



**UNIVERSITI TEKNOLOGI MARA (UiTM) CAWANGAN MELAKA**

**KAMPUS BANDARAYA MELAKA**

**FACULTY OF BUSINESS AND MANAGEMENT**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS.) HUMAN RESOURCE  
MANAGEMENT (BA243)**

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**HRM666 – INDUSTRIAL TRAINING REPORT**

**ARMSTRONG AUTO PARTS SDN BHD**



**1<sup>st</sup> March 2023 – 15<sup>th</sup> August 2023**

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**PREPARED BY:**

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**GROUP:**

**BA243 6E**

**PREPARED FOR:**

**MADAM SUHAILAH BINTI KASSIM**

## **EXECUTIVE SUMMARY**

Armstrong Auto Parts Sdn Bhd is a leading manufacturing company specializing in automotive components. The main customer of this company is Honda Malaysia, and the company has been operating under a joint venture with Oriental Holdings Berhad.

The purpose of this report is to give overview about my internship journey in Organizational Development section under Human Resource Business Partner department at manufacturing company which is Armstrong Auto Parts Sdn Bhd.

In this report, I have analyzed SWOT analysis of this company and proposed some strategies that the company can implement in order to achieve business objectives. This tool is helpful because it makes it easier to recognize and handle opportunities and risks that arise both internally and outside over the business' life cycle.

Besides, I also shared benefits that I received during my internship as well as experienced and skills that I have gained. As a conclusion, I am really satisfied with the opportunity that I received to undergo industrial training in this company as it was my first experience working in the office environment.

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## **ACKNOWLEDGEMENT**

Assalamualaikum wbt. First, I would like to express my gratitude to Allah SAW for giving me the strength and blessing to complete this assignment. Without His blessing, I would not have gone this far. This assignment cannot complete without my effort. I always work hard to produce a good assignment with my full commitment and responsibility.

Moreover, I would like to acknowledge with thanks to my lecturer Madam Suhailah Binti Kassim because without her guide my assignment cannot be done properly. She always gives me supports and guide on how to do my assignment in purpose to produce a good outcome. She inspired me greatly to work in this project. I also would like to thank her for teaching me in this course.

Last but not least, I would like to express my thankfulness to my supportive family and friends whose love and guidance are with me in whatever I pursue and for providing unending inspiration and understanding in completing my assignment.

1.0

**STUDENT'S PROFILE**



**FATIN SYAIRAH BINTI NORIZAL**

A self-motivated, hardworking student in Human Resource Management. I seek an internship position at your company that will allow me to explore new skills and knowledge that will benefit me in future.

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**CONTACT**

Address

Phone

Email

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**EDUCATION**

- Diploma in Business Studies  
*UiTM Rembau (2018 - 2021)*  
CGPA - 3.60
  - Honours & Awards - made the dean's list in 4 semesters
  - Bachelor of Business Administration (Hons.)  
Human Resource Management  
*UiTM Bandaraya Melaka (2021 - Current)*  
Current CGPA - 3.69
  - Honours & Awards - made the dean's list in 3 semesters
- 

**WORK EXPERIENCE**

- March 2023 - August 2023  
Armstrong Auto Parts Sdn Bhd
- Position: Industrial Training
- Updating employee's database
- Schedule interviews with potential shortlisted candidates
- Posting job advertisements on social media
- Conduct interview for operator position
- Filing HR documents
- Screening resumes and application forms
- Prepare HR-related reports such as monthly manpower report

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**SKILLS AND ABILITIES**

- Strong in utilizing Microsoft Office, Capcut and Canva
  - Ability to work as part of a team
  - Ability to prioritize and manage time effectively
  - Great communication and multi-tasking skills
  - Ability to work under pressure and meet target deadlines
- 

**LANGUAGES**

- Malaysia - fluent
- English - intermediate
- Arabic - basic

● March 2018 - July 2018

July 2020 - October 2020

● DC Dine Restaurant

Position: Waitress

- Performed opening and closing duties as required
- Communicated orders to the kitchen staff and delivering food to tables
- Answered questions about menu selections and made recommendations when requested
- Ability to communicate to a variety of personalities of customers

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## REFERENCES

**Pn. Nur Hidayah Binti Zaini**  
Academic Advisor

**Pn. Nur Hazwani Binti Mohamad Roseli**  
Industrial Training  
Coordinator Faculty of  
Business Management UiTM  
Kampus Bandaraya Melaka

