



MGT666

INDUSTRIAL TRAINING REPORT

PANTAI HOSPITAL AYER KEROH MELAKA
1ST JANUARY 2023-15TH AUGUST 2023

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ACKNOWLEDGEMENT

I may also give an overview of how the business performed during my internship. During my observation, PHAK did well since they were able to quickly complete their goal. Because they feel valued and adequately compensated for their work, the employee is also content with their employment.

I want to express my gratitude to Hospital Pantai Ayer Keroh in Melaka to Hospital Pantai Ayer Keroh in Melaka for allowing me to complete my industrial training and for enabling me to learn and obtain more understanding about the process and procedure of being a purchaser in a large hospital. I will always be appreciative of the purchasing department team members who let me participate as a member of the group. In addition to Mrs. Lee Yiat Whoon, Mrs. Nor Azuin Binti Hasan, Mrs. Zulfa Binti Rahmat, and Mrs. Sa'adiyah Binti Mamat, my industrial. I want to express my sincere gratitude to them for allowing me to work with them for the past six months. They have taught and showed me many beautiful things.

I also would like to express my gratitude to Puan Maizatul Sa'adiyah Binti Mohamad, my industrial training advisor, for her guidance and the counsel she provided me with when I applied for an internship position. My family and my parents are also responsible for my debt. Throughout my industrial training, they have shown me a tremendous amount of love and support.

Finally, I'd like to thank everyone who has supported and helped me throughout my industrial training and beyond. Many thanks to all of my classmates, instructors, staff, and other people who have helped me directly or indirectly.

STUDENT'S RESUME



NUR KHADIJAH BINTI AHMAD

Bachelor Degree in Finance

My Contact



Skill

- Microsoft Office
- Good in Communication Skills
- Multitasking and ability to work under pressure
- Open to new ideas and willing to learn new ways of doing things
- Malaysia University English Test: Band 3

References

- PN. Nurul Huda (Advisor) 0127267810
- PN. Norshiba Nor Hisham (Internship Coordinator) 06-2857190

Carrier Objective

To find an internship where I can use my interpersonal communication skills, educational background, teamwork abilities, and additional effort toward ensuring the success of the organisation, including myself.

Education Background

UNIVERSITI TEKNOLOGI MARA, BANDARAYA MELAKA CAMPUS
Bachelor of Business Administration (Hons) in Finance
Latest CGPA 3.60
(2021-2022)

UNIVERSITI TEKNOLOGI MARA, CAMPUS ALOR GAJAH
Diploma in Banking Studies
Graduated with Vice Chancellor Award
CGPA: 3.61
(2018-2020)

SMK BUKIT RAMBAI, MELAKA
Sijil Pelajaran Malaysia (SPM)
Grade: 4A 3B 1C
(2013-2017)

Work Experience

Olalabola Food Station, Melaka.
Service Crew
(Part Time)

Allied Precision Technologies (M) Sdn Bhd, Melaka.
Operator (Stamping)
(January 2022-March 2022)

Super Cowboy Sdn Bhd, Melaka.
Cashier
(December 2017-May 2018)

Figure 1: Student Resume

CHAPTER 1: INTRODUCTION OF THE COMPANY

1.1 Background of the Pantai Hospital



Figure 2: Logo Background of Pantai Hospital

Pantai Hospital Ayer Keroh (PHAK) has two subsidiaries: IHH Healthcare Berhad (IHH) and Pantai Holdings Berhad (Pantai Group). The largest healthcare provider in Asia, Parkway Pantai operates 31 hospitals around the country. Among the nations in the area are Singapore, Malaysia, India, China, Brunei, and the United Arab Emirates.

IHH, which operates 82 hospitals in 10 different countries and is listed on both the Main Board of the Singapore Exchange and the Bursa Malaysia Main Market and in terms of market capitalization, it was the biggest healthcare organization in the world.

Pantai Holdings Berhad (Pantai Group) was in charge of running the other 11 Pantai Hospitals in Malaysia as well as Pantai Hospital Ayer Keroh (PHAK). The largest healthcare organization in Malaysia, Pantai Group, ran a network of 11 Pantai Hospitals, four Gleneagles Hospitals, and Prince Court Medical Center. In addition to Klang, Ampang, Ayer Keroh, Kuala Lumpur, Batu Pahat, Manjung, Cheras, Penang, Ipoh, Sungai Petani, and Laguna Merbok, Pantai Hospitals may be located all around Malaysia. In Malaysia, in the cities of Kota Kinabalu, Kuala Lumpur, and Penang, there are three Gleneagles Hospitals.

