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PAHANG



FACULTY OF BUSINESS AND MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION (HONS.)
HUMAN RESOURCE MANAGEMENT

HRM666



INTERNSHIP TRAINING REPORT AT KORIDOR UTILITI PAHANG SDN. BHD.

1ST MARCH 2023 – 15TH AUGUST 2023

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Executive Summary

According to the plan of study, internship is the last course for all undergraduate programmes in the Faculty of Business and Management. A student is required to undergo internship attachment or on-the-job training in areas related to our academic degree and field of concentration. This internship course serves as a practical training ground for a student to receive practical knowledge and workplace skills that give experience with work and responsibility in carrying out tasks assigned by the company. It would enhance practical skills, knowledge, and attitude in carrying out the task.

After struggling to find an intern placement, I express my gratitude for being afforded the chance to undergo my industrial training in Koridor Utiliti Pahang Sdn. Bhd. (KUPSB). My memorable and enlightening 24 weeks industrial training began here at KUP. This internship report details my internship period that I have finished in KUP, under Human Resources Department, which started on March 1st, 2023, and ends August 15th, 2023. KUP is a company established through the initiative of the Pahang State Government to create a Coordinating Agency in the utility infrastructure installation industry.

I was assigned to the HR Department where I am responsible for monitoring and ensuring the daily operations run smoothly. My duties as an HR internee including performed various administrative tasks in support of the HR department, maintained employee records to ensure they have up-to-date information, updated the human resources databases (new hires, claims, leaves and overtime), assisted in payroll preparation by providing relevant data, like absences, bonus and leaves, screened resumes, scheduled interviews, and assisted in preparing HR-related reports. This provide me exposure to work and responsibilities in carrying task identified by the company. It would further enhance the practical skills, knowledge, and attitude in executing the task at hand.

Every company has their own SWOT Analysis to helps them assess internal factors (strengths and weaknesses) and external factors (opportunities and threats) that might affect their business. Same goes to KUP. In this report, I had listed the SWOT analysis of KUP that I observed during the 24 weeks internship duration. To sum up, by evaluating positive and negative factors within and outside the company, the conclusion of the SWOT Analysis component helps the reader understand why the analysis should relevant.

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Acknowledgement

I would like to express my deepest appreciation to all those who provided me the possibility to complete this report. A special gratitude I give to our final year project advisor, Madam Nurul Aida binti Harun, whose contribution in stimulating suggestions and encouragement, helped me to coordinate my project especially in writing this report.

Furthermore, I would also like to thank KUP Human Resource Department for allowing me to be an internee at their organization and help with necessary tasks and activities. Many thanks go to my supervisor, Puan Nur Salihah Nabilah binti Zamri who have invested her full effort in guiding me achieving the goal. I also have to express my appreciation to all the staffs in KUP, without their sharing of experiences, I would not have come this far and gain a lot of knowledge.

Not to forget to my beloved family, who gave me full support and always open to help me and give me the best solution when I am stuck in doing my tasks. Without them it will be hard for me to be who I am today. I remember one moment when I'm stuck and out of idea to settle my tasks and feel like giving up, my family is the one who kept telling me that it is not worth it to give up because they believe that I can complete it. Thank you for these motivations I will keep on going and strive to be the very best.

Last but not least, to my dear self who is always determined in facing the hardships and challenges during this internship. Being able to arrive at this point of time is already the biggest achievement of my academic journey in UiTM since 2018. To conclude my acknowledgement, I would like to give my standing ovation and thankful to those who had helped me complete my tasks. Thank you so much.

1.0 Student's Profile

1.1 Updated Resume



NUR ILHAM NABILAH BINTI MOHD KHAIRI

Mobile :

Email :

Address: Kuantan, Pahang.

SUMMARY

A precise and detailed fresh graduate specializing in Human Resource looking to use HR knowledge to incorporate innovative methodologies that may help reputable organization maximize operational efficiency and maintain a high employee retention rate. **Available to start working immediately.**

WORK EXPERIENCES

1. Koridor Utiliti Pahang Sdn. Bhd.

(Mac 2023 – August 2023)

HR Intern (Human Resource Department)

- Performed various administrative tasks in support of the HR department.
- Maintained employee records to ensure they have up-to-date information.
- Updated the human resources databases (new hires, claims, leaves and overtime)
- Assisted in payroll preparation by providing relevant data, like absences, bonus and leaves.
- Screened resumes, scheduled interviews, designed poster, posted job ads, and assisted in preparing HR-related reports.

2. Swan Heritage HQ, Kuantan.

(Aug 2022 – Sept 2022)

Quality Control

- Reviewed the quality of all factors involved in scarf production to ensure excellent production.
- Followed established quality control procedures to ensure scarf production meets clients needs and preferences.
- Identified problems and help implement innovative solutions to expedite the production process.
- Performed inspection, tests and evaluations of products and materials.

3. Oppo Electronics Sdn. Bhd. Kuantan

(Dec 2017 – July 2018)

Sales Representative

- Provided high-quality customer service to optimize customer purchasing and satisfaction.
- Handled cash register transactions.
- Increased sales by an average of 70% each month by continually developing ways of reaching new potential customers.
- Managed stock replenished and organized shelves and inventory efficiently, 90% faster than other associates.

EDUCATION

MARA University of Technology (UiTM) Malacca City Campus

(2021 - Present)

Bachelor of Business Administration (Hons.) Human Resources Management -CGPA: 3.88

MARA University of Technology (UiTM) Raub Campus

(2018 - 2021)

Diploma in Business Studies – CGPA: 3.86

ACHIEVEMENTS

- Won Silver Award in Virtual Melaka International Intellectual Exposition (V-MIIEx 2022) (2022)
- Obtained Dean's List Award at UiTM Malacca City Campus (2021)
- Accomplished Gold Award in Virtual Talk Battle Series-2 (2021)
- Granted Vice Chancellor's Award in Diploma Business Studies (2021)
- Won Silver Award in Entrepreneurship & Innovation Series IV "Beyond the Boundaries: Integrating Disabled Communities" (2019)

LEADERSHIP EXPERIENCES

- Contributed as Honorary Treasurer in Human Resource Society (HURES), UiTM Kampus Bandaraya Melaka (2022)
- Actively participated in Executive Treasurer in Human Resource Society (HURES) (2021)
- Responsible as Organizational Management Exco | Change Agent Club (CAC), UiTM Kampus Raub (2019 – 2020)
- Actively contributed as Project Leader in Tutor For Raub (TFR) at Kg. Sempam, Raub (2019)

SKILLS

- **Software:**
Microsoft Office (Word, Excel and Powerpoint) – **Advanced**
Canva, Adobe Photoshop, Prezi, Powtoon – **Advanced**
- **Softskills:**
 - Worked with the societies committees to make decisions about campus issues and conducted many programs.
 - Flexibility individual worked on events during hectic week of study.
 - Able to communicate effectively with others
 - Open to new ideas and willing to learn new ways of doing things.
 - Able to lead a team and work well in a team.
- **Languages: Malay (Native) and English (Full Professional Proficiency)**

REFERENCES

Puan Nur Salihah Nabilah binti Zamri
Human Resources Executive Assistant
Koridor Utiliti Pahang Sdn. Bhd.

Puan Nur Hidayah binti Zaini
Academic Advisor
Faculty of Business & Management
UiTM Malacca City Campus

Figure 1 Nur Ilham Nabilah's Resume

2.0 Company's Profile

2.1 Name, Location, Background, Logo

Koridor Utiliti Pahang Sdn Bhd (KUPSB) or called as 'KUP' for short is a private limited company in Malaysia was established on 17th February 2015 and launched on 26th April 2016 (PEJUTA, 2016). KUP was founded by Encik Nur Iskandar bin Othman. On 17th August 2016, the Pahang State Government appointed the Koridor Utiliti Pahang (KUP) as the Pahang Utility Coordinating Agency to ensure the installation, improvement and maintenance of utility-related systems is done efficiently. Decision of the Government Meeting Council (MMK) has approved the scope of KUP's services as a "One Stop Agency" (OSA) that coordinates the application procedure for development, maintenance and utility removal on existing roads (Brownfield) and new roads (Greenfield) starting from the permit application stage then until the return of the security deposit including the preparation of Underground Detection Mapping (UDM), Traffic Management Plan (TMP) and As Built Plan.



Figure 2 Koridor Utiliti Pahang's Logo

KUP is a company established through the initiative of the Pahang State Government to create a Coordinating Agency in the utility infrastructure installation industry. The main objective of the establishment of KUP is to collect and develop a database of state utilities through its role as a OSA which coordinates the application procedures for the development, maintenance, and transfer of utilities on existing roads (Brownfield) and new roads (Greenfield) starting from the permit approval application stage to the return of the security deposit. To date, KUP has 94 of total staff including staff that work with *Menteri Besar* of Pahang, YAB Dato' Sri Haji Wan Rosdy bin Wan Ismail.

Headquarter of Koridor Utiliti Pahang Sdn. Bhd. is located at A31, Jalan IM 7/3, Bandar Indera Mahkota, 25200 Kuantan, Pahang while one more branch of KUP is located in Tanah Rata, Cameron Highland, Pahang. Currently, KUP HQ was having a maintenance in Human Resource Department and Account Department floor. So, all staff that affected by the maintenance moved to a temporary office which located at Putra Square, Kuantan. However, all main event such staffs' birthday celebration, Eid celebration and interview session will be

conducted at KUP HQ. Thus, sometimes I will be in Indera Mahkota's office and sometimes I will be in Putra Square's office.

