



UNIVERSITI
TEKNOLOGI
MARA

BACHELOR OF BUSINESS ADMINISTRATION
(Hons.) HUMAN RESOURCES MANAGEMENT



HRM666

INTERNSHIP REPORT

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Student ID: 2021171743

Class: M1BA2436D

Place of Internship:

Farmasi Sihat Sdn. Bhd.

Prepared For:

Dr. Muhammad Shukri Abdullah

Duration of Internship:

1st March - 15th August 2023

M1BA2436D

BA 243

EXECUTIVE SUMMARY

This report of industrial training is about the trainee's reflections and opinion about the company that the trainee has been working for 6 months. This report contents about company's profile, training reflections, SWOT Analysis, and discussion and recommendations from SWOT. The main objective of this report is to evaluate the student's or trainee's understanding about the real work in industry. It also one of the opportunities for the trainee to gain as much as experience as added value to themselves before entering the real working life in the future.

Farmasi Sihat Sdn. Bhd was a retail business operation that runs in rural areas and now had three branches in total. The issues will be discussed on SWOT Analysis. The issue is beneficial for the company as a reflection and also the recommendations that can be use by the company to be better in the future in order to achieve their objectives and goals.

The first section of this report is about the company profile, company's goals and objectives, mission and vision, trainee's reflections that concerns about trainee's gains throughout the industrial training for 24 weeks, the roles and responsibilities in the company and the skills gained, and the other part of this report is SWOT Analysis, discussion and recommendations to solves and some improvements from SWOT analysis.

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All glory and honour belong to Allah, the Most Generous and Merciful. I owe the Almighty an overwhelming gratitude for enabling me to finish this training report successfully. All praise and gratitude are due to Allah for all the pleasure He has showered upon us, as well as for giving us the power and endurance to complete my work within the allotted time frame.

I want to express my deepest thanks to my supervisor from Farmasi Sihat Sdn. Bhd. for all the advice, guidance and assistance she has provide to me throughout this internship period. She gave me an excellent, honest and priceless advice and support and I am incredibly appreciate and owe her a debt of gratitude. Also, I am thankful to Dr. Muhammad Syukri, my advisor for industrial training for helping and motivating me as also gives an opportunity to express my thoughts and opinions. On top of that, his considerations and understanding for presentation and report submission was really appreciated.

Furthermore, the colleague of Farmasi Sihat that always give me guidance and make me feel included and like a member of the team. Without their assistance of my coworker, who were always willing to help me in any way, I might not be able to finish this report. Also, I want to thank to my family, my parents who support me throughout this internship period, my husband who gives moral support and continuous motivations, friends and classmates for their encouragement and assistance in getting this report finished. I am incredibly appreciative of having such loving, empathetic, and supportive individuals in my life who have helped me both physically and mentally.

Finally, I would like to express my gratitude to everyone who has contributed, directly or indirectly, to the accomplishment of this work. I see this as a huge opportunity for me to develop personally and learn more about the knowledge that I am participating in.

PERSONAL SUMMARY

An independent, adaptable, and responsible graduate seeking a position in Human Resource Management. Hold bachelor's degree in HR and am actively involved in university events had surrounded me with a well-rounded background in leadership skills. Keen to pursue a career in Human Resources related field to contribute my exceptional skills while working toward a company's mission and expert in working well with team members.

EDUCATION BACKGROUND

- 2021 – 2023** **Bachelor of Human Resources**
UiTM Melaka Kampus Bandaraya
CGPA : 3.58
- 2018 – 2021** **Diploma In Business Studies**
UiTM Johor Kampus Segamat
CGPA : 3.54
- 2017** **Sijil Pelajaran Malaysia (SPM)**
Sekolah Menengah Kebangsaan Senggarang
Result : 6A 2B

EXPERIENCES

HUMAN RESOURCES TRAINEE

Farmasi Sihat Sdn. Bhd.

(1 March – 15 August 2023)

- Improved and organized the HR filing system for confidential employee records.
- Drafting job descriptions and verifying required skills for job postings.
- Evaluates the qualifications of prospective applicants who respond to job postings and advertisements and identifies candidates for further consideration.
- Schedule interviews, interview panels, and devise interview questions, tests, and other interview processes as needed.
- Assisting in recruitment processes (resume and CV screening, shortlisting, interview, evaluation)
- Tracking and validating employee attendance, leave, timesheet, and claims.
- Issuing offer letter, confirmation of appointment letter, and warning letter.
- Conduct physical activities and surveys for bonding purposes.
- Processing payroll.

SECRETARY OF WEBINAR PROGRAMME

UiTM Melaka

(WEBINAR *Changing the Culture: Modern and Hybrid Workplace*)

- Coordinate and ensuring meetings are effectively organized and minutes.
- Prepared paperwork of event and ensure that the objectives of event were achieve.
- Responsible for scheduling meetings such as location, time, and contacting participants.
- Tracked the budget of the programme.
- Assists and tracked committee's roles and responsibilities before, during and after event.

