence, they are feeling demotivated because they are expected to shoulder the workload left by several departing employees without receiving any compensation for their efforts. As shown in the table above, three probationary employees resigned in June. Probationary ATTSB employees are the most likely to quit, as the hiring process can take three to six months. So, they set out in quest of another, more suitable company. As a consequence, ATTSB also currently missed out many bunkering tenders due to a lack of manpower to check and carry out the work. Employee shortages in ATTSB refers to a scenario in which there are insufficient workers to do the required job, thus those that are present must also fulfill responsibilities outside of their expertise. When the demand for workers for a particular occupation is greater than the supply of workers who are qualified, available, and willing to do that job, there is a labor shortage (Doyle, 2022). As Eatough (2023) stated, a labor shortage is when there are more job vacancies in the labor market than available workers. Workforce shortage may be defined as not having the right number of people with the right skills in the right place at the right time, to provide the right services to the right people (Džakuća A, Relić D, 2022). To conclude, the insufficient number of employees can demotivate employee's motivation to come to work and do their job passionately since they are obliged to cover the task in which they lack experience.

4.2.2 Poor records management



Figure 9: Files unorganized at the Account department room

Source: ATTSB Headquarter Office, 2023

The ATTSB's poor records management might make it challenging to find crucial information, particularly older files. It becomes one of the company weaknesses because it might harm the relationship with prior clients if all agreements are lost or misplaced. Employee productivity is also lowered since they must spend time searching for files, which means they are not spending time on other productive duties, resulting in missed deadlines, errors, and dissatisfaction. There is one case where the company was unable to submit a winning offer because they lacked the necessary documentation to prove that they had successfully extended their contract with the client. Thus, why this shows that a good records management is very important in an organization. Poor records management, in the company's view, is the absence of file organization in a rack or location designated for storing documents. Records management is the organization, storage and archiving of documents, both electronic and paper (James, 2019). According to Eriyana and Bunawan, (2022) records management is defined as the study of management that is important for the effective and systematic control of record creation, receipt, maintenance, use, and disposition, as well as the processes for capturing and maintaining evidence of and information about business activities and transactions in the form of records. Next, records management involves creating, maintaining, using, and disposing of records (Lin, 2022). To conclude, ATTSB poor record management results in excessive time spent locating misplaced files and cause delays in normal activities.

4.3 OPPORTUNITIES

4.3.1 Business Expansion

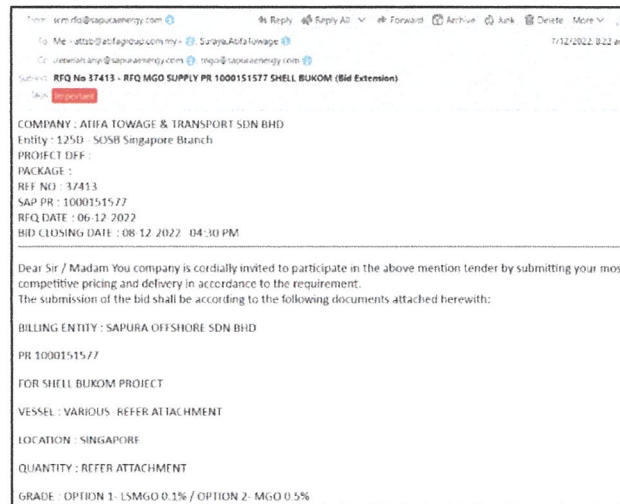


Figure 10: Tender invitation for fuel supply to Singapore

Source: ATTSB main webmail, 2022

A company can better handle the increased demand if it expands its small business. They may better serve clients and expand their workforce by expanding their business internationally. By growing, a business can meet the needs of a wider variety of clients and provide them with a wider selection of products and services. This also has the advantage of spreading out the source of income. In light of these advantages, ATTSB has to step up their game and start to plan for a business expansion, particularly in East Malaysia (Sabah and Sarawak) and at the worldwide level. In my opinion, this is because there is a high demand for those places, yet ATTSB doesn't have the necessary permits to deliver the Marine Gas Oil there, therefore they're left out. Given their success in the Semenanjung Malaysia market, they should seize this chance to grow their operations in that region. According to the company perspectives, planning for a business expansion is to stabilize the current operations of the network so that it will be known globally. An expansion of business is a roadmap that defines the strategy that a company must follow to reach well established growth targets (Negocios, 2021). According to Ali, (2021) business expansion refers to the stage of a company's life that is fraught with both opportunities and perils. Business expansion is a documented strategy for a business that highlights its goals and its plans for achieving them (Beltis, 2023). To conclude, by expanding the company businesses, they aim to build their company to the point when it seeks novel opportunities for earning more profit.