1.2 Background of the Pantai Hospital Ayer Keroh

The Pantai Hospital Ayer Keroh, a medical center in Melaka's historic city, was established in 1986 and has received accreditation from the MSQH (Malaysia Society for Quality in Health). In the historic city of Malacca, Pantai Hospital Ayer Keroh is situated 5 kilometers from the Ayer Keroh toll junction. expertise in neonatology, cancer, cardiology, orthopaedics, and more than 100 medical consultants a variety of other disciplines, work at the hospital, which has 219 approved beds. Currently, the hospital provides distinctive and avant-garde services and activities.

1.3 Company Vision, Mission and Goal

Vision	To be the trusted professionals of healthcare delivery
Mission	Delivery quality healthcare services that exceed your expectations, with a professional commitment to continuous improvements
goal	To ensure the hospital provides good quality of medical care to patients in accordance with recognized international standards

1.4 Company Logo



Figure 3: Logo Pantai Hospital Ayer Keroh

1.5 Product & Services

Pantai Hospital offers a wide variety of specialized specialties in an effort to provide patients with the best medical care available. Along with the best treatments, aside from offering a selection of accommodations and services, Pantai Hospital Ayer Keroh also offers excellent, specialized care. The patient's preferred room should be delivered with as much care as possible. However, due to the ambiguity surrounding discharges and emergency admissions, access to the chosen room type could occasionally be limited.

Because nutrition is a crucial component of recovery, we work hard to ensure that each and every one of our patients heals promptly and comfortably. The doctor would advise the patient to follow a healthy diet to speed recovery. Along with the comfort room, patients can choose from a variety of delicious and nourishing meals. Even those on a liquid diet have options for those with dietary restrictions. The nurse will assist in setting up a visit with a dietician if a patient has concerns about their diet or nutrition.

1.6 Schedule

Department	Operation Schedule
Emergency Department	Monday- Saturday (24 hours)
Medical Specialist & Pharmacy	Monday-Friday (8:30am-5pm) Saturday (8:30am-1:00pm)
Finance Department	Monday-Friday (8:30am-5pm) Saturday (8:30am-1:00pm)

Table 1: Working Day and Hours

Table 1 shows the Operation Schedule of Pantai Hospital Ayer Keroh. According to the timetable, I have made it a habit to be at the workplace before 8:30 a.m. and depart at 5 p.m. on Monday through Friday. On the other hand, I'll only be working until 1:00 p.m. on Saturday. I'll be off work on Sunday, and I was also off on public holidays.

1.7 Location and Details



Figure 4: Pantai Hospital Ayer Keroh

1.7.1 Head office

Unit B2-1, Jalan PKCAK 1, Pusat Komersial Cendana Ayer Keroh, Hang
Tuah Hang Tuah Jaya, 75450 Melaka.