PROJECT LEADER (TEAM BUILDING PROGRAMME)

UiTM Segamat

Dinamika Mahasiswa Islam Association Club (DINAMIS)

- Executing projects in Team Building Event for 2 days 1 night for DINAMIS association members at Kompleks MSN Asahan Melaka.
- Managing program reports that summarize the project's objectives, tentative, scope, budget, time, and activities.
- Coordinate and organized entire program, such as event's activities, accommodation, transportation, facilities, special needs requirement, program activities security and insurance.
- Organized whole program activities that improve bonding, enhance communication skills, boost motivation, improve interaction among members, and build trust.
- Coordinate details of the program and arrange availability of all equipment include

PERSONAL STRENGTHS

- Always looking for ways to improve and reinvent the recruitment process.
- Manage tasks through to completion.
- Ability to interact with employees at all levels.
- Can work as a team and independently.
- Good communication skills
- Positive attitude, responsible, patient, and dedicated to the work given.



NOOR IZYANI BINTI
MOHAMED IMRAN

CONTACT INFO

o. Tel :

mail :

address :

PERSONAL DATA

Date of Birth : 16 November 2000
Place : Malay
Gender : Female
Marital Status : Single
Nationality : Malaysian

LANGUAGES SKILLS

Malay : ●●●●●●
English : ●●●●●●

COMPUTER SKILLS

Microsoft Word : ●●●●●●
Microsoft PowerPoint : ●●●●●●
Microsoft Excel : ●●●●●●
SQL Payroll : ●●●●●●

REFERENCES

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Human Resources Manager/Director
Farmasi Sihat Sdn. Bhd.
Phone No.:

Afzan Nor binti Talib
Advisor of Bachelor Students in HR
UiTM Melaka Kampus Bandaraya
Phone No.:

3.0 COMPANY PROFILE

3.1 Name, Location, Background



Figure 1: Farmasi Sihat Sdn. Bhd Logo

Farmasi Sihat Sdn. Bhd was established in February 2005 and headquartered in small rural area, Rengit, Johor. The business operation was fall under retail operations where it focuses on supply chain management, customer services, promotions and pricing. In addition, the business also categorised as a commercial business that licensed to research, develop, market or distribute medicines and drugs that commonly in the context of healthcare. The business was owned and directed by Fully Registered Pharmacist, Encik Fauzan Mohamed Dzahir with her wife, Puan Azlaini. To be exact, they can be classified as Pharmatepreneur, which a pharmacist who practices and manages his or her owned community pharmacy. Since the business has existed for 18 years, Farmasi Sihat has expended their business, which they had other two branches, located at Pagoh and Senggarang, Johor. Besides, they have 22 workers in total, which consists of Pharmacists, Health Advisors, Pharmacists Assistants, as well as management team. Below are the details of the company:

Name of the company	: Farmasi Sihat Sdn. Bhd.
Business Address	: No. 8, 7 & 7A, Jalan Muhibah, 83100 Rengit, Batu Pahat, Johor.
Tel & Fax Number	: 07-4242244
Email	: farmasi.sihat@yahoo.com
Board of Director	: En. Fauzan bin Mohamed Dzahir Puan Azlaini binti Muhamad@Mohamed
Date of Establishment	: February 2005

3.2 Vision, Mission, Objective, Goal

- i) Vision : “To become a role model of pharmacy for the Muslim community and conducting business activities that compliant with *sharia*.”
- ii) Mission : “To understand customer needs and market trends and providing employment opportunities to local residents and provide trainings, as well as generate and contribute *zakat* in term of macro and micro by expanding business to more branches and sales volume.”
- iii) Goals
 - i) Providing excellent pharmaceutical care services with customer centric concept.
 - ii) Produce and develop quality human capital
 - iii) Generate and strengthen Muslim economy

