

JULY 2023

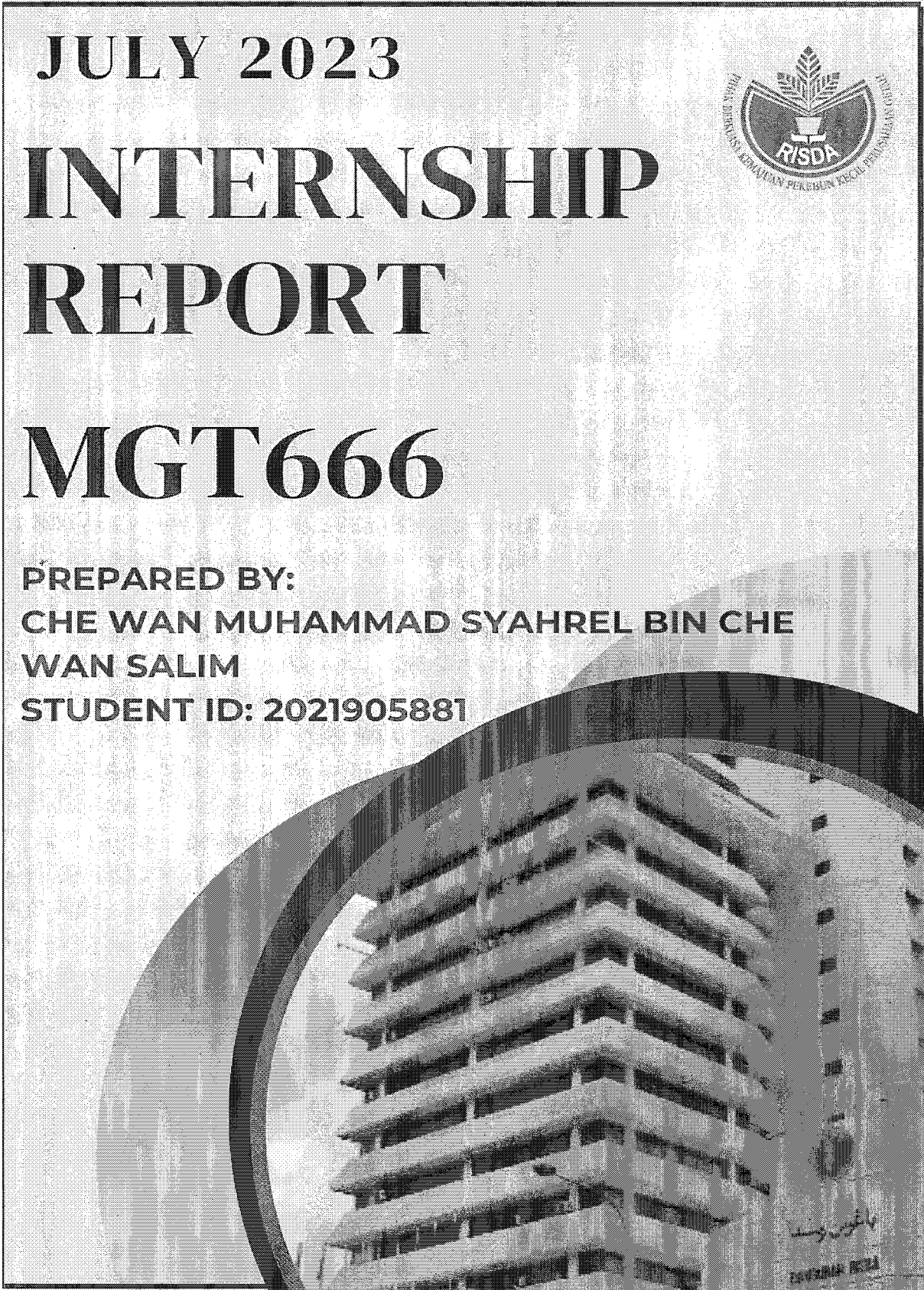
INTERNSHIP REPORT

MGT666

PREPARED BY:

**CHE WAN MUHAMMAD SYAHREL BIN CHE
WAN SALIM**

STUDENT ID: 2021905881



EXECUTIVE SUMMARY

I would like to begin by expressing my gratitude and appreciation to God for His abundant blessings that have allowed me to successfully complete my internship.

I want to express my sincere gratitude to my advisor, Madam Surya binti Ahmad Royali, for giving me the opportunity to complete this report with his guidance throughout the entire semester. She provided significant assistance in navigating various perspectives, opinions, advice, and invaluable guidance during the completion of my internship report for MGT666. She assisted me whenever I required help and provided proper guidance to help me complete this report. Additionally, I found her efforts commendable as she provided me with a visual representation of the external world. This will greatly assist me in approaching my internship with a practical and logical mindset.

I would like to take this opportunity to express my gratitude to RISDA Negeri Terengganu for allowing me to participate in their Internship Program for a period of 24 weeks, as required by UTM's internship duration. I would also like to express my gratitude to my advisor, Mrs. Moradila Abd. Moris, who holds the position of state administrative officer for the valuable lessons they have taught me during my internship with them. I am delighted to collaborate and work alongside them.

In addition, I would like to express my gratitude to my parents for providing me with constant support, motivation, and invaluable help throughout my journey. Therefore, they are also providing me with the opportunity to continue my studies in this course, which aligns with my desire to pursue my passion and fulfill my dreams in life. If I don't have all of this, it might hinder my ability to successfully complete my studies.

Lastly, I would like to express my gratitude to my classmates who have been helping me with gathering information to complete this report. I would like to extend my apologies to the individuals who have assisted me in various capacities but whose names I have not mentioned. I would like to express my gratitude to the esteemed individuals at UiTM Malacca City Campus for their invaluable guidance in helping me complete my report for MGT 666, Internship. It was truly a pleasure to receive their sincere support.

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ACKNOWLEDGEMENT

I am eternally grateful to everyone who has helped me along the way and given me advice and encouragement throughout my internship and in writing my report.

First, I express my deepest gratitude to Puan Moradila, my internship supervisor, for providing countless opportunities to learn and grow and always being there for me when needed. Their knowledge, patience, and generosity in sharing have been crucial to my education and career development.

RISDA Negeri Terengganu's entire staff has been exceptionally kind and helpful, and I appreciate the chance to deal with them. I want to thank my coworkers for always being available when I had questions or needed help and for making me feel welcome and appreciated. Throughout my internship, I owe much of my growth and development to their observations, criticism.

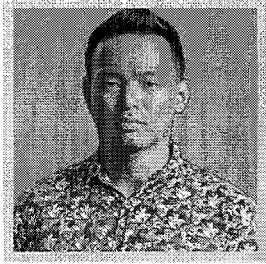
In addition, I'd want to thank everyone in the RISDA Negeri Terengganu community for their help. I have learned so much more about the industry and how to put what I've studied in the classroom into practice because of the organization's wealth of knowledge, resources, and supportive culture.