4.3.2 Build a strong relationship with larger Oil & Gas company

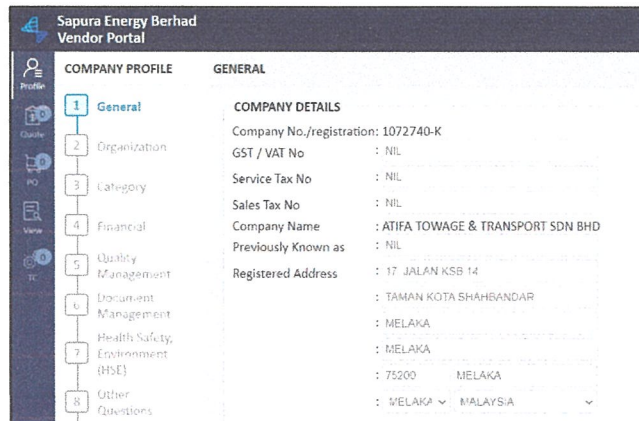


Figure 11: Registered with Sapura Energy Berhad as a vendor and supplier

Source: Sapura Energy Portal, 2023

ATTSB currently has a close partnership with Sapura Energy Berhad, an established Oil & Gas services company. They need to sign up as a supplier with numerous shipping companies to be alerted of any upcoming tenders. Building excellent client relationships is critical to a company's long-term success. A strong connection established through trust and communication makes clients feel more comfortable and connected to a brand, which can lead to increased retention of clients and the company's repeat buy rate. As a result, this is why the company need to actively strengthen its relationships with larger Oil & Gas companies other than Sapura Energy Berhad in order to establish its own brand broadly. This could help the company's brand awareness and attract new customers. An established and well-known brand tend to attract many potential clients because they know the company has solid connections to many larger businesses. ATTSB believes that a successful relationship with clients occurs when clients have a pleasant experience each time they interact with the company, leaving them with a positive impression. A strong business relationships are the good connections that exist between companies and individuals who interact with each other in a professional context (Miller, 2023). According to Parsons, (2022) strong business relationships are about being mutually beneficial to one another by make ourself invaluable by offering assistance, advice, and support to our connections. A strong business relations refer to the well connections and interactions between entities in a business network, including relationships between stakeholders such as employers, employees, business partners, customers, suppliers, and government agencies (Anastasia, 2023). Thus, relationships are crucial for ATTSB as they think that only by investing in clients over time can help them realize the full potential of the services they provide.

4.4 THREATS

4.4.1 High competition

COMPARISON OF COMPETITORS ON 2021 AND 2023

COMPETITORS LIST ON 2021		
NO	COMPANY'S NAME	LOCATION BASED
1	Lunar Shipping Sdn Bhd	Port Klang
2	Viva Omega Sdn Bhd	Port Klang
3	Hai lan Group	Port Klang
4	Kejurubuhan Sdn Bhd	Masai, Johor
5	T&T Marine Resources Sdn Bhd	Port Klang
6	PG Launch Services Sdn Bhd	Pasir Gudang, Johor
7	VM Seatrade	Kuantan, Pahang
8	Evergreen Marine Sdn Bhd	Port Klang
9	Far Serve Maritime Sdn Bhd	Selangor
10	Golden Star Sdn Bhd	Shah Alam
11	Icon Offshore Sdn Bhd	Selangor
12	Bumi Armada Sdn Bhd	Selangor
COMPETITORS LIST ON 2023		
NO	COMPANY'S NAME	LOCATION BASED
1	Lunar Shipping Sdn Bhd	Port Klang
2	Viva Omega Sdn Bhd	Port Klang
3	Hai lan Group	Port Klang
4	PG Launch Services Sdn Bhd	Pasir Gudang, Johor
5	VM Seatrade	Kuantan, Pahang
6	Evergreen Marine Sdn Bhd	Port Klang
7	Icon Offshore Sdn Bhd	Selangor
8	Bumi Armada Sdn Bhd	Selangor
9	Pentas Flora (Melaka) Sdn Bhd	Bukit Rambai, Melaka
10	HAAS Maritime Sdn Bhd	Perai, Penang
11	Kudrat Maritime (M) Sdn Bhd	Pasir Gudang, Johor
12	Marina Marine Sdn Bhd	Gelang Patah, Johor
13	Far East Marine Sdn Bhd	Melaka
14	Alamgata Resources Sdn Bhd	Pasir Gudang, Johor
15	Bahtera Offshore (M) Sdn Bhd	Shah Alam
16	Utama Marine Sdn Bhd	Penang