3.3 Organizational Structure

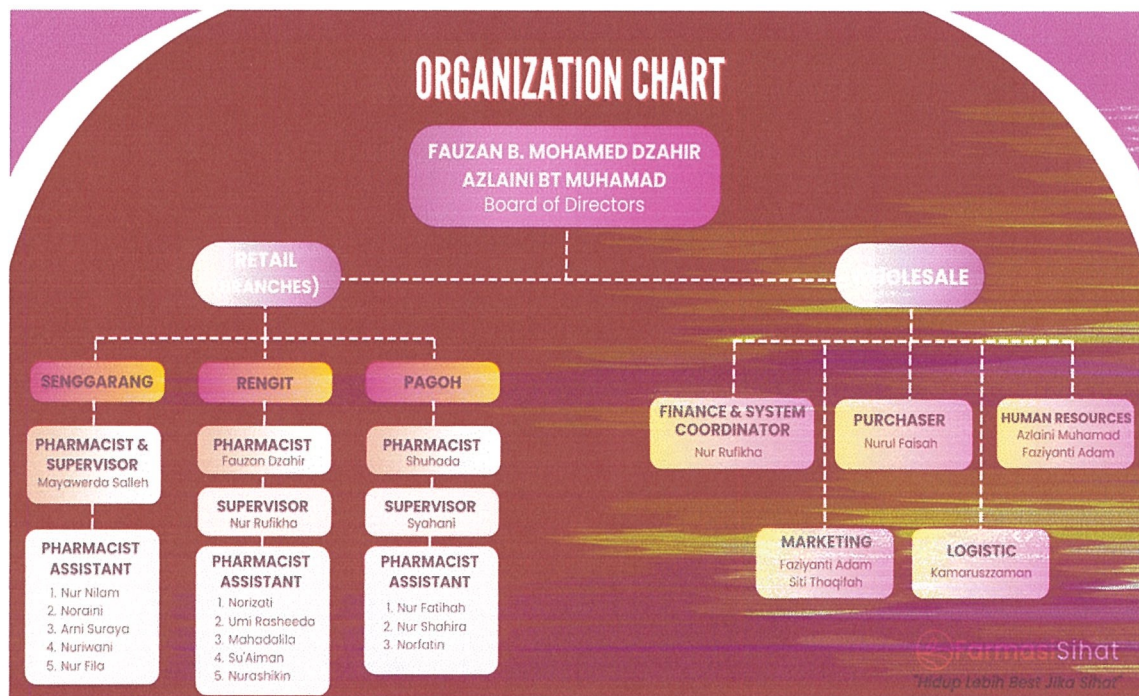


Figure 2 Organizational Chart of Farmasi Sihat Sdn. Bhd

3.4 Products and Services

Services:

- Patient Counselling: The workers from retail department will give consultation and recommendations for medications.
- Drug disposal: The workers give advice and share knowledge about to never flush a medication down the toilet, wash it down the drain, or dispose of it in the trash. Bring in any outdated or expired drugs, and they will dispose of them properly.
- Blood pressure checking: The company offer a service for blood pressure checking for RM5 for normal days except during company's weekly event.
- Glucose checking: Measures sugar in blood sample with glucometer device with RM5 per service and no charges every company's weekly event.
- DTT (*Diagnosis Tapak Tangan*): This service was no charges where the staff diagnose patients thorough their palm where is show their 30 percent of their health conditions.

Products:

- Allergy medications.
- Cough and cold remedies.
- Diabetes metres, strips, and stringes.
- Additions to diet, nutrition, and meals.
- Family planning.
- First aid.
- Home health care.
- Personal care and hygiene.
- Skin care
- Drugs for acid reflux and stomach.
- Vitamins and health supplements.
- Patient equipment (wheelchair, bed frame)

4.0 TRAINING REFLECTION

4.1 Duration: Specific date, working day, and time.

Students who taking HR course were required to complete Industrial Training in 24 weeks, starting from 1st March 2023 until 15th August 2023. Working hour for interns from 9AM to 6PM with one hour rest time every Monday to Friday. Here is the specific detail.

Duration : 1st March 2023 until 15th August 2023

Working Hours : 9:00 AM until 6:00 PM

Working Days : 5 days, Monday to Friday

Off day : 2 days, Saturday and Sunday

4.2 Details: Department, roles, responsibilities, assignments, tasks.

Farmasi Sihat has few departments that consist of least members, which are Financial Department, Marketing Department, Human Resources Department, Purchase and Logistic Department, as well as Retail Department. I was place under HR Department in the company. Since Farmasi Sihat was a small company, in total, the company only had two team members in HR Department that consist of HR Manager, followed by HR Officer.

4.2.1 Duties, Roles and Responsibilities.

These are the list of duties and task I have done throughout the industrial training at Farmasi Sihat Sdn. Bhd.

1. Reorganized HR files for confidential employee records.

- There are nine (9) HR files that consist of Permanent Staff file, New Staff File, KWSP, SOCSO, PCB, LHDN, Resignation, Human Resources and Leave Application. The trainee needs to prepare both electronic and physical filing system while consistently use organization filing method. Thus, trainee need to make sure that those files were arrange according to the latest date. I also need to make sure that all the data were well stored and confidential.