## AWARDS & RECOGNITION

Received :

- Dean's List Award in Gala Dinner Dean's List Night 2019
- Best Diploma Award 2020 from Masjid Kariah Panchor Jaya
- Gold Award in Virtual Talent Talk Battle 2022 (Battle 2022) Series-2

Organized :

- Webinar - Shopee: Kuasai Perniagaan Digital under subject Employee Training & Development (HRM549)
- Webinar - Malaysia Labour Law Reform: The Good and Bad from Industrial Perspectives (HRM659)
- Webinar - Equity and Discrimination in Recruitment: Hiring Ex-Convicts (HRM656)
- Academic Program - Pemantapan Minda Cilik (HTH558)

Participated :

- Seminar Kesukarelawan Kebangsaan 2020 (December 2020)
- Webinar: Going Big With Gig Economy: Issues in HRM (December 2021)
- Virtual Charity Walk: 1 Walk 1 Love (2021)
- HRD Virtual Upskilling Program 2.0 - Business Level Up: Simple But Significant (June 2022)
- Professional Presence And Business Etiquette (June 2022)
- Social Business Plan (Entrepreneurship, Innovation & Technology) Pitching 2022

**Briged Sukarelawan Club (BSE)**

- Assistant Program of Mahabbah ya Ramadhan (May 2019)
- Head of entrepreneurship bureau (2020)

**Diploma Business Society (DBS)**

- Head of special task exco (2019)

## 2.0 COMPANY'S PROFILE



# ARMSTRONG

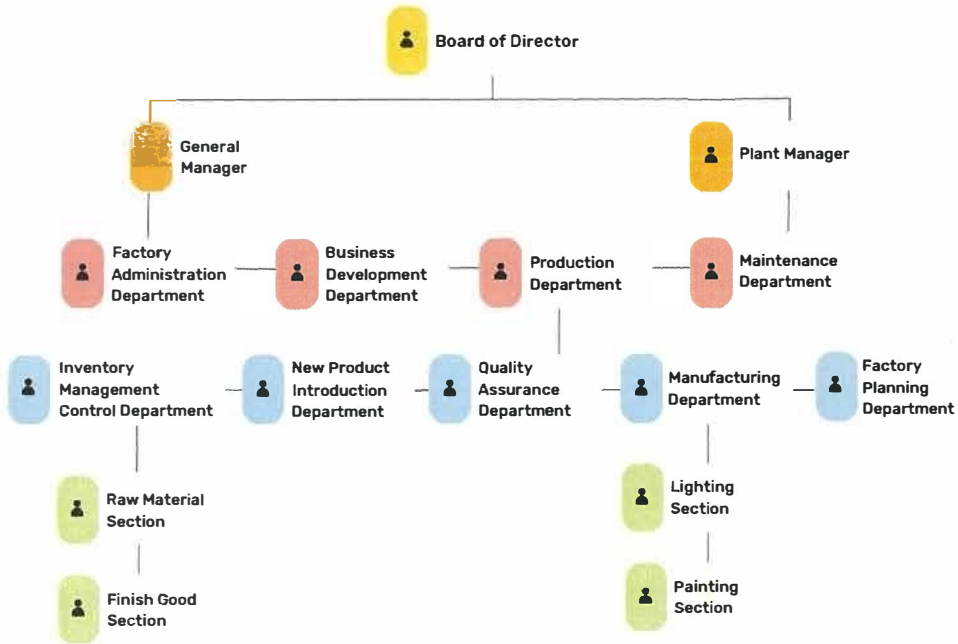
## GROUP OF COMPANIES

- Name:** Armstrong Auto Parts Sdn Bhd
- Location:** Jalan Haruan 1, Oakland Industrial Park, 70300 Seremban, Negeri Sembilan
- Operation hours:** 8.00 a.m. to 5.30 p.m., Monday to Friday
- Vision:** To become a premier local maker of automobile components by 2030
- Mission:** In order to achieve company goal of forming a long-term partnership with our customers, we are committed to operating our manufacturing business efficiently and effectively while maintaining a high priority on customer satisfaction.
- Values:** The core ideals and principles that serve as the direction of an organization. These principles influence the company's culture and encourage teamwork and harmony throughout the workforce. The values are integrity, initiative, and teamwork.
- Products:** Specialized in control cables, shock absorbers, window regulator, door mirror, door handle, motorcycle parts, switches, and automotive painting.

