



UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Pengurusan
dan Perniagaan

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



INDUSTRIAL TRAINING REPORT AT PERTUBUHAN PELADANG KAWASAN PARIT SULONG

1 March - 15 August 2023

PREPARED BY :

SITI NORLIYANA BINTI KAMARUDIN

STUDENT ID :

2020847098

PROGRAM :

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

EXECUTIVE SUMMARY

My industrial training program at Pertubuhan Peladang Kawasan Parit Sulong is discussed in this report. My six-month industrial training program, which ran from 1st March 2023 to 15th August 2023, is now complete. In my internship report, I have included every significant feature of the business that I saw throughout my industrial training program, including PPK Parit Sulong's products and services, its organizational structure, and more.

I did not work primarily in any one area throughout my internship program, but I did assist every department that required assistance. In addition to a detailed job description, I have supplied information regarding my six months of employment at Pertubuhan Peladang Kawasan Parit Sulong as well as the knowledge and skills I picked up throughout my industrial training. For instance, I received training on how to handle administrative tasks like writing letters, taking minutes at meetings for administration meetings, answering incoming calls, and performing special tasks like creating posters and memos for PPK Parit Sulong's news, information, and events. I also gained exposure to the organization's various activities. I benefited and learned a lot from the tasks assigned, including how to be more timely, communicate better, and work as a team.

Also, I did a SWOT analysis of Pertubuhan Peladang Kawasan Parit Sulong for this report. PPK Parit Sulong's SWOT analysis identifies its advantages and disadvantages from both an internal and external perspective. After a few months, I learned that the SWOT evaluation of my industrial training was complete. It was challenging at first to list this organization's SWOT. I can learn it, though, with the assistance of the staff. It describes the strength, opportunities, threats, and weaknesses of PPK Parit Sulong that affected the organization's business.

My recommendations and analysis, which are based on a SWOT analysis, are summarized at the end of the report to help PPK Parit Sulong become a better and more successful business in the future. Last but not least, all of the experiences I had at PPK Parit Sulong had a positive effect on me and will be useful in my future career.

TABLE OF CONTENT

Part 1 : Preliminary Pages

1.1 EXECUTIVE SUMMARY.....	2
1.2 TABLE OF CONTENTS	3
1.3 ACKNOWLEDGEMENT	4

Part 2 : Student's Profile

2.1 UPDATED RESUME	5
--------------------------	---

Part 3 : Company's Profile

3.1 NAME, LOCATION, BACKGROUND.....	7
3.2 VISSION, MISSION, OBJECTIVE, GOAL.....	7
3.3 ORGANIZATIONAL STRUCTURE.....	9
3.4 PRODUCTS OR SERVICES.....	10

Part 4 : Training's Reflection

4.1 DURATION: SPECIFIC DATE, WORKING DAY AND TIME.....	13
4.2 DETAILS: DEPARTMENT, ROLES, RESPONSIBILITIES, ASSIGNMENTS, TASKS	
4.3 GAINS: INTRINSIC & EXTRINSIC BENEFITS.....	14

Part 5 : SWOT ANALYSIS

18

Part 6 : DISCUSSION AND RECOMMENDATION

25

Part 7 : CONCLUSION

32

Part 8 : REFERENCES

34

Part 9 : APPENDICES

37

ACKNOWLEDGEMENT

First and foremost, I would like to praise and thank The Almighty God for giving me strength, and because of His blessing, I finally managed to finish my internship program in 6 months and successfully completed this report and presentation for my final year project. Next, I would like to acknowledge with thanks my internship advisor, Madam Siti Rohana Binti Daud because with her guidance my internship report could be done properly like this. She gives support and guides for the presentation and report in order to produce the best outcome.

Besides, I would like to express my thankfulness to the company, Pertubuhan Peladang Kawasan Parit Sulong for giving me a lot of opportunities to experience the working environment while conducting my industrial training program, and at the same time, I got to enhance my communication skill, working as a team, and problem-solving skill. Not to forget, an honorable mention goes to my supervisor, Encik Muhammad Afiq Fahmi Bin Md Nazri who also helped me by answering all of my questions and confusion as well as giving continuous support, advice, and beneficial guidance throughout my internship.

Last but not least, I special gratitude to my supportive family and friends for their unlimited encouragement physically and mentally to undergo this industrial training program until the end. Without them, I would face difficulties and could not survive from time to time.

PART 2 :
STUDENT'S PROFILE



PROFILE

- A graduated in Business Administration majoring in Human Resource Management.
- I consider myself a responsible and orderly person.
- I am seeking to abroad my working experience included leadership, communication, and interpersonal skill for today's demands and culture job.

LANGUAGES PROFICIENCY

ADVANCED MALAY
INTERMEDIATE ENGLISH

EXPERTISE

Technical skills :

- Microsoft Word
- Microsoft PowerPoint
- Microsoft Excel
- Canva
- Capcut

Soft skills :

- Teamwork
- Strong work ethic
- Self-motivation

Siti Norliiyana Binti Kamarudin

EDUCATION

Universiti Teknologi MARA (UiTM)
Business Administration (Hons.) Human Resource
Management | 2020 - 2023

- Latest CGPA: 3.18

Johor Matriculation College
Science | 2019 - 2020

- CGPA: 3.46

EXPERIENCES

Pertubuhan Peladang Kawasan Parit Sulong | March 2023 - Present
Internship

- Oversaw administration operations, including administrative duties as HR assistance.

Universiti Teknologi MARA | April 2022 - Feb 2023

Exco of Internal, Corporate and International Relations & Exco of Human & Spiritual Development | College Representative Committee

- Program Leader for Appreciation Dinner Event.
- Participation in collections to distribute for students' charity.
- Participation in organizing sports university events for 2 times.
- Participation in organizing webinar events 2 times as an External Relations Bureau and Secretary position.

REFERENCE

En. Muhamad Afiq Fahmi Bin Md Nazri
Administrative Executive at PPK Parit Sulong

Pn. Siti Rohana Binti Daud
Academic Advisor at UiTM Campus Alor Gajah

PART 3 :
COMPANY'S PROFILE

3.1 Name, Location, and Background

An organization called Pertubuhan Peladang Kawasan Parit Sulong, sometimes referred to as PPK Parit Sulong, is situated in Parit Sulong, Batu Pahat, Johor. PPK Parit Sulong was established by Lembaga Pertubuhan Peladang and was recognized in accordance with Act 109 of "Akta Pertubuhan Peladang 1973," which aims to raise economic and social standards, improve members' quality of life, and create a progressive, autonomous, prosperous, and united farming community.

The operational area of Pertubuhan Peladang Kawasan Parit Sulong, which was registered on April 13, 1978, was 16,570 hectares. The primary activities of PPK Parit Sulong include oil palm marketing, which manages the trading of oil palm from local farmers, and agricultural input stores, which offer a choice of high-quality fertilizers that can improve the fertility of the farmer's land. Also, PPK Parit Sulong has the Agrobazar shop which sells daily groceries at affordable prices.