My thanks also go out to the professors and staff at my university, whose instruction and assistance were necessary for me being able to pursue this internship. My internship has provided invaluable hands-on experience, complementing the academic information I've received from my coursework.

Finally, I'd like to thank everyone who has been encouraging, supportive, and patient with me throughout my internship experience. Their confidence in me and encouragement to keep pushing have been vital to my efforts.

In closing, I want to express my deep appreciation to everyone who helped me during my internship and while writing my report. I have learned so much and grown so much from this internship that it will have a significant impact on my future aspirations. I appreciate everyone's help, encouragement, and faith in me.

1.0 STUDENT'S PROFILE



**CHE WAN
MUHAMMAD
SYAHREL**

Contact



Skills

Project Management



Problem Solving



Creativity



Leadership



About Me

I am a hard working, honest individual. I am a good timekeeper, always willing to learn new skills. I am friendly, helpful and polite, have a good sense of humour. I am able to work independently in busy environments and also within a team setting. I am outgoing and tactful, and able to listen effectively when solving problems.

Education

Bachelor of Business Administration (Hons.) Marketing (2023)

Universiti Teknologi Mara Cawangan Melaka - Kampus Bandaraya Melaka, Malaysia
CGPA: 3.20

Diploma in Business Management (2021)

Universiti Teknologi Mara Cawangan Pahang - Kampus Raub, Pahang, Malaysia
Graduated with CGPA 3.10

SPM (2017)

Sekolah Murni-gah Agama Atis Sultan Zainal Abidin, Terengganu, Malaysia
2A 7A- 2B+ 2B 1C

Work Experience

March 2023 – Aug. 2023

- Internship in Government Industry which is Rubber Industry Smallholder Development Authority (RISDA)

Feb. 2021 – Jul. 2021

- CREW of Domestic Labour at Kuala Terengganu
- Worked private domestic labour in building task as a part time job.

Dec. 2017 – Jul. 2018

- Crew of convenience store at Kuala Terengganu
- Courteously greets customers and efficiently processes transactions within a busy, fast-paced environment.
- Assisted with store stockings, floor sets, and opening/closing procedures.
- Correctly handled and prepared customer orders in a given time.

Aug. 2016

- Participant in Asean Jamboree Pengakap
- Attended an event to secure future talent in the groupworks.

2.0 COMPANY'S PROFILE

2.1 Company's Name



Figure 1: Company's name (RISDA)

2.2 Company's Logo



Figure 2: Company's Logo

Rubber Industry Smallholders Development Authority (RISDA) Terengganu is one of the government companies in Terengganu State which produce one of the National Key Economic Areas (NKEAs) as mention in the Tenth Malaysia Plan which includes palm oil and rubber. One of the major programs organized by RISDA was replanting. For this program, RISDA was responsible for implementing old rubber trees with either rubber or other approved crops for smallholder sector. This program was introduces to increase the productivity of smallholder sector. Factors such as districts and approved areas were used in this study with total of 227 observations. This study was conducted to check the significant of correlations between the variables (approved area, district and payment), to determine which variables (approved area or district) most affected to the payment given based on rubber replanting program and to determine which variables (approved area or payment) has different means between the districts. To answer all objectives and to test the hypotheses, analysis in this study were done by using IBM SPSS Statistics 21. To illustrate, first the researcher used descriptive analysis to get the percentage and frequency of each district which involved in the study and to get the means for both approved area and payment. Next the researcher used correlation coefficients to check whether the correlations between the variables (approved area, district and payment) were significant.

Besides, the output also shows whether it has strong, moderate or weak and either positive or negative correlations. Before proceed with Multiple Linear Regression (MLR), model adequacy checking was used to check

whether the assumptions (normality, homogeneity and independence) were satisfied. If one of the assumptions does not satisfy, transformations method was used until all assumptions were satisfy. Then the Analysis Of Variance (ANOVA) was used to check the significant of the model and the variables. The existent of multicollinearity also can be detected by looking at the value of VIF and Tolerance. Next, one-way ANOVA was used to comparing whether the means (approved area and payment) were significantly different or not between the district. Lastly, the researcher used Post-Hoc Test if there if different for means between the district. The study concluded that the correlations were significant. Besides, the result shows that the best model was when only APPROVED_A as the independent variables. Lastly, it also can be concluded that there is no difference in payment mean between districts. But, each district shows that the approved area means were significantly different.