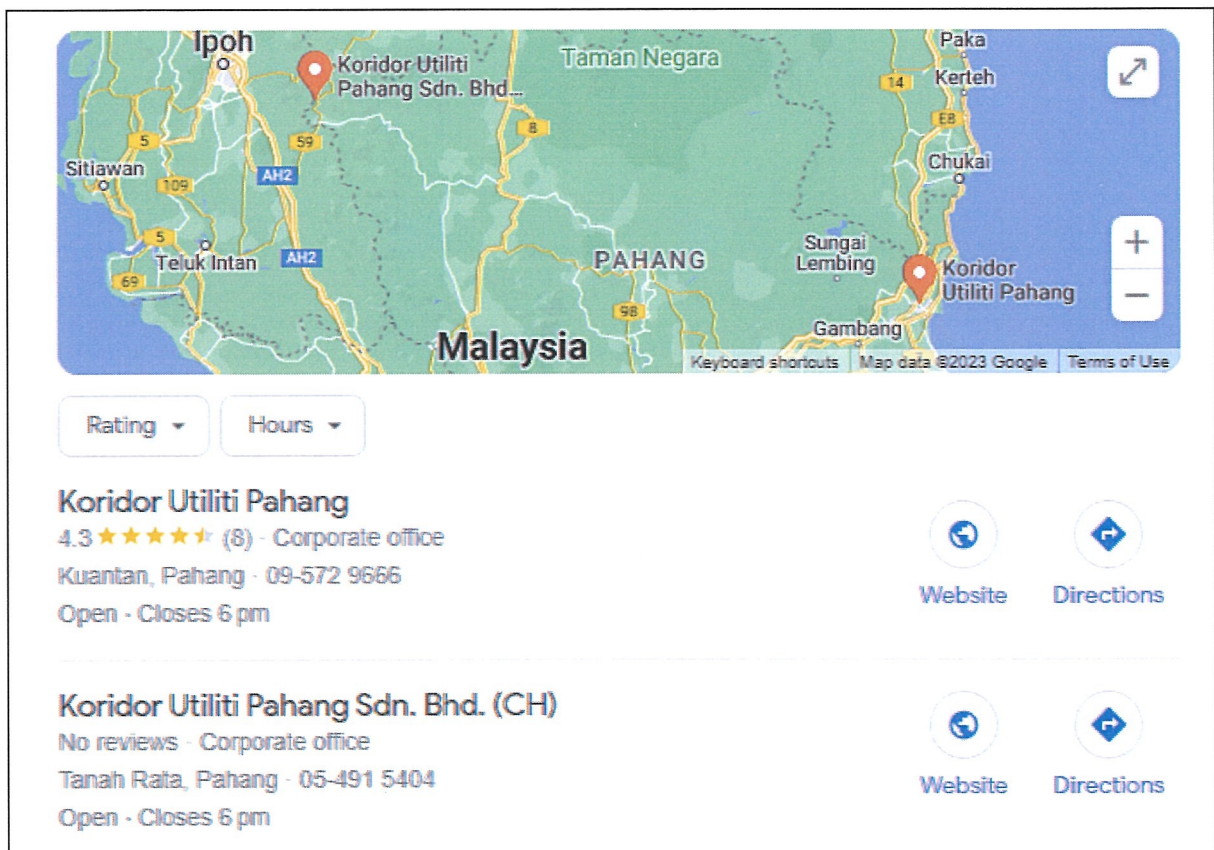


Figure 3 Koridor Utiliti Pahang HQ (Kuantan) and Branch (Cameron Highland)

2.2 Vision, Mission, Objective, Goal

Vision:

Be a regional leader in the management and development of a more systematic and integrated Utility Corridor Infrastructure in order to transform Pahang into an intelligent and secure state.

Mission:

Be a catalyst for the development of Regional Utility Corridor Infrastructure that is more organized, comprehensive and capable of providing the best infrastructure.

Objectives:**1. Utility Corridor Management Pioneer**

Be a pioneer in efficient, professional and integrated utility corridor infrastructure management for the State of Pahang.

2. Professional Workforce

Develop a professional workforce in the Technical & Engineering sector of utility infrastructure development.

3. Job Opportunities

Offering more job opportunities in the support industry while helping to improve the socio-economic status of the State of Pahang.

4. Offers Business Opportunities

Create support business opportunities for small and medium entrepreneurs in the utility-based industry and boost the economic activities of the State of Pahang.

Goals:

- Stimulating the utility infrastructure installation industry by speeding up the approval period for dredging permits through increased efficiency and simplifying the management of applications and permit approvals in addition to the implementation of dredging and installation work that is safe for all.
- Contributing to the feasibility of construction projects, upgrading facilities and upgrading government roads by overcoming the problem of delays and increased expenses due to utility infrastructure relocation works through the collection and provision of an accurate, integrated and comprehensive utility database.
- Help improve the safety and well-being of the people through the protection of assets and infrastructure of the State Government, the public and utility providers.
- Contributing to a more sustainable and habitable development through planning, provision of reserves and more coordinated and systematic utility placement.

2.3 Organizational Structure

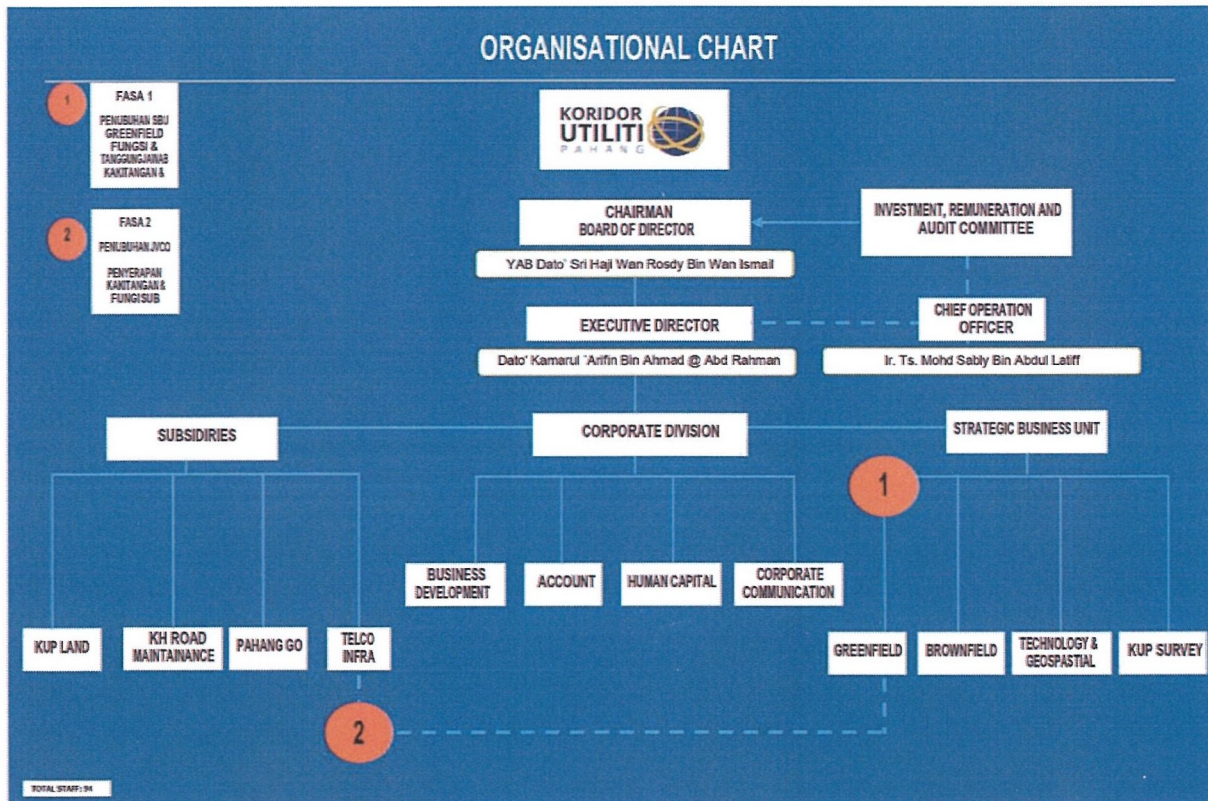


Figure 4 Koridor Utiliti Pahang's Organizational Structure

Figure 4 shows the organizational structure of Koridor Utiliti Pahang Sdn. Bhd. KUP was chaired by Chief Minister of Pahang, YAB Dato' Sri Haji Wan Rosdy bin Wan Ismail. The Board of Director consists of YAB. Dato' Sri Haji Wan Rosdy bin Wan Ismail, YB. Dato' Sri Johari bin Harun, YH. Dato' Kamarul 'Arifin bin Ahmad @ Abd Rahman, YH. Dato' RAZihan bin Adzharuddin, YH. Dato' Sharifah Fatimah binti Syed Omar, YB. Mohd Sharim bin Md Zain, Puan Hajjah Norazilawati bin Ibrahim, YH. Dato' Mohd Khusaini bin Harumani and Tuan Haji Nur Iskandar bin Othman. The Executive Director was hold by Dato' Kamarul `Arifin Bin Ahmad @ Abd Rahman. He is also holding the position of Pahang State Business Investment Officer in Chief Minister's Office. And, Ir. Ts. Mohd Sably Bin Abdul Latiff hold the position as Chief Operation Officer. The KUP structure divided to two part which are Corporate Division and Strategic Business Unit. Corporate Division then separated into 4 departments which are Business Development (BD), Account, Human Capital (HR) and Corporate Communication. Strategic Department. Business Unit also separated into 4 departments which are Brownfield, Greenfield, Technology & Geospatial and KUP Survey Department.

2.4 Products or Services

Koridor Utiliti Pahang (KUP) acting as a “One Stop Agency” (OSA) overseeing the infrastructure development of utility corridors, it is the responsibility of KUP to perform its services as follows:

- Coordinating Way Leave and Permit approval applications for utility works such as Water, Energy, Telecommunications, Gas and Sewerage on a planned or emergency basis.
- Coordinating and monitoring plans for the preparation and removal of utility infrastructure from the risk of overlapping routes and repeated dredging.
- Planning and providing shared utility infrastructure facilities such as utility tunnels, shared channels, street furniture facilities, smart streetlight poles and also fiber optic cables.

3.0 Training's Reflection

3.1 Duration: specific date, working day and time.

My industrial training experience and my first career begins here in Koridor Utiliti Pahang, the duration of my internship training is from 1st of Mac 2023 until 13th of August 2023 which is 24 weeks journey. KUP's working days and hours are on Monday till Friday from 9.00 am till 6.00 pm. In addition, I am having lunch break from 1.00 pm till 2.00 pm on Monday till Thursday, meanwhile 12.30 pm till 2.30 pm on Friday. For prayer time, we are freely to pray even not within the lunch break. Throughout my internship, I have learnt a lot of things from making new friends until how to work practically and applied what I have studied from my degree in my work ethics. I am thankful to be part of UiTM student because of the syllabus and campus culture with the environment has made me easily adapt in the working environment.

3.2 Details: department, roles, responsibilities, assignments, tasks.

I have been assigned specifically in the Human Resource Department during my internship period. and supervised by the HR Executive Assitant, Puan Nur Salihah Nabilah binti Zamri. I am responsible to monitor and ensure the daily operations running smoothly. I had used all my knowledge in human resource and administration to settle my tasks.