Next, there are 24 units in Pertubuhan Peladang Kawasan Parit Sulong that are divided up by area in Parit Sulong, including units for Parit Mustaffa, Sungai Senangar, Kangkar Merlimau, and many more. The entire unit has 4864 members, and each has contributed shares in PPK Parit Sulong, which serves as the organization's funding source.

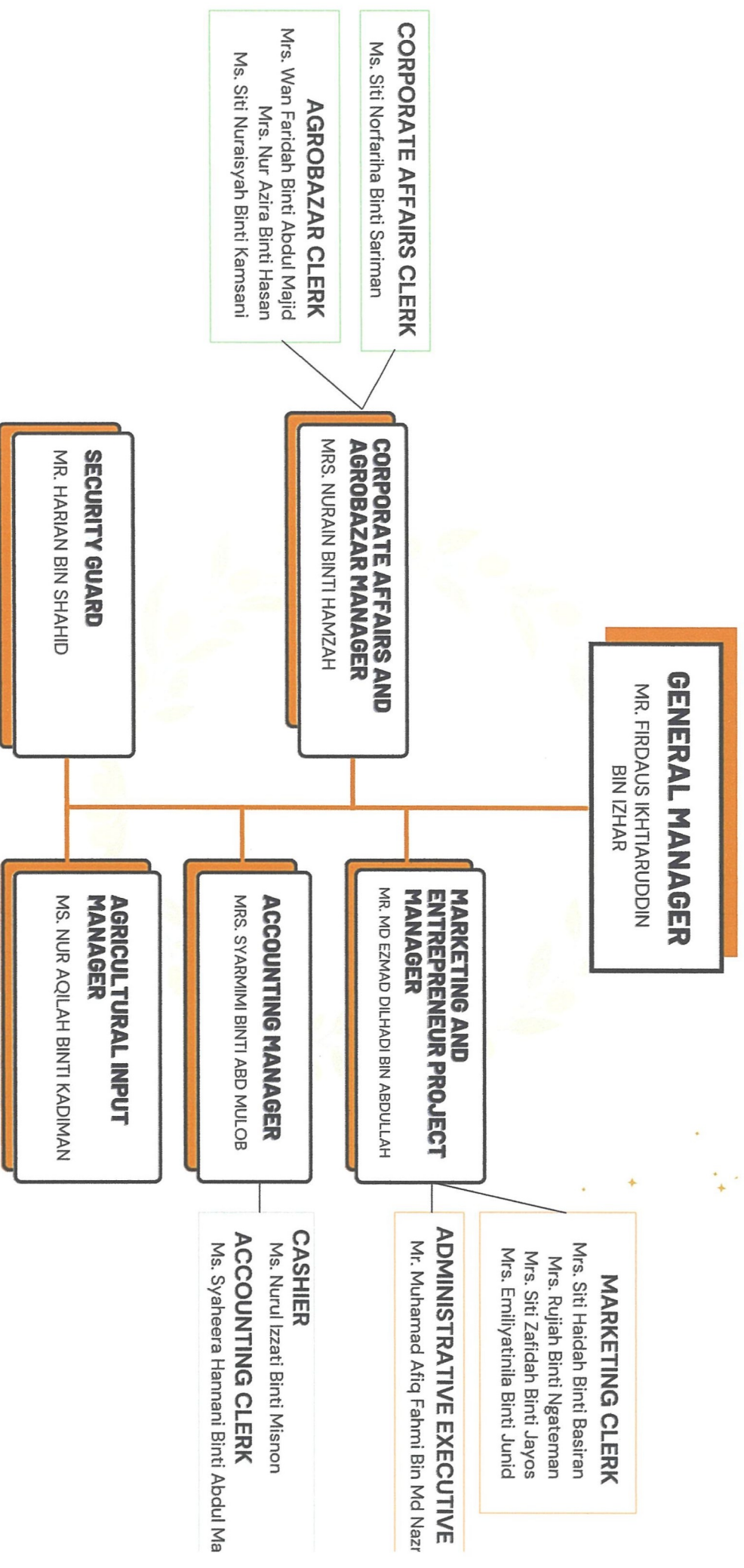
3.2 Vision, Mission, and Objectives

Vision - Developing farmers' organizations as effective service providers to produce productive farmers.

Mission - Being a pioneer in the agriculture sector's transformation of effective farmers' groups.

Objectives - Organize farmers' associations with expertise and help commercial farmers become the top food producers in the nation.

3.3 Organizational Structure



3.4 PRODUCTS OR SERVICES

The goods or services that Pertubuhan Peladang Kawasan Parit Sulong offers are as follows:



1. Oil Palm Marketing

Oil palm marketing is the primary service provided by Pertubuhan Peladang Kawasan Parit Sulong. The company still operates out of the Parit Sulong region despite having three palm fruit weighing centers. It will be simpler for the consumer to sell their palm fruit at each weighing station because they are all strategically placed.

Three PPK Parit Sulong weighing centers are constantly open for customers to sell their palm fruit there. Given that it is the primary weighing center and is rather large, the first one is located in Parit Lapis Laman and is referred to as Weighing Center 1. Weighing Centers 2 and 3 are located in Parit Penghulu and Air Putih, respectively.

2. Agricultural Input Store

One of the main businesses at Pertubuhan Peladang Kawasan Parit Sulong is the agricultural input store, which sells products for farming such as various kinds of good fertilizer, pesticides, and a variety of farmer's tools. All products would be sold to customers at reasonable prices. The agricultural supply store is situated next to the Weighing Center 1 at Pusat Perniagaan Pertubuhan Peladang Kawasan Parit Sulong.

3. Agrobazar Store

The Agrobazar store is situated in the town of Parit Sulong and offers inexpensive and reasonable prices on groceries to the locals, particularly to the farmer members. Since 1978, this Agrobazar has been in operation. Given that it is located in Parit Sulong town, this store is in a very advantageous location.

4. Credit and Savings

Similar to other banks, PPK Parit Sulong offers credit and savings services. In order to gain several benefits, such as an annual dividend of 5%, farmer members who sell their palm fruit at PPK Parit Sulong are urged to save their money in their Peladang accounts and continually increase their shareholdings. Farmers can withdraw an unlimited amount of their money at once, despite PPK 9 Parit Sulong lacking an ATM or internet banking.

5. Entrepreneur Project

The project that PPK Parit Sulong completed was a partnership between PPK Parit Sulong and a local entrepreneur to launch their firm. PPK Parit Sulong will provide money or capital to the local businessperson so they may both profit. Cattle and chicken farms are an example of projects that have been completed.

6. Rental

PPK Parit Sulong offers building and rental housing services in the Parit Sulong region.