2. Drafting job descriptions and verifying required skills for job posting.

- Trainee has figured out that usually Farmasi Sehat advertised job vacancy using poster, and on their official social media. Thus, the trainee suggests them the first attempt to advertise job vacancy on job portals. Luckily, the suggestion accepted, and trainee started to drafting job description in details for the position for Pharmacist, Health Advisor, Pharmacist Assistant and Purchaser Specialist. Afterwards, the company got more than three candidates applied every day and found various candidates that meet with our requirements. The trainee also follows up and update the job applications. Thus, it makes the recruitment process easier and more effective as well as easy to reach the candidates for any inquiries at one is convenient.
3. Resume screening and sorting.
 - Resume screening and sorting is one of the recruitment processes whether a candidate is qualified for a role-based job requirements which on their education, experience and other related information on their resume. Since the company did not specified requirements in most massive hiring position, Pharmacist Assistant, thus the preferred qualification that trainee concerned were their working experience.
 4. Schedules interviews and other interview processes.
 - After resume screening and sorting process, the shortlisting candidates will be scheduled for interview with hiring manager. Trainee will be scheduled the interview slot with interviewers, fix the venue usually whether at Farmasi Sehat Headquarters or thru online platforms, and contact the selected candidates for rounds of interviews.
 5. Monitoring and confirming employee attendance, leave, timesheet and claims.
 - Trainees need to check employee's punch card every two weeks to make sure employee practice punctuality and lateness were informed to HR management. Trainee also need to coordinate weekly staff's timesheet and make sure their working hours were 45 hours per week. Plus, they also need to inform employee about their work time claims.
 6. Issuing offer letter, confirmation of appointment letter (Contract of Employment), and warning letter.

- Offer letter – Trainee need to draft offer letter to those candidates who passed the interview session and to propose the suitable position to the candidates. The offer letter consists of their salary, working days, off days, benefits, contributions and other related information for them to accept the job.
7. Conduct physical activities and surveys.
- The activity and surveys need to be conducted in a suitable time where it did not disrupt their work. Small activities were conducted during spare time after weekly events. The event’s objective is to create bonding among colleague and have some fun time during working.
8. Processing payroll.
- The process used to pay workers at the end of a payroll period is known as payroll processing. To guarantee that pay is accurately computed, monitored, and distributed as well as that the appropriate amounts of tax, corporate benefits, and other deductions are deducted, this process entails many processes include contribution of EPF, SOCSO, PCB, HRDF, as well as Unpaid Leave, Annual Leave, Medical Leave.

Other than Human Resources related tasks, the company also give an opportunity for the trainee to complete a task such as video e-commerce advertisement, conduct TikTok live, sorting invoice to files, design supplier’s exhibition product advertisement, and health and product consultation.

4.3 Gains: Intrinsic & Extrinsic benefits such as allowance, compensation, experiences, knowledge, and skills.

4.3.1 Intrinsic benefit

Throughout internship period, trainee have received a lot of experience, knowledge and skills either in HR related tasks or other assigned tasks from other departments. One of the tasks that give a hug impact and offer added value on the trainee is processing payroll. As commonly known that payroll is confidential, and the skills of using the payroll system was valuable, thus the

huge opportunity give to the trainee was very meaningful as added value on them when they enter industry in working life later.

Furthermore, the company also give a task to the trainee to make a product video advertisement to video content for TikTok apps. This task usually given unpremeditated, thus this train trainee to quickly thinking and make immediate actions to complete the task. Furthermore, the company also allows trainee to participate in weekly events where the events involved a lot of patients and customers. Thus, it helps trainee to polish their soft skills in such social skills, communication skills, interpersonal skills and customer service skills.

4.3.2 Extrinsic benefit

Throughout the internship period, the trainee received RM500 as internship allowance. With high allowance given by the company, it gives trainee high motivation to come to work and put effort to gain new knowledge and perform well at work. Moreover, the company did not put a limit on trainee's leave application. The trainee was allowed to apply for leave without a prove of medical leave, as well as the application was with reasonable. The company also did not deduct allowance if trainee apply for leave. Furthermore, the company give two off days which every Saturday and Sunday.

5.0 SWOT ANALYSIS

STRENGTHS	WEAKNESSES
S1: Strong brand - Had 3 branches in total. S2: Actively organize business events. S3: Loyal returning customers. S4: Skilled senior employee.	W1: Long-term training for staff who has no pharmacy education/experience. W2: Unimprovement/development of the Headquarters Office even though has even been operated for 18 years.

Table 1 SWOT Analysis of Farmasi Sihat Sdn. Bhd

S5: Utilized and high exposure to online business apps (TikTok)	W3: Lack of skilled workers for drugs/poison consultant.
S6: Continuous learning for the staff.	W4: Poor job scope & description.
	W5: Low employee retention.
OPPORTUNITIES	THREADS
O1: High recruitment opportunities.	T1: Inflation
O2: Government support for medicine supplies.	T2: High competitors around branches (AM PM Pharmacy, Rengit Pharmacy, Wellness Pharmacy)
O3: The need for high-dermatology products.	T3: Low recognition from people because all branches are located in rural areas.
O4: Increasing the use of online shopping platforms (TikTok, Shopee)	T4: Low customers since local people had low knowledge about healthcare.

