Cawangan Melaka Kampus Bandaraya Melaka

VERSI

EKNOLOGI



INDUSTRIAL TRAINING **REPORT**

SECANGKIR ACADEMY KOPERASI UTHM BERHAD 1 MARCH 2023 - 15 AUGUST 2023

PREPARED FOR :

PUAN ROZIANA BINTI AHMED NAME: NAZRIN SYAZWANI BINTI MOHD NAZIR STUDENT ID: 2020470126 GROUP: BA232 6

BM Faculty of Business and Clumage mean UNIVERSITI TEKNOLOGI MARK

EXECUTIVE SUMMARY

This industrial report highlights and discusses the internship training that I obtained at Koperasi UTHM Berhad for six months to fulfil the prerequisite for the internship (MGT666). The training starts on March 1, 2023, until August 15, 2023. During my internship, I was exposed to a range of new responsibilities, ways of working, how to adapt with working environment, how to interview candidate, filing documents, deals with staff, etc.

There are six sections in this report. The student's profile, which is also included with the Curriculum vitae, is the first element of this report. The report's second section discusses the company's profile, which covers the company's introduction, history, logo, location, organisational structure, and range of products and services. Training reflection for 6-month training programmes is the third section. SWOT analysis, which stands for strength, weakness, opportunity, and threat, is included in the fourth segment. Final part is discussion and recommendation on the SWOT analysis. There are suggestions included to deal with threats and weaknesses.

TABLE OF	CONTENT
----------	---------

Executive summary
Table of Content
Acknowledgement5
List of Abbreviations4
1.0 Introduction
2.0 Student's Profile7
2.1 Resume
3.0 Company Profile
3.1 Company Background9
3.2 Company Logo11
3.3 Company Location11
3.4 Organizational Structure12
3.5 Products or Services14
4.0 Training Reflection15
4.1 Department Assigned16
4.2 Duration16
4.3 Roles and Responsible17
4.4 Benefits/gains17
5.0 SWOT Analysis Diagram21
6.0 Discussion and Recommendation22
6.1 Strengths23
6.2 Weaknesses25
6.3 Opportunities27
6.4 Threats
7.0 Conclusion
References
Appendices

LIST OF ABBREVIATIONS

COOP	-	co-op (Cooperatives)
TDI	-	Tun Dr. Ismail residential college

ACKOWLEGEMENT

At the very beginning, I would like to express my deepest gratitude to almighty Allah for giving me the strength and the composure to complete my internship and prepare this report within the scheduled time. During the period of my internship work, I have received generous help from many quarters, which I like to put on record here with deep gratitude and great pleasure.

First and foremost, I want to thank Dr. Zulkhibri Bin Baharom Manager and Coordinator SECANGKIR Academy, Koperasi UTHM Berhad, where I have completed a six-month training program. I am also grateful to them for endless support and guidance throughout the internship. I had an amazing experienced at Koperasi UTHM Berhad and learned a lot of new things that can be used in the future.

In addition, I am grateful to my advisor, Roziana Binti Ahmed, who been a guider along my internship training. Without her, I won't be able to finish my internship training. She has been the perfect advisor. Starting from the first day of the report, she has always been a source of moral support and encouragement. She also never gets tired of answering all my questions even though she has many students. I will forever be grateful for the time and effort she invested in me.

Not to forget, thank you to all my classmates in BA232 6B who consistently provide pertinent knowledge, thoughts, and support for any issues that arise throughout the industrial training. After that, I want to thank my parents and family for supporting me a lot especially with my financial issues and for always being there for me and supporting whatever I do.

Finally, I'd want to extend my gratitude to everyone who helped me finish my practical report, whether directly or indirectly.

1.0 Introduction

Industrial training is one of the requirements qualifications for completing a degree from Universiti Teknologi MARA in any program including my course which is Bachelor of Business Administration (Hons) Office System Management. Before completing our degree, I am required to complete a six-month industrial training program which is consisting of 24 weeks. Industrial training provides students with an opportunity to learn. Students can adapt their theoretical expertise to real-world situations. Industrial training is an important part of developing the practical and technical skills needed in the administration sector, as well as assisting with future jobs. This report describes my internship at the Koperasi UTHM Berhad. In addition, I also had the opportunity to gain experience in carrying out several tasks in this company.

The purpose of Industrial Training is to introduce students to the work and environment of their occupational field. It also gives students the opportunity to gain relevant job experience in their field of study. Students may learn about extra skills outside of their studies through a training programmed. Students will be exposed to a real work environment during the training session, which will teach them how to connect and communicate efficiently at all levels of the workplace. Apart from that, students must communicate with others, like colleagues and superiors, this can help to foster a sense of companionship among co-workers. Students should process the daily report as a phase of the experience in order to train them to write technical reports once they have completed the training program.

2.0 Student's Profile

2.1 Resume



NAZRIN SYAZWANI BINTI MOHD NAZIR

SUMMARY:

An active and dedicated student at Universiti Teknologi MARA pursuing a Bachelor's Degree in Office Systems Management. Aim to seeking placement for fresh graduate at your company in order to gain more experience in the working environment, as well as to gain self-development.