My tasks and assignments in KUP are:

1. Performed various administrative tasks in support of the HR department.

I have to maintained employee records to ensure they have up-to-date information. Then, updated the human resources databases such new hires, claims, leaves and overtime using Excel Spreadsheet. I also assisted my supervisor in payroll preparation by providing relevant data, like absences, bonus and leaves.

2. File the documents (including tagging file)

The purpose of filing is to ensure that documents related to the company are not lost and easy to find. The document will be referred for audit and checked if there are any problems related to the company. Next, for the filing process, the original document must be made a copy for filing. A copy of the document is for office uses while the original document must be sent to the Headquarters or the branches. Then, jot down the title of the document on minute paper in the file that has been filed. Examples of documents are employee detail, training, overtime, leave and claim form. In addition, I also learned to compile documents as directed by my supervisor accordingly.

3. Write a memo

My supervisor has given me task to write a memo. The memos that I write are memo on 'Step to claim parking fees using the Pahang Go application', 'Working hours during the month of Ramadhan', 'Iftar meal', 'Eid feast', 'Distribution of *daging qurban*' and public holiday.

4. Count employee OT, claims and leaves

KUP are having cut off every 22nd till 21st every month. So, on 21st I will collect the forms from every department to do the calculation. First, I will count and my supervisor will double check it whether my count is right or not. Then, I need to key in the amount in the Excel Spreadsheet.

5. Photocopy & fax the documents.

I make photocopy and fax documents. Although it seems easy to do but it requires a lot of knowledge to use and operate machines liken facsimile machines and photocopiers. Steps to use the machines I learn from the staff. Among the uses of the machinery consist of color photocopies, ID copies, soft copies, scanners and so on. Fax photocopies and documents I do such as employee forms, applicants' resumes and HR related forms.

6. Search the training program and register on behalf staff

My other task is to search for training program for the employee. It is difficult for me because need to find the course that related with their position and need. However, after I found some of the training, I will give it to my supervisor whether it is suitable or not. If she rejects, I need to find another training. Meanwhile if she accepts, I will register the training course on behalf staff.

7. Design poster and banner (post job ads)

Not only that, I was assigned to design a poster and banner. I need to design banner for Eid Aidil-Fitri celebration, poster for job advertisement and invitation for event such Ramadhan Iftar with all staffs. After designed the job ads, I need to post the job ads on the social media. I attached my works in Appendices.

8. Key in petty cash

A petty cash fund is a small amount of company cash, often kept on hand to pay for minor or incidental expenses, such as office supplies or employee reimbursements. A petty cash fund will undergo periodic reconciliations, with transactions also recorded on the financial statements. In KUP, each department have its own petty cash fund. Thus, my task is to key in amount of petty cash that employee use tally with account amount. It is also for HR record on where the fund goes whether it is acceptable or not.

9. Call and assist candidates for interview

For this task, I need to do step by step. First, I will call one by one of the applicants according to the lists that my supervisor gives me. I ask the applicants whether they are available for the interview session. Then, I need to follow up with them and give detail information such interview place, time and they need to fill in the job application form to bring to the interview session. On the day of the interview, I need to do photocopy for the candidates' resumes, job application form and copy of certificate. Then, I assist them to the interview room.

10. Survey for venue, corporate uniform, t-shirt, calendar, notebook, money packet and gifts

I really like this task because I can go out. I need to survey for the corporate uniform, t-shirt for Mapping Department staff, calendar and notebook with logo embroidery for all staffs. I need at least 3 quotation so that we can compare the better prices with better quality. After we got our order, we need to arrange and distribute to the staffs. Usually, I will go the shops with my supervisor. But there is sometimes I need to go alone because of my supervisor busyness. I need to survey and get quotation for Iftar and Eid celebration venue. Then, I need to compare which venue offer better prices. The last resort for KUP Iftar venue is Kimstone Garden Hall and Eid Aid-Fitr venue at Timmorra Venue. However, the tougher task in searching gift is ad-hock gift. It because sometime seller does not receive last minute order. I still remember, one of the staff asked me to find a gift for the JKR Executive retirement. At the end, I buy ready made '*Kain Tenun Pahang*' in frame. Luckily, they satisfied with the gift.

11. Drop-off bank draft and cheque

My routine on end of the month is I need to go to the RHB Bank to drop-off cheque for HRDF payment and IAM Management bank draft.

3.3 Gains: Intrinsic & Extrinsic benefits

Intern at KUP provides tons of gains. I received RM600 for allowances monthly. I also entitled for overtime pay. For leave, I entitled one-day off per month even though I am only internee. If I am at the Putra Square's office, the parking was already free. However, for parking at the Indera Mahkota's office, we can claim the parking fees to the company. Every two weeks of Friday, HR and Account Department will conduct Yasin recitation and held potluck.

Furthermore, I had learned about Human Resources Development Fund (HRDF), UBS Payroll System and Million Payroll, Accounting and Invoicing Software. Even though KUP not using UBS system, my supervisor still shared with me because she used the system at her previous company. My supervisor love to share her experience while being in her previous and current company. I got a lot of sharing about that. However, for the Million Payroll system, my supervisor cannot enclose details to me because of the private and confidential of employees' salary.

Moreover, the workplace culture is extremely good and helpful for me because if I do not know or am unsure about something, my senior colleagues regardless of department are always willing to help, so every day is a learning process for me to improve myself to be a good HR. Last week, my supervisor asked me whether I interested to continue my journey with KUP. I was so happy hearing that question. I hope with that opportunity, I will enhance my skills and come out with the best ideas and advancement for KUP growth.

4.0 SWOT Analysis

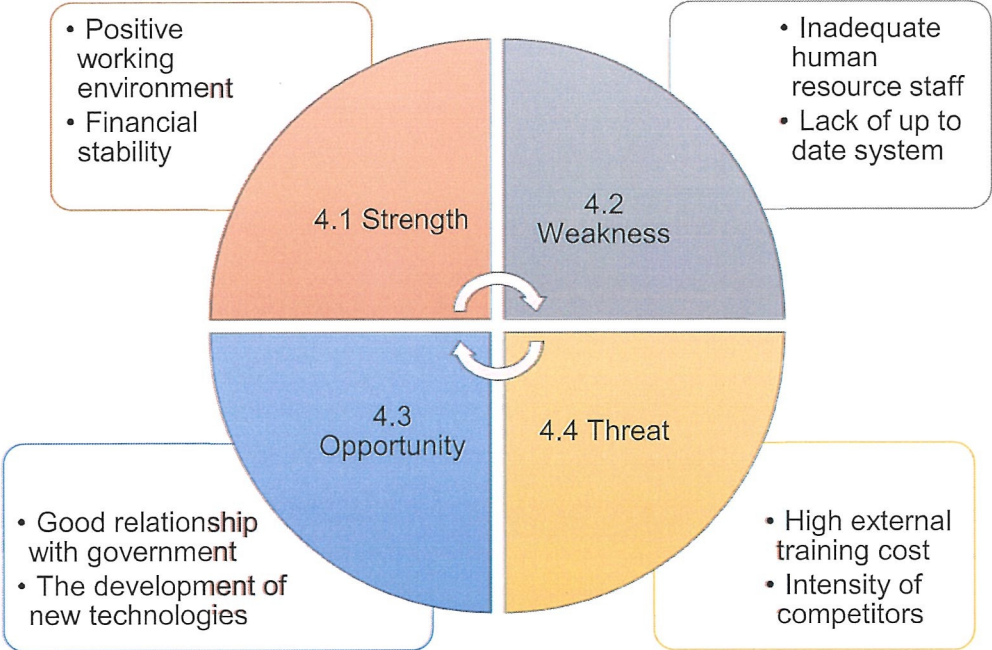


Figure 5 Swot Analysis

5.0 Discussion & Recommendation

5.1 Strength

1. Positive working environment

A positive working environment is vital in ensuring employee productivity to avoid unnecessary stress to the employees thus affecting their work performances (Geue, 2018). A friendly working environment leads to higher job satisfaction and increased productivity while an offensive or unfriendly working environment leads to boredom. As indicated by Saidi *et. al.* (2019), three components of working environment included physical working environment, social working environment and mental working environment. The efficiency of an organization concerned with employee's welfare. The organization would provide their employees a pleasant working environment so that the employees can concentrate on their task and became more productive.

From my point of view, every staff here act like very friendly and easy to approach. When my first time being here, I was treated nicely from all the staff in every department. The interior of the office also in a well-designed. An efficient interior design allows employees to optimize the available office space and use it in a way that is aesthetically pleasing and more importantly, helps with productivity. In KUP, *surau* also provided in every level. It is easier for the staff to performing a prayer. However, I noticed that KUP never held a family day between the staffs.

In today's dynamic and competitive business world, a healthy workplace environment makes good business sense. Managers should not just focus on the employees' salary to enhance employees' performance as there are many other factors that need to be considered. Organization which is perceived as a positive place to work will relatively yield a competitive edge. Companies should invest in the mental well-being of their employees because their mental state affects how well they work. Aside from that, investing in the mental well-being of the employees is important if employer want to maintain their loyalty.

There are many ways a company can manifest its desire to maintain the overall mental health of its employees. Aside from programs and wellness projects, there also events that a company can hold that will give positive effects to the employees. One such event that company can do is hosting a family day for the employees. Family day is when every employee and every member of the office can bring with them their family members. Everyone can bond over and maybe have a potluck and enjoy each other's company. There are plenty of positive effects that hosting a company family day can give such secure company retention, demonstrates commitment and appreciation, and boosts employees' morale.

2. Financial stability

Financial stability describes the condition where the financial intermediation process functions smoothly and there is confidence in the operation of key financial institutions and markets within the economy (Andreeva, Epifanova, Andreeva, and Orobinsky, 2018). Among subsidiaries under Pahang Corporation Group, KUP holds the highest profitability. However, I could not get to enclose exact figure of KUP's profitability because it is private and confidential information for outsider.

My recommendation for this strength is KUP should invest in digitalization. Digital transformation is changing the way companies do business, interact with customers, manage their teams, and also how they handle everyday data and activities. Therefore, investing in technology is an essential factor to ensure competitiveness and digital and physical security. Hence, KUP must allocate more on technology because as the time go by, the business world is becoming more technological. Innovation nurtures business, and since technology creates the way for it, I can say that business needs technology to be sustained. As Farrel (2019) notes, there are many fascinating things happening in the world of technology that are impacting on work. I also certain that as the wave of technological change has started to emerge in the workplace, it timely to explore the impact of information technology (IT) on how we work and the individual. In a nutshell, KUP should always improvise all their strength to drive growth and also improves their operations. Since KUP has financial stability, they should allocate the budget efficiently in their operation and management system. They need to cut unnecessary budget for unimportant things and invest more in technology advancement.