## 2.1 ORGANIZATIONAL STRUCTURE

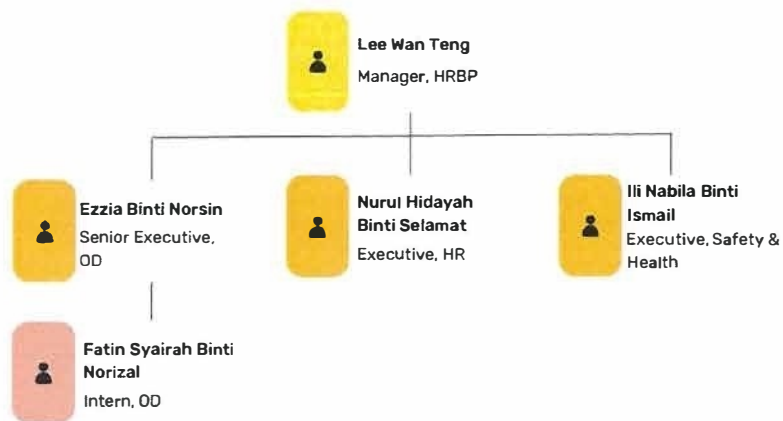
Company organization chart

Armstrong Auto Parts Sdn Bhd



HRBP organization chart

Armstrong Auto Parts Sdn Bhd





## 2.2 ARMSTRONG AUTO PARTS BRANCHES



Armstrong Auto Parts Sdn Bhd Mak Mandin, Penang (Headquarters) :

4449, Jalan Permatang Pauh, Mak Mandin, 13400 Butterworth, Penang



Armstrong Auto Parts Sdn Bhd Alor Gajah, Melaka :

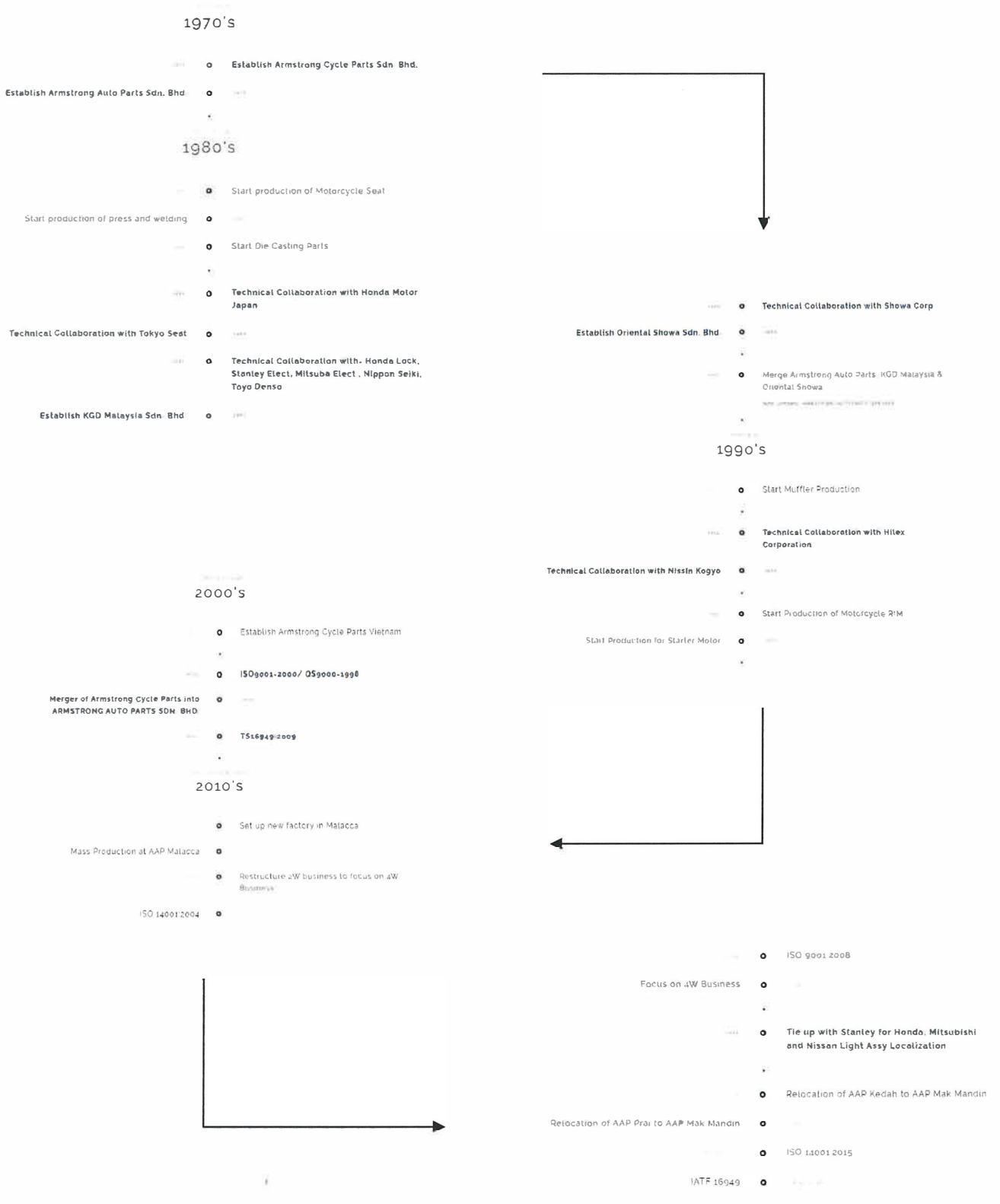
Lot 5030 (PT 1747), Kawasan Perindustrian HICOM-Pegoh 78000 Alor Gajah, Melaka