1.7.2 Contact Number

Office: 06-232 1907

1.7.3 Email

my.phak.purchasing@pantai.com.my

1.8 Organizational Chart

1.8.1 Organizational Chart of Pantai Hospital Ayer Keroh

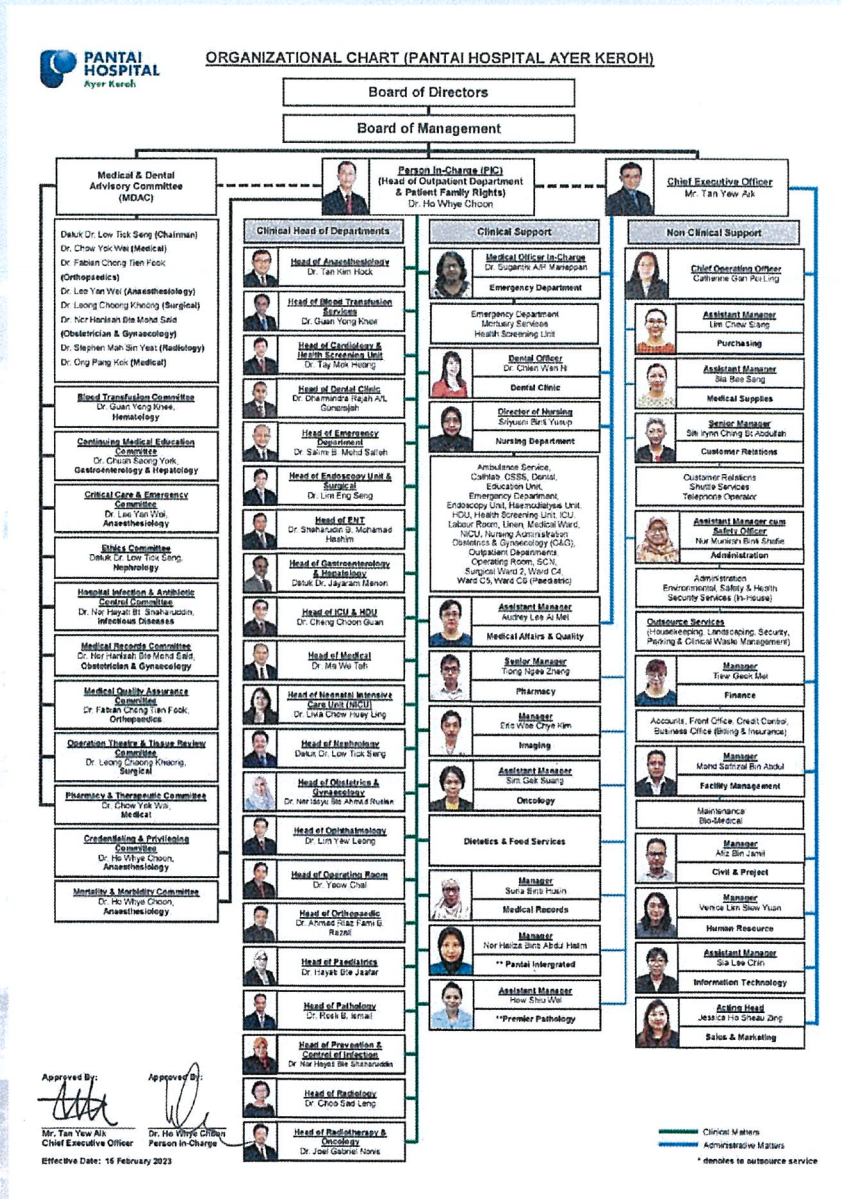


Figure 5: Organizational Chart of Pantai Hospital Ayer Keroh

1.8.2 Organizational Chart of Purchasing Department

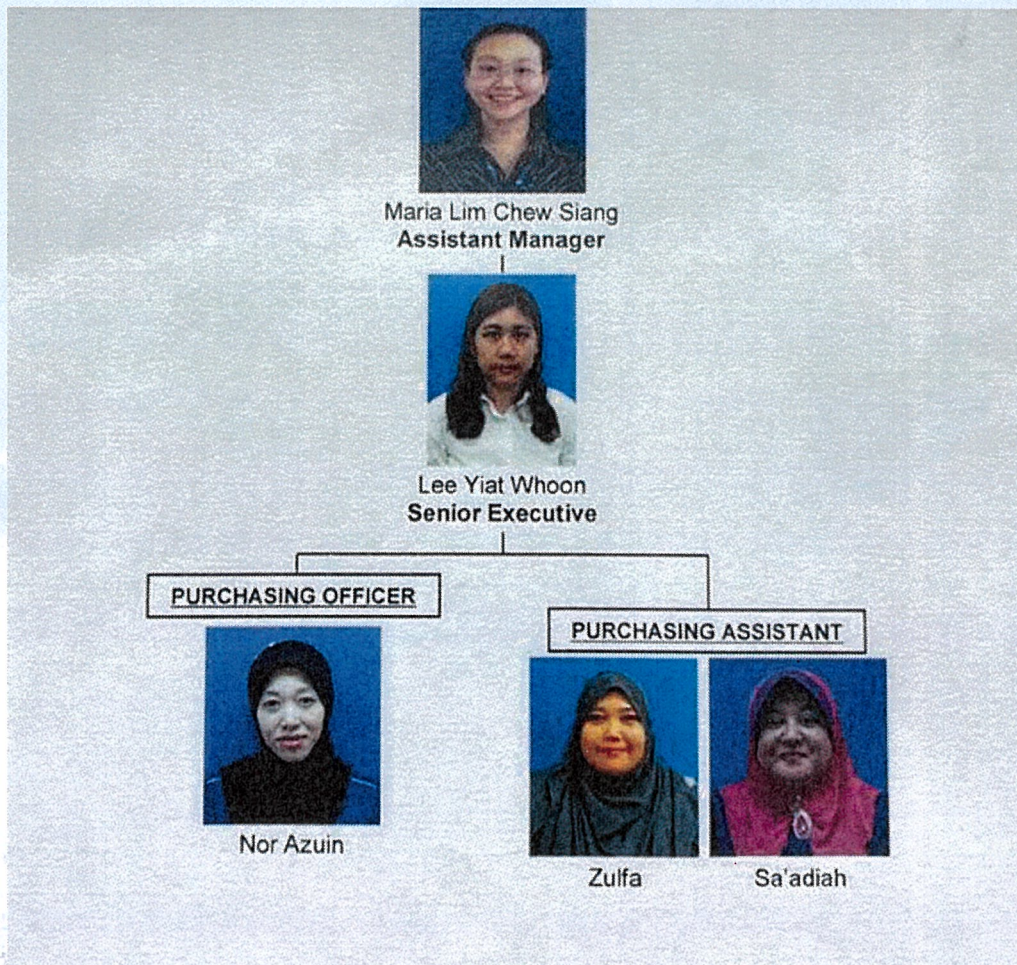


Figure 6: Organizational Chart of Purchasing Department

I was given the responsibility of working in the purchasing department and reporting to Ms. Maria Lim Chew Siang during the internship. In total, there are six people working in this area, including myself. The purchasing division employees Ms. Lee, Ms. Azuin, Ms. Saadiyah, and Ms. Zulfa assist Ms. Maria in running the purchasing division.

CHAPTER 2: TRAINING'S REFLECTION.

2.1 Introduction

I began my internship training at Pantai Hospital Ayer Keroh on March 1st, 2023, and it would go until August 15th of that same year. Throughout this internship, I was exposed to a real workplace, which aided in the development of my skills and abilities. Through connecting with my coworkers and having a range of experiences, I have gained a lot of knowledge throughout the process. I have to work for the company six days a week, and Sunday is my day off. In addition, I have a right to public holidays. The office is open from 8.30 am to 5 pm, with one hour for breaks. With the exception of Saturday, I had to work from 8:00 AM to 1:00 PM every day. A monthly stipend for perks worth RM 500 and RM 50 in medical benefits are also provided by the firm.

I was given a job in the purchase department at Pantai Hospital Ayer Keroh (PHAK) as part of my industrial training. The PHAK heavily relies on the purchasing department because it has to make sure that all goods and services are available and prepared for use when required. Make sure the business partners with reliable vendors who offer superior goods and services.

2.2 Roles and Responsibilities

2.2.1 Documentation

During the course of this six-month industrial training program at Pantai Hospital Ayer Keroh. I was given the responsibility of supporting the purchasing division. Most of my time was spent working with documents., which involved gathering, receiving, and sending documents to hospitals as well as scanning, filing, and printing them. I also updated product evaluation and complaint forms. Every document is essential to avoiding future audit issues. In addition, a lot of urgent issues come up when people are at work. It is essential to have the proper documentation in order to aid in people's memories of those occurrences. (2017) Phillips

2.2.2 Key in data