5.1 STRENGTHS

S1: Strong brands.

- Farmasi Sihas has been operated for 18 years since 2005. The business focused on rural area to educate the local about healthcare especially elderly people. The business was also the first Pharmacy Business that exist at that area. Since that, Farmasi Sihat being their number one first choice to get consultation for better health conditions. Until now, the business has three (3) branches which are at Rengit (HQ), Pagoh and Senggarang, Johor and soon will be opened new branch at Batu Pahat, Johor.

S2: Actively organized business events.

- The business organized CSR Programs every week, every Tuesday at Farmasi Sihat Pagoh, every Wednesday at Farmasi Sihat Senggarang, and every Friday at Farmasi Sihat Rengit (HQ) from 9AM to 1PM. The activities during the programs are Free Health Screening & Consultation (Blood Pressure, Diabetes), *Diagnosis Tapak Tangan* (DTT), and giving out Free Healthy Drink (detox drinks) that helps to deal with diabetes, low blood pressure, removes toxin in the body and etc. This was one of the alternatives for the business to more getting recognition from people inside and outside the business areas. The staff also can increase their social skills which more engagement with customers. Along with the programs, the other team will make TikTok Live session to share knowledge with TikTok crowd, at the same time advertise and selling their products.

S3: Loyal returning customer.

- Since the business has operated for 18 years, they gained loyal customers who trust the pharmacy to serve and give health consultations to them even though the business had few competitors around the business area. The business also focused on rural areas in order to educate people about healthcare and supplements. Thus, when this can help them to gain trust from the customers.

S4: Skilled senior employee.

- Farmasi Sihat had a few senior employees who have been working with the company for 12 years, 8 years, and 7 years. Skilled employees are important for the company specially to help to train new staff to polish their knowledge about medication and health.

S5: High exposure and engagement with TikTok Apps.

- The business was actively utilized the number one app in worldwide to get more recognition from people, inside and outside Malaysia. They usually will conduct TikTok Live twice a day, every 10 AM and 3 PM at TikTok account Farmasi Sihat. The session is typically a sharing and Q&A session with the viewers about healthcare, skincare, supplements and etc. they also have specific team to supervise Widely known that the usage of social media in business enable them to reach the customers and increase market reach better,

build online networking and can widely sell and promote the business products and services.

S6: Continuous learning for the staff.

- Medical and Health knowledge was wide, thus the staff who may not have a medical or pharmaceutical background of education or experience have a high chance to have new knowledge every day. They also have online product training about medical products with all employees participating.

5.2 WEAKNESSES

W1: Long-term training for staff who has no pharmacy education/experience.

- Since the business allows anyone to work with them for position of Pharmacist Assistant without required to have any related field of healthcare or medication background, it found that the business might facing a long-term training for the staff to achieve their performance goals. To add, it might cause long-term training for the staff who did not have a medical or pharmaceutical background of knowledge because lack of knowledge might affect bad medicine or product consultation which also led to negative patients' health outcomes as well as business performance and sustainability. The staff may take a long time to be well-trained about the products that the business sell which they play an important role by being aware of the medications for patients, monitoring the medications effects and identifying whether the medications are positively or negatively affecting conditions of health. Thus, it might take one to two years for the staff to well learned about the products including poisons and drugs that the business serves.

W2: Unimprovement/development of the Headquarters Office even though has even been operated for 18 years.

- The business place was still the same and had a minor upgrade even though has been operated for 18 years. Personally, having a conducive, modern, upgrades and comfortable workplace was important for the employee's motivation to continue working there, as well as instantly gives a positive working environment. From the trainee perspectives, having a comfortable working place helps them to gain job satisfactions, motivations, as well as quality of work. It is because, it impacts their state of mind, mental health, and performance.

W3: Lack of skilled workers for drugs/poison consultation.

- The business at each branch only has at least 2 to 3 skilled and strong employees who mastered in medication and pharmaceuticals. It required long

time to train an employee especially if they do not have any related background of knowledge or experience in pharmacy.

W4: Low brand identity (website)

- The business online website was not updated. It also had minor exposure to the business. This may affect the first impression of people towards the business if they checked out the website. From the trainee's frame of mind, it is important for the business to have a strong website exposure as website helps customers to get to know the business before purchasing.

5.3 OPPORTUNITIES

O1: High recruitment opportunities.

- Farmasi Sehat did not prioritize a candidate to have a Pharmacy education background to be their staff. As long as each branch had two (2) Pharmacist and Senior Health Advisor or Pharmacist Assistant to train the new staff about the various type of product such as medications and supplements. If candidates have Pharmacy education background or experiences, it is a bonus for them as well as to employer. Thus, anyone who had at least Diploma can be one of the team.