2.3 Organizational chart

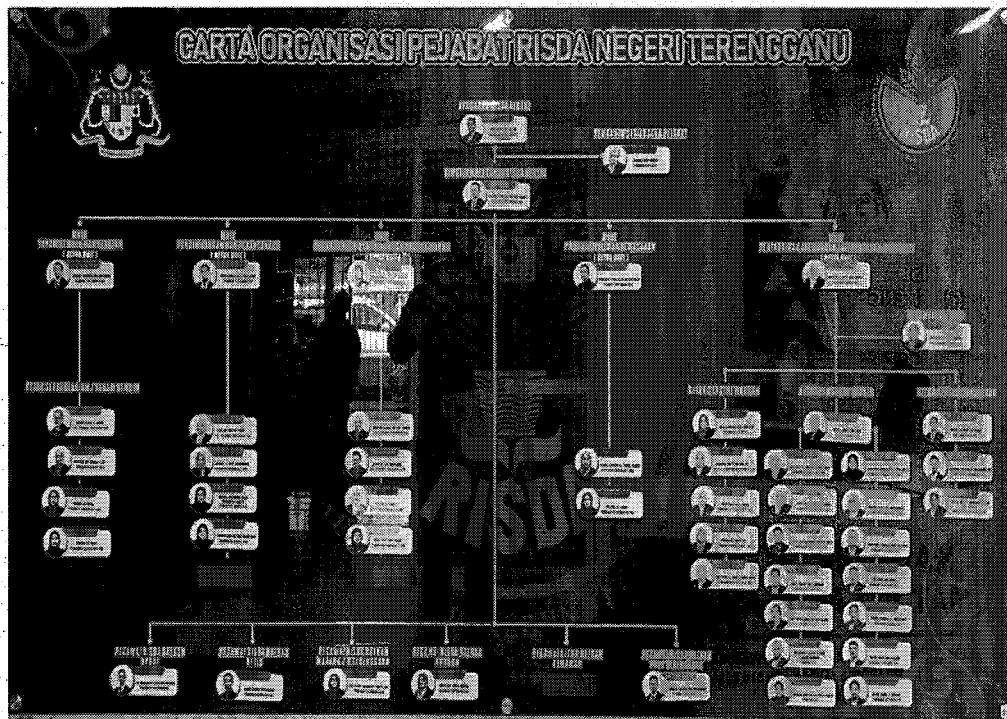


Figure 3: RISDA Terengganu Organizational Chart

2.4 Location

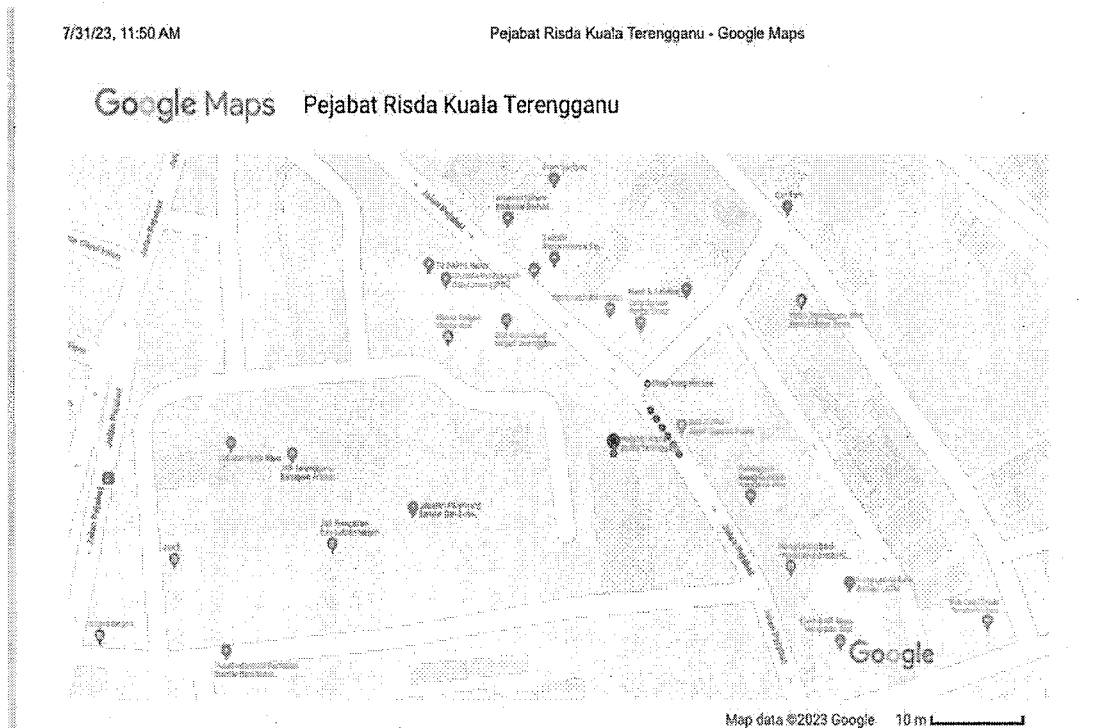


Figure 4: RISDA's Location

Pejabat RISDA Negeri Terengganu is located at Jalan Pejabat, 20000 Kuala Terengganu, Terengganu Darul Iman.

2.5 Vision, Mission and Values

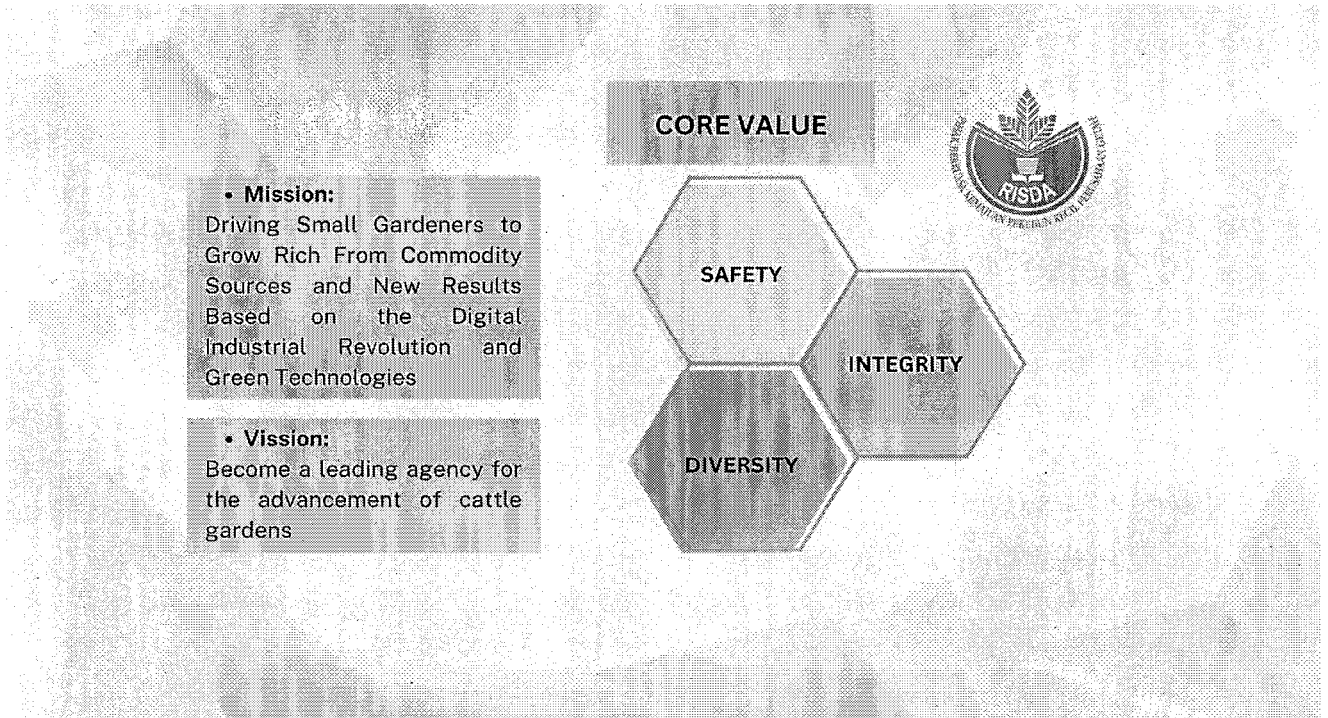


Figure 5: RISDA's Vision, Mission and Values

Safety

Protecting our employees, communities and environment from harm is the foundation for all of our activities.

Diversity

We celebrate diversity and are committed to an environment where all colleagues contribute for the benefit of our employees, our products, and our communities.

Integrity

Be honest, transparent and respectful. We adhere to a code of conduct which enables us to navigate challenging situations.

Value Creation

We strive to provide quality products to our customers and returns for our investors, as well as giving back to the communities in which we operate.