MALAYSIAN HIGHER SCHOOL CERTIFICATE (STPM)

SMK Dato' Seth, Yong Peng, Johor Graduated: 2020 | CGPA: 3.33

EDUCATION BACKGROUND:

UNIVERSITI TEKNOLOGI MARA (UITM), KAMPUS BANDARAYA MELAKA

Bachelor in Office Systems Management (Hons) Expected Graduation: 2023 | Current CGPA: 3.55

EXPERIENCE:

KOPERASI UNIVERSITI TUN HUSSEIN ONN MALAYSIA (UTHM) BERHAD

Internship | March 2023 - August 2023 (Present)

- Helping Human Resources in managing the file arrangement of important files in the office.
- Manage social media platforms for Gerobok Thesis such as TikTok, Telegram channel, YouTube and WhatsApps community to ensure all posts are updated related to the webinar program.
- Design a poster for the Webinar program and promote the poster on social media.

FREELANCE GRAPHIC DESIGNERS

Freelancer | June 2022 - July 2022

- Creating a wide range of graphics and layouts for product illustrations for social media posting.
- Contributing to team efforts by accomplishing tasks as needed.

SHARP MANUFACTURING CORPORATION (M) SDN. BHD.

Operator | April 2020 - January 2021

- Work with others in order to ensure that equipment is in proper working order.
- Observe and follow company safety rules and regulations

LEADERSHIP:

- EXCO of Sport for Bachelor Office Systems Management (BOSS) | March 2021
 Multimedia Bureau in "My First RM1" event | November 2021

ACHIEVEMENT/EXTRACURRICULAR ACTIVITIES:

- Appreciation as a member of Southern Volunteer Johor Bahru | October 2021
- Awarded as a winner for project Social Business Plan (Entrepreneurship, Innovation & Technology) Pitching 2022
- Dean's award for three semester | May 2021 | July 2022 | February 2023 Appreciation for being the emcee for the Secangkir Ramadhan iftar event with the children of Tahfiz and Asnaf organized by Koperasi UTHM Berhad 2023

SKILLS AND LANGUAGE:

- Computer skills: Well versed in Microsoft Word, PowerPoint, Excel, Canva and Photoshop.
- Interpersonal skill: Ability to communicate or interact well with other people.
- Languages: English (Professional proficiency), Malay (Native and professional proficiency), Mandarin (Elementary proficiency)

REFERENCES

Pn. Nur Hazwani Binti Mohamed Roseli | Lecture of Faculty of Business and Management | Miss Muna Kameelah Binti Sauid | Academic Advisor of Faculty of Business and Management | Dr. Zulkhibri Bin Baharom | Supervisor at Koperasi UTHM Berhad |

3.0 COMPANY PROFILE

3.1 Company Background

Company Name	: Koperasi UTHM Berhad
Address	: Lot 109, Jalan Universiti 5, Taman Universiti, 86400 Parit Raja, Batu Pahat, Johor (Tingkat Atas)
Tel. No.	: 07 - 4549026

The Cooperative of Universiti Tun Hussein Onn Malaysia (UTHM) was registered on August 25, 1997, under the Cooperative Development Department of Malaysia (JPK). The Malaysia Cooperative Societies Commission of Malaysia (SKM) was formerly known as the Cooperative Development Department of Malaysia (JPK). The Cooperative Kolej Universiti Tun Hussein Onn Malaysia Berhad name was then changed to the Cooperative of Universiti Tun Hussein Onn Malaysia (UTHM) under subsection 18 (3) of the Cooperative Act 1993.

Cooperative means an autonomous association of persons united voluntarily to meet their common economic, social, and cultural needs and aspirations through a jointly owned and democratically controlled enterprise registered under the Cooperative Act 1993. The Cooperative UTHM was established under the Cooperative Act of 1993 based on the following cooperative principles:

i. Membership is voluntary and open;

ii. Democratic control by members;

iii. Involvement of members in economic activities;

iv. Freedom of autonomy;

v. Education, training, and information;

vi. Cooperate among cooperatives;

vii. Care about the community.



COOP VISION

COOP UTHM as leading cooperative among Higher Education Institutions in Malaysia.

COOP MISSION

- Promoting economic activities with the involvement of COOP UTHM members and becoming a University Cooperative that can provide benefits to campus residents.
- The UTHM cooperative in the 21st century will be one of the cooperative movements that can contribute to the national economy
- COOP UTHM will be prepared with more professional entrepreneurial characteristics towards the era of economic globalization.



Increase the type and amount of sales of goods and services needed by members, campus residents and the citizens.

COOP OBJECTIVES

Increase financial returns in the form of dividends, bonuses, rebates and discounts at rates that satisfy members.

Increase real estate and business development projects to stimulate cooperative and national economic activity.