Armstrong Auto Parts Sdn Bhd Seremban, Negeri Sembilan :

Jalan Haruan 1, Oakland Industrial Park, 70300 Seremban, Negeri Sembilan

## 2.3 BACKGROUND OF ESTABLISHMENT



Armstrong Auto Parts is a well-established company in the automotive industry that specializes in the manufacturing and distribution of high-quality auto parts. Armstrong Auto Parts or also known as AAP is an automotive company based out of Mak Mandin, Penang and have two other factories that located in Alor Gajah, Melaka, and Seremban, Negeri Sembilan. This company also is a wholly owned subsidiary of Oriental Holdings Berhad.

Oriental Holdings Berhad is a Malaysian company that primarily engages in vehicle dealerships as well as real estate development, manufacturing, and healthcare. It is noteworthy for the entry of Honda motorcycles into the Malaysian market.

AAP was founded in 1978 and was established to provide parts for Honda motorcycles. Following that, AAP expanded its operations into the supply of various parts and assemblies for two-wheel and four-wheel vehicles.

Each branch produces different auto parts. AAP Mak Mandin is involved in the manufacture of control cables for cars and motorcycles, motorcycle dual seats, electrical components for speedometers, relays, switches, combination locks and starters motors. It also produces two wheel and four wheel light assembly. Meanwhile, in AAP Alor Gajah, it focuses on producing window regulators, shock absorbers, electrical parts and switches, door mirrors, and door handles. Furthermore, AAP Seremban involved in the manufacture of lighting and painting process.

AAP Seremban has three departments that involved in manufacturing division that included Production department, Inventory Management Control department, and Quality Assurance department. Production department has divided into three sections which are Painting, Lighting and Honda Lock. Under Inventory Management Control department, it has Raw Material and Finish Good sections.

Moreover, AAP has received several awards and achievements throughout their operation. In 2015, they have received in recognition of outstanding performance in “Delivery Accuracy Medium Volume Supplier” by Toyota and received in recognition of Cost Competitiveness Performance by Honda Philippine.

Next, they also received in recognition of Quality Award Rank B by PROTON due to the high quality of their products that are suited to the preferences of their customers.

Other than that, among the biggest achievements of this company is that they received awards in recognition of Best Quality Award by a well-known company that operates as the official distributor of Honda motorcycles and Honda power products in Malaysia which is known as Boon Siew Honda in 2019. Besides that, their latest achievement is during 2021, they have received in recognition of Best Quality Performance by J.K. Wire.

## 2.4 MAIN CUSTOMERS OF ARMSTRONG AUTO PARTS

Below are Armstrong Auto Parts main customers:



### **3.0 TRAINING'S REFLECTION**

#### **3.1 DURATION**

One of the requirements to finish my study is to undergo industrial training for 6 months starting from 1<sup>st</sup> March 2023 to 15<sup>th</sup> August 2023. At Armstrong Auto Parts, the normal working hours for office staff are 8.00 a.m. to 5.30 p.m., Monday to Friday. The lunch time during the weekdays at 12.30 p.m. to 1.15 p.m. which equal to 45 minutes; meanwhile on Friday the lunch time will be at 12.45 p.m. to 2.30 p.m. including time for Friday prayers.