Team/Collaboration

Teaming and collaboration are important for engaging with upstream and downstream partners to create mutually beneficial solutions.

PRODUCTS AND SERVICES

The Rubber Industry Smallholders Development Authority (RISDA) plays a pivotal role in the sustainable development and growth of the rubber industry. Established to support smallholder rubber farmers in Malaysia, RISDA offers a comprehensive range of products and services aimed at improving the livelihoods of rubber growers, fostering sustainable practices, and advancing the industry as a whole. This essay will explore the various products and services provided by RISDA, highlighting their significance in empowering the rubber industry and contributing to the well-being of smallholder farmers.

1.0: Financial Assistance and Credit Facilities

RISDA recognizes that access to financial resources is critical for the success of smallholder rubber farmers. To ensure their financial stability and enable them to invest in their plantations, RISDA provides various financial assistance and credit facilities. These offerings include:

- 1.1 **Soft Loans and Grants:** RISDA extends low-interest soft loans and grants to eligible smallholder farmers to meet their capital needs for rubber cultivation, plantation maintenance, and equipment procurement.
- 1.2 **Crop Insurance:** RISDA offers crop insurance schemes that safeguard farmers against losses caused by natural disasters, diseases, or adverse weather conditions. This protection encourages farmers to adopt modern agricultural practices with reduced risk.

2.0: Technological Advancements and Research Support

In a rapidly evolving agricultural landscape, staying updated with the latest technological advancements and research is essential. RISDA strives to equip smallholder farmers with the tools and knowledge they need to enhance productivity and sustainability:

- 2.1 Research and Development: RISDA invests in research and development activities to identify and disseminate innovative agricultural practices, disease-resistant rubber clones, and efficient tapping methods. This ensures that farmers can maximize their yields while minimizing environmental impact.
- 2.2 Technical Advisory Services: RISDA's team of agronomists and agricultural experts provide personalized guidance and training to farmers, empowering them with the knowledge and skills needed to make informed decisions and improve their overall plantation management.

3.0: Marketing and Price Stabilization

For smallholder farmers, securing a fair price for their produce is vital to ensure a stable income. RISDA offers products and services aimed at promoting fair trade practices and stabilizing rubber prices:

- 3.1 Price Stabilization Scheme: RISDA intervenes in the market by purchasing rubber at a guaranteed minimum price during periods of price volatility. This mechanism safeguards farmers from sudden market fluctuations and ensures a stable income.
- 3.2 Market Information: RISDA provides real-time market information to farmers, enabling them to make strategic decisions regarding selling their produce. Access to accurate market data empowers farmers to negotiate better prices and optimize their marketing strategies.

4.0: Sustainable Farming Practices and Environmental Initiatives

Recognizing the importance of sustainable agriculture, RISDA places a strong emphasis on promoting environmentally friendly practices within the rubber industry:

- 4.1 Sustainable Agriculture Programs: RISDA advocates and supports the adoption of sustainable agricultural practices, such as organic farming, agroforestry, and integrated pest management. These practices not only preserve the ecosystem but also enhance the overall quality of rubber produced.
- 4.2 Environmental Conservation: RISDA actively engages in environmental conservation efforts, such as reforestation and water management projects, to protect natural resources and biodiversity in rubber-growing areas.

5.0: Socio-Economic Development and Community Services

RISDA acknowledges that the well-being of smallholder farmers goes beyond agricultural activities. It actively contributes to the social and economic development of rubber-growing communities:

5.1 Education and Training: RISDA organizes skill development programs, vocational training, and educational initiatives to empower rubber farmers and their families with additional sources of income and improve their quality of life.

5.2 Community Development Projects: RISDA initiates community-driven projects, including infrastructure development, healthcare facilities, and clean water initiatives, to enhance the overall standard of living in rubber-growing regions.

As a conclusion, the Rubber Industry Smallholders Development Authority's products and services play a vital role in supporting and empowering smallholder rubber farmers in Malaysia. Through financial assistance, technological advancements, marketing support, sustainable practices, and community development initiatives, RISDA ensures the growth and sustainability of the rubber industry while improving the lives of those who contribute to it. As an integral part of the rubber value chain, RISDA continues to be a driving force behind the progress and prosperity of smallholder farmers, ensuring a bright and sustainable future for the rubber industry in Malaysia.

3.0 TRAINING REFLECTION

3.1 Duration

I am required to complete a 24-week internship at this company, starting from 1 March 2023 until 15 August 2023. I have been assigned to work every Sunday to Thursday (excluding public holidays) from 8 a.m. to 5.00 p.m., much like other companies. This company's dress code is smart casual.

3.2 Appointed Department

During my training period, I was assigned under all the divisions or units found in this office namely the administrative unit, the productivity and marketing unit, the development and planning unit and the replanting unit. In addition, during my internship, my supervisor briefed me on the scope of work or duties that I would be responsible for during this internship.

3.3 Person Reported To

For my internship at RISDA, I was assigned to report to Mrs. Moradila Abd Moris, who served as my supervisor. Mrs. Moradila hold the position of state administrative officer at RISDA Negeri Terengganu.

3.4 Explanation and description of job scope

Embarking on an internship at the Rubber Industry Smallholders Development Authority (RISDA) has been a defining moment in my academic and professional journey. As a student pursuing a degree in Agricultural Economics, this internship offered me an opportunity to bridge the gap between theory and practice, engage with industry professionals, and gain practical insights into the rubber industry. This essay presents a comprehensive reflection on my experiences during my internship at RISDA, encompassing the lessons learned, challenges faced, and personal growth that I underwent throughout this transformative journey.

3.4.1: The Prelude

3.4.1.1 Setting the Stage

From the moment I received confirmation of my internship at RISDA, I was filled with anticipation and excitement. It marked the beginning of a new chapter, where I could apply my academic knowledge to real-world scenarios, witness the challenges faced by rubber farmers, and contribute to the sustainable development of the rubber industry. My journey started with enthusiasm, curiosity, and a desire to make a positive impact.

3.4.1.2 Meeting the Team

Upon arriving at RISDA's headquarters on my first day, I was warmly welcomed by my mentor and colleagues. Their support and encouragement eased my initial nervousness, and I felt reassured that I was in the right place to learn and grow. I was introduced to the diverse projects and tasks that I would be involved in during the course of my internship.

3.4.2: Immersion in the Rubber Industry

3.4.2.1 A Comprehensive Understanding

During the early days of my internship, I immersed myself in understanding the intricacies of the rubber industry. From rubber cultivation practices to the processing and marketing stages, I delved into every aspect of the value chain. This comprehensive understanding allowed me to connect the dots between theoretical concepts learned in the classroom and the practical challenges faced by stakeholders in the industry.