3.2 Company's Logo



Figure 1: Koperasi UTHM Berhad Logo

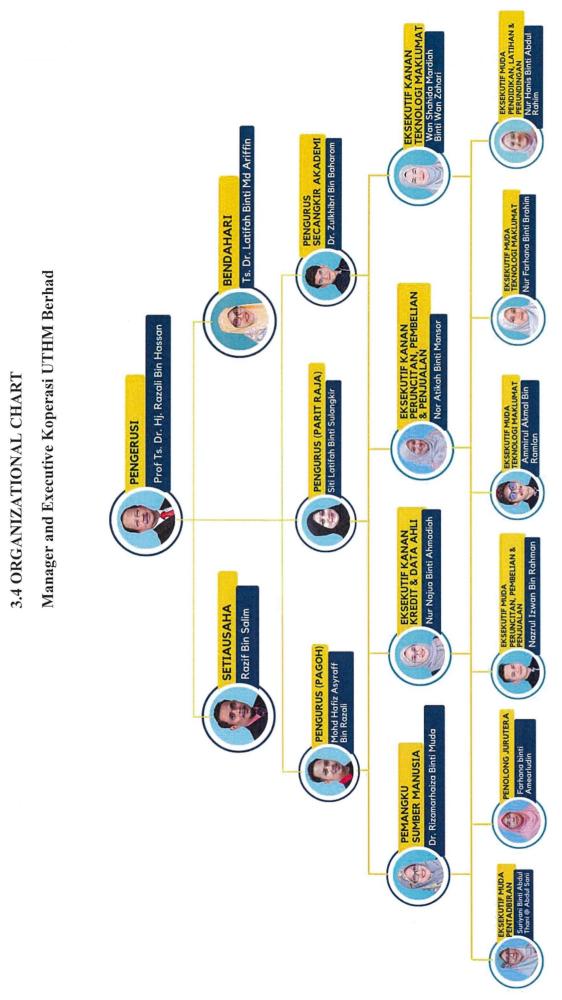


Figure 2: Secangkir Academy Logo

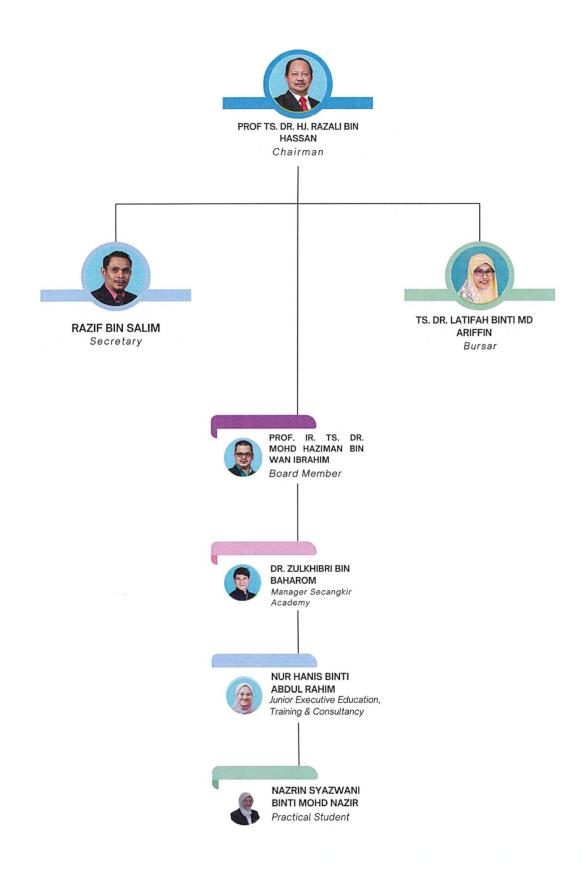
3.3 Company Location



Figure 3: Koperasi UTHM Berhad Location



Secangkir Academy Organizational Chart



3.5 Product and Services



LOAN We offer 2 types of loans which are Personal Loans and Umrah Loans.



ASSISTANCE SCHEME

Go to School Scheme, Festival Scheme, Roadtax and Insurance Scheme and Vehicle Repair Scheme.



SECANGKIR COOPITIAM

A cafe that offers coffee drinks and various types of western, village cuisine and various cakes.



RETAILING

Offers sales of daily necessities at Outlet F3 and TDI.



PROPERTY

Consists of the Pagoh Student Residence College building and Space Rental.



Coop Gym & Fitness Centre

A gym that offers reasonable prices for all members.

4.0 TRAINING REFLECTION

4.1 Department Assigned

I have been assigned to finish my internship under the administration unit of Academic department, Secangkir Academy, Koperasi UTHM Berhad. I was supervised under Dr. Zulkhibri Bin Baharom, Manager of Secangkir Academy, Koperasi UTHM Berhad. My normal working day start at 08.30 a.m from Sunday to Thursday. Secangkir Academy is a center regarding Education, Training and Consultation. The activities are thesis writing, experimentation consultation, university studies, journal writing consultation, providing courses or exercises with the theme "Happy Work Culture" and providing team building courses. I am also involved in helping the Human Resources Department at the Koperasi UTHM Berhad.