There are a few buildings owned by PPK Parit Sulong, and they rent them out to the farmer members. For instance, PPK Parit Sulong has a facility that it rents out to its members so they may start a business called the "Mizam Workshop." Additionally, PPK Parit Sulong offers its rental services to its members who want to use its accommodations even if they are not PPK Parit Sulong employees.

PART 4 :
TRAINING'S REFLECTION

I completed my six-month industrial training program at Pertubuhan Peladang Kawasan Parit Sulong (PPK Parit Sulong) between 01 March 2023, and 15 August 2023. Every Sunday through Wednesday, my working hours are 8.30 a.m. to 5.30 p.m. My working hours on Thursday are 8.30 a.m. to 4 p.m., while Friday and Saturday are my weekends. However, PPK Parit Sulong gives internship students the option of starting their working hours at 8 a.m. or 8.30 a.m. and finishing at 5 p.m. or 5.30 p.m.

Since the general manager was aware that I was enrolled in a Human Resource Management course, I was given the position of administrative assistant. Considering every department, including the marketing, accounting, and corporate affairs departments, is located in the same office, I actually did not have a designated department in which to complete my industrial training. In such a situation, I will assist any department that requests assistance.

Mr. Muhamad Afiq Fahmi Bin Md Nazri, the administrative executive, is my supervisor. The supervisor thoroughly described PPK Parit Sulong and the assignment I needed to do. I receive training to do a variety of tasks so that I may learn more about PPK Parit Sulong and gain experience in a genuine working setting, particularly in the office. The main task assigned to me are:

Task 1 : Record management and filing

The Administrative Department has given me a primary task which is recording all the letters that the company received and the company sent out. This task is given with the procedure of letters which the company should follow. I have been taught the procedures by separating all the received letters according to their content and files, writing down all the information about the received letters such as the letter's title, and the reference number in the specific books named "Buku Surat Masuk PPK Parit Sulong". The next procedure is stamping the received stamp with the date and stamp action of the officer on the letter received. Then, the letters need to be recognized by the general manager who gives the orders. According to a study, proper recorded management enables businesses to guarantee that every one of their workforces has quick, cost-effective access to reliable information. (Touray, 2021). Within this task given, I have followed the instruction of using specific pen colors to easily identify when the staff needs to retrieve back the correspondence letter. For instance, I should minute with a red pen any arriving mail, and a blue or black pen any departing letter as I have to minute the correspondence in the specific book.

Not only that, but I am also was trained to write up meeting minutes after the meeting has conducted to ensure all the information during the meeting is perfectly recorded. Documenting the records can benefit the organization to learn more about their performance, identify any opportunities and issue that arises to improve, and target the goals (Indeed Editorial Team, 2023). From that moment, I realized that I have improved my writing and documentation skills as I continuously practiced over the months.

Task 2 : Record the farmer member's additional shares

After recording all communication in the official records, I will add the additional shares that the farmer member has to the book we refer to as the "Buku Saham Manual". Despite the fact that all transactions, including extra shares from farmer members, have been recorded in the system Sistem Primari Perlindungan Peladang (SPPP), we still require a manual record in order to verify whether or not the transactions tally with the system. Because this duty involves collecting money from farmer members, it has taught me how to document the transaction of an additional share correctly and precisely.

Task 3 : Design PPK Parit Sulong's news, information, and event

Throughout 6 months of my internship, I have been given the responsibility of developing a variety of news and information by designing posters, invitation cards, booklets, and many more. For example, the Administrative Executive has given me the task of designing a poster instructing the people to not throw their rubbish into PPK Parit Sulong's dump unless they are under PPK Parit Sulong region like the residents. Additionally, I'm creating the poster for PPK Parit Sulong's Eid Fitri event as well as the poster for Eid-Fitri and Eid-Adha, which will announce the deadline for receiving oil palm fruit during the Eid Fitri and Eid Adha holiday. After finishing the posters, I will post them on PPK Parit Sulong's social media such as WhatsApp and Facebook. This could help the unit members will be more noticed about the information from PPK Parit Sulong.

Next, the Corporate Affairs division has given me the responsibility of creating the Peladang bulletin for Number 1 in the year 2023. This bulletin contains all the information about PPK Parit Sulong, including the events that they host, board meetings, staff meetings, and monitoring sessions with local agricultural businesses. Besides, I am creating program books for a few events, including the monthly annual meeting of top management and the Annual General Meeting of PPK Parit Sulong. Designing the news and events for PPK Parit Sulong has taught me to design in a professional way since the board of directors and committee

members will get all the information. Making a program book for a formal event has taught me to double-check everything since the person executing the ceremony, such as the director of Lembaga Pertubuhan Peladang Negeri Johor, would receive it.

Task 5 : Trained to handle phone calls

The corporate Affairs department has assigned me to call unit members who will make Haji in the upcoming month. This call is for inviting them to PPK Parit Sulong as the management wants to celebrate each of them before they leave and do Haji. Also, I called the unit members who want to claim their shares as their claiming application passed. Not only that but I was also trained to answer incoming calls as I have been entrusted to stay at the Executive Administrative table when he is on leave or do other work. The majority of the calls are from farmer members and non-farmer members that have business with PPK Parit Sulong. As I am only a practical, I just take note of their name and about their call or pass it to the other staff in order to manage the call. Indirectly, I was able to answer the call ethically since I had received training for it at university. Additionally, I'm working to improve my interpersonal communication abilities, especially with clients that contact or visit the office.