O2: Government support.

- Some medicine was supported by the government which give an opportunity for the business to sustain and get the trust of customers.

O3: The need for high-dermatology products.

- People now are getting more knowledge about health, and skincare since all information can easily be reachable with the help of technology. For example, TikTok apps now are more interesting than before where people globally from different backgrounds, career and fields are comfortably sharing their knowledge, including about healthcare, skincare, and any related. Thus, it helps the business to sustain itself since people are more attracted to taking care of their health, body, and skin.

O4: Increasing the use of online shopping platforms (TikTok, Shopee)

- The business also focuses on online business platforms to gain outside customers and achieve high sales.

5.4 THREADS

T1: Inflation

- With the economic situation recently, raw resources are already expensive, thus inflation of prices just makes the situation worse. Therefore, many businesses in the sector are unable to afford the essentials. As a result, the cost of production soars, as well as the earnings drop since people also has low purchasing power.

T2: High competitors around branches (AM PM Pharmacy, Rengit Pharmacy, Wellness Pharmacy)

- The competitors around the business areas were more known by people and had strong brands.

T3: Low recognition from people because all branches are located in rural areas.

- The business still has low recognition since the business is located in rural area. It has been known that people who live in rural areas had low knowledge about health. Plus, the economy downturn lately has affected the business process.

T4: Low customers since local people had low knowledge about healthcare.

- Meanwhile operating in rural areas, the people there might have minor knowledge about healthcare, as well as low purchasing power to buy expensive medicine, supplements and any related.

6.0 DISCUSSION & RECOMMENDATION

	<u>STRENGTHS</u>	<u>WEAKNESSES</u>
	<p>S1: Strong brands.</p> <p>S2: Actively organize CSR programs.</p> <p>S3: High loyal returning customers.</p> <p>S4: Skilled senior employee.</p> <p>S5: High exposure and utilized social media.</p> <p>S6: Continuous learning for the staff.</p>	<p>W1: Long-term training for the staff who has no pharmacy education or experience background.</p> <p>W2: Unimprovement of the Headquarters Office even though has been operated for 18 years.</p> <p>W3: Lack of skilled workers for drugs and poisons consultant.</p> <p>W4: Poor job scope or job description.</p> <p>W5: Low employee retention.</p>
<u>OPPORTUNITIES</u>	<u>S/O</u>	<u>W/O</u>
<p>O1: High recruitment opportunities.</p> <p>O2: Government support of medicine supplies.</p> <p>O3: The need for high-dermatology products.</p> <p>O4: Increasing in the use of online shopping apps (TikTok, Shopee)</p>	<ul style="list-style-type: none"> ▪ High engagement with customers to build trust and strong relationship. (S3, O3) ▪ Actively use and engage with online platform and reach customers globally. (S5, O4) 	<ul style="list-style-type: none"> ▪ Provide training and development (W1, O1) ▪ Provide suitable job position and clear job description (W4, O1)
<u>THREATS</u>	<u>S/T</u>	<u>W/T</u>
<p>T1: Inflation</p> <p>T2: High competitors around branches. (AM PM</p>	<ul style="list-style-type: none"> ▪ Involve in local or business event (S2, T3) 	<ul style="list-style-type: none"> ▪ Offer interesting bonus or incentives (W5, T2)

Pharmacy, Rengit Pharmacy, Wellness Pharmacy) T3: Low recognition from people because business located in rural areas. T4: Low customers since local people had low knowledge about healthcare.		
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Table 2 Findings of SWOT Analysis

6.2 Strengths/Opportunities

- i) Implement high engagement with customers and build strong relationships by reaching them to have continuous feedback and review. (S3, O3)
 - Since the company had loyal returning customers and the need for dermatology products were high, the company can implement high engagement with customers that also can build strong relationships with them. For instance, the company can highly engage by reach their customers through scheduled appointment or contacting through online platform (WhatsApp, Telegram). Approximately, this strategy also can help the business to gain more returning customers, as well as can improve company's profitability. According to Mandal (2023), without the ability to engage with customers and foster and create powerful customer connections, the business will not be able to compete in the business climate and find long-term success. To conclude, the company will be able to deliver customer value, trust, and satisfaction by actively engage with them, as well as able to achieve business excellence.
- ii) Actively use online application or E-Commerce to reach customers globally. (S5, O4)
 - In the decade of information systems and technological advancement, social media and networking has become the fastest way to grow a business entity and recognition. Since it has been a tremendous growth of the social media usage, it has become vital tools of business to

expand their business widely without barrier by boundlessly spreading brand's information. This can be proven by Ebrahim (2019) stated that a business can consider to use social media platforms as an essential tools to success in online marketplace. The business able to share information through videos, pictures, ratings, posts, and microblogging. Hence, the company can view this business strategies as a huge opportunity to advertise their business either actively engage in social media networking such as Twitter, TikTok, Facebook, Instagram or social networking websites such as LinkedIn.

6.3 Weaknesses/Opportunities

- i) Provide training and development. (W1, O1)
 - Due to the fact that employee required long-term trains who had no pharmacy education background and work experience, followed with high recruitment opportunity given by the company, thus the business can consider starting to provide suitable training and development to avoid durable trains to the employee. According to Anwar & Abdullah (2021), developing staff performance and supporting them in term of their physical abilities and their way of thinking about subjects and ideas are significant components of human resource management nowadays and the main goal is to increase productivity. In fact, training properly help organization to run effectively and productively which also helps to achieve high profitability and efficiency. As specified by Ismael et al. (2021), employees cannot conduct the business in a proper and in standard manner without an adequate and effective training. Thus, by training and development, they able to grow their individual skills and performance that could achieve business's expectations and demands.
- ii) Provide suitable job position and job specification. (W4, O1)
 - Since the company did not provide specific job scope and description, while they expose to high recruitment opportunities, thus the business needs to produce well-drafted job description, as well as offer suitable job position. According to AL Rawas & Jantan (2022), job description are beneficial for both managers and employees because they lay out in

detail the duties and responsibilities of each position, as well as the skillsets necessary for workers to successfully carry out those duties. Generally, employees able to work more productively when they are aware of what responsibilities they hold and what is expected to them. Additionally, when company provide framework to make sure the employee is carrying out the task and establishing objective that employer can evaluate the employee's performance. This can be proven by Switasarra & Astanti, 2021), it is more difficult to monitor and measure the performance of a large company if there are not written guidelines outlining the employees' responsibilities. Therefore, a written guideline, namely a job description, is required as a performance measurement instrument. Overall, the company can start o observe good job description to their employee in order to achieve their goals and expectations, as well as can develop qualified and skilful employees.

6.4 Strengths/Threads

- i) Involve in local or business event. (S2, T3)
 - As the company has actively organized CSR programme and had low recognition from people because located at rural area, thus the company can consider involving in local or business event. Typically, local events are incredibly significant for modest businesses. The more frequently the business attend and participate in these events, the greater they visibility among the community's residents and workforce. Despite of actively organize an event every week for each of branch, the business still needs to gain wide recognition from people, that instantly build relationship with community. This can be one of the marketing strategies of the business to imply.

6.5 Weaknesses/Threads

- i) Offer interesting bonus and incentives. (W5, T2)
 - Since the company had low employee retention with high competitors around business operations, the company can consider offering employee bonus and incentive are one of employer's intrinsic or

extrinsic benefits or rewards by employers to motivate and appreciate staff to maintain great behaviour and job performance. The reward is a bonus provided by the employer in the form of money/cash, perks, or a promotion that fosters feelings of job satisfaction such as pride in one's work, a sense of success, and/or the ability to work well with others. Rewarding employees results in a better degree of satisfaction, and rewarding employees makes it possible for them to complete duties (Din et al., 2021). Additionally, when employees feel appreciated by their employer, their retention rate rises. According to Bykova et al. (2022), Financial incentives, such as the award of bonuses or awards for their job performance, are one of the instruments of such of their motivation. Thus, a bonus or incentives is a huge opportunity for the company to appreciate their employee in order to increase their retention rate as well as their productivity.

7.0 CONCLUSION

Throughout this semester of industrial training, there are a lot of knowledge, skills, and experiences gained by the trainee. Soft skills polished, critical thinking sharpened, and self-esteem has roses enable trainee to confront with any difficulties ahead. Those knowledge and skills were so helpful for them to prepare before enter industry.

During the industrial training for 24 weeks, the trainee able to investigate the company's strengths, weaknesses, opportunities and threads, where it's a big chance for trainee to figure out uncertainty and to have ideas on what strong strategic planning for sustaining the business and to improve more on management. The trainee also able to show the company their own perspectives about the company and the strategies on discussion and recommendations from trainee can give some idea for company to improve their management.

Overall, industrial training gives huge beneficial to trainee and fresh graduate as it believes that the period given was the time for trainee to gain as much as skills, knowledge as added value for them to prepare before entering the real working life in industry. Already known that most company prioritize candidates who had experience and sometimes fresh grad was set aside. Thus, by having industrial training, they can gain as much as knowledge and skills for them to stand out themselves.

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9.0 Appendices



9.1 Company's weekly event

Date	Descriptions	Appendices
10 March 2023	Weekly event. - Serving customers with Healthy Drink which combination of, Honey, Teen Vinegar and Pomegranate Essence from supplier products (Olive House Malaysia) added with lemon and spearmint.	
12 May 2023	Hari Raya feast and weekly event. - Selebrate and serving customers with variaty of Hari Raya foods, cookies and drinks. - Receptionist.	