4.2 Duration

DEPARTMENT				
Secangkir Academy, Koperasi UTHM				
Berhad				

DAV	TIME						
DAY	MORNING	REST	EVENING				
SUNDAY	8.30 AM - 1.00	1.00 PM - 2.00	2.00 PM - 6.00				
	PM	PM	PM				
MONDAY	8.30 AM - 1.00	1.00 PM – 2.00	2.00 PM - 6.00				
	PM	PM	РМ				
TUESDAY	8.30 AM - 1.00	1.00 PM – 2.00	2.00 PM - 6.00				
	PM	PM	РМ				
WEDNESDAY	8.30 AM - 1.00	1.00 PM - 2.00	2.00 PM - 6.00				
	PM	PM	PM				
THURSDAY	8.30 AM - 1.00	1.00 PM - 2.00	2.00 PM - 5.00				
	PM	PM	PM				
FRIDAY	OFFDAY						
SATURDAY	OFFDAY						

Table 1: Duration during Industrial Training

Table 2: Company Working Hours

4.3 Roles and Responsible

My role in the Secangkir Academy department is to assist in copying, sorting, and filing documents about office work, and other things. Also prepare letters, memos, forms, and reports based on instructions given in writing or verbally from my supervisor. I do a lot of work related to the Webinar program by Dr. Zulkhibri by managing to promote the webinar on social media platforms. I do work such as poster design for webinar programs, create e-certificates to be given to webinar participants, create invoices and send webinar materials to the email of all participants.

I am also involved in assisting the Human Resources Department in managing the important files of Koperasi UTHM Berhad. I learned how to maintain important records so that all information is organised and ready for use in the office. I usually ask the Human Resources department if there is any work, I can do that will allow me to put my talents in Office System Management to good use. In addition, I assist other departments, such as the Marketing department, in any way that I can with the help of the staff here.

4.4 Benefits/gains

I did an internship at the Academic department Secangkir Academy, Koperasi UTHM Berhad for six months. During that time, I learned a lot and was able to develop new skills. During my internship, I'm bringing all the things I learned in my degree courses to use. I would say that most of my tasks and responsibilities are related to my class, and I can teach some of the things I am learning. I really admire and love how open Koperasi UTHM Berhad is to learn something new, even if it comes from a practical student. When the internship started, I picked up a lot of new information that I had never known before, particularly regarding how to work with others in an office to discuss and solve problems. Due to the fact that I frequently participate in meeting discussions, I am able to observe how various sessions—including the opinion and work presentation sessions, the teamwork session, and others—flow. During my time here, I have developed a variety of new abilities, such as public speaking, planning large-scale events, taking part in UTHM courses, and expressing my point of view. I have the chance to meet a lot of new people and hone my professional networking abilities because Koperasi UTHM Berhad frequently holds external events.

I will also able to develop my communication abilities during my internship. Communication skills are critical if we want people to listen to what we have to say. When we make a phone call, we must ensure that we provide a professional image by greeting the employees and other people. This allows me to gain confidence in interacting with people or clients, ensuring that my message is clear and understandable. The Supervisor also gave me instructions to moderate the "How to Make Book with Canva" Webinar. Despite the fact that I was first a little anxious, my supervisor assured me that I could succeed. Additionally, I've emceed an iftar ceremony alongside Anak Tahfiz and Asnaf under Koperasi UTHM Berhad, which has given me experience writing a script in a professional and organised manner.

This internship helps me learn more about what it's like to work because it puts me in the real work environment and lets me talk to my colleagues every day, giving me a chance to hear their different points of view. At Koperasi UTHM Berhad, I learned new things about how to deal with work, the law, and making decisions. I also learn some things about how the government makes decisions. Every part has its own rules, laws, and Standard Operating Procedures (SOPs). These internships allow me to put everything I've learned into practise and focus on how to accomplish a specific job. I get to learn new things, become acquainted with the office environment, observe processes, and investigate the career path that I have chosen to pursue.

5.0 SWOT ANALYSIS

KOPERASI UTHM BERHAD

SWOT ANALYSIS

STRENGTHS

C

- Skillful management staff.
- Huge consumer chain.
- Experienced staff

ie.

\$

WEAKNESSES

- Lack of promotional activities in any service.
- Technological resource not properly use.
- Lack of customer identity knowledge.

OPPORTUNITIES

- By providing training to employees.
- Gathering of more experience & managerial knowledge.
- By providing better service quality, make better relationship with consumer.

THREATS

- Entry of rival firm with various services
- Bad online reviews
- Improvements in competitors

6.0 DISCUSSION AND RECOMMENDATION

6.1 STRENGHTS

Skillful Management

Since the personnel of Koperasi UTHM Berhad are UTHM University staff or students, the majority of the employees hold high education certificate. Employee education opens doors. These chances offer observable advantages that affect individuals, organisations, and society as a whole. According to Jiménez et al. (2015) on an organisational level, staff education improves the number of talented employees in a company. The final result is that the more knowledgeable and experienced a company is, the better it performs in terms of revenue and profitability. Koperasi UTHM Berhad personnel all have distinct abilities from their educational backgrounds that they apply to improve the quality of work at the organisation. This enables workers to make quick decisions in any situation based on their particular expertise. Because Koperasi UTHM Berhad routinely interacts with outsiders, this personnel's image will have a big impact because outsiders will be more confident in working together. This will result in more opportunities to publicise the name of the Cooperative.

According to Jiménez et al. (2015) individuals with a higher degree of education may have a better chance of obtaining success and accomplishing their personal goals, not only as business owners, but also as employees. A higher degree of education can provide the essential cognitive abilities for an individual to better analyse opportunities as they emerge, resulting in greater productivity and efficiency. A higher degree of knowledge also boosts self-confidence, allowing them to pursue business endeavours. Because the supervisors and staff here have a lot of expertise from numerous industries, I can obtain and learn a lot of new knowledge, either in terms of education or opinions more accurately and profoundly, throughout my internship. This greatly assists me in continuing to learn new things both in and out of the office. I may also freely speak all of my thoughts and will be corrected if I make a mistake. This allows me to execute my job without feeling overwhelmed, while also allowing me to constantly develop new skills and knowledge.