#### **3.2 DETAILS**

I have been offered an internship in the Organizational Development section under Human Resource Business Partner department. During my industrial training at Armstrong Auto Parts, I have learned many things related to the course I studied.

I have been assigned with task that related to recruitment. I have to participate in the hiring process by writing and posting job descriptions, looking for qualified candidates to apply for production operator positions, evaluating applicants, and conducting interviews. The minimum preference for this position is given to men who possess a Malaysian Certificate of Education (SPM); are under 30 years old; are proficient in writing, counting, and reading; as well as have a driving license.

Other than that, I am also responsible to present orientation to new hires so that they are well-informed about the history of the company, the benefits they earned while working there, the company's policies, as well as discipline and code of conduct to be followed throughout their employment in the company.

Besides, as a temporary employee I have been required to supports daily operations and performs administrative duties within the HR division. My daily task is I have to update daily manpower and the total number of employees that still working in the company. Other than that, I also assist in updating internal employee database and new employee information such as contact details and employment forms; schedule and confirm interviews with candidates for non-executive positions and

above; post, update and remove job advertisements from HR boards, career pages and social media.

### **3.3 GAINS**

I received an allowance of RM 1,000 in accordance with the task I completed. The allowance will be credited on every 1<sup>st</sup> of every month. The company also provided two pairs of uniform including cap. I was also allowed to take unpaid leave and was invited to attend the iftar ceremony with the staff during Ramadhan.

Besides enjoying benefits, I also gained experienced as an assistant officer role, experienced with resume databases, Microsoft Office Suite and be able to access company's software such as HRMS.

The skills that I acquired are I have the ability to prioritize tasks and improve my communication skills. Since I have been assigned with task that related to recruitment, there are a lot of works need to be done especially when there are new joiners. It becomes difficult when I have to manage the new joiners while completing ad hoc task and daily task. From there, I learn on how to prioritize tasks and manage my time properly to ensure that all the tasks given completed within the time given.

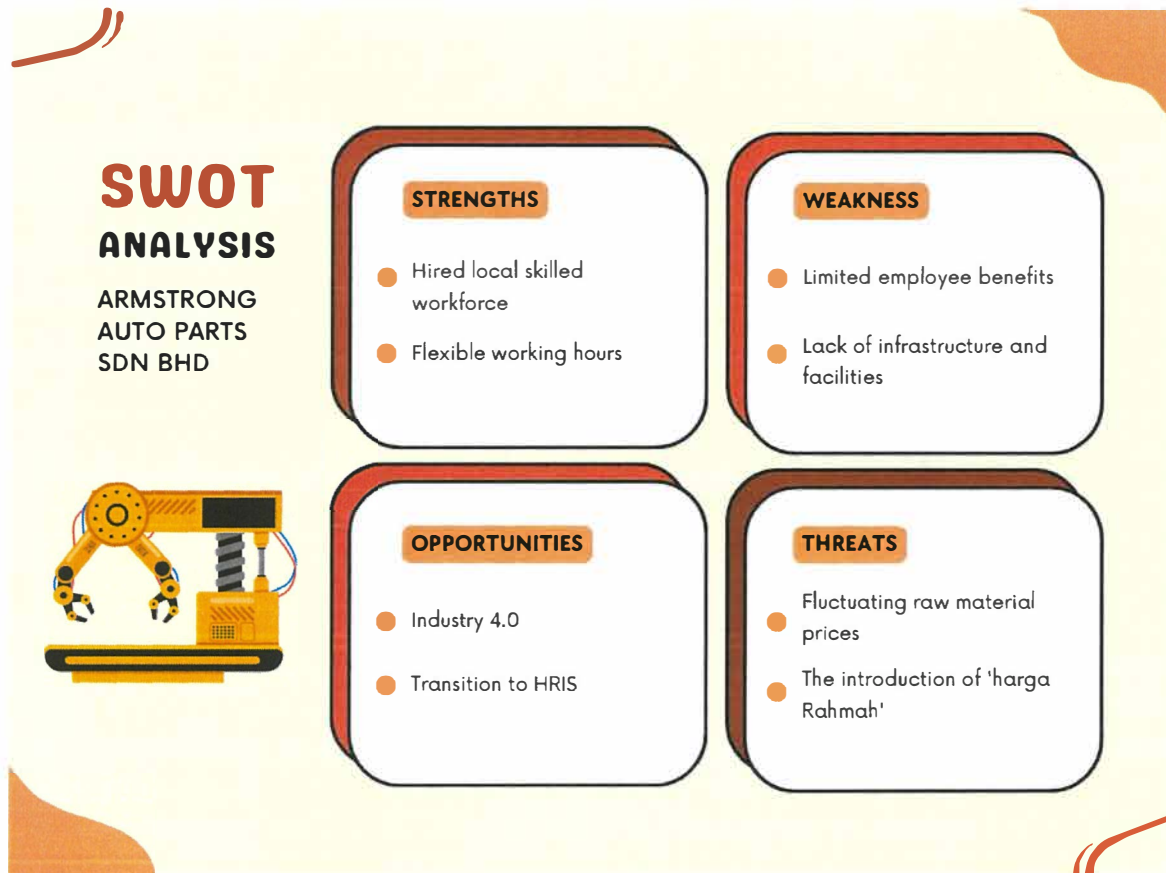
Besides, since I have to conduct orientation and give briefing, I am able to communicate confidently even though I did not know them, and it was the first time we deal with each other. Furthermore, I also need to frequently interact with employees, managers, and stakeholders at all levels of an organization. Therefore, from the task given it has improved my communication skills that can benefit my future career.