3.4.2.2 Interactions with Smallholder Farmers

One of the most profound experiences during my internship was visiting rubber plantations and engaging with smallholder farmers. These interactions were eye-opening and provided me with invaluable insights into their daily struggles, aspirations, and contributions to the industry. Witnessing the direct impact of our research and initiatives on their livelihoods underscored the importance of sustainable practices and empowered me to work towards improving their circumstances.

3.4.3: Research and Analysis

3.4.3.1 Market Trends and Economic Implications

A significant aspect of my internship involved analysing market trends and fluctuations in rubber prices. The global rubber market is influenced by numerous factors, including economic conditions, geopolitical events, and consumer demand. This research helped me understand the dynamics of supply and demand, as well as the implications of price fluctuations on the income and well-being of smallholder farmers. It also taught me the significance of staying up-to-date with market intelligence to make informed decisions.

3.4.3.2 Sustainable Rubber Cultivation Practices

Another essential aspect of my internship was conducting research on sustainable rubber cultivation practices. With the increasing emphasis on environmental conservation and responsible agricultural practices, exploring sustainable alternatives was crucial. Analysing the benefits and challenges of adopting eco-friendly methods provided me with a broader perspective on the importance of promoting sustainability in the rubber industry.

3.4.4: Overcoming Challenges

3.4.4.1 Embracing Ambiguity and Uncertainty

As I delved deeper into my responsibilities at RISDA, I encountered projects with varying degrees of complexity and ambiguity. Embracing uncertainty and navigating through uncharted territories were daunting at first, but they became opportunities for growth and learning. I developed the resilience to persevere through challenging situations, seeking guidance when needed and charting my course confidently when necessary.

3.4.4.2 Balancing Workload and Time Management

The fast-paced environment at RISDA demanded efficient time management and the ability to handle multiple responsibilities simultaneously. Learning to prioritize tasks, meet deadlines, and allocate time effectively became essential skills that I honed during my internship. This experience taught me the importance of adaptability and flexibility in a professional setting.

3.4.5: Personal Growth and Reflections

3.4.5.1 Communication and Collaboration

Working within a team of professionals with diverse expertise taught me the value of effective communication and collaboration. Whether presenting research findings or contributing to team discussions, articulating my ideas clearly and respectfully became vital to achieving common goals. These experiences enriched my interpersonal skills and enhanced my ability to work harmoniously within a team.

3.4.5.2 Ethical Considerations and Social Responsibility

Throughout my internship, I grappled with ethical considerations related to the industry's practices and their impact on the environment and society. It compelled me to reflect on the role of professionals in promoting social responsibility and sustainable development. I recognized the importance of aligning my personal values with my professional endeavours and contributing to positive change in the rubber industry.

3.4.5.3 Aligning Passion with Career Aspirations

My internship at RISDA reaffirmed my passion for agricultural economics and sustainable development. Witnessing the impact of well-implemented policies and initiatives on the lives of smallholder farmers inspired me to align my career aspirations with promoting inclusive and sustainable agricultural practices. The experience served as a catalyst to reassess my long-term goals and the path I wanted to pursue in the field of agricultural economics.

As a conclusion for self-reflection, my internship at RISDA has been an extraordinary journey of self-discovery and professional growth. It provided me with the opportunity to apply my academic knowledge to real-world challenges, gain a comprehensive understanding of the rubber industry, and witness the transformative power of sustainable practices. Throughout this internship, I overcame challenges, developed essential skills, and deepened my commitment to making a positive impact on society. The experiences and lessons learned during my time at RISDA have shaped me into a more confident, compassionate, and responsible individual. I am immensely grateful for this transformative opportunity and look forward to utilizing the insights gained to contribute meaningfully to the sustainable development of the agricultural sector and the betterment of smallholder farmers' lives. My journey at RISDA will forever hold a special place in my heart, inspiring me to be a catalyst for positive change in the world of agriculture.

4.0 SWOT ANALYSIS

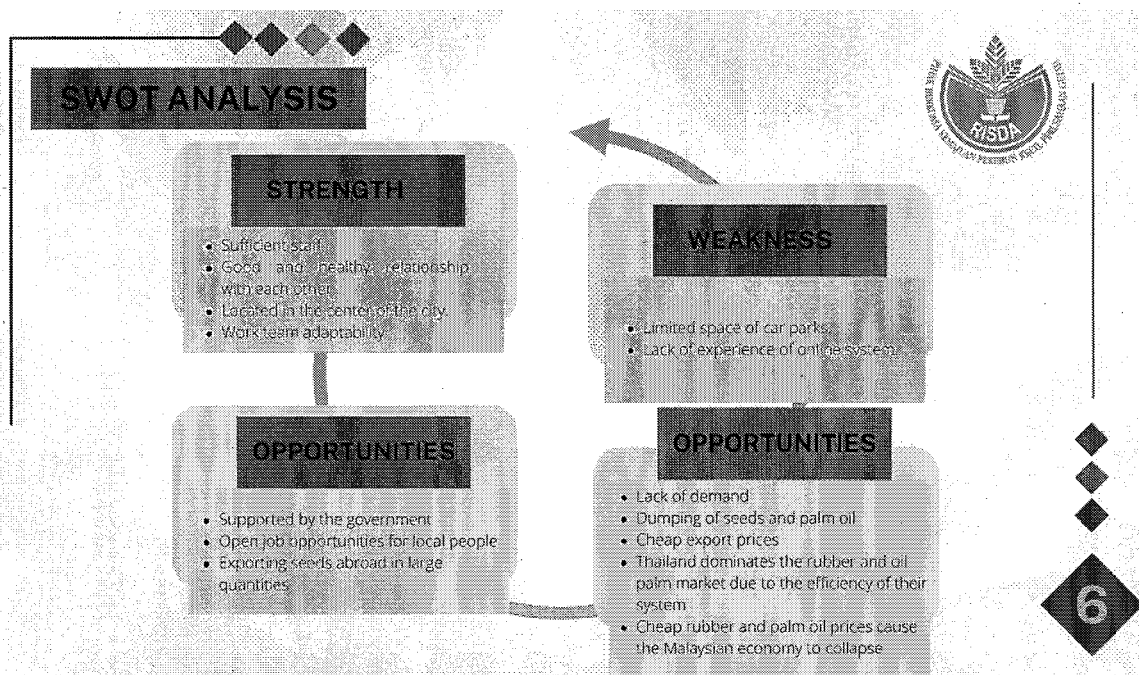


Figure 25: Allnex's Procurement Department SWOT Analysis

4.1 Strengths:

RISDA, the Rubber Industry Smallholders Development Authority, possesses several strengths that contribute to its effectiveness and success. These strengths include having sufficient staff, maintaining good and healthy relationships among its members, being strategically located in the centre of the city, and demonstrating a high level of work team adaptability.