5.2 Weakness

1. Inadequate human resources

Effective human resource practices relate to company performance by contributing to employee and customer satisfaction, productivity, and development of a favourable reputation of the firm in the industry. Inadequate human resources could lead to low productivity in organizations. HR is integral to the efficient running and continued success of the businesses (Pembi, 2019). At times, many corporations and business owners due to circumstances, certain business factors or extraneous issues have a badly mismanaged top management tier and inconsequential human resources. The resultant effect of inadequate human resources has an immediate and long-term impact on organizational performance and functioning, employee recruitment and management policies and corporate profitability (Pallap, 2020). An incompetent and inadequate functioning of human resources reflects the overall state of affairs

of an organization and its possible uncompetitive position in the marketplace. In KUP, there is only one manpower in the HR department, which is my supervisor, Puan Salihah. She holds the position as HR executive assistant. Previously, the HR department had two manpower but the HR manager retired 2 years ago. So, Puan Salihah manage HR department alone.

Based on the weakness, it was recommended that KUP need to see human resources as a vital aspect in the institutions performance and should provide adequate human resources by recruiting more hands in the organization. Human resources management (HRM) considers employees the company's most valuable asset (Pallap, 2020). Therefore, it sets up and supervises various actions to develop the human capital and talent of a company. A department of HR takes care of employee motivation and wellness, compensation, benefits, recruitment, organizational development, safety, employee relations and training. HR plays a strategic role in business management and the implementation of workplace culture. If effective, it can contribute significantly to the company's overall success. A human resources department manages more than administrative tasks. It implements the strategic use of employees and the development of programs that will impact the business in positive ways. Therefore, they need to hire one or two more HR staff that can focus on each unit under HR Department such Administration, Recruiting and staffing, Health and safety, Training and development, Compensation and benefits, Labor and employee relations. So that, Puan Salihah will not feel the burden to take care of 94 employees alone.

2. Lack of up to date system (No stable official company website, still using paper-based system for Leave, Claim and Overtime, No attendance system)

On the first day I started working here, I was shocked because there is no attendance system in this company. When I ask my supervisor why there is no attendance taken here, she answered it is because the HQ are currently in the maintenance. Besides, from the first day I am here until today, their official website still under maintenance. It is difficult for me to find KUP information on the internet. Just imagine, how public want to get to know the existence of KUP if they have poor online presence. Not only that, KUP still use paper-based system for overtime, leave, appraisal and claim. It is essential to equip HR teams with the right technologies to be able to eliminate paper-based tasks. Having the tools in place that automate processes, reduce errors, eliminate repeat manual keying, free up staff time and reduce costs is a strong business case. Add to this the reduced costs, ensuring security and the ability to be agile and responsive should be enough to convince the nay-sayers. Plus moving to a modern, cloud-based HR system management can access their HR from anywhere, on any device, at any time.

Every company should have own attendance system to monitor employees' productivity coming to work. If not, how did we want to know whether the employee motivate or demotivate for coming to work. Now, there are many technologies that can be used for attendance such mobile app attendance and AI recognition attendance instead of fingerprint and card verification attendance system. KUP should outsource any software from reputable IT company. I was doing some finding on the internet about the info-tech system. The system consists mobile attendance, OT, leave and claim application. I think this is best option for KUP to subscribe this software package. It will make HR task to monitor employee attendance, approve for OT, leave and claims more easier and efficient. So, say goodbye to paper-based HR processes.

The time to change from paper to digital is now. Committing to going paperless makes it easier for the company to move faster. By using digital forms to standardize processes and switch to electronic signatures, HR save time on printing documents, setting up in-person meetings, and maintaining hard copies. As HR departments handle personal information and GDPR-sensitive data such employee addresses, healthcare and banking information, HR personnel sometimes worry about keeping information secure. A digital HR process enables companies to automate HR paperwork electronically, including on-boarding and orientation processes for new associates accepting offers, as well as updating existing associates' files with revised or newly created policies and procedures. The automated digital process also captures acknowledgement of forms with signatures and validations. By introducing paperless HR, a company becomes more efficient and saves time and money throughout the administrative life cycle of employee records. 30+ page paper documents that were completed manually for new hires every month, which take a minimum of 40 minutes to scan, file and index each field, can now be part of a streamlined digital process with fewer physical transactions and consistency across all personnel files. Plus, the associate's time for completing orientation documentation is greatly reduced.

5.3 Opportunity

1. Good relationship with government

Since KUP is a GLC company, they are having many meetings and interaction with other government company such as Majlis Bandaraya Kuantan (MBK), Jabatan Kerja Raya (JKR), Jabatan Pengairan dan Saliran (JPS) and others. Government relations is also important because it can help to build and maintain relationships with key decision-makers and influencers. Government relations is important because it can help to build and maintain relationships with key decision-makers and influencers. Building strong relationships with government officials and policymakers can be a valuable asset for businesses and organizations, as it can help to open up opportunities for collaboration and can increase the likelihood that their viewpoints and concerns will be taken into account.

My recommendation for this opportunity is conduct career fair. Job fair recruitment involves participating in events where employers and job seekers meet, allowing companies to connect with a large number of potential candidates in person. It's valuable as it provides a platform to showcase the company's brand, engage with candidates directly, and expedite the hiring process by conducting on-the-spot interviews. In addition to handing out plenty of business cards, feel free to hand out brochures, info sheets, or other materials that help people become familiar with your organization's functions, goals, employment opportunities, and corporate culture. Since KUP has built relationship with government, they can use government influential for this career fair. So that, many talents will aware of KUP existence and be part of KUP family.

2. The advancement of digitalization

According to United Nations, digital technologies have advanced more rapidly than any innovation in our history reaching around 50 per cent of the developing world's population in only two decades and transforming societies. By enhancing connectivity, financial inclusion, access to trade and public services, technology can be a great equalizer. Shift in the technology & easy transmission to the platforms which will turnaround the company is essential which they realized and are now coming up with their own digital system with fantastic imaging technology. Today, digital technologies such as data pooling and AI are used to track and diagnose issues in agriculture, health, and the environment, or to perform daily tasks such as navigating traffic or paying a bill. Digital technology is widely used in business mainly to manage internal processes and enhance customer experience, analyse data, as well as in marketing, advertising, and selling products. Since the COVID pandemic, technology allowed many companies to switch to remote work.

In my opinion, KUP should consider developing own application that can simplifying their clients' journey through digitalization. They should enhance customer experience with better functioning websites, apps and software and quicker decision-making owing to availability of data and analytics. First of all, KUP need to bring up-to-date their official website first. As internee myself, I find it difficult when company that I undergo internship does not have stable website. It gives me difficulty when I want to write this report especially in the background of company's part. Consequently, I need to ask my supervisor for the company information and details. Thus, the official website KUP is important for public disclosure of the existence of this company. Next, after the company website already stable, they can upgrade their website to online application. It is an online permit application for the purpose of utility works by applicants.

This online platform and mobile application will allow construction professionals to apply and obtain necessary approvals or licenses before starting their underground utility projects in the most convenient way. The current practice is to submit all relevant documents in hardcopy for an application. Applicants from Pahang will be able to submit their application online. Payment for Application Fees can be made online. Applicants will be able to keep track of their application status online, for example. site visit, UDM status, and permitting stage.

5.4 Threat

1. High external training cost

Employee training and development programs are essential to the success of businesses worldwide. Not only do these programs offer opportunities for staff to improve their skills, but also for employers to enhance employee productivity and improve company culture. Employee training and development programs are critical for enhancing employee performance. In fact, a 2019 report published in *The International Journal of Business and Management Research* indicates that 90% of employees surveyed agreed or strongly agreed that training and development programs improved their job performance (Elsayed, 2022). However, training cost is expensive. Whether the company hires a trainer or enrolls its employees in different training programs, it's going to cost money. Spending this money that can preferably be spent on various expenses, is a risk. Companies would rather deal with skill gaps than invaluable and unresourceful spending. As for KUP, they did not have specifically department for training and development. Enthought KUP registered with HRD Corp, not all training is entitled to be claim.

KUP need to reduce their training cost by start a mentoring program. KUP can utilize the knowledge that exists within the organization to build a stronger workforce. By identifying the sharpest, most successful team members, KUP can create a mentoring program. These mentors can help new hires learn policies and best practices to perform their jobs better, while also improving organization's learning process. Since these mentors have already been trained on the subject matter and displayed expertise in the area, allowing them to train their peers is a great way to reduce employee training costs. When employees know they have a supportive employer, they are more engaged and enthusiastic about performing at a high level. Providing employees with training and development opportunities shows an employer is willing to support its employees throughout their careers.

2. Intensity of competitor

Competition in business is good for workers and clients. When business compete, clients will get the best price, quantity and quality of business (Xunjiang, 2023). One important satisfaction of competition is a booster to be more innovation. However, competitors not only can steal our customer, but they also can steal our talents. We don't even know if our competitor could offer better benefits to the staff. KUP need to use competition to motivate them into finding new ways to keep their people, rather than simply focusing on the fear of losing them.

One of KUP biggest competitor is Jurukur Mahabob & Co. Sdn. Bhd. located at Bukit Sekilau. They have more than 30 years of experience across the full spectrum of surveying services. They offered services such Cadastral Surveying, Topography Survey, Engineering Survey, Hydrographic Survey, Terrestrial Laser Scanning, Utility Mapping, Unmanned Aerial System (UAS) Mapping and Geographical Information System (GIS). They also utilize 3D Digitalization and 360° Virtual Tour (Jurukur Mahabob & Co. Sdn. Bhd., 2020). They also have well-established own websites with efficient functions.

KUP need to take proactive action for this threat. Start establishing their website and going digitalize. If not, they will not achieve their vision, mission and goals. How they want to be a pioneer in efficient, professional and integrated utility corridor infrastructure management for the State of Pahang if their own website still down? Presence online displays a sense of professionalism that allows them to prove their expertise and stand out against their competitors.

6.0 Conclusion

SWOT Analysis is done as part of the overall corporate planning process in which financial and operational goals are set for the upcoming year and strategies are created to accomplish these goals. When the management team looks at the company's weaknesses, it is not to assign blame for past shortfalls in performance. It is to identify the most critical areas that need to be improved in order for the business to more effectively compete. A realistic assessment of weaknesses also prevents strategic blunders like entering a market with poor services. Continuous improvement in all areas of the company's operations is an important aspect of moving forward instead of not making any changes for long time.