RECOMMENDATIONS

In my opinion, Koperasi UTHM Berhad must maintain its strength of having highly skilled personnel who are trained within the business. This would enable Koperasi UTHM Berhad to expand further and produce more revenue for the corporation. Skills are crucial avenues for expressing the power of education in a number of social circumstances. According to Yuliani and Hartanto (2016) the interaction between education and society, as well as its other institutions, is critical for community development. This will, in reality, give the Cooperative more opportunities to promote its brand and operations to outsiders, particularly investors. Workers in a highly educationally diverse group are more likely to have a diverse collection of knowledge sets that they can share with one another or with new hires. Therefore, strengthening a person's skills increases both their ability to work and their opportunities at work, providing greater room for creativity and job happiness (A Skilled Workforce for Strong, Sustainable and Balanced Growth, 2010). It's critical to understand that skills build upon one another and that "learning to learn" as well as foundational reading and numeracy skills are absolutely necessary for obtaining other skills and competencies.

6.2 WEAKNESSES

Lack of Promotional Activities in Any Service

According to Septiani et al. (2020) promotion is a type of commercial activity that aims to inform, influence, and encourage people to buy the company's products. Promotion's goals are to seize attention, inform, reassure, and persuade potential customers. The majority of the information on Koperasi UTHM Berhad is somewhat deficient in terms of marketing, with the marketing team concentrating primarily on Facebook. Regarding all the services supplied by Koperasi UTHM Berhad, the information is also a little hazy. In fact, Koperasi UTHM Berhad offers a wide range of services to both outsiders and UTHM members, including personal loans, Umrah loans, education, festivals, road tax, property, and many more. When I browsed Koperasi UTHM Berhad's website on Google, many of the statements given were quite few and unclear. This makes it quite difficult for me to get more information about all the services mentioned. However, the cooperative's advertising strategies are particularly lacking, so many people are unaware that the cooperative offers these services.

Promotional activities are critical for increasing consumer awareness of the items supplied by savings and loan cooperatives so that they may choose which ones best meet their needs. If consumer interest has increased, it will most likely play a substantial role in future decisions about whether to purchase cooperative savings and loan products. Product promotion is critical for business success because without it, we can be certain that product sales will not be as effective as they may be. Savings and credit cooperatives can manage several steps of product promotion to give the best results possible, such as defining the target demographic and selecting the best media for promotion.

RECOMMENDATIONS

In my opinion, Koperasi UTHM Berhad needs to add more staff in the marketing department. This is because now there are only two people who manage marketing for Koperasi UTHM Berhad. Due to the many services provided by cooperatives, staff should be added to obtain more ideas and output to further improve the quality of effective marketing. Koperasi UTHM Berhad must also have an effective marketing plan, such as expanding the ideal framework for expanding the cooperative's promotional services. The marketing team may improve Koperasi UTHM Berhad's website by incorporating additional information about the services offered. To promote the firm and brand, several media platforms can be used. Television, radio, billboards, publications, and social media are examples. The primary goal of promotion is to make clients aware of the presence and placement of products. Promotion is also used to persuade buyers that the product is superior to competitors' products and to remind customers why they should buy. Nowadays it is equally important, if not even more important, to remind customers of the benefits of the sold products or services as compared to those of the competitors and to convince them of this. Therefore, modern promotion will stimulate, develop and direct the needs of consumers. According to Mahat et al. (2018) social media and sales promotion have shown a strong correlation between consumer purchasing behaviour and these two channels. Consumers analyse their needs before choosing whether to purchase a particular variety of goods and brands, seek information, assess that information, make a purchase, and then evaluate their decision.

6.3 **OPPORTUNITIES**

> By Providing Training to Employees

Training is the most basic function of human resources management. It is the systematic application of formal processes to help people to acquire the knowledge and skills necessary for them to perform their jobs satisfactorily. According to Yimam (2022) training has a positive effect on the business outcomes through increased productivity, improved management skills, reduced production costs, easy access to profitability, and expanded market. Training helps the workforce adapt flawlessly to new technology thereby increasing the efficiency and productivity of individuals and organizations (Khan et al., 2016). Training can help employees understand how their work fits into their company's structure, mission, goals and achievements. As a result, employees can become more motivated and excited about their work as they understand how what they do matters to the success of the organization.

Koperasi UTHM Berhad gives extensive training to its employees by sending them to acquire training in their respective disciplines. All training provided by Koperasi UTHM Berhad is entirely funded by the employer, so employees are just required to attend the training from start to finish. This training motivates employees to perform their duties more enthusiastically, with the addition of fresh knowledge added on a regular basis to ensure that work performance improves. For the reason that Koperasi UTHM Berhad provides its employees with a wealth of new information, they always enjoy coming to work. In fact, this fosters a positive work environment that helps the company's earnings grow even more. The chairman of Koperasi UTHM Berhad feels that the most important aspect of a work is to constantly gain new knowledge in accordance with the country's development and current technology. This therefore opens up lot of opportunities for Koperasi UTHM Berhad to prosper in the long run by having people that are constantly obtaining new information and abilities.