Table 2: List of competitors comparison on 2021 and 2023

Source: ATTSB List of Competitors Excel, 2023

The bidding procedure will determine which of the participants is most suited to the requirements. As a result, it becomes one of the company's threats because there are many other oil and gas companies competing in the tender bidding. In 2021, there are fewer companies on ATTSB's list of competitors than there are right now, as seen in the table above. This is because the Covid-19 pandemic has had a significant influence on several companies, and some of our listed competitors may not be able to continue even if the pandemic were to disappear. However, numerous new companies have risen, and they've already started snatching ATTSB clients. This is detectable in the company's follow-up session adhering to each unsuccessful tender bidding attempt. In every result of a tender bidding process, the company will be informed of whose has been given the tender, thus determining their competitors. High competition in the ATTSB industry implies a situation in which several companies compete for the same clients or market share. Competition in business is the contest or rivalry among the companies selling similar products and/or targeting the same target audience to get more sales, increase revenue, and gain more market share as compared to others (Pahwa, 2023). According to Kallie, (2021) a highly

competitive business environment is created when a company provides products and services that are similar to those provided by other companies in which they have to competes and functions with others. High competition refers to many contests or rivalry between two or more competitors (Wynn, 2021). As a result of the intense rivalry, the company find it challenging to win in tender bidding due to the fact that they must offer better products or services at a lower price than their competitors.

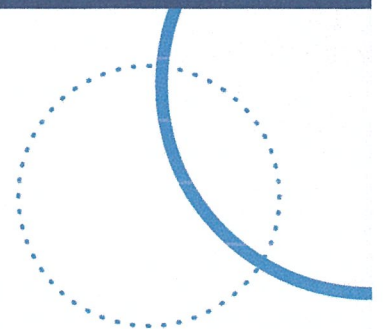
4.4.2 Reliance on third party supplier

DATABASE TUGBOAT & BARGE			
NO	COMPANY NAME	LOCATION BASED	ASSET OWN (SUPPLIER)
1	Equatorial Marine Fuel Management Services	Singapore	Marine Fuels Chartering Cargo Trading
2	Marine Supreme Sdn Bhd	Kedah	1000HP tug boat, RM11,000 per day
3	TM Global Marine Sdn Bhd	Johor Bahru	Barge
4	Sinnocharm Holdings Berhad	Kuala Lumpur	1. Bunker supply 2. Chartering 3. Fresh water supply 4. Shipping agency 5. Petroleum trading 6. Marine consultancy
5	Ilham Marine Services Sdn Bhd	Terengganu	Tug and Barge
6	Kim Heng Marine & Oilfield Pte Ltd	Singapore	Tug and Barge
7	Gimhwak Group	Sarawak	Dumb Barge (Jin Hwa 41) Tug Boat (Jin Hwa 40)
8	Singa Marine Sdn Bhd	Penang	Steel Dumb Barge

Table 3: List of ATTSB's suppliers and services
Source: ATTSB Tugboat & Barge Database, 2023

ATTSB lacked their own ships, hence the company could not offer charter services to their clients using their own vessels. As a result, once a chartering job arises, they would look through their supplier database to find a suitable provider. Previously, the company had one chartering job in Labuan, so they contacted all of the suppliers on the contact list and used its services to charter vessels for ATTSB client. However, on the scheduled arrival date of the chartered vessel, communication and contact were lost. Thus, ATTSB has suffered significant financial losses because of its reliance on and trust in its supplier. Hence, when something goes wrong, they have to pay for it to keep their reputation intact among their clients. When it comes to the provision of goods and services, the organization defines "reliance on third party" as the habit of depending on an outside vendor. Third party reliance may be defined as the process whereby a financial institution is relying on a third party based on several criteria to obtain information relating to their clients (Temple, 2020). According to Kenton, (2022) reliance on third party in business means that a business relies heavily on external suppliers to provide essential goods or services. Third party reliance refer to a high volume of trust with one third party to perform several, critical and/or high-risk activities for their operations (Tynan, 2020). When a company rely on others to supply their products and services, they increase their reliance on those who supply them. As a result, ATTSB is now very vulnerable to supply chain interruptions and other forms of business instability.