We live in a digital, global and hyper-connected world, characterised by a change at a social and technological level where the continuous emergence of new players in the markets, off-site mobility and continuous connectivity pose a big influence. Today, digital transformation is not an option; it is necessary to escape the comfort zone, reinvent themselves and compete in this world overrun by technological advances. It is not possible for KUP to do drastic improvement all the recommendations above at one time. However, I think they need to establish their official website first and develop in online presence such as Facebook, Twitter and Instagram. I hope that KUP will continue their good work in managing their operation and system of their employees and clients so that they can accomplish their vision and mission to be a regional leader in the management and development of a more systematic and integrated Utility Corridor Infrastructure in order to transform Pahang into an intelligent and secure state.

For HR part, I think it is crucial to start with the attendance system first. From there, they can measure employee morale and productivity. Then, continue with paperless system. The process of documentation will be so ease and efficient. It is time to make strategic, planned, organisational change through the adoption and modernisation of technology. Embrace the challenges and keep moving forward.

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8.0 Appendices



Figure 6 KUP HQ Building



Figure 7 KUP HQ Receptionist

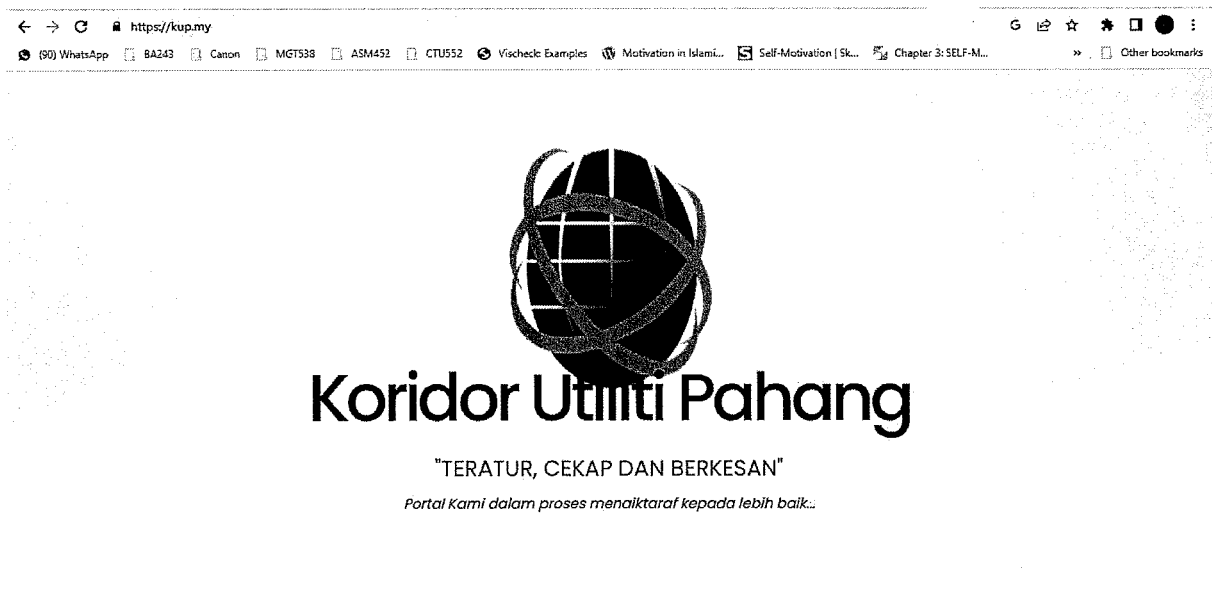


Figure 8 KUP's Website (under maintenance)



Figure 9 Staff Refreshment (monthly birthday celebration)