Task 6 : Preparing the minute of the meeting for the administration department

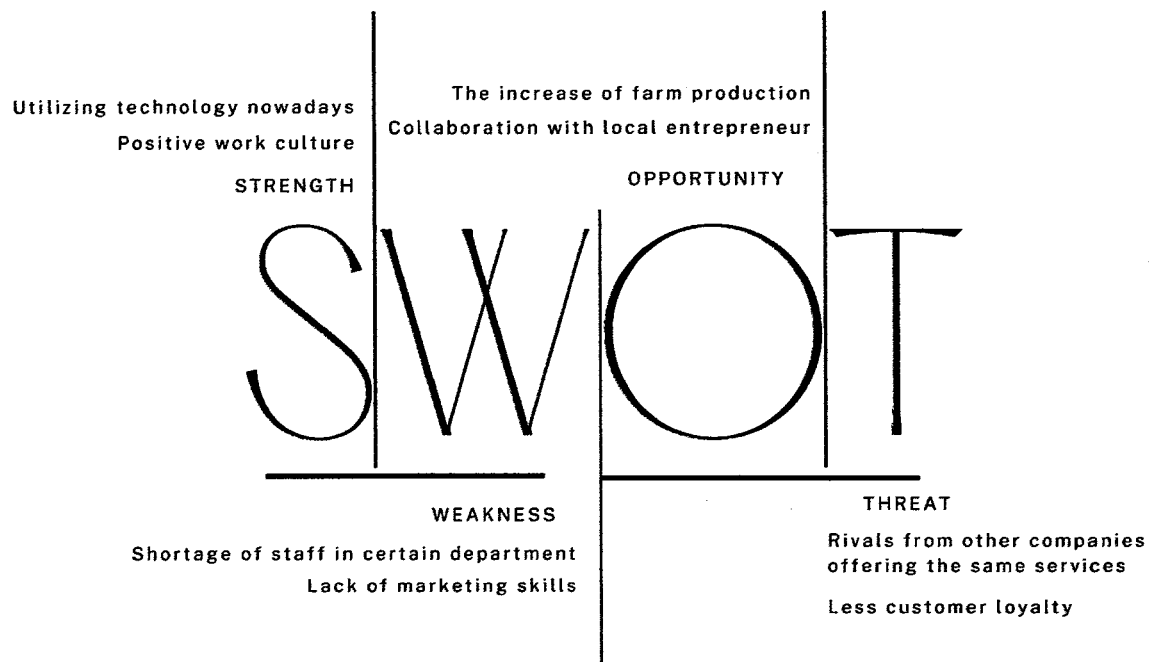
Moving on to another task, I have been entrusted by the administration department to prepare the minute after the monthly meeting as they want to record the context. I must prepare the minutes of the meeting so that we can understand the concerns made by the management members, especially the managers. Every context needs to be confirmed by all departments so that the minute has nothing to do with correction or false information. This work has taught me how to compile meeting minutes efficiently and has given me the opportunity to practice doing minutes skills as I will use it in the future. From time to time, I have mastered what need to do since I am consistently doing the minute every month and fast-learning from the administration staff during my practical time.

Task 7 : Being a registration person for Unit General Meeting and Annual General Meeting

One of the major events hosted annually by PPK Parit Sulong is the Unit General Meeting and Annual General Meeting. The Board of Directors and members of PPK Parit Sulong attended the meetings. The unit general meeting will be held annually. During this meeting, PPK Parit Sulong's progress will be discussed, and it is hoped that all members will continue to support PPK Parit Sulong by using their services, such as purchasing agricultural products and groceries at Agrobazar. Meanwhile, the Annual General Meeting is the one significant event that every Pertubuhan Peladang will have each year. Therefore, I have been given the responsibility of handling registration for members attending the unit general meeting and annual general meeting. Those who attend will receive an attendance allowance, which they may use to receive a discount at an Agrobazar or farm input business. In addition, I have had experience setting up meetings and meeting with higher-ups at Pertubuhan Peladang thanks to the task that was assigned. Since I learned how to manage a large formal event at a company and it increased my confidence to speak with guests who attend the event, the experience was truly fantastic.

As a conclusion for this part of the tasks assigned, my internship at Pertubuhan Peladang Kawasan Parit Sulong was really fascinating to finish. I have learned and obtained information and skills that are connected to my personal growth from all the tasks I was given throughout my six months of industrial training, such as how to communicate more effectively. When I communicate confidently with the staff and the customers or members, it would enhance my productivity in the workplace. In studies, productivity may rise by up to 30% when workers are provided with improved communication tools and training (Barraclough, 2023). At the time, I was trembling when I answered incoming calls and was really nervous and terrified to talk to people. After working here for a few months, though, I feel more confident and am able to manage nervousness while speaking with others, especially customers, as I now understand the need of treating everyone with respect as we do not want any trouble coming. Additionally, I am learning new tools and sharpening my creative skills because I must constantly develop invitation cards or posters for events hosted by this organization. Not only that, but I am also developing time management skills when doing all the tasks since I need to finish by the time the task is given and above staff expectations. In order to ensure that the event or activity that this group is conducting goes successfully, I have also learned how to operate as a team. The study learned that performance is moderately affected by teamwork (Schmutz, 2019).

PART 5 :
SWOT ANALYSIS



- **The Pertubuhan Peladang Kawasan Parit Sulong's SWOT analysis**

Strength

1. Positive work culture

Studies have shown that a positive work culture or supportive work environment is one where rules are in place to promote respect, trust, empathy, and support, and where the wellbeing of employees is prioritized (Andreev, 2022). According to what I have seen and experienced at Pertubuhan Peladang Kawasan Parit Sulong, the general manager and staff share a great work environment. I can tell that the general manager is very helpful to his staff members and always celebrates when the company meets its goals or makes a profit in order to make the staff happy with their work because he is aware that the success of the company depends entirely on the cooperation of the staff members. As a result, the relationships between staff are positive, and they like sharing knowledge in order to avoid making mistakes while working. For example, even if certain employees, like the marketing clerk and accounting clerk, are new to the company, all of the staff are eager to assist them because of the complexity and volume of their work. Everyone will appreciate starting work every day since the office climate is becoming positive and healthy.

Expert says even in workplaces where communication is mostly done through technology, knowing how to build strong relationships, employ emotional literacy in daily discussions, and resolve challenges with a deliberate "win-win" approach may make all the difference (Roffey, 2016). As mentioned earlier, in this company, a favorable work environment has improved teamwork, job satisfaction, and productivity. For instance, I can see that the Corporate Affairs Department will prepare a meeting book if the Board of Directors meets monthly. However, due to their great workplace culture, all the administrative and accounting staff will collaborate to prepare the book meeting because it is difficult to plan. As a result, the preparation of the task is made simpler and faster thanks to everyone's collaboration.

2. Utilizing technology nowadays

Pertubuhan Peladang Kawasan Parit Sulong employs current technologies in their daily activities. Known as Sistem Primari Pertubuhan Peladang (SPPP), it is their own system. Every transaction that takes place at the main office, the weighing station, the store that sells agricultural inputs, and the Agrobazar shop uses this SPPP. Studies stated that such lucid paperwork aims to safeguard your business from litigation as well as fines for noncompliance. Employers are safeguarded by workplace recordkeeping in the event that a worker files a lawsuit for discrimination, harassment, or unpaid wages (DePauw, 2021). Therefore, to make things even simpler, PPK Parit Sulong is utilizing this system to record every transaction that occurs. This will make it simpler for them to obtain information if they ever run into financial difficulties with their company. This action can be shown when the SPPP is used to track shares and savings of farmer members, record sales and buy transactions, and create receipts and invoices, among other things. Their task has been simplified due to the contemporary system because everything is now automated. Additionally, the system will change and develop alongside the business to provide visibility and flexibility. It also makes it easier to refer to historical data when planning how to accomplish future objectives. For instance, the clerk just needs to enter the member's name into the system to instantly access all of their transactions, including their savings or shares, if the farmer member wants to recover or view their savings or shares. It is now more advantageous, saves time, and eliminates the need for manual file checking.