5.0 DISCUSSION & RECOMMENDATION



5.1 STRENGTHS

Employee training is an important investment for businesses of all sizes. By taking steps to improve their employee training programs, ATTSB can reap the many benefits that this investment can offer. This can lead to increased customer satisfaction, which can boost sales and profits. This is because well-trained employees feel more confident in their abilities and they are better able to provide excellent customer service. One of the ways to enhance the employee training is design effective training programs. These programs should be tailored to the specific needs of the employees and should be delivered in a way that is engaging and informative. Next, make the training relevant to employees' jobs so that they easily engaged and retain the information. Make sure the content of the training is aligned with the skills and knowledge employees need to be successful in their roles. Implementing an effective employee training program will increase the competency of the staff and boost their job satisfaction, contributing to improved staff retention (Penfold, 2022). Thus, it is obvious that investing in employee training is crucial for ATTSB to flourish, because having well-trained employees that result in satisfied consumers may save money, generate revenue, and expand the firm's client base.

In today's competitive business world, it is more important than ever to have active marketing exposure. By actively marketing the business, it can help reach a wider audience and generate more leads and sales. Giana Reno (2022) argues that it doesn't matter if a company run a small local shop or a big national company, social media is more than just a trend as it is an essential piece of the business marketing strategy. Another effective way in reaching potential customers is the traditional marketing strategies as broadcast, and direct mail advertising. This is because not everyone has access to the internet, but most people still watch TV, listen to the radio, and read newspapers and magazines which can make the company reach a wider audience. Next, digital marketing strategies, which includes pay-per-click (PPC) advertising, social media influencer marketing, and email marketing, is merely one of many active methods of promoting a brand. Hiring a professional influencer to promote the company brand can be a great way to attract people and generate interest in the company products or services. Hence, ATTSB can increase their customer base and the number of leads and sales they generate by utilizing a variety of these marketing strategies. However, it is important to remember that marketing is an ongoing process that need to be consistent with the marketing efforts in order to see results.

5.2 WEAKNESSES

Companies of all sizes and across all sectors are feeling the effects of the current shortage on employee. The ageing of employees, the reduction of manufacturing jobs, and the increase in automation are all contributing to this shortfall. The impacts of an employee shortage on firms are varied, same goes with ATTSB. One of these outcomes is lower productivity since companies can't crank out as much merchandise with too few workers. Profits may drop and product quality may suffer as a result. When it comes to dealing with the labour crisis, firms have a few options. Task automation system is one such solution that can help firms save money by reducing the need to hire new workers and free up current workers to focus on more strategic endeavours. By improving their appeal to potential workers, companies can help alleviate the current labour shortage by using this software. Next, ATTSB should increase the employee wages or give bonus to them since employee who are satisfied with their jobs are less likely to leave the company. Leaving for better pay is a popular notion to explain why people are leaving their existing jobs. A study by LinkedIn found that companies that provide a fair wage have a 56 percent lower attrition rate among employees. Paying the employees, a fair wage means that they will be able to afford to live in the city in which they work and to live comfortably (Grossman, 2022). By improving their appeal to potential workers, ATTSB can help solve the current shortage of employees.

Poor records management is a common problem in businesses which can lead to a number of negative consequences, including increased risk of compliance violations, data loss, reduced productivity, and increased costs. For this reason, I propose that ATTSB use a records management system, a type of corporate software designed to streamline record-keeping processes. Using this approach, firms will be able to keep better tabs on their records, keep those data safe, and access them quickly and easily. Second, establish a records management policy for a better keeping. This policy should define the organization's goals for record management, as well as the procedures for creating, storing, and disposing of records. It is important to review and update these policies and procedures on a regular basis to ensure that they are still effective. Some of the additional benefits of good records management are increased compliance. ATTSB can lessen the likelihood of breaking compliance rules if they maintain orderly records. The potential for legal action against a company can also be mitigated through careful record-keeping. Thus, businesses can boost their bottom line and lessen the risk of legal issues by adopting sound record-keeping procedures.