Figure 10 New Office Visit

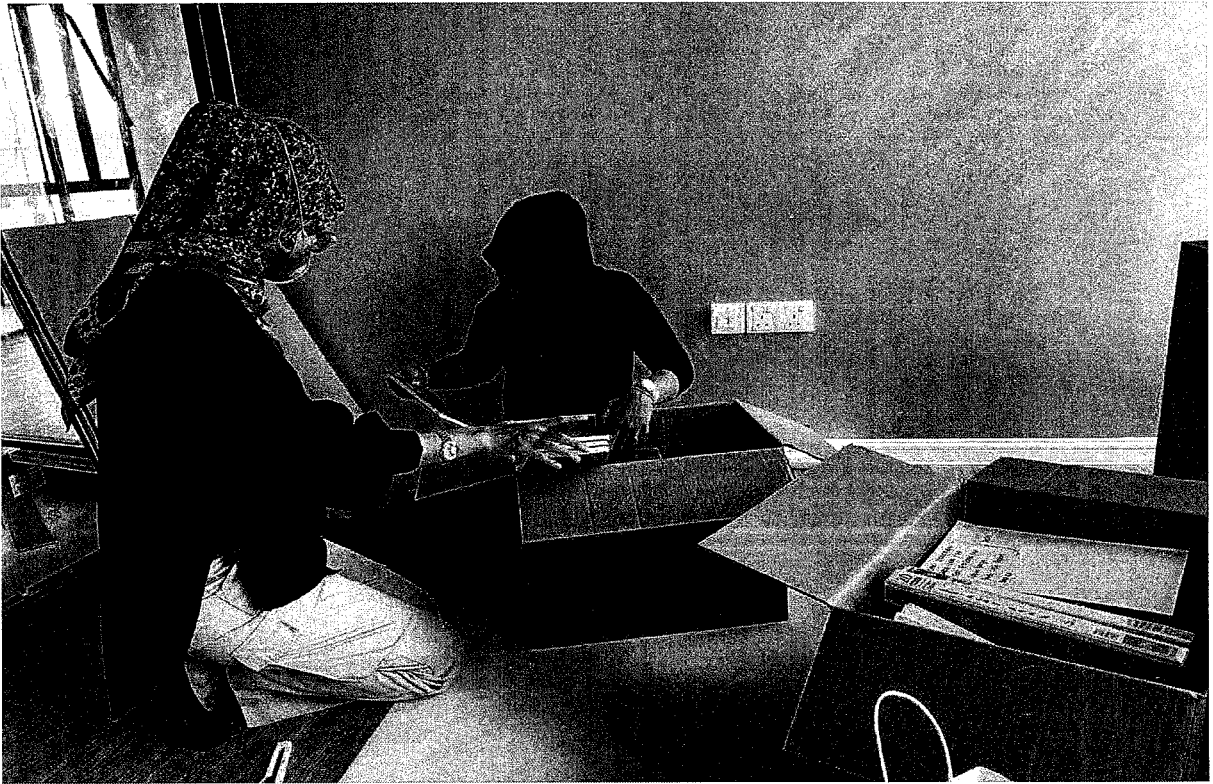


Figure 11 Tidy up office Before an Office Relocation



Figure 12 Handle bid event at office

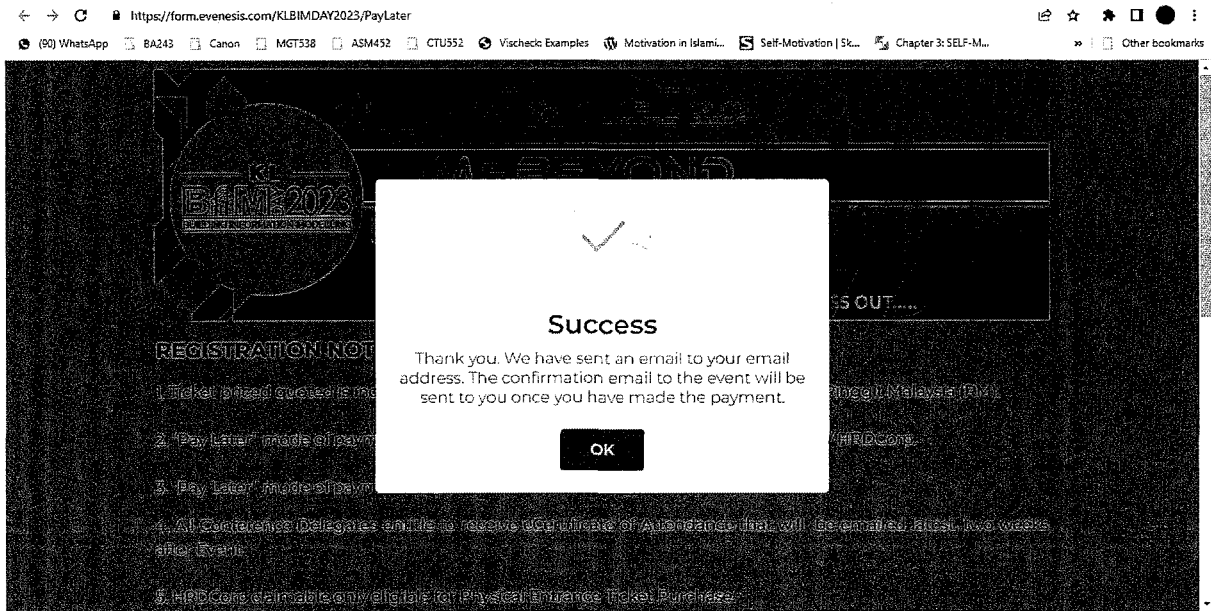


Figure 13 Register Training for staff

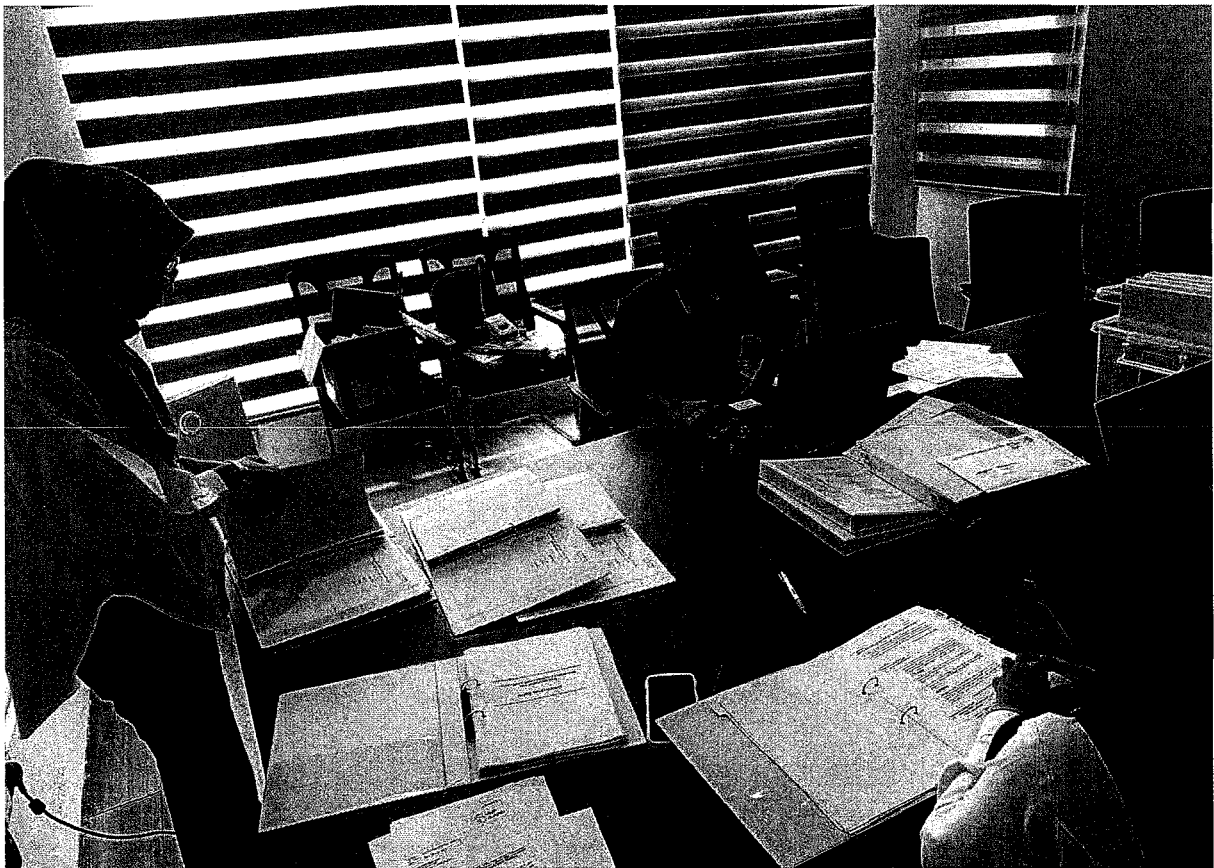


Figure 14 Preparation before BOD Meeting



Figure 15 Organize file for BOD Meeting

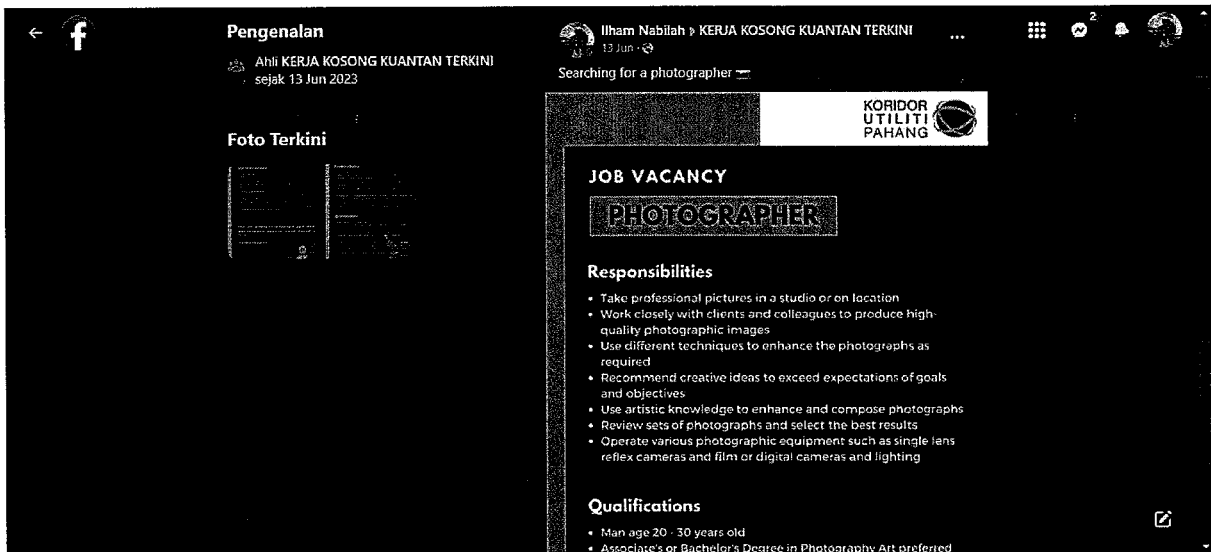


Figure 16 Post job ads



Figure 17 Ramadhan Iftar with KUP staff



Figure 18 Ramadhan Iftar (HR and Account Department)