1. Sufficient Staff:

One of RISDA's major strengths is having an adequate and competent workforce. Sufficient staff enables the organization to efficiently carry out its diverse range of activities and initiatives. With an appropriate number of employees, RISDA can effectively handle administrative tasks, financial management, research and development, technical advisory services, and more. Having a team of skilled professionals in various domains allows RISDA to address the diverse needs of smallholder rubber farmers comprehensively. The availability of sufficient staff ensures that the workload is distributed evenly, leading to improved productivity and higher-quality outcomes.

2. Good and Healthy Relationship with Each Other:

The positive work culture and the existence of a good and healthy relationship among RISDA's staff are critical strengths that foster collaboration and synergy. A harmonious work environment encourages open communication, knowledge sharing, and mutual support. It enables employees to work cohesively as a team, leveraging each other's strengths and expertise. This atmosphere of camaraderie and respect enhances job satisfaction and employee morale, leading to increased motivation and dedication to achieving organizational goals. Moreover, a cohesive work environment translates into better cooperation and coordination between different departments and ensures the smooth execution of projects and initiatives.

3. Located in the Centre of the City:

RISDA's strategic location in the centre of the city is advantageous for various reasons. Firstly, it facilitates easy access for staff, clients, and stakeholders, reducing commuting times and logistical challenges. This central location may attract talent from diverse backgrounds, making it convenient for potential employees to join the organization. Additionally, being in close proximity to other institutions, government offices, and industry players fosters collaborations and partnerships, creating a conducive ecosystem for innovation, research, and development. The central location may also attract more visitors and stakeholders, fostering increased engagement and visibility for RISDA's initiatives and services.

4. Work Team Adaptability:

The ability of RISDA's work teams to adapt to evolving situations and challenges is a valuable strength in a dynamic and ever-changing industry. The rubber industry, like any other, is subject to market fluctuations, climatic variations, and policy changes. RISDA's teams' adaptability allows them to respond promptly to emerging issues and capitalize on new opportunities. The organization can adjust its strategies and initiatives to meet the needs of smallholder farmers effectively. Adaptable teams also embrace innovation and continuously seek improvements, driving RISDA's capacity for long-term growth and resilience.

Conclusion:

RISDA's strengths, including sufficient staff, good and healthy relationships among employees, strategic location, and work team adaptability, form the foundation for its successful operation and positive impact on the rubber industry and smallholder farmers. These strengths enable RISDA to effectively carry out its mission of promoting sustainable rubber cultivation practices, providing financial support, and advancing the socio-economic well-being of rubber growers. By leveraging these strengths, RISDA continues to play a vital role in the growth and development of the rubber industry in Malaysia.

4.2 Weaknesses:

The Rubber Industry Smallholders Development Authority (RISDA), which is dedicated to the long-term growth of the rubber industry and the well-being of smallholder farmers, has made a lot of progress towards its goal. But, like any other organization, RISDA has some problems. This essay talks about two major problems that RISDA has: not enough parking space and not enough experience with online systems. Even with these problems, RISDA is still committed to its main goal, and figuring out and fixing these weaknesses can help the organization be more efficient and effective.

1. Not Enough Space for Cars

1.1 Problems with Running a Car Park

One of RISDA's biggest problems is that there aren't many places to park cars on its property. As a government agency, RISDA gets a large number of visitors, stakeholders, and employees every day. The limited space for parking can cause a number of problems, such as more traffic congestion, trouble finding parking spots, and possible delays in appointments. This can make stakeholders and visitors feel bad about the organization, which can affect how they feel about it as a whole.

1.2 Effect on Staff Morale

The small number of parking spots can also hurt employee morale and make them less productive. When employees have trouble finding parking spots before going to work, they may feel more stressed and frustrated. This can affect their job satisfaction and performance. Also, if employees are late to work because of parking problems, it can slow down the work flow and make it hard to meet project deadlines or appointments.

1.3 Effects on the Environment

Also, if there aren't enough parking spots, people looking for parking in nearby areas may drive around the RISDA building more. This extra traffic can add to air pollution and carbon emissions, which are bad for the environment and go against RISDA's commitment to sustainable practices. Getting rid of this weakness is not only good for the organization, but it also fits in with RISDA's goals for the environment.

2. They haven't used online systems before

2.1 Problems with the Move to Online Platforms

The lack of experience with online systems is another weakness that stands out for RISDA. In the digital age we live in now, it's important to use online technologies to streamline processes, improve efficiency, and increase stakeholder engagement. But it can be hard for an organization that has always used offline methods to make the switch to online platforms.

2.2 Effect on the efficiency of operations

Because RISDA doesn't have much experience with online systems, its operations may not work as well as they could. Manual paperwork and complicated administrative tasks can slow down workflows, make mistakes more likely, and make it harder to get to data. This can make it hard for RISDA to make decisions quickly and take advantage of new challenges and opportunities.

2.3 Less participation from stakeholders

Not having online platforms can also make it harder for RISDA to connect with stakeholders in a good way. In today's connected world, stakeholders, like smallholder farmers, expect to have easy access to information and platforms for communication that allow them to interact with each other. If RISDA doesn't have an online presence, it might not be able to share information, run outreach programmes, or help stakeholders talk to each other as much, which could make them less interested and involved.

3. Dealing with our flaws

3.1 Adding more parking spots

RISDA can look into different options to help make up for the lack of parking spaces. Congestion can be eased and the overall experience for visitors and employees can be improved by adding more parking spots or finding nearby spots for satellite parking. Also, programmes that encourage people to carpool, use public transportation, and work from home can help reduce the need for parking spaces and make the transportation system more environmentally friendly.

3.2 Embracing the digital change

RISDA should move towards digital transformation to make up for its lack of experience with online systems. This can be done by using the cloud to store and manage data, putting online communication tools in place, and making platforms that are easy for stakeholders to use to get information and talk to the organization. For a smooth transition and to get the most out of digitalization, it is important to invest in training and building employees' skills so they can use these new technologies.

3.3 Working Together with Tech-Savvy Groups

RISDA can benefit from working with organizations that know a lot about technology or getting advice from experts in the field of digital technology. Partnering with outside organizations can help RISDA find and use the best online systems and technologies for its needs by giving it valuable information and advice.

4. Making the Most of Chances

4.1 Using Online Platforms to Reach People

By using online systems, RISDA can reach more small-scale farmers and other interested parties. Online platforms can be used to share information about the best ways to do things in agriculture, market trends, and upcoming programmes or workshops. Rubber growers can share information and feel like they are part of a community through interactive features like forums and webinars.