5.3 OPPORTUNITIES

Businesses that expand see gains in revenue, scalability, risk mitigation, name recognition, and customer base, as well as other benefits. However, there are perils associated with growing a company. Thus, it is important for them to join markets that are a suitable fit for their business and that they have the means to support expansion. In my opinion, ATTTSB needs to investigate the market they plan to enter before they expand. They should also detail the steps they took to grow their company. The objectives, method, and schedule should all be laid out in this plan. Regardless of the unpredictability of business growth, one of the steps is being adaptable and patient. The business landscape is constantly changing, so ATTTSB need to be able to adapt their business to meet the changing needs of their customers. An example of strategic growth could be coming up with a new product or developing a market strategy to target a new audience (Patel, 2023). Expanding into new markets can help businesses to diversify their customer base and reduce their dependence on any one market. As a result, ATTTSB can boost their chances of success and might thrive rapidly by following these steps.

Building a strong relationship with a larger oil and gas company can be a great way for a smaller business to grow and succeed. By forming partnerships with larger firms, small businesses improve their chances of success. For this reason, I think it's important for ATTTSB to continue providing high-quality goods and services so that larger businesses will view them as a useful partner. According to Lund, (2021) in a recent study, 86% of customers claim their experiences are just as important as the actual product or service they purchase. This means ATTTSB are not only required to provide products or services their customers need, but they also must also deliver a great end-to-end experience across every touchpoint. Furthermore, maintaining a reputation for dependability and trustworthiness by actions such as keeping commitments to provide Marine Gas Oil bunker on time and being forthright and honest at all times. By doing this, a company can show to their clients or partners why they would be a good fit for them. Next, if a company understand their customers' needs, they can stay ahead of the competition. This is because they will be able to anticipate their needs and provide them with the products and services they want before their competitors do. In addition to the previously mentioned benefits, the future of the oil and gas business may also profit from a solid partnership with a larger company in the sector. In the end, it can benefit both sides to work closely with a major oil and gas firm. Smaller companies can thrive, and the sector as a whole can improve its longevity and productivity.

5.4 THREATS

Nowadays, intense rivalry characterizes numerous market segments. Companies that aren't ready to compete effectively may be under threat. While competition spurs innovation and generates more choices, too much competition can hurt smaller businesses (Spacey, 2021). When facing stiff competition, ATTSTB have a few options. Differentiating their offerings is one possible response. They need to differentiate themselves from competitors by providing superior quality, reduced prices, or interesting new features. To achieve this goal, they must be aware of, and cater to, the desires and needs of their clients. Second, ATTSTB can invest research and development to create cutting-edge offerings that set them apart from rivals. R&D can also help to improve the company's image by showing that the company is committed to innovation and progress. There are a few other things ATTSTB may do to survive in a highly competitive market, which they must adopt new approaches if they want to remain competitive. That involves thinking beyond the box to create something that people can feel attracted to use their services. Overall, organizations face both risks and rewards from intense competition. Successful businesses can even flourish in highly competitive markets. However, companies that cannot properly compete may find themselves on the verge of collapse.

ATTSTB frequently use third-party suppliers as a source of products and services in this modern business world. This is a potentially risky but also convenient and inexpensive way to acquire goods and services. For a variety of reasons, businesses should be wary about becoming too dependent on outside vendors. One of the dangers, in my view, comes from shaky quality control. ATTSTB's credibility could be threatened if its third-party suppliers consistently fall short of expectations. Loss of sales, dissatisfied customers, or even low quality products could result from this. Thus, ATTSTB can reduce the dangers of depending on outside sources by taking certain measures. Among these involves carrying out the necessary due diligence to verify the legitimacy, quality, and history of the provider. Check the provider's accreditations and ensure that the provider is accredited by a reputable organization. This will give company some assurance that the provider meets certain standards of quality. Having thorough and transparent contractual agreements with outside vendors is also crucial. Ship specifications, payment conditions, and a method for resolving any disagreements should all be laid out in detail in these contracts. By adhering to these steps, ATTSTB can safeguard themselves against potential interruptions and lessen the risks associated with relying on external suppliers.