RECOMMENDATIONS

In my opinion, Koperasi UTHM Berhad need to exercise a systematic training approach to ensure the outcome of the training. A systematic approach to training often includes identifying training needs, training design, delivery style and training evaluation. It is best to confirm that the training is appropriate for the personnel and will provide the intended results before sending staff to be training. Careful implementation of each element of the training process determines its success. From the employee perspective, training can be effective if it is related to a high level of motivation, create better ability to perform their job, and also makes them feel positive toward their work (Yimam, 2022). Since training is a need-based activity, identifying the degree, nature, and duration of training is critical at this point of the process. As a result, examining organisational training needs demonstrates the diagnostic step of creating training objectives. A systematic approach to training requirements assessment activity is explored, as are the firm's strategic mission, goals, and corporate plans, as well as the outcomes of strategic human resource planning. A training needs assessment assists businesses or organisations in determining whether training is required. Similarly, training requirements assessment is the process of analysing the gap between what is now happening in a job or positions and what is needed now or in the future, depending on the organization's operations and strategic goals. Furthermore, human resources are very important and the backbone of every organisation, as well as the main resource of the organisation, in which organisations must invest a large amount

of money in human resource capital because the performance of human resources will ultimately increase the performance of the employee and the organisation (Abdullahi, 2018).

6.4 THREATS

Entry Of Rival Firm with Various Services

In today's corporate environment, competition is one of the most unavoidable forces. No matter how large or small a company is, it has competitors in the industry, and the strategies of these competitors influence the process of developing strategic plans. They are firms that are comparable in size to the focal firm and offer comparable products to comparable clients. As a result, any company is a possible rival, at least for expenditures of comparable magnitude. Most of the services provided by Koperasi UTHM Berhad are also provided by other organisations that may offer better deals and services. This increases the intensity with which clients select each service because customers always want something simple and quick. Intense rivalry can limit profits and lead to competitive moves, including price cutting, increased advertising expenditures, or spending on service/product improvements and innovation (Adom et al., 2016). Competition has made the customers confused because a lot of similar products in the market; when it comes to choose one and make a decision about one product.

For example, Secangkir Coopitiam is a cafe run by Koperasi UTHM Berhad in Taman Universiti Parit Raja. Due to its proximity to the UTHM University, the area is surrounded by a large number of places that might provide the students with more substantial meals. As a result, the Cooperative will face competition from many other businesses in the area. This will certainly disrupt the business of a Secangkir Coopitiam if no changes are made. Furthermore, Koperasi UTHM Berhad's road tax and insurance renewal service also confronts a lot of competition in the market because there are currently an increasing number of agents who provide this service. This will indeed have an impact in the long term if there is no alternative to improve this service. This is because road tax and insurance renewal at Koperasi UTHM Berhad is only done at the main office where customers have to come to the office in person to collect their road tax and insurance renewal.

RECOMMENDATIONS

In my opinion, Koperasi UTHM Berhad managers need competitive information to understand the industry and its competitors and to identify areas in which the competitors are weak and to evaluate the impact of strategic action on competitors. According to Adom et al. (2016), studying the actions and behavior of close competitors is essential. A company cannot overcome its competitors unless it monitors their actions and anticipates what movements they will make next. Also, product quality improvements require a positive, long-term out-look on the future market development as they represent a high com-mitment to the respective market, which is not easily reversible (Hutzschenreuter et al., 2020). As I noticed the food stalls around the Secangkir Coopitiam, they provide a lot of simple and cheap food, which makes it more attractive to UTHM students. Koperasi UTHM Berhad needs to do either discount for students or promotions on certain days to attract more customers because most of the customers around the place are students. Another suggestion, maybe a Secangkir Coopitiam can provide a dining room where it is suitable for students to study or do work. This is because some students prefer to work in a cafe because there is air conditioning and Wi-Fi. As for road tax and insurance renewal services, Koperasi UTHM Berhad can add a service where its own staff will go to meet customers or doorto-door services for road tax and insurance renewal matters. This is because customers are more interested when their affairs are simplified quickly and smoothly without having to take up a lot of their time. Yes, it is now possible to renew road tax and insurance online, but most of the customers who come are elderly people who don't know how to use the internet and are tired of queuing at the post office. Furthermore, Koperasi UTHM Berhad can offered vouchers to new customers who renew their road tax and insurance so that they will return for the next renewal.

7.0 CONCLUSION

Based on my internship, I can undeniably state that it offered me with a high value of experience because I was able to learn a great deal about the real working environment in the office organisation. Many things were taught to me, including growing self-confidence, courage, and a few others in dealing with a high caseload of work responsibilities and challenges. Aside from that, I've had a terrific time debating and discussing with all of my coworkers. All of this has taught me how to nurture self-esteem as a member of the younger generation, which will come in handy when I begin working for the organisation. The knowledge and experiences I obtained throughout my six-month internship at Koperasi UTHM Berhad convinced me that I would be better prepared to contribute my skills when my internship finished.