4.2 Getting better at data analysis and making decisions

Digitalization makes it possible to do better data analysis, which can help RISDA's decision-making in a big way. By collecting and analysing data on rubber farming, market trends, and socioeconomic factors, RISDA can learn important things that help them design more targeted interventions and programmes that meet the specific needs of smallholder farmers.

5. The End

Even though RISDA is good at promoting sustainable ways to grow rubber and helping smallholder farmers, it has problems, such as not having enough parking space and not knowing how to use online systems. For RISDA to keep growing and succeeding, it will be important to recognize and fix these weaknesses. By adding more parking spaces and embracing digital transformation, RISDA can improve its efficiency, stakeholder engagement, and overall impact in the rubber industry. Using the opportunities that online platforms offer can help you reach more people and make decisions based on data. In the end, RISDA can continue to make a big difference in the rubber industry and the lives of smallholder farmers by being proactive about fixing its weaknesses and embracing digitalization.

4.3 Opportunities:

The Rubber Industry Smallholders Development Authority (RISDA) operates in a dynamic landscape that presents numerous opportunities for growth and impact. As a government-supported organization with a mission to empower the rubber industry and uplift smallholder farmers, RISDA is well-positioned to leverage various opportunities to achieve its goals. This essay examines three significant opportunities for RISDA: strong government support, the creation of job opportunities for local communities, and the potential for exporting seeds abroad in large quantities. Embracing these opportunities can propel RISDA towards greater success and positive contributions to the rubber industry and rural development.

1. Government Support

1.1 Financial Backing and Policy Support

As a government-supported agency, RISDA benefits from consistent financial backing and policy support. The Malaysian government recognizes the importance of the rubber industry to the nation's economy and rural communities. Consequently, it allocates resources to strengthen RISDA's initiatives, enabling the organization to implement projects, offer financial assistance to farmers, and conduct research and development activities.

1.2 Access to Expertise and Networks

Government support provides RISDA with access to a wide network of experts, policymakers, and industry players. This invaluable network enhances RISDA's ability to collaborate with various stakeholders, including research institutions, rubber manufacturers, and international organizations. Leveraging these partnerships can lead to knowledge exchange, technology transfer, and innovative solutions to address industry challenges.

1.3 Policy Advocacy and Regulation

Being a government-backed entity, RISDA has the opportunity to advocate for policies and regulations that favour sustainable rubber cultivation, fair trade practices, and improved market conditions. By engaging with policymakers and advocating for the interests of smallholder farmers, RISDA can influence policy decisions that positively impact the entire rubber value chain.

2. Job Opportunities for Local People

2.1 Rural Employment Generation

RISDA's initiatives create job opportunities for local communities, particularly in rural areas where rubber plantations are prevalent. The rubber industry relies heavily on manual labour for various tasks, such as tapping rubber trees, processing latex, and maintaining plantations. By providing training and skill development programs, RISDA can equip locals with the necessary expertise to work in the rubber industry, reducing unemployment and improving livelihoods in rural regions.

2.2 Women Empowerment

The rubber industry offers opportunities for women's empowerment, as many women play essential roles in various stages of rubber cultivation and processing. RISDA can promote gender inclusivity by facilitating women's participation in training programs, offering financial assistance, and promoting women-led initiatives in the rubber sector.

2.3 Value Addition through Local Processing

Job opportunities can be further expanded by promoting value addition through local processing of rubber products. RISDA can encourage the establishment of small-scale processing units, such as rubber sheet production, gloves manufacturing, or rubber-based handicrafts. These enterprises not only generate employment but also contribute to the development of local economies and stimulate rural entrepreneurship.

3. Exporting Seeds Abroad in Large Quantities

3.1 Leveraging Genetic Diversity

Malaysia is renowned for its rich genetic diversity in rubber tree varieties. Leveraging this diversity, RISDA can capitalize on the international demand for high-quality rubber seeds. By exporting seeds abroad in large quantities, RISDA can contribute to the global rubber industry, foster international collaborations, and potentially open up new revenue streams for the organization.

3.2 Facilitating Sustainable Plantation Establishment

The export of quality rubber seeds can facilitate the establishment of sustainable rubber plantations in other countries. By providing disease-resistant and high-yielding rubber clones, RISDA can support global efforts towards sustainable rubber cultivation. This initiative aligns with RISDA's mission of promoting best practices and enhancing the competitiveness of the global rubber industry.

3.3 Knowledge Transfer and Capacity Building

Exporting seeds abroad can also facilitate knowledge transfer and capacity building. RISDA can offer technical support and training to the receiving countries, enabling them to establish and manage rubber plantations effectively. This knowledge-sharing approach creates opportunities for international cooperation and strengthens RISDA's reputation as a leading authority in sustainable rubber cultivation.

4. Addressing Challenges and Maximizing Opportunities

4.1 Strengthening Capacity for Export

To maximize the opportunity of exporting seeds abroad in large quantities, RISDA must strengthen its capacity for seed production, quality assurance, and international logistics. Investing in seed research and nurseries, ensuring compliance with international phytosanitary standards, and establishing reliable export channels are essential steps in capitalizing on this opportunity.

4.2 Collaboration with Private Sector

To create job opportunities for local people, RISDA can collaborate with the private sector, including rubber processing companies and rubber-based industries. By forming partnerships, RISDA can identify specific skill requirements and tailor training programs to meet the demands of the industry, ensuring that job seekers are equipped with the relevant skills and knowledge.

4.3 Data-Driven Decision Making

To fully leverage government support, RISDA should adopt a data-driven approach to decision-making. By collecting and analysing relevant data on industry trends, smallholder farmer needs, and socioeconomic indicators, RISDA can design targeted programs that have a meaningful impact on the rubber industry and rural communities.

5. Conclusion

RISDA's strengths, including government support, job creation potential, and opportunities for seed exports, present a promising outlook for the organization and the rubber industry at large. By addressing challenges and maximizing these opportunities, RISDA can further advance its mission of empowering smallholder farmers, promoting sustainable rubber cultivation practices, and contributing to the economic growth of rural communities. Embracing these opportunities with a strategic and collaborative approach will position RISDA as a leading force in the global rubber industry and a catalyst for positive change in rural development.

4.4 Threats:

As the Rubber Industry Smallholders Development Authority (RISDA) endeavours to promote the sustainable growth of the rubber industry and uplift smallholder farmers, it operates in a dynamic and ever-changing environment. Like any organization, RISDA faces threats that have the potential to disrupt its mission and objectives. This essay explores three significant threats to RISDA: lack of demand, dumping of seeds and palm oil, and the impact of cheap rubber and palm oil prices on the Malaysian economy. By identifying and understanding these threats, RISDA can develop strategic responses to mitigate risks and continue its efforts towards a robust and sustainable rubber industry.