The vehicle listing information and status in 2022 to 2023, the cath lab consignment item for 2022–2023, the capex information and status in 2022, the product evaluation form, the product complaint form, the circular scan copy, the purchase order status, the list of outstanding purchase orders, and the purchase order cancellation are just a few examples of the various consignments and information that I need to monitor and update. Keeping track of things might

seem like a straightforward task for all those bills, items, and purchase orders, but it is quite important. If there is ever a future issue with the products, it will be simple for us to retrace the data. An account can be closed considerably more easily at the end of a month or year.

2.2.3 Stock take

Moreover, I had the chance to take part in the year-end stocktake as part of my industrial training. What gives a business a clear image of the merchandise it has on hand is a physical inventory count. It normally happens twice a year in PHAK. I'm in control of the operating room, the medical supply store, and the pharmacy. Since each item has a different stock code, handling medical supplies is made more accurate. It's a good experience for me to be able to go inside the operation room while wearing a scrub suit and see what actually happens there. We also get an RM6.00 voucher for taking part in each stock-take session. I also discovered how they keep all of the medical equipment and drugs. The majority of the product will adhere to the "First In, First Out" (FIFO) principle to avoid expired goods and maintain a supply of the newest products (Katherine, 2022).

2.2.4 Additional Task

Tasks include making purchases for the facilities and maintenance department and the food and beverage department, calling for discounts, updating the consignment and capex data, confirming whether the department head has accepted the purchase order, and distributing stationery that need to be done. By completing all of those duties, I learned the process for buying medical supplies, including how to approach to negotiate a price reduction and request a decrease in order to obtain a better product at a reasonable price. Not to mention, I learned that making tables for vendor comparisons can assist you in selecting the best one.

2.3 Analysis of Procurement Operation

The management of purchase orders determines a company's success. Loss and unanticipated mistakes will occur if there isn't a dependable and efficient structure in place for managing POs, time, and money. Every industry's firms struggle with the need to build a reliable, repeatable procedure for creating, sending, and managing purchase orders. The process used by the PHAK purchasing department, from placing the order to paying the vendor, is displayed here. The Cerebral Plus system is used by PHAK to place purchase orders.