Apart from that, my coworkers always persuade and support me in dealing with any difficulty or issue that emerges, and I believe that the working environment has ups and downs that I must face positively as an employee. I also learned that a positive work environment begins with solid relationships and understanding among coworkers. Furthermore, an internship at Koperasi UTHM Berhad is one of the wonderful experiences I've had because I've been able to learn new things, particularly about academics and my ability to communicate with new people. I am becoming more aware of the value of employee honesty in the workplace. My understanding of honesty will be important when I begin working soon. Furthermore, I am pleased to be a member of a pleasant working environment and a courteous colleague in an environment free of a toxic work culture. Finally, I'll be able to apply my acquired knowledge to advance my profession. Furthermore, I can assess the current working condition, including what I expected and what the reality is, and how I might improve to become an amazing employee soon. The internship I finished at Koperasi UTHM Berhad gave me the best opportunity to constantly strive and develop the best future path with the experience and information that I got here. Finally, I have a greater understanding of the definition and implementation of office system management and the working environment, which will help me develop my capacity to communicate effectively, analyse circumstances, and produce high-quality work.

REFERENCES

- A skilled workforce for strong, sustainable and balanced growth: Proposals to G20 Leaders for a Training Strategy as Per Their Rquest in Pittsburgh (September 2009). (2010).
- Abdullahi, M. (2018). EFFECT OF TRAINING AND DEVELOPMENT ON EMPLOYEE'S PRODUCTIVITY AMONG ACADEMIC STAFF OF KANO STATE POLYTECHNIC, NIGERIA. *Asian People Journal (APJ)*, *1*(2), 264– 286. https://journal.unisza.edu.my/apj/index.php/apj/article/download/89/45
- Adom, A. Y., Nyarko, I. K., & Som, G. N. K. (2016). Competitor Analysis in Strategic
 Management: Is it a Worthwhile Managerial Practice in Contemporary Times?
 Journal of Resources Development and Management, 24, 116–127.
 https://iiste.org/Journals/index.php/JRDM/article/download/33186/34084
- Hutzschenreuter, T., Borchers, S. A., & Harhoff, P. (2020). Competitors matter: How competitors' actions moderate the influence of firm profitability on the prioritization between growth and efficiency increase. *Managerial and Decision Economics*, 42(2), 326–342. https://doi.org/10.1002/mde.3238
- Jiménez, A., Cámara, C. P., González-Santos, M. J., Mielgo-Ayuso, J., & Jiménez-Eguizábal, J. A. (2015). The impact of educational levels on formal and informal entrepreneurship. *BRQ Business Research Quarterly*, 18(3), 204–212. https://doi.org/10.1016/j.brq.2015.02.002

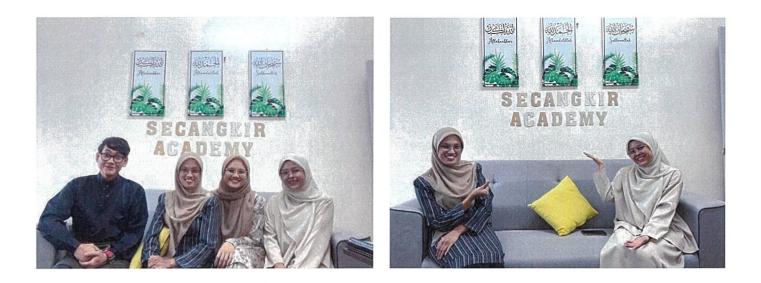
- Khan, A. A., Abbasi, S. O. B. H., Waseem, R. M., Ayaz, M., & Ijaz, M. (2016). Impact of Training and Development of Employees on Employee Performance through Job Satisfaction: A Study of Telecom Sector of Pakistan. *Business Management and Strategy*, 7(1), 29. https://doi.org/10.5296/bms.v7i1.9024
- Mahat, N. A., Kamaruddin, M., Mud, N. N. N., & Rahman, R. A. (2018). The Effectiveness of Promotion Strategy Influence Consumer Buying Behavior of Menara Optometry. *International Journal of Academic Research in Business & Social Sciences*. https://doi.org/10.6007/ijarbss/v8-i8/4630
- Septiani, F., Rahayu, S., & Elburdah, R. P. (2020). The Influence of Marketing,
 Promotion and Reputation Strategies on Purchasing Decisions in Savings and
 Loans Cooperatives in South Tangerang. Jurnal Ad-ministrare: Jurnal
 Pemikiran Ilmiah Dan Pendidikan Administrasi Perkantoran.
 https://doi.org/10.26858/ja.v7i1.14471
- Yimam, M. (2022). Impact of training on employees performance: A case study of Bahir Dar university, Ethiopia. Cogent Education, 9(1). https://doi.org/10.1080/2331186x.2022.2107301
- Yuliani, S., & Hartanto, D. (2016). Perceptions of Education Role in Developing Society: A Case Study at Riau, Indonesia. *Journal of Education and Learning*, 6(1), 143. https://doi.org/10.5539/jel.v6n1p143