Moreover, this position has develop record management skill since I am responsible for managing employee records, including personal information, performance evaluations, and disciplinary actions. I should be proficient in organizing, updating, and maintaining these records in compliance with legal and organizational requirements.

This position gives me a useful hands-on experience with HR procedures, enabling me to develop a thorough understanding of HR duties and make a beneficial contribution to the department's smooth operation.



## 4.0 SWOT ANALYSIS



### - STRENGTHS

The strength that can be found in this company are offering job opportunities by hire local skilled workforce and flexible working hours. Instead of expending fees recruiting foreign labour, business owners could consider spending more on hiring domestic workers. It is because compared to hiring expatriates or bringing in foreign expertise, hiring locally skilled people can result in cost savings. The costs of hiring locally, travelling, obtaining work permits, and obtaining visas are often lower. Local staff members also have a practical understanding of the infrastructure, logistics, and supply chain in their area, which can improve operational performance and reduce costs. At Armstrong Auto Parts, they did not hire foreign workers as their manpower. They have 265 of manpower with 4.26% of turnover rate. (Admin, 2020)

Besides, providing flexibility can be a desirable incentive as employers may increase employee happiness and promote a healthy work-life balance. The working hours for

operator position is eight hours per day which more flexible compared to other factory that required them to work 12 hours per day. For non-executive staff, they are required to work five days a week and have flexibility in coming to work. They were given the option to come to work at three different times. As a result, employee morale may go up and will be more motivated and more likely to stay on the job. Therefore, it can boost employee loyalty and lower turnover rates.

#### - **WEAKNESSES**

Limited benefits for workers can be perceived as a drawback since they might make it harder for the organization to recruit and keep qualified workers. The company also may experience lower employee morale and engagement that can lead to higher employee turnover rates if workers discover that rival companies in the sector provide more comprehensive benefits. At Armstrong Auto Parts, for operator with contract basis, they only can enjoy several basic benefits such as annual leave, allowance shift, transportation allowance and medical treatment. Meanwhile, permanent operator and office staff they are eligible for some benefits such as bonus, profit sharing from company, salary increment, compassionate leave, and transportation allowance according to category of staff. (Schooley, 2023)

Another weakness that has been identified is lack of infrastructure and facilities in the company. Insufficient or inadequate infrastructure such as not having a canteen can impact employee well-being. Without a canteen, employees have to leave the premises to find food which can result in longer lunch breaks. Besides, employees may face significant health and safety issues related to the handling and quality of the food they consume when they are forced to rely on outside food sources.