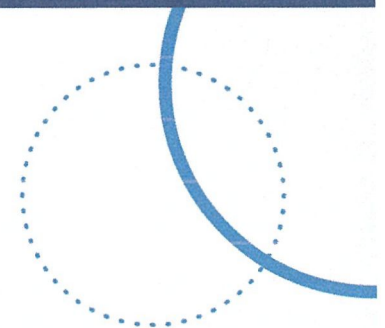
6.0 CONCLUSION



During the six-month duration of my industrial training at Atifa Towage & Transport Sdn Bhd, I was immersed in a transformative experience that not only equipped me with practical skills but also broadened my horizons for the challenges that lie ahead in the professional world. This period of hands-on training offered invaluable knowledge and learning opportunities that extended beyond the confines of the classroom. Moreover, this training period has provided me with an invaluable skill set, particularly in the realm of communication. I have learned that effective communication extends beyond the scope of work-related matters. Navigating the office environment requires a level of social adeptness, and learning how to engage in meaningful conversations with individuals who possess more experience and wisdom has been a significant aspect of my growth. This skill will undoubtedly serve me well in the future, especially when interacting with clients or superiors from upper management.

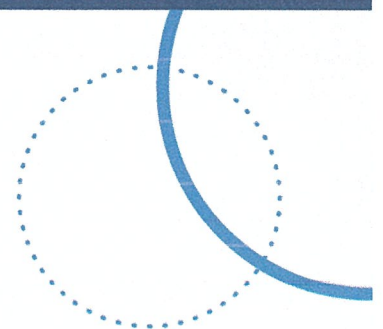
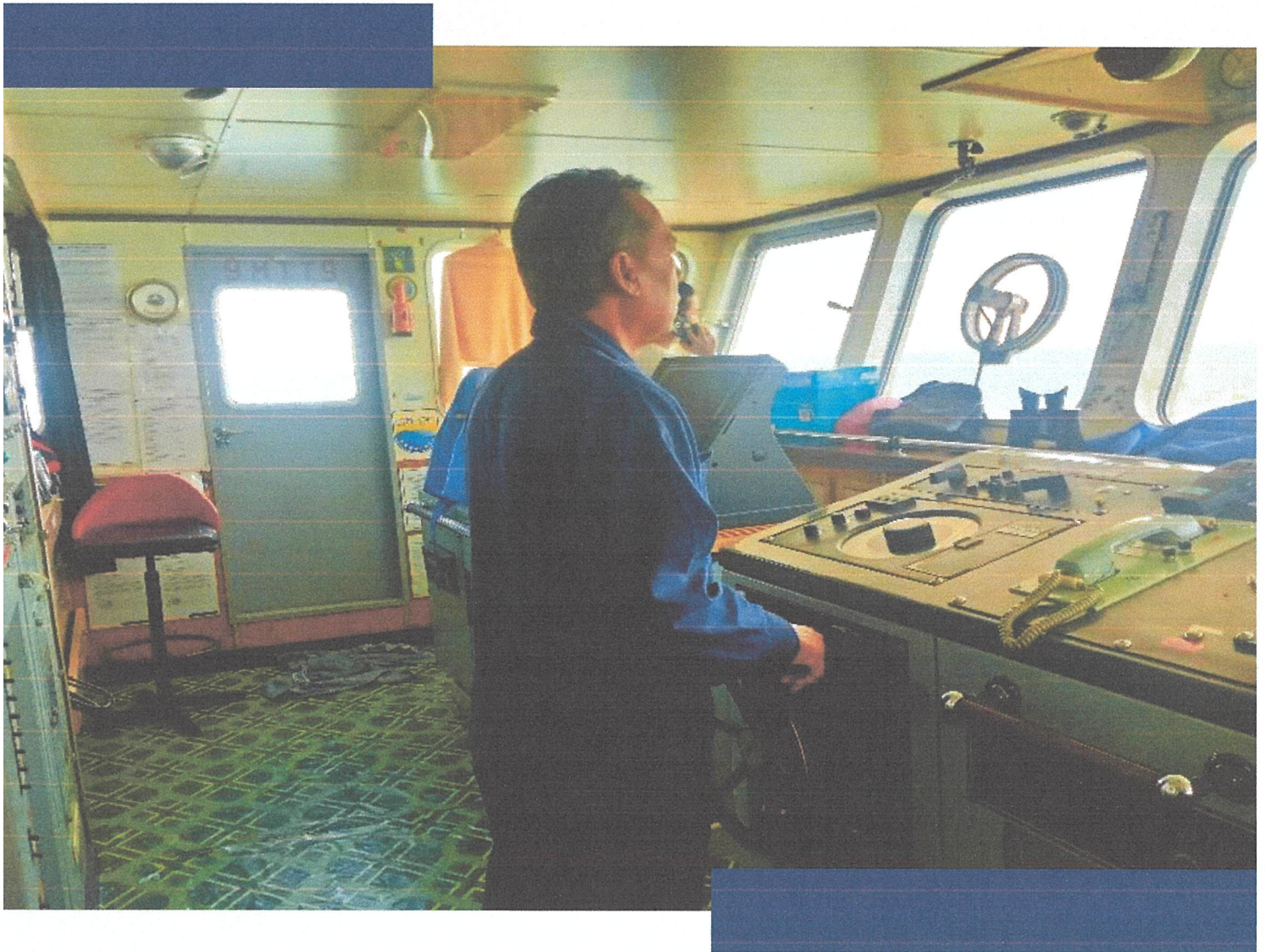
The SWOT analysis is a tool used in strategic planning that enables businesses to evaluate their strengths, weaknesses, opportunities, and threats. ATTSB may focus on its strengths, such as high demand and active marketing exposure. These strengths may allow the firm to outperform its competitors and expand its operations. Next, ATTSB may also recognize its employee scarcity and inadequate records management as its limitations which these flaws may leave the corporation open to attack from competitors and impede its expansion efforts. Opportunities in the market may present themselves to ATTSB as a result of the company's growth and the trust it has earned from larger oil and gas firms. The company may be able to expand its operations and enhance its bottom line by taking advantage of these prospects. Increasing rivalry from other shipping businesses and dependency on third party suppliers are two potential challenges that ATTSB could see in the market which impede progress towards company objectives. In conclusion, SWOT analysis is a useful tool for businesses in the shipping sector. A SWOT analysis can assist them figure out where they are in terms of potential benefits and dangers. With this information, they will be able to make more informed business decisions and progress towards their objectives. By analyzing its SWOT, a shipping company can improve its strategic decision-making and more effectively pursue its objectives.