On the other hand, PPK Parit Sulong also uses cutting-edge technology, including several PCs running the most recent version of the Windows operating system, cellphones, and multifunction printers. A device known as a multi-functional printer combines the capabilities of a printer, copier, scanner, and fax machine into one unit. The most recent technology was employed to streamline their everyday tasks and cut down on mistakes. The study's findings indicated a link between business owners and managers' use of technology and their proficiency with networks (Ezuma, 2019). So, these technologies are enabling significant changes in the way that work is carried out in businesses, not merely making things easier and faster for employees to perform. Because a multifunctional printer integrates numerous features into a single device to give more convenience, PPK Parit Sulong, for instance, uses one to do their everyday tasks in the office. By employing it, the staff may reduce the time they would have needed to go to two different devices, and since all printing operations take place on one network, it also makes the print environment easier to control.

Weakness

1. Shortage of staff in certain departments

In the vicinity of Batu Pahat, Parit Sulong is a minor branch of Pertubuhan Peladang. That causes a lack of workers in every area. Despite the fact that PPK Parit Sulong is Pertubuhan Peladang's modest branch, there is a lot of work and job-related tasks that need to be completed. For example, in the Corporate Affairs departments, there is only one employee who must do all jobs alone, despite the fact that they are busy. I clearly recognized that the corporate affairs clerk had to manage the meetings and conduct all the preparations before holding a meeting. She needs also to assist the clients at the customer counter at the same time. This could happen stressful and frustrating because she knows she must deal with the situation while doing the work all alone. The result of the studies also recorded that 41% of employees cited workload as one of the causes of stress at work (Stress, 2023). For instance, I noticed that the corporate affairs clerk become lost productivity in settling her work and intention to not come to work due to her unsatisfied at the workplace.

2. Lack of marketing skills

Lack of marketing expertise is Pertubuhan Peladang Kawasan Parit Sulong's shortcoming. It is because PPK Parit Sulong lacked specialized personnel to maintain their social media accounts for company promotion. Even though PPK Parit Sulong now has three social media accounts, those accounts are not particularly active since office staff members struggle to write about events they are organizing or share marketing content there. Lack of promotion had an impact and was evident when adjacent residents did not get certain information. Studies also found that digital marketing is a method for companies to interact with and develop connections with their target market (Tuhin, 2023). This is due to the fact that occasionally Agrobazar would promote products from farmer organizations, such as poultry, frozen food, and cooking oil. However, it has had an adverse effect on the business when individuals, particularly farmer members, occasionally did not support the event that was organized by PPK Parit Sulong and when farmer members became dissatisfied when they did not get the information. The same goes for the Agriculture Input store when they have new products to sell and promote. Because Agrobazar shops and agriculture input stores are two of PPK Parit Sulong's primary services, this contributed to the organization's poor performance. If the community, particularly the farmer members, did not support these two services, PPK Parit Sulong would not have made a sizable profit and would have fallen behind other PPK branches.

Opportunity

1. The increase in farm production

PPK Parit Sulong is a company that produces its own goods in an effort to boost revenue and profits. This organization has a group named "Peladangnita" that has planted eggplant cultivation in the neighborhood of PPK Parit Sulong. This eggplant is grown differently than other eggplants; it is little and is known as "eggplant mini." According to the size and color of the eggplant, three grades—A, B, and C—are assigned to the cultivation of eggplants. Every week, eggplants from the Parit Sulong region mini-market will be sent. The weekly deliveries of eggplant will weigh between 9 and 10 kilograms. Even though PPK Parit Sulong only supplied a small number of micro markets, this had an impact on the company's monthly earnings.

2. Collaboration with local entrepreneur

PPK Parit Sulong has run several services including a project collaboration with a local entrepreneur. This organization will help the young entrepreneur to start their business or want to produce some product such as giving capital for them to start the business. For example, PPK Parit Sulong has collaborated with a local entrepreneur to make a project of a poultry farm and honey bees. This organization will contribute by first raising the chicks and bees. When the chicken and honey bees are ready to be sold, the chicken will go to Agrobazar, and the honey bees will be created by Peladang and sold under the name "Madu Kelulut." The idea would assist PPK Parit Sulong make more money, ensure that it is always well-known and preferred in its operational region, and help people—in particular, young and local entrepreneurs—start businesses.

Threat

1. Rivals from other companies offering the same services

Every business has rivals that might pose a danger to them. The same is true for PPK Parit Sulong. In the Parit Sulong neighborhood, it competes with a number of businesses offering similar services. As is well known, PPK Parit Sulong offers a variety of services, including the marketing of oil palm, a store selling agricultural supplies, and an Agrobazaar. Every service is threatened by its rivals, who increase consumer preference for other vendors over PPK Parit Sulong. People may believe, for instance, that purchasing from another micro market is preferable to purchasing from PPK Parit Sulong. It is because there are times when Agrobazar's prices are possibly more expensive than those at other micro markets and there are fewer product possibilities, which leads more consumers to choose to shop for food at other tiny shops. The oil palm marketing and the store selling agricultural inputs are similar. People could believe that they have the option to purchase agricultural products from other stores since their prices are higher than those of PPK Parit Sulong, and they would rather sell their palm fruit at a private weighing facility where they can get a high price per tan of fruit.

2. Less customer loyalty

Nowadays, people buy anything online since is everything available at their fingertips. As a result, farmer members have started purchasing products like groceries online. Even while they are aware that purchasing products from Agrobazar would result in several benefits, like discounts and coupons, they have also started to spend less on those purchases. However, the Agrobazar shop and the Agriculture Input store likewise did not receive much support from the farmer members. Since the Agrobazar shop and the agriculture input store are two of the primary services that contribute to the organization's profitability, it has had an impact on PPK Parit Sulong's profitability. For instance, the earnings of this organization for these two shops have been unstable for the previous five years because farmer members did not do well to purchase the goods at the Agrobazar shop and Agriculture input store.

PART 6 :
DISCUSSION AND
RECOMMENDATION

Strength

1. Give a recognition or appreciation.

Positive workplace culture, as noted in the SWOT analysis, is PPK Parit Sulong's strong suit. If coworkers communicate at work, there can be a positive work culture. Studies have mentioned that making connections with other members of your business and fostering an atmosphere where everyone feels heard and included are key components of effective workplace communication. It involves communicating in a way that enables your team to achieve its objectives and advance (Kashyap, 2023). As a result, I would like to advise the company, in particular the general manager, to provide gratitude for their devoted service to the company at least once a year in the form of a certificate or gift. According to a study, giving commendable remarks based on accomplishments or performance is what recognition entails. This can occasionally take the shape of an honor, bonus, promotion, or increase. Sometimes appreciation is shown more casually, such as by a verbal thank-you or a handwritten letter. All of these techniques may be effective, particularly if they are carried out quickly and sincerely. Additionally, they're inspiring and thrilling since everyone wants their hard work to be recognized (Robbins, 2019). It indicates that managers must compensate employees in order to keep them committed to the business and preserve a productive workplace environment. For instance, the general manager might award certificates of gratitude and organize a family day for the whole PPK Parit Sulong team as a kind of incentive. It can not only increase employee happiness but also help them decompress from stress and build close bonds with their staff.