APPENDICES

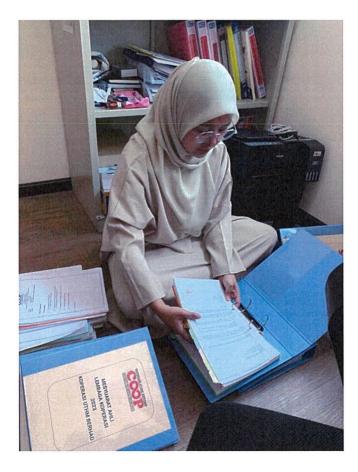




My workstation at Koperasi UTHM Berhad



Secangkir Academy, Koperasi UTHM Berhad Team



Assisting Human Resources department in managing files at Koperasi UTHM

Berhad



All staff at Koperasi UTHM Berhad Parit Raja and UTHM Pagoh



Benefaction for Hari Raya Aidilfitri from Koperasi UTHM Berhad Chairman



Meeting with the Director and members of the Occupational Safety, Health and

Environment (OSHE) at UTHM



Became an emcee for Iftar Ramadhan Secangkir with Anak-anak Tahfiz and Asnaf organize by Koperasi UTHM Berhad



Handling a Seminar Class CIDB Card and Career organize by Secangkir

Academy, Koperasi UTHM Berhad



Participating a workshop Unleashing Your Potential Journey to Success with

Coach Bahar sponsored in collaboration with Koperasi UTHM Berhad



Manage a seminar program International Labour Organization (ILO) on Comprehensive Review of Malaysia's Lifelong Learning Policies and Programmes at Petaling Jaya





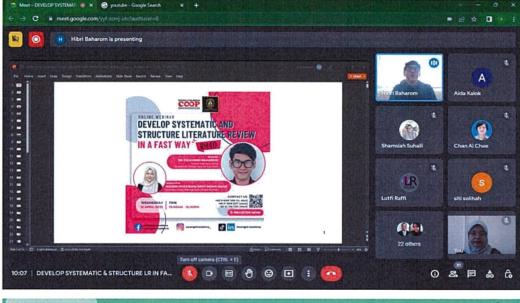
Make preparations before the program begins.



Distinguished guests for the program International Labour Organization (ILO)

from Japan with Koperasi UTHM Berhad team.







Some of the webinar session I handled and join under Secangkir Academy

📄 Internship			× +								- c	×
Hew - 500	d	p (i	6 @ @ 14	Sort ~	8 View							
$\leftrightarrow \rightarrow \checkmark \uparrow$: ,	Docum	ents > UiTM SEM 5 > Internship						~ C	Search Internship		م
A Home	sona	W	1_Surat Jemputan_Dr Khairul Rijal Microsoft Word Document 102 KB	PDF	2.KOPERASI UTHM BERHAD Microsoft Edge PDF Document 28.0 MB	W	14_Invois Dr Zulkhibri (8 Mac 2023) Microsoft Word Document 521 KB	W	2023)	Dr Zulkhibri (29 Mac Word Document		
Desktop	*	W	17_Invois Dr Zulkhibri (29 Mac 2023) Microsoft Word Document		CONTOH FILING LABEL FAIL KOPERASI Microsoft PowerPoint Presentation		CONTOH FILING LABEL KOPERASI Microsoft PowerPoint Presentation 74.0 KB	PDF	COOP PRO Microsoft 18.1 MB	OFILE 2023 Edge PDF Document		
Documents	*	PC	Dr. Hibri FAST Thesis Writing Technique with Core Element Met Microsoft PowerPoint Presentation	PDF	Dr.Hibri happiness coach module Microsoft Edge PDF Document 6.03 MB	W	E-mail Address Staff UTHM Microsoft Word Document 22.6 KB	PDF	UTHM Ber	ingkir Academy Koperasi had Edge PDF Document		
Uitm Sem 1	*	₫	Gerobok Thesis PNG File 29.3 KB	W	INDUSTRIAL TRAINING REPORT_NAZRIN SYAZWANI BINT Microsoft Word Document	W	List Important Files Koperasi UTHM Berhad Microsoft Word Document	W	KOPERASI	AT AHLI LEMBAGA		
🚞 UITM SEM 3	*	W	Nama Fail Fail Penting Microsoft Word Document 12.6 KB	PDF	Pengenalan Kepada Pengurusan Rekod Microsoft Edge PDF Document	W	PENGENALAN KOPERASI UTHM BERHAD Microsoft Word Document		Poster Sex Workplace PNG File	ual Harassment in		
UITM SEM 5	*	W	Senarai Nama Penceramah Microsoft Word Document 21.4 KB	×	SENARAI NAMA STAF KOPERASI UTHM BERHAD Microsoft Excel Worksheet	W	Skrip Emcee Program Berbuka Puasa Microsoft Word Document	W	Insomnia,	osis [Kebimbangan, Penurunan Berat Bada Word Document		
Pictures	*	PDF	SLIDE_DEVELOP SYSTEMATIC & STRUCTURE LITERATURE REVIEW I Microsoft Edge PDF Document	W	SUMBANGAN BAUCER PENGINAPAN UK FARM Microsoft Word Document	PDF	Surat Penempatan Pelajar Latihan Industri_Nazrin Syazwani Microsoft Edge PDF Document	W	Surat Sumi Microsoft 1 42.1 KB	bangan Word Document		
Music Videos	*	W	SURAT_PENYERAHAN_KENDERAA N_KOPERASI_UTHM_BERHAD[1] Microsoft Word Document									
📮 This PC												
🕹 🛄 OS (C:)												
🖆 Network												
9 items												≡

All document and files I made during the internship.