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8.0 APPENDICES





Although all efforts have been made to ensure that the information provided is accurate and up to date, the Registrar of Companies will not be liable for any losses arising from any inaccurate or omitted information.

CORPORATE INFORMATION	
Nama	PATTA TRADING AND TRANSPORT Sdn. Bhd.
Last Full Name	1994
Local Name	1994
Registration No.	201301042928(1072740-K)
Incorporation Date	15/4/2013
Type	INCORPORATED BY COMPACT PRIVATE LIMITED
State	SELANGOR
Registered Address	417, JALAN KEN 14, TAMAN KITA SENGANG, 40000, KUALA KANGSAR, SELANGOR
Company	17000
Country	Malaysia
Business Address	417, JALAN KEN 14, TAMAN KITA SENGANG, KUALA KANGSAR, SELANGOR
Business	17000
Nature of Business	CONCRETE SUPPLY, TRANSPORT & INSTALLATION PROJECTS, SUPPLYING, DELIVERING AND INSTALLING CONCRETE PRODUCTS & SETTING UP FORMWORK, FORMWORK AND OTHER ITEMS.

Figure 12: Company's SSM



Figure 13: Site visit for ship tank cleaning at Port Klang



Figure 14: Energy Asia Exhibition at KL Convention Centre



Figure 15: ATTSB participate as a delegate for IEW 2023 Exhibition at Sarawak



Figure 16: Bunkering operation by ATTSB road tanker for Sapura vessel



Figure 17: Ship-to-Ship (STS) services alongside on each vessel



Figure 18: Meeting with Mushtari team to propose our diesel supply



Figure 19: Bubur Lambuk distributions to UiTM KBM students