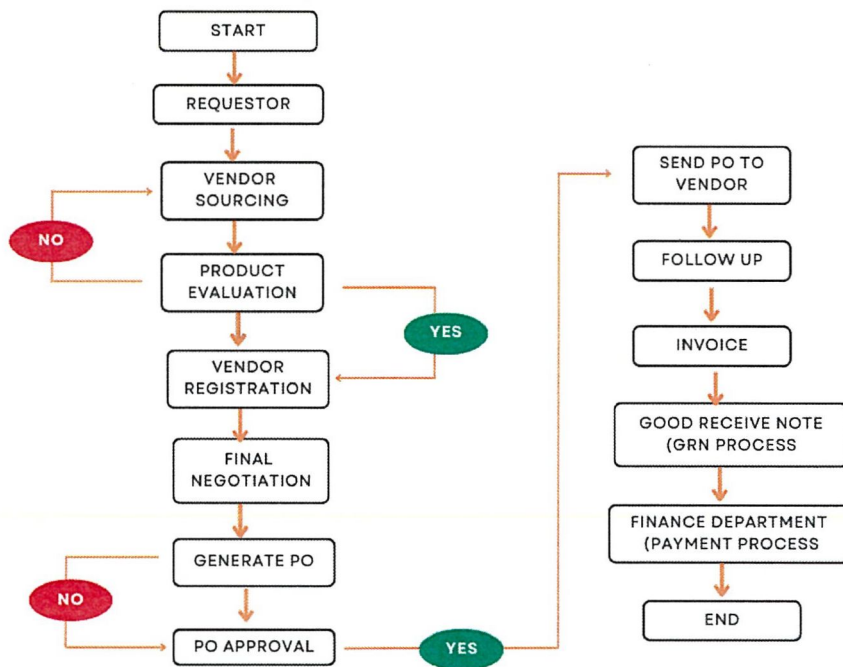


Figure 7: Purchase order flow

1. Requestor

The requestor must provide the purchasing team with the request's specifications as well as any available quotes or catalogues. The purchasing staff must be aware of the requestor's requirements, spending limit, and deadline for the good or service. The requestor often fills out a purchase request form and emails it to the purchasing team.



Figure 7: Product Measurement

2. Sourcing from Suppliers

Using the requestor's specifications as a guide, the purchasing team will start contacting vendors and requesting quotes.

3. Evaluation

The vendor will be requested to deliver samples if a purchase review is necessary. The product assessment form will then be given back to the purchasing group by the requestor. The requestor can continue if the sample is approved; if not, they must choose a different vendor. Figure 9 shows a sample of a medical product combined with a requestor-required evaluation form.

PANTALE HOSPITAL
Pantale Hospital (Pantale) Sdn Bhd
No. 2422, Jalan K. I. Sultan Ismail, Kuala Lumpur
50450 Kuala Lumpur
Tel: +603-2311 9108 / Fax: +603-2311 2208
www.pantale.com.my/pantale-hospital

PRODUCT EVALUATION FORM

Name of Evaluation : Sp. 1011 on Ppt.
Department : Paediatric
Date of Evaluation : 19/11/2018

Reasons for Conducting Product Evaluation (Please tick (✓) at the appropriate box)

- New Product
- Replacement of existing product
Existing Product Name & Code No.
Existing Brand
Existing Vendor Name
Unit Cost (RM)
- Discontinuation of product
Existing Product Name & Code No.
Existing Brand
Existing Vendor Name
Unit Cost (RM)
- As an alternative source
Existing Product Name & Code No.
Existing Brand
Existing Vendor Name
Unit Cost (RM)
- Others, Please specify the reason

Product to be Evaluated

Product Description & Code No. : BACTIGRAS
Brand : SMITHKLINEBEECHAM
Vendor/Supplier Name : SMITHKLINEBEECHAM
Unit Cost (RM) : 1

Feedback by Evaluator / Requestor

Comment :

Evaluation Result : Accepted Not Accepted
(please tick (✓) at the appropriate box)

Evaluated by : _____ Approved by : _____

Name : _____ Name : _____
Position : _____ Position : _____

Comment by Purchasing Department

Received by (Name) : _____
Position : _____
Date Receipt : _____

Ref: GP/000001/2

Figure 8: Evaluation Form

4. Registration of Vendors

A company registration is required for new vendors. A variety of factors will be taken into consideration when selecting the vendor, including availability of proof of authorised distributorship, a history