2. Employees should receive training to help them feel at ease using the new technology.

The use of contemporary technology is the second strength of PPK Parit Sulong, as shown from the SWOT Analysis above. Utilizing contemporary technologies helps that specific firm in various ways. They are still having some issues with their job, though, despite adopting the most recent technologies. Because of this, I would like to suggest that in order to maintain this strength, the company should train its employees so that they are familiar with the newest technology and can develop some skills that will allow them to use it in the organization's best interests. Opportunities for job extension and learning must be actively generated by the employees because they do not appear to follow naturally from the adoption and usage of new technology. This is because when it comes to their own personal growth and professional identity, employees need to assume greater responsibility (Beer, 2020). Thus, if the staff feels at ease using the most recent technology, they may increase their efficiency, boost production, and boost both employee morale and the organization's competitiveness. For instance, if every member of the staff is knowledgeable about technology, they can resolve any issues that arise with the multifunctional printer, computer, or software without having to ask for assistance from a professional. Additionally, since we did not have to pay the professional to address any issues with the technology, it might reduce the cost of maintenance.

Weakness

1. Hiring more staff in certain department

The initial vulnerability of PPK Parit Sulong is a staffing shortfall in every area, as noted in the SWOT analysis. Every department will inevitably suffer from a staffing shortage, which will make managing their workload difficult. It can be proven by the studies, if you don't take action to fix it, it can impact your business and productivity (Team, 2023). Because of this, I would like to suggest that the company hire more personnel so that every department has at least two employees. It's because if PPK Parit Sulong hired additional people in each area, they could collaborate to solve issues within their own division and wouldn't have to worry about managing work on their own. I have noticed that the personnel would experience extreme stress if they were unable to finish their task within the allotted time and had to stay at the office past normal business hours. The burden for employees will rise if there is not enough staff, which might lead to increasing stress and burnout. Therefore, PPK Parit Sulong should think about adding additional employees to each department.

2. Strengthen the use of social media

Next, PPK Parit Sulong's drawback, as was already highlighted, is the absence of marketing expertise. Today, social media is an important aspect of how people connect in various aspects of life and how work is done in organizations and in government (Sreenivasan, 2023). Social media marketing is the practice of using social media websites to promote a company's services and goods. Consequently, I would like to suggest that PPK Parit Sulong more effectively sell its goods and services using social media to inform the public about the goods and services being offered. For instance, if PPK Parit Sulong is engaging in promotional efforts on the Facebook and Whatsapp platforms, they must constantly post about the goods available at the Agrobazar and Agriculture Input stores. Additionally, this organization needs a staff member to manage social media accounts and post information about PPK Parit Sulong and any initiatives it is running with local businesses so that people are aware of all the projects, products, and services it offers. Due to this, PPK Parit Sulong must intensify its use of social media, particularly its Facebook account, in order to increase the number of individuals who support its operations. Therefore, the community, especially the farmer members, will get all the information or activities that will be undertaken by PPK Parit Sulong if this organization strengthens its use of Facebook and posts all the services or activities on social media. It may also persuade individuals to consistently support PPK Parit Sulong.

Opportunity

1. Increase cooperation with other mini-markets in the Yong Peng and Batu Pahat region.

The possibility of a mini-market, which PPK Parit Sulong uses to sell agricultural products, is another opportunity for Pertubuhan Peladang Kawasan Parit Sulong. Depending on the grade of the eggplant, each production procedure will yield 9 to 10 kg of eggplant. As far as we are aware, PPK Parit Sulong has exclusively grown eggplant and chilies for the Parit Sulong area's micro markets. Due to this, I would like to recommend that the company increase its cooperation with small markets not only in the Parit Sulong region but also in the Batu Pahat and Yong Peng areas. This is due to the fact that PPK Parit Sulong produces eggplant that is unique from eggplant sold at other micro markets and is intended to grow outside of the Batu Pahat region. Additionally, expanding the partnership with additional small markets can broaden the PPK Parit Sulong network. It is so because working with small businesses like a micro market may help people expand their networks by meeting new people and establishing relationships. An article stated that gaining new clients by offering fresh goods and services in fresh marketplaces. A sizable and varied customer base also protects your company from being overly dependent on a single customer (Allianz, 2021). Therefore, PPK Parit Sulong will become widely recognized outside of Parit Sulong and the Johor region by doing this, which will also assist the organization's bottom line.

2. Give a course or consult with participants who wish to launch a business.

The second opportunity identified in the SWOT analysis is PPK Parit Sulong's partnership with regional business owners. PPK Parit Sulong's goal is to become a pioneer in the transformation of effective farmers and farmer organizations in the agricultural sector. They will assist a local business owner in achieving their goal while also making money from the endeavor. As a result, I would want to make a recommendation to the organization to do a training or chat between members who wish to start a business and successful local entrepreneurs. Through the training they get, individuals may advance their business and project knowledge and abilities. Based on the article, to achieve this, you may employ a number of assessment measures. Learner outcomes and process measurements are the two broad categories that these indicators fall under (Verma, 2023). Your training is intended to produce learner outcomes, such as improved customer service or higher levels of productivity. Meanwhile, process measurements might include things like total training time, instructor satisfaction, and participant involvement (Verma, 2023). Offering a training program has several advantages since interested farmer members may work with the organization. If there are plenty of young entrepreneurs ready to learn how to launch their businesses and work with PPK Parit Sulong, this organization will be supported by the neighborhood and able to grow its operations.

Threat

1. Introducing the door-to-door or Cash on Delivery services.

The threat to Pertubuhan Peladang Kawasan Parit Sulong comes from rival businesses offering the same services. I would like to suggest that the company use Cash on Delivery or Door-to-Door service in order to reduce the hazard. The article, it stated that by allowing customers to pay in cash when the items arrive, the Cash On Delivery (COD) payment option, which is now popular, lowers the likelihood that they may have concerns about the requested item (Maisyura, 2022). Since other small markets in the Parit Sulong region do not yet provide cash on delivery, Agrobazar business may offer this service to set itself apart from the competition. This is due to the fact that door-to-door delivery services and the cash-on-delivery payment technique might aid those who are overworked and pressed for time. If PPK Parit Sulong provides this service to their customers, particularly the farmer members, it will benefit everyone, especially those who are really busy at work but still want to buy goods.

2. Give a discount to customers who spend more than RM100 at the Agrobazar store and RM200 at the store that sells agricultural input.