#### - **OPPORTUNITIES**

Industry 4.0 can be considered as one of the opportunities. Industry 4.0 is particularly concerned with the digital transformation of the manufacturing sector. In order to construct "smart factories" and intelligent manufacturing systems, it entails integrating digital technologies, automation, data sharing, and smart systems. Industry 4.0 places a strong emphasis on the application of technologies like the Internet of Things (IoT), artificial intelligence (AI), robotics, big data analytics, and

cloud computing to accelerate digitalization and automation in manufacturing processes. (Uzialko, 2023)

Another identified opportunity is transition to Human Resource Information System (HRIS). A software programme known as a human resources information system (HRIS) is used to handle and process specific personnel data as well as human resources-related regulations and processes. Armstrong Auto Parts should implement this system into its operations and procedures by switching from manual, paper-based, or traditional operations to automated and data-driven methods in order to reduce the use of paper as well as minimize errors and it can keep everything organized. (Martins, 2023)

#### **- THREATS**

One of the threats that have been identified is fluctuating raw material prices. Since Armstrong Auto Parts is a manufacturing company that produces some car parts, there are few raw materials they used such as light-emitting diodes (LED), plastic lenses, metal or plastic handles, paints, thinners, and painting equipment. According to Akzo Nobel, due to rising costs and shortages of additives, petrochemicals, and packaging materials, he reported that the prices of paint have already increased by 9% in 2021 and are predicted to rise another 5% to 6% by year's end. As a result, supply chain interruptions may result from fluctuating raw material prices. It may be difficult for suppliers to find stable-priced raw materials, which would restrict their ability to meet manufacturing demands. Delays in deliveries, shortages in production, and longer lead times could arise. (Dempsey, 2021)

Another threat is the introduction of 'harga Rahmah' by prime minister. Since the introduction of 'harga Rahmah' was launched, automobile company, Perodua have been producing car with reasonable prices for the low-income group. This can have an impact on the market demand for goods produced by this company as consumers will choose car with lower price. As a result, this company will have troubled in maintaining their profitability. (King, 2023)

## **5.0 DISCUSSION AND RECOMMENDATIONS**

### **5.1 STRENGTH – OFFERING JOB OPPORTUNITIES BY HIRE LOCAL SKILLED WORKFORCE**

Employing local competent workers can give a company a competitive edge by allowing it to meet consumer needs and offer high-quality products. Besides, working with locals who speak and understand the local language makes communication easier compared to foreign workers. When a company hires locally, it can access a talent pool that already offers the necessary technical skills, experience, and knowledge. The company also can ensure a smooth recruitment process, faster integration into the workforce, and reduced relocation costs. Therefore, in other to hire local skilled workers, company can make a collaboration with local institutions such as secondary schools, technical schools, vocational colleges, universities and Institusi Latihan Kemahiran Awam to provide employment opportunities and make engagement with them to take advantage of their talent pool. This enables the company to establish strong relationships with the community and create job opportunities for local residents especially young generations. (New hiring procedures aim to facilitate employment of locals, 2020)

### **5.2 WEAKNESS – LIMITED BENEFITS**

Besides salary, offering competitive benefits also important to retain and recruit qualified workers. Limited employee benefits may result in decreased levels of engagement and satisfaction. Employee motivation, morale, and loyalty to the organization could be impacted if they feel their needs and well-being are not being sufficiently met. This might lead to lower productivity, more absenteeism, and higher turnover rates. Therefore, company can improve their benefit packages by providing vacations, health and wellness programs such as gym membership, birthday leave, free lunch for employees and other benefits that have been seek by the millennials as most of the workers is millennials generation. As a result, company can improve employee satisfaction that can lead to higher productivity. (Iqbal, 2021)

### **5.3 WEAKNESS – INADEQUATE INFRASTRUCTURE AND FACILITIES**

Since employees spent most of their time at the office, it is essential for the company to provide better and sufficient infrastructure and facilities for the employees as it will help in boosting their productivity, reduce stress and helps employees work efficiently. To overcome this problem, the organization can identify which areas that need improvement based on feedback from other employees that impact on employee well-being. After analysed, they can consider few factors such as budget and resource allocation to address the infrastructure and facilities issues. The management also need to ensure that workers are aware of any temporary disruptions, deadlines, and planned improvements. They can involve employees in decision-making and ask for their opinion and feedback to ensure that their needs are taken into consideration. (Singh, 2018)