1. Lack of Demand

1.1 Shifts in Global Market Demand

One of the primary threats to RISDA is the fluctuation in global demand for rubber and rubber products. The rubber industry is highly influenced by economic conditions, technological advancements, and changes in consumer preferences. Economic downturns or shifts in industrial needs can result in reduced demand for rubber, affecting the income of smallholder farmers and the overall stability of the industry.

1.2 Impact on Smallholder Farmers

A decline in demand can lead to surplus rubber supply, leading to a drop in rubber prices. This price decrease adversely affects the income of smallholder farmers, who are heavily reliant on rubber cultivation as their main source of livelihood. A decline in income can have cascading effects on rural economies, affecting local businesses, employment opportunities, and the overall well-being of rubber-dependent communities.

1.3 Mitigation Strategies

To address the threat of a lack of demand, RISDA can take proactive measures. Diversifying the use of rubber, encouraging the production of value-added products, and exploring new markets for rubber exports can help reduce the industry's dependence on a single market and increase resilience to demand fluctuations. Moreover, RISDA can invest in market research and intelligence to anticipate and respond to changes in global demand patterns.

2. Dumping of Seeds and Palm Oil

2.1 Impact on Genetic Diversity

The dumping of seeds and palm oil by foreign competitors at lower prices can negatively impact RISDA's efforts to maintain genetic diversity in the rubber industry. Imported seeds and palm oil might not adhere to the same quality standards or possess the genetic traits necessary for sustainable cultivation. This can jeopardize the biodiversity of local rubber plantations and compromise the resilience of the industry to diseases and climate-related challenges.

2.2 Disruption of Local Markets

Dumping practices can disrupt local markets, causing price volatility and making it difficult for smallholder farmers to compete. The influx of cheap seeds and palm oil can undermine the efforts of local growers and processors, leading to reduced income and potential financial distress for smallholder farmers.

2.3 Mitigation Strategies

RISDA can collaborate with relevant authorities to monitor and address dumping practices effectively. Implementing stringent quality control measures for imported seeds and palm oil can safeguard the genetic diversity of rubber plantations and protect the interests of smallholder farmers. Additionally, RISDA can engage in advocacy efforts at the international level to promote fair trade practices and discourage unfair dumping activities.

3. Impact of Cheap Rubber and Palm Oil Prices on the Malaysian Economy

3.1 Vulnerability to Commodity Price Fluctuations

The rubber industry's heavy reliance on rubber and palm oil exports makes it susceptible to global commodity price fluctuations. When rubber and palm oil prices decline, as seen during periods of oversupply or global economic downturns, the Malaysian economy can face significant challenges, impacting overall growth and development.

3.2 Fiscal and Economic Pressures

A collapse in rubber and palm oil prices can lead to reduced government revenue from export taxes and dampen economic growth. The government's ability to allocate resources to support RISDA's initiatives and other crucial development projects may be constrained due to lower revenues.

3.3 Mitigation Strategies

RISDA can collaborate with the government to develop robust contingency plans to address price volatility. Diversifying revenue sources and enhancing domestic consumption of rubber and palm oil can reduce the industry's dependence on international markets. Additionally, RISDA can advocate for stable trade policies and engage in strategic alliances with other rubber-producing countries to influence global pricing dynamics.

4. Building Resilience in the Face of Threats

4.1 Strengthening Market Diversification

To tackle threats such as lack of demand and price volatility, RISDA can actively promote market diversification for rubber and rubber products. Encouraging the development of niche markets and value-added products can help buffer the industry against fluctuations in global demand and enhance its competitive edge.

4.2 Investing in Research and Development

Investing in research and development is crucial for enhancing the industry's resilience and competitiveness. By supporting research initiatives focused on disease-resistant rubber clones, sustainable cultivation practices, and innovative rubber applications, RISDA can stay at the forefront of industry developments and foster continuous improvement.

4.3 Empowering Smallholder Farmers

To address threats to smallholder farmers' income and livelihoods, RISDA can implement targeted interventions to empower them economically. This includes providing access to financial resources, enhancing technical capabilities through training, and supporting cooperative initiatives that promote collective bargaining power.

5. Conclusion

As RISDA strives to realize its vision of a sustainable and thriving rubber industry, it must navigate the challenges and threats posed by a dynamic environment. By addressing the lack of demand, combating dumping practices, and mitigating the impact of cheap rubber and palm oil prices on the Malaysian economy, RISDA can build resilience and ensure its long-term success. Embracing strategic measures to diversify markets, invest in research, and empower smallholder farmers will solidify RISDA's position as a leading force in the rubber industry and a catalyst for positive change in rural development. With dedication, innovation, and collaboration, RISDA can overcome these threats and continue its journey towards a vibrant and sustainable rubber industry.

6.0 CONCLUSION

In conclusion, it is crucial for students to understand that they need to create a well-organized and professional resume before applying for any job or position. The resume should be clear and easy for the interviewer to understand and have the most recent information. It is crucial because it will impact the company's initial perception of the students or candidates. An expertly designed resume has the power to convince companies to choose the applicant and invite them for an interview regarding the advertised position.

Furthermore, I had the opportunity to do my internship and gain experience at RISDA Negeri Terengganu. The 24-week industrial training undoubtedly provided me with a significant amount of experience. During my internship, I encountered numerous individuals who displayed different behaviours, viewpoints, skills, and backgrounds, including cultural distinctions. I gained firsthand experience in a professional work setting and learned how to utilize my skills and knowledge effectively, especially in using SAP ERP System to accomplish daily tasks successfully. I have received a lot of assistance and support from the people around me, which has greatly contributed to my understanding of the job. The company has multiple departments, and every employee is expected to fulfil their respective duties and responsibilities. From what I observed, they demonstrate effective cooperation and proficiently fulfil their obligations.

In addition, it is required for students who are currently undergoing industrial training to prepare and complete a SWOT analysis of the organization they are working for. This initiative is beneficial because it allows students to gain a deeper understanding of the company's scope of work. For example, I acquired knowledge regarding the company's historical context and an understanding of the range of products and services it offers. The SWOT analysis primarily focuses on the Procurement Department and the company's overall performance. The company can utilize the SWOT analysis as a guide in making future changes.

In the next five years, I aim to secure a permanent job that offers a stable income. I also desire to be employed by a company that provides opportunities for skill development and gaining experience. When I transition into the workforce in the future, I plan to apply the skills and experience I have acquired over the course of these 24 weeks. In conclusion, I wish to experience personal growth and achieve success while maintaining a sense of pride in my hard work and sacrifices since starting my journey at the university.

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8.0 APPENDICES