Last but not least, the threat identified in the SWOT analysis is that farmer members would purchase fewer PPK Parit Sulong products at Agrobazar and Agriculture Input Stores. This organization will incur a loss if this threat continues to exist. Due to this, I would like to advise the organization that in order to reduce the threat, they always offer a discount or promotion to customers who spend more than RM100 at Agrobazar shops and RM200 at stores selling agricultural inputs. This would encourage customers to purchase at their stores. Studies have agreed that instant sales promotion strategies can increase brand recognition, but their greatest benefits come from their effects on sales, regular purchases, market expansion, and avoiding rivals (Al-Sahli, 2022). As is well known, when a certain store launches a campaign or offers a discount, we love knowing about it. As a result, Agrobazar or the retailer of agricultural inputs may offer a coupon or voucher to consumers who spend more than the allotted amount so that they may use it to purchase additional goods in the future. By doing so, PPK Parit Sulong may get a large customer base and the support of them, particularly the farmer members, who represent one of the opportunities for PPK Parit Sulong to gain recognition for this organization.

PART 7 :
CONCLUSION

To sum up, the industrial training program is excellent and strongly advised. This is so that students, and specifically me, may grow and improve our skills, knowledge, and abilities via industrial training. Before I start doing actual job in the future, it also helps me sense and experience the genuine work environment. Furthermore, I can use the knowledge I acquired during college in my professional life. Studying at a university and receiving an industrial education is very different, notably in how we interact with others. One of the advantages I experience in this firm is the mature communication approach. The government wants to generate dynamic professionals, thus industrial training is excellent and must be continued in order to produce more high-quality graduates.

Additionally, the industrial training program has introduced me to and helped me establish new acquaintances inside the organization. Since I am doing a Human Resource Management course, I am extremely appreciative to my supervisor, Mr. Muhamad Afiq Fahmi Bin Md Nazri, and the other team at PPK Parit Sulong for giving me the chance to learn new things and experience the office work environment. I have also been exposed to a variety of tasks and responsibilities in this department, and I am indirectly familiar with each employee's responsibilities and roles. Students benefit from exposure to the working world, particularly since it helps us to broaden our perspectives and become more educated and creative.

My personal growth has improved and I have learned everything from the internship program, notably time management and working with others. However, there were numerous obstacles I had to face, particularly when working at the customer service desk where I had to interact with a variety of people. Since I had no prior expertise, it was initially rather challenging for me, but with the assistance of the personnel at work, I was able to resolve the issue on my own.

Although the difficulties that each student encountered during their industrial training varied from one another, it is crucial that each person approach each scenario with more positivity so that the knowledge learned may be applied in the future. My industrial training goal was accomplished by this training during the course of 24 weeks, from 1st March 2023 to 15th August 2023. I would apply what I learned and experienced while working for this company to my future position. After earning this bachelor's degree, I am hoping to get a career that will last and have steady finances.

PART 8 :
REFERENCES

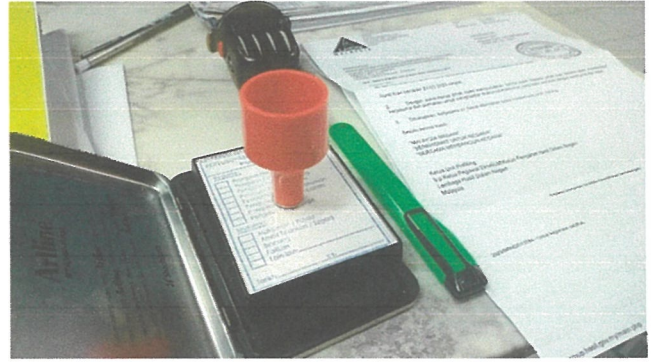
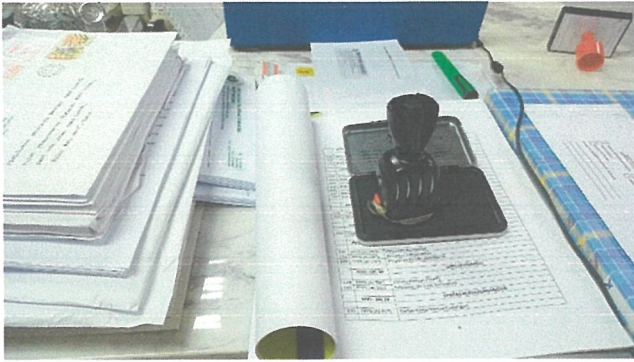
References

- Allianz. (18 August, 2021). *Allianz*. Retrieved from What are the advantages and disadvantages of expanding your business? : https://www.allianz-trade.com/en_global/news-insights/business-tips-and-trade-advice/advantages-and-disadvantages-of-expanding-a-business.html
- Al-Sahli, S. A. (November, 2022). *European Journal of Business and Management Research*. Retrieved from The Impact of Immediate Sales Promotion Techniques on Brand Recall: Study on Middle Income Group Residents in Riyadh.
- Andreev, I. (27 December, 2022). *Valamis*. Retrieved from Work Culture: https://www.valamis.com/hub/work-culture?_gl=1*1721c3c*_up*MQ..*_ga*NzcyNzkzOTA0LjE2OTA1OTcyNDI.*_ga_WH32P1Y0T3*MTY5MDU5NzI0Mi4xLjAuMTY5MDU5NzI0Mi4wLjAuMA..#positive-work-culture
- Barraclough, D. (9 March, 2023). *Expert Market*. Retrieved from The Importance of Effective Workplace Communication – Statistics: <https://www.expertmarket.com/phone-systems/workplace-communication-statistics#:~:text=in%20the%20Workplace,%28%25%20of%20employees%20cite%20poor%20communication%20as%20the%20reason%20for,average%20of%20%24420%2C000%20per%20year.>
- Beer, P. (8 May, 2020). *frontiers*. Retrieved from The Effects of Technological Developments on Work and Their Implications for Continuous Vocational Education and Training: A Systematic Review: <https://www.frontiersin.org/articles/10.3389/fpsyg.2020.00918/full>
- DePauw, R. (22 March, 2021). *Arcoro*. Retrieved from Why Proper HR Documentation is Essential: <https://arcoro.com/blog/hr-documentation/>
- Ezuma, K. E. (31 October , 2019). *International Journal of Academic Research in Business and Social Science*. Retrieved from Technology Usage and Organizational Performance in the: https://hrmars.com/papers_submitted/6509/Technology_Usage_and_Organizational_Performance_in_the_Medium_Sized_Manufacturing_Enterprises_Does_Network_Competence_Matter.pdf
- Indeed Editorial Team. (11 March, 2023). *HR Documentation: A Complete Guide (With Best Practices)*. Retrieved from Indeed: <https://www.indeed.com/career-advice/career-development/hr-documentation>
- Kashyap, S. (26 July, 2023). *Proofhub*. Retrieved from 14 Quick Tips For Effective Communication In The Workplace: <https://www.proofhub.com/articles/effective-communication>