### **5.4 THREAT - FLUCTUATING RAW MATERIAL PRICES**

The price of raw materials is the cost required to purchase the materials used by organizations to create a good or even a service. The price of raw materials frequently influences how much an organization will ultimately charge for the product it plans to sell. They determine their raw material budget by estimating how much they will use over a certain period of time. Organizations should aware that supply and demand have an impact on raw material costs while undertaking procurement. Therefore, company can expand supplier network to approach fluctuating raw material prices problem. By expanding supplier network, company can lessen their dependency on a single supplier. Discover and communicate with numerous suppliers who can offer the required raw materials. As a result, there may be increased supplier rivalry and negotiation power, which could result in more favourable terms for pricing. (Anjoran, 2021)

## **5.5 THREAT – INTRODUCTION OF ‘HARGA RAHMAH’**

In business, competition refers to a struggle between various companies that offer comparable products or services. With their own version of a product, other companies try to satisfy the same consumer wants and, when successful, generate more income from sales of their product. This can be seen where Perodua company produces the Axia E, which costs RM22,000 without insurance and is largely aimed at the lower income group. This may affect the market demand for Honda since this company produces car parts for Honda Malaysia. Therefore, Honda Malaysia need to differentiate through value proposition by producing car with high quality materials, user-friendly technology, and has unique features to attract targeted consumers since they evaluate company's price, product quality, and customer service. With a strong brand name and the quality of the products produced, the company can gain trust from consumers to buy the products they produce which can lead to increase in market demand. As a result, this company can compete with their competitors and gain profitability. (Team, 2023)

## **6.0 CONCLUSION**

In conclusion, my internship experience at Armstrong Auto Parts has been invaluable in terms of gaining practical knowledge, developing professional skills, and enhancing my understanding of the industry. Throughout the internship, I had the opportunity to handle various tasks and cooperated with employees different ages, which has significantly contributed to my personal and professional growth.

During my time at this company, I was exposed to the challenges of the real world of work and had the opportunity to apply the theoretical concepts learned in my academic studies. This practical experience has deepened my understanding of the importance of teamwork, and the need for effective communication and problem-solving skills in a professional setting.

I was lucky to work under the guidance of experienced mentors who provided continuous support, valuable feedback, and guidance throughout the internship. I would like to express my sincere gratitude to the entire team at Armstrong Auto Parts for their warm welcome, support, and willingness to share their expertise. The positive work environment and the collaborative culture at the company have made this internship experience truly enriching and memorable.

I am grateful for the experience and believe it has equipped me with the skills and knowledge needed to begin a successful career in the world of work.

## 7.0 REFERENCES

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**8.0 APPENDICES**



Figure 1 Conducting Kraepelin Test



Figure 2 Giving orientation for New Staff

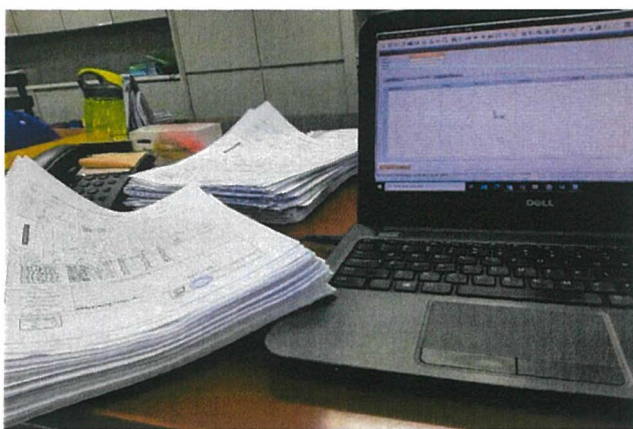


Figure 3 One of my task - Updating incentive



Figure 4 Example of staff's ID card



Figure 5 Iftar Ceremony with staff

← Jawatan Kosong Negeri Sembilan 2023

Jawatan Kosong Negeri Sembilan 2023  
Fatin Syairah 30 May

We are hiring !! Do email or give us a call for further details 🤗 Let's be a part of us

ARMSTRONG GROUP OF COMPANIES  
SEREMBAN BRANCH

**WE ARE HIRING**

**JOB POSITION INTERNSHIP**

- PRODUCTION OPERATOR
- QA OPERATOR
- IMC OPERATOR
- HUMAN RESOURCES
- ENVIRONMENTAL HEALTH AND SAFETY
- PRODUCTION

PLEASE REFER TO FOR VACANCIES INFO

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Figure 6 Example of Job Advertisement in Facebook page



Figure 7 My officemate