Figure 19 Distribute money packet and jacket to staff



Figure 20 Pickup gift for client



Figure 21 Survey corporate uniform with supervisor



Figure 22 Fill duit raya in envelope for staff

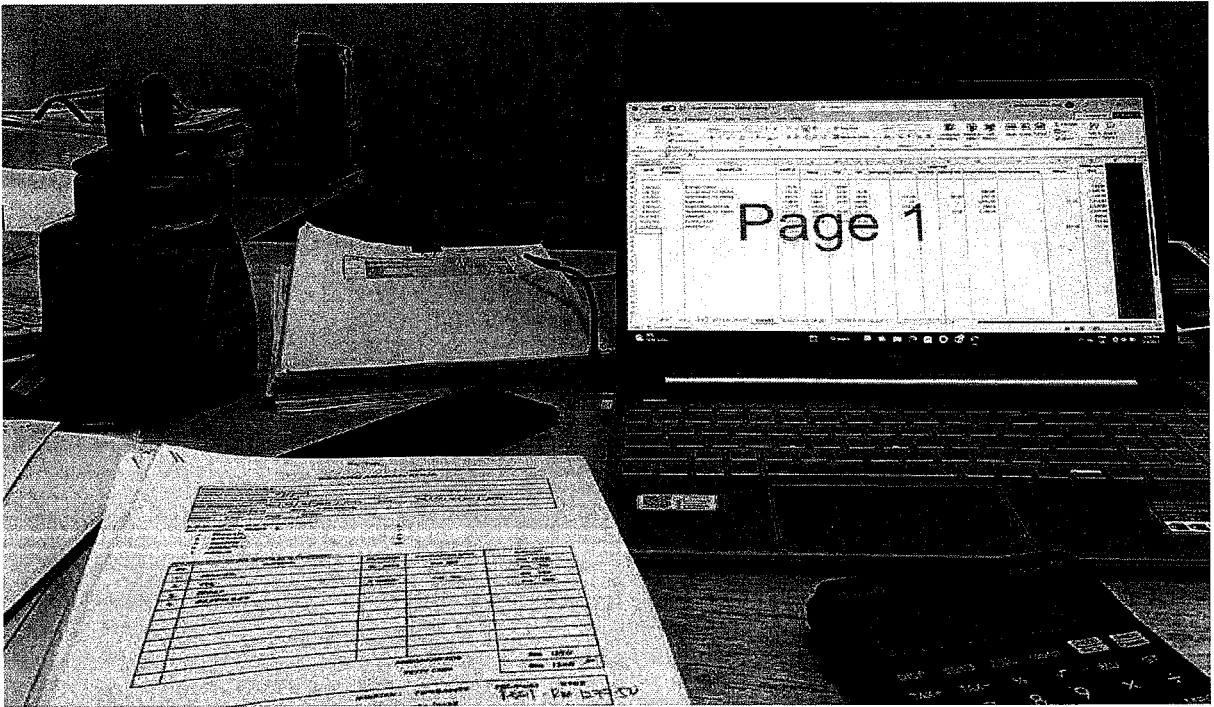


Figure 23 Key in petty cash

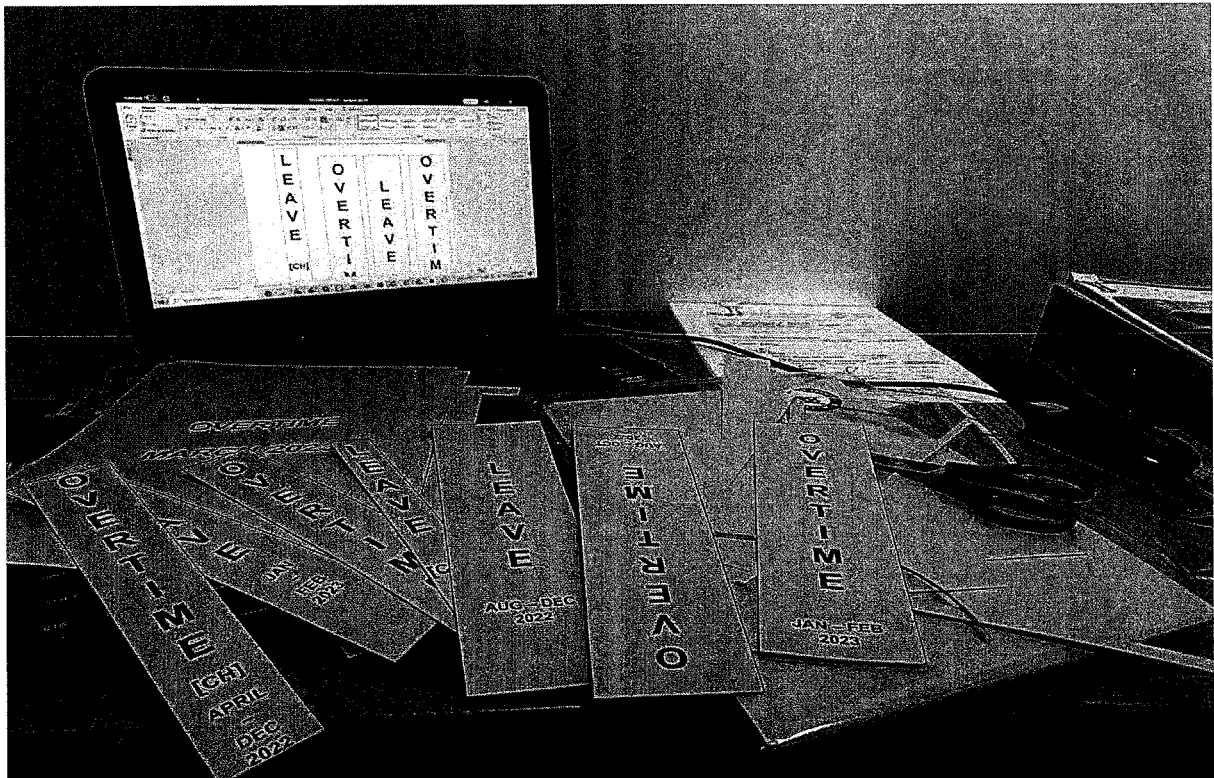


Figure 24 Do tagging file



Figure 25 Do filing

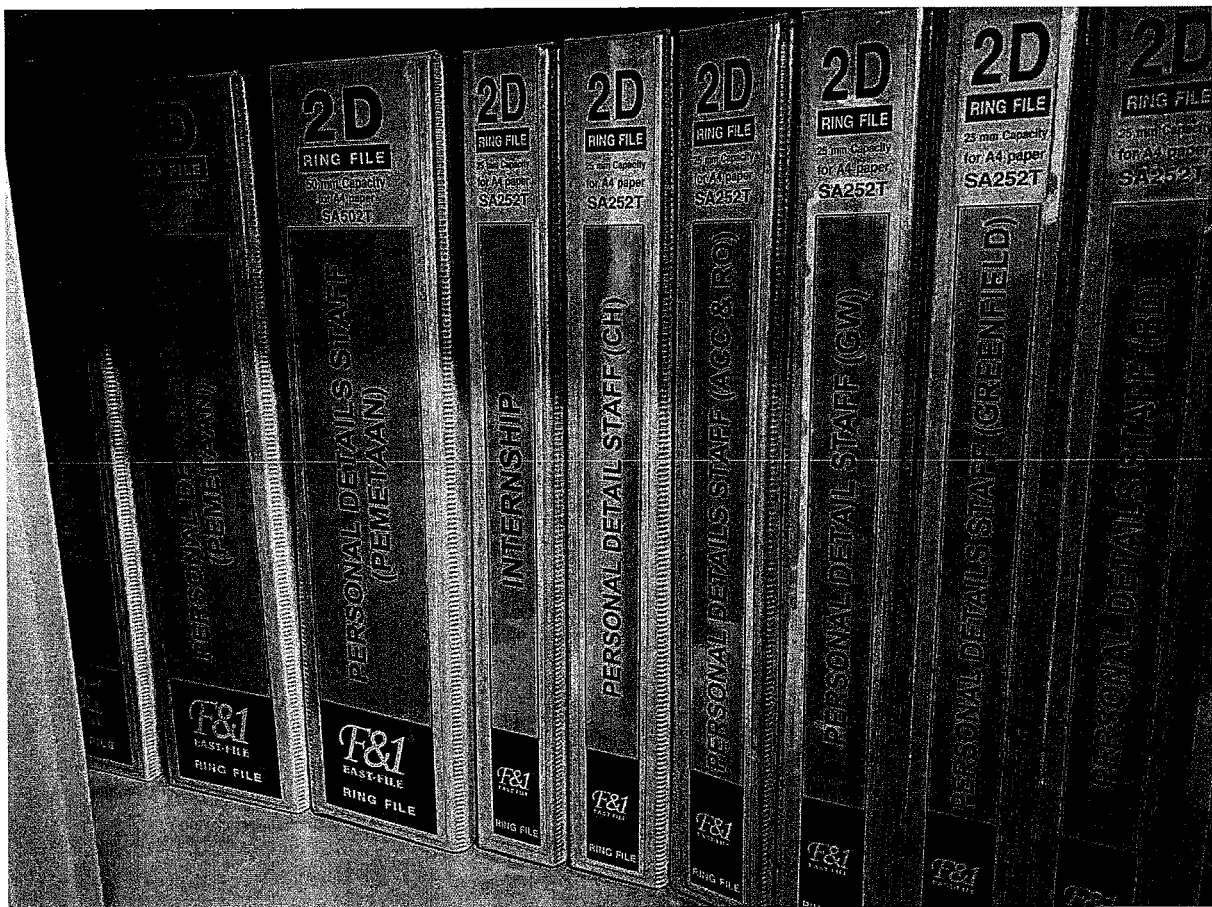


Figure 26 Organize file in HR shelves

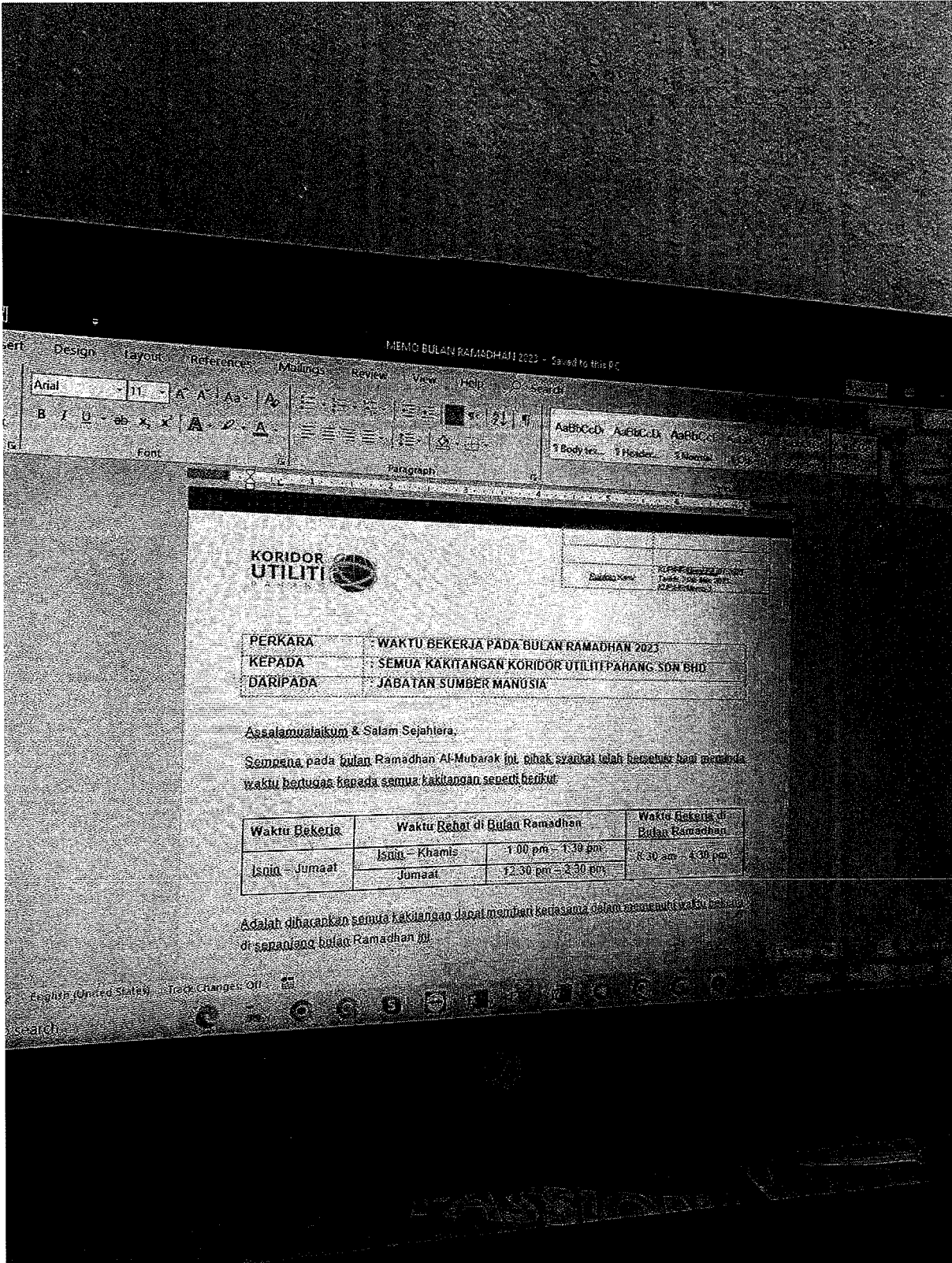