		 A photograph showing three women wearing hijabs standing in a well-lit aisle of a pharmacy or grocery store. The woman on the left is wearing a black hijab and a black dress. The woman in the middle is wearing a light blue patterned hijab and a matching blue dress. The woman on the right is wearing a purple hijab and a purple dress. They are all smiling and looking towards the camera. The shelves in the background are stocked with various products.
19 May 2023	Weekly event - Distribute company's business activities card.	 A photograph showing two women wearing hijabs at an outdoor market stall. The woman on the left is wearing a grey patterned hijab and a grey patterned dress, and she is holding a red shopping bag. The woman on the right is wearing a pink hijab and a pink dress. They are standing in front of a stall with a blue canopy. In the background, other people and stalls are visible, suggesting a busy market environment.



		
<p>2 June 2023</p>	<p>Weekly event - Serving customers with Healthy Drink which combination of, Honey, Teen Vinegar and Pomegranate Essence from supplier products (Olive House Malaysia)</p>	
<p>7 July 2023</p>	<p>Weekly event - Serving customers with sample drink of new product from Olive House brand which is Pomegranate Cordial with Stevia.</p>	



9.2 Other tasks, activities and business events.



Date	Description	Appendices
10 March 2023	Video recording - Recording video for job vacancy.	
29 March 2023	Price tagging and restocking shelves.	

<p>3 April 2023</p>	<p>Creates decoration for Hari Raya.</p>	
<p>12 April 2023</p>	<p>Packing freegifts for Mother's Day Celebration.</p>	

<p>12 April 2023</p>	<p>Participate in BSN Prudential event talk.</p>	
<p>18 April 2023</p>	<p>Contribute and participating with business's Career Talk event at Temenggong Ibrahim Girls School, Batu Pahat.</p>	 

<p>14 April 2023</p>	<p>Participating in decorating Raya at Pharmacy.</p>	
<p>4 August 2023</p>	<p>Contribute and participate in company's business event with supplier Olive House Malaysia at ADUN Senggarang.</p>	

Date	Description	Appendices
2 March 2023	Making video for product advertisement for social media content.	 <p>5:23 4G</p> <p>Find related content Search</p> <p>Hai. Saya izyan dari Farmasi Sihat nak share tentang satu produk iaitu Cosomoderm Niacinamide + Salicylic Acid.</p> <p>GRAB DI SINI 2</p> <p>Farmasi Sihat 3-3</p> <p>Ni farmasi sihat ke rancangan nona? #fyp #farmasisihat #affiliate #cos... more</p> <p>See translation</p> <p>ALMOST HOME - @Mad Adix, Marc St...</p> <p>Add comment...</p>
3 March 2023	Making video content for social media about company's weekly event and activities.	 <p>5:21 4G</p> <p>Find related content Search</p> <p>Hai, selamat pagi semua. So, macam biasa Farmasi Sihat cawangan Rengit adakan pemberian air detox percuma dan jugak saringan kesihatan percuma.</p> <p>BIJIRIN SIHATT CHIA SEEDS 2</p> <p>Farmasi Sihat 3-8</p> <p>WAJIB DATANG !!! #fyp #farmasisihat #tipskesihatan... more</p> <p>FEEL THE GROOVE - @Queens Road...</p> <p>Add comment...</p>

<p>3 March 2023</p>	<p>Making video for job vacancy advertisement.</p>	
<p>10 March 2023</p>	<p>Making video for job vacancy advertisement for other branch.</p>	

<p>17 March 2023</p>	<p>Making video for social media content about weekly events, activities and promotions.</p>	 <p>A screenshot of a TikTok video. The video shows a woman wearing a light-colored hijab and a matching top. She is holding a white sign with the words "FREE CONSULTATION" written on it in bold, black and red letters. The background appears to be an indoor setting, possibly a pharmacy or clinic, with shelves and lights visible. The TikTok interface is overlaid on the video, showing the time 5:19, a search bar, and various interaction icons like hearts, comments, and shares. The video is from the account "Farmasi Sihat" and has 19 likes and 0 comments.</p>
<p>7 April 2023</p>	<p>Conducting Tik Tok Live with marketing team.</p>	 <p>A screenshot of a TikTok Live stream. The stream shows three women wearing hijabs in a room decorated with colorful string lights and paper flowers. The TikTok interface is visible, showing the time 4:23, the account name "Farmasi Sihat" with 11.5K likes, and a "Weekly Ranking" badge. There are several comments and gifts visible on the screen, including one from "gabri-somanta_ayd" and another from "FA TEPI!". The stream has 7 viewers and 20 comments.</p>

9.4 Farmasi Sihat Sdn. Bhd. Team