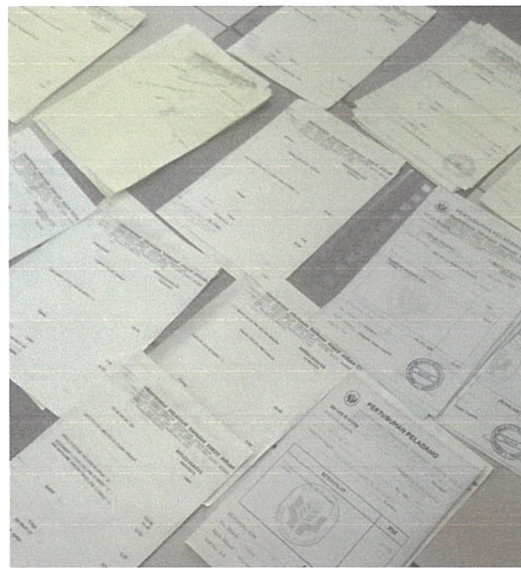
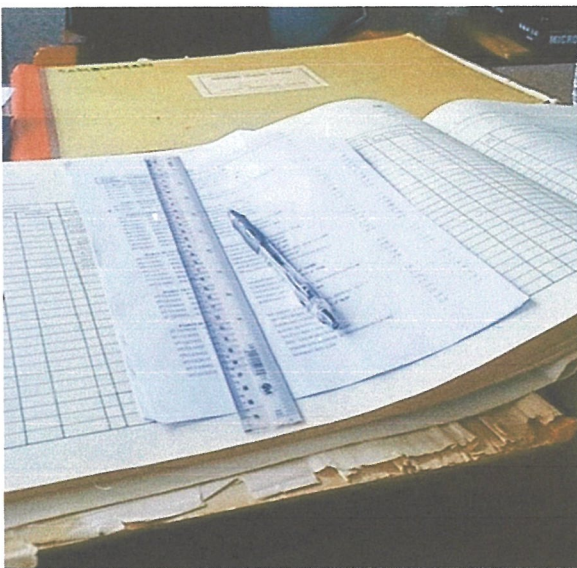
- Maisyura. (2022). *Atlantis Press*. Retrieved from Analysis Of Cash On Delivery (Cod) Payment Methods In Online Shopping Transactions In Indonesia.
- Robbins, M. (12 November, 2019). *Harvard Business Review*. Retrieved from Why Employees Need Both Recognition and Appreciation: <https://hbr.org/2019/11/why-employees-need-both-recognition-and-appreciation>
- Roffey, S. (November, 2016). *Research Gate*. Retrieved from Positive Relationship at work: https://www.researchgate.net/publication/310599364_Positive_Relationships_at_Work
- Schmutz, J. B. (2019). *National Library of Medicine*. Retrieved from How effective is teamwork really? The relationship between teamwork and performance in healthcare teams: a systematic review and meta-analysis: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6747874/>
- Sreenivasan, S. (2023). *The New York Times Business*. Retrieved from How to Use Social Media in Your Career: <https://www.nytimes.com/guides/business/social-media-for-career-and-business>
- Stress, T. A. (15 February , 2023). *Stress org*. Retrieved from Workplace stress: <https://www.stress.org/workplace-stress>
- Team, I. E. (29 June , 2023). *Indeed*. Retrieved from Too Much Work and Not Enough Staff: (Plus Solutions): <https://www.indeed.com/career-advice/career-development/too-much-work-not-enough-staff>
- Touray, R. (December, 2021). *A Review of Records Management in Organisations*. Retrieved from Open Access Library Journal: <https://www.scirp.org/journal/paperinformation.aspx?paperid=113666>
- Tuhin, T. (2 March, 2023). *Linkedin*. Retrieved from Digital Marketing - The Invisible Skills Gap: <https://www.linkedin.com/pulse/digital-marketing-invisible-skills-gap-tofail-tuhin/>
- Verma, E. (11 July, 2023). *Simplilearn*. Retrieved from How to Measure Training Effectiveness in 2023: <https://www.simplilearn.com/how-to-measure-effectiveness-corporate-training-article>

PART 9 :
APPENDICES

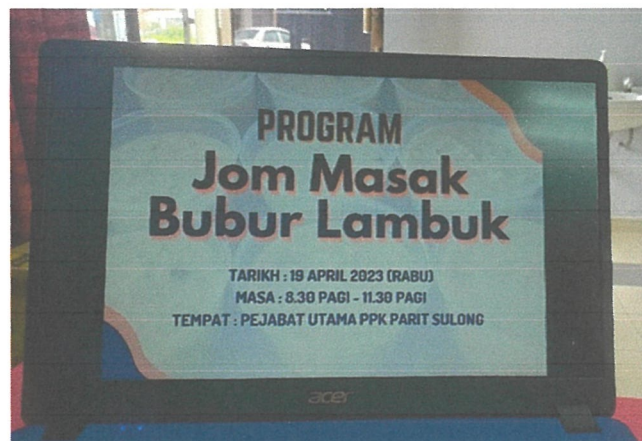
1. Documenting and filing.



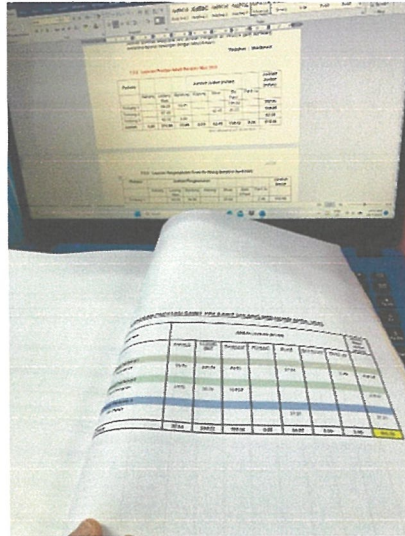
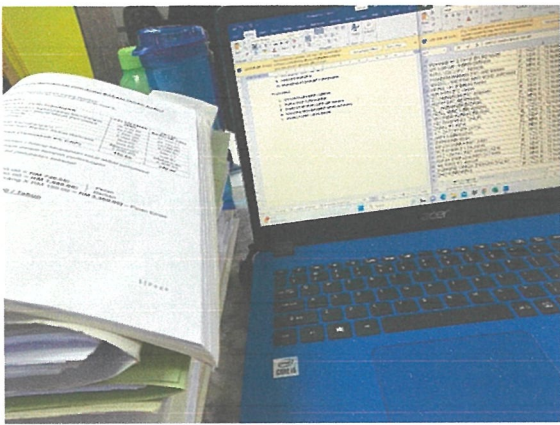
2. Recording additional shares every month and arranging the vouchers.



3. Designing posters, invitation card and bulletin information for any events.



4. Preparing minutes after a meeting is conducted.



5. Being a photographer in the event of celebrating the pilgrims.



6. Helping at the cashier counter on Agrobazar Promotion Day.



7. Being as a front desk member for registration in Annual General Meeting.