Figure 27 Write a memo

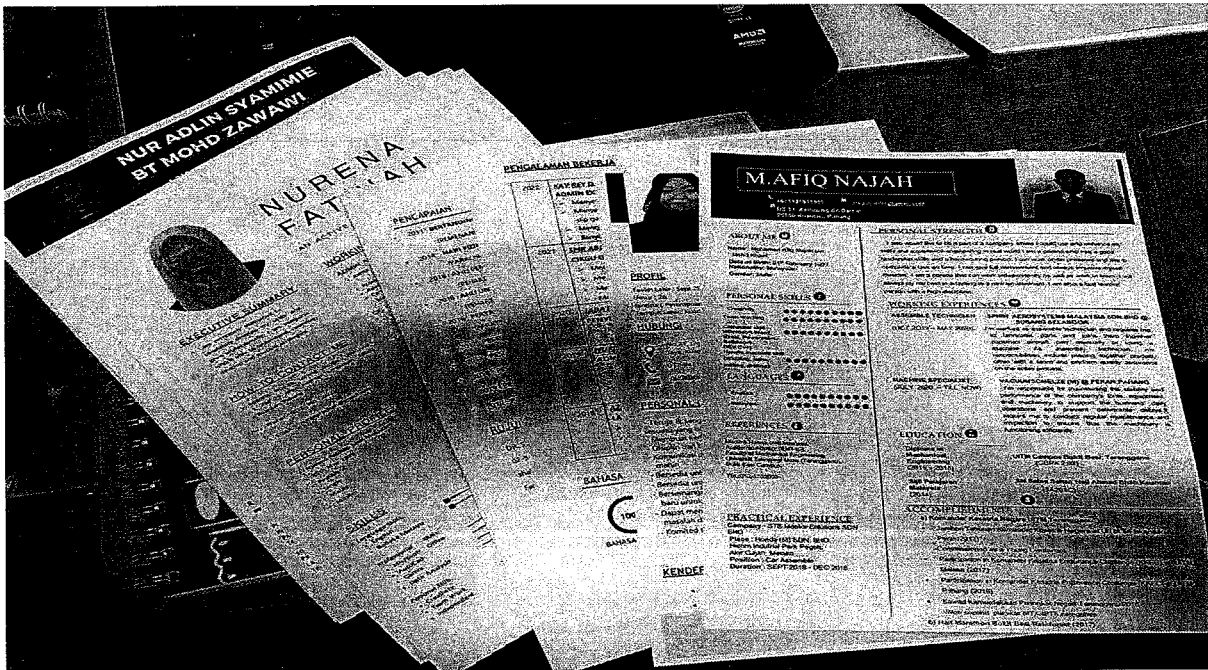


Figure 28 Screen resume, call candidate

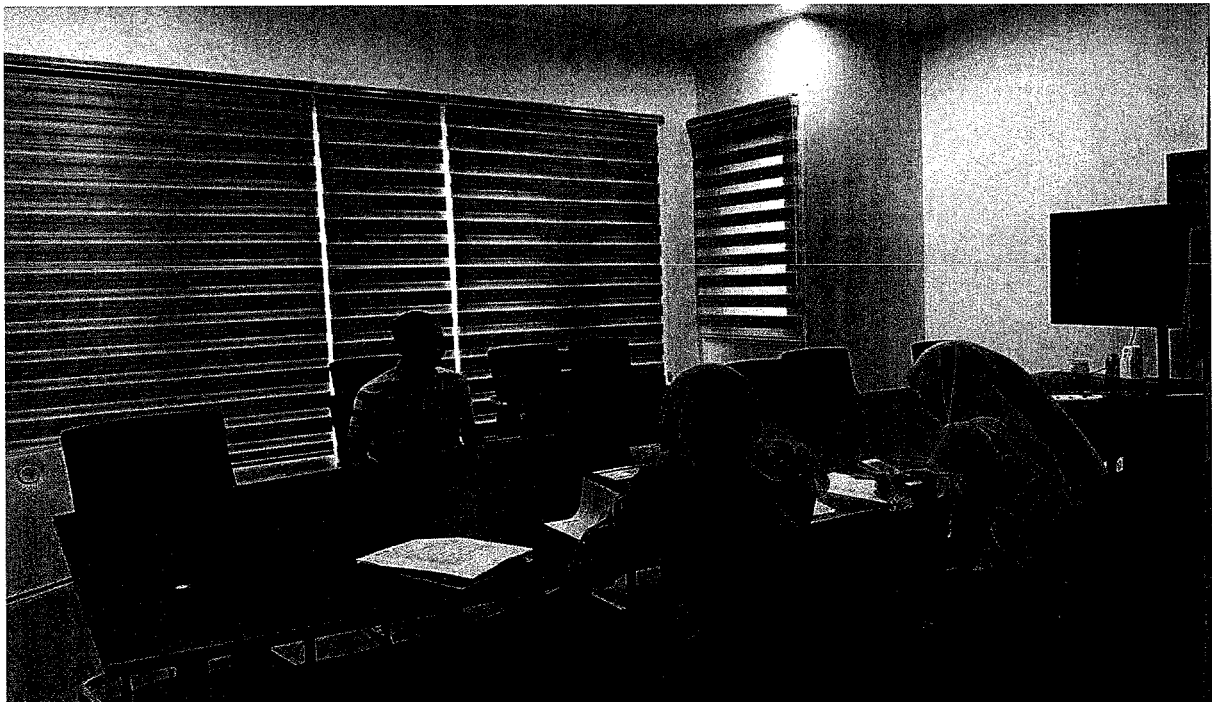


Figure 29 Assist candidate for interview

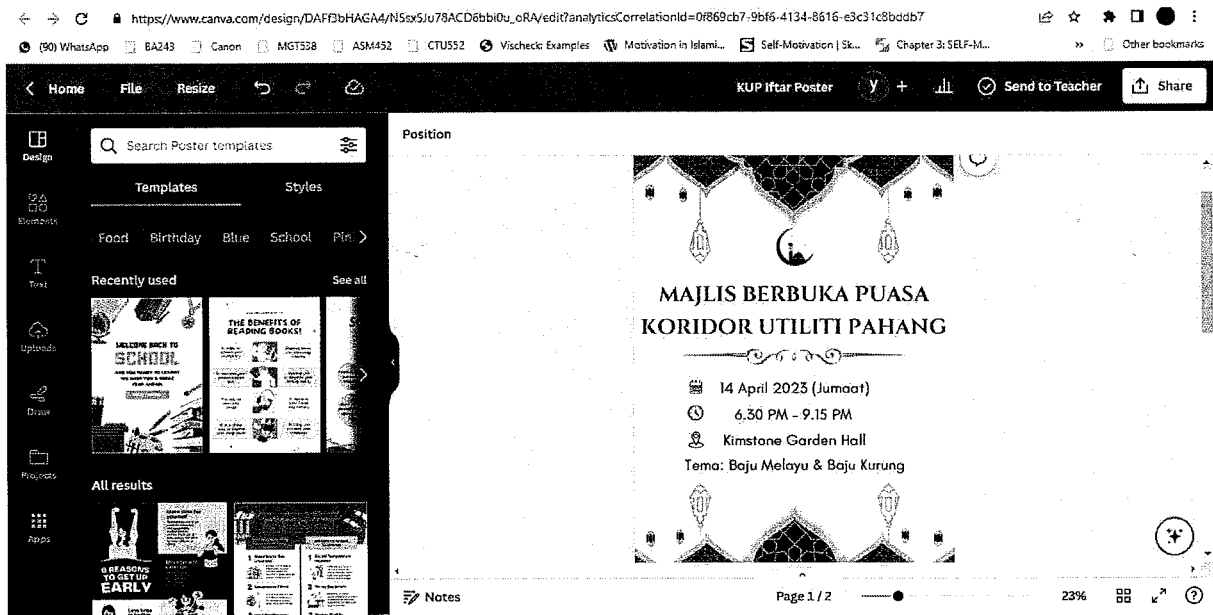


Figure 30 Design poster

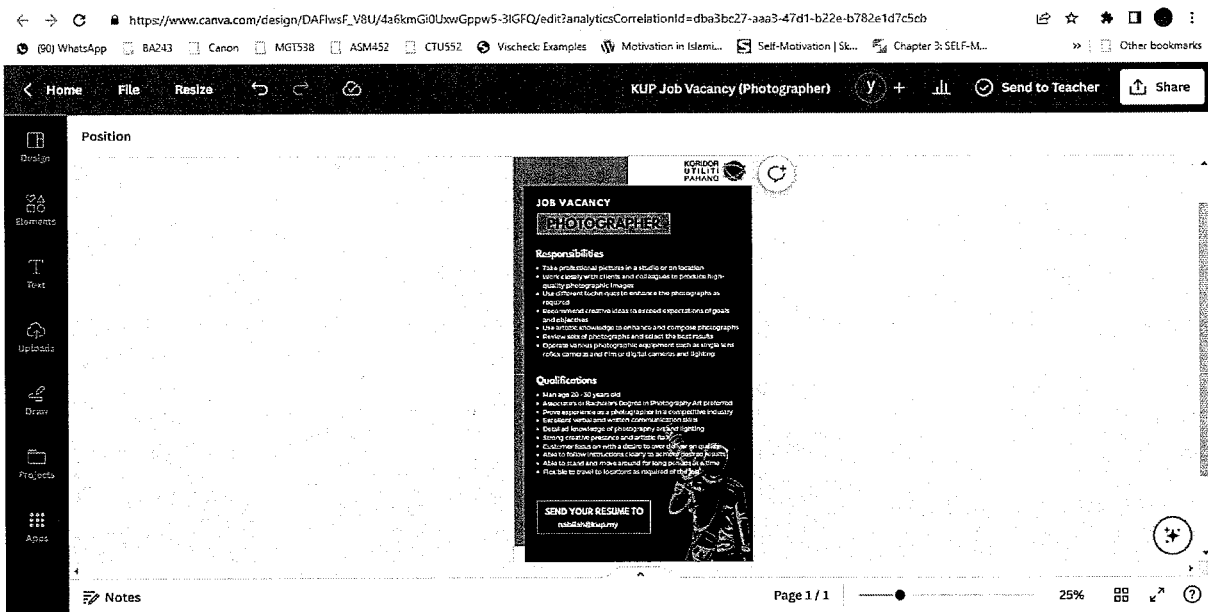


Figure 31 Create job ads

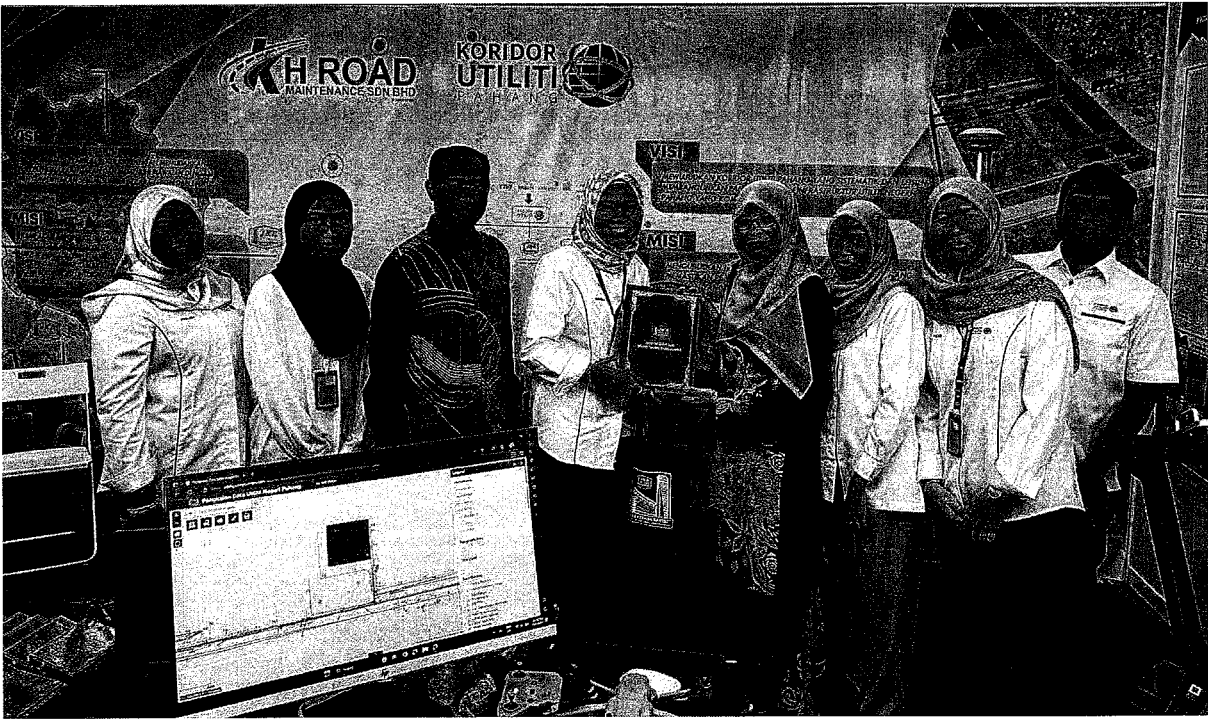


Figure 32 KUP and KH Road Booth



Figure 33 Preparation for Eid-Fitri feast with Menteri Besar of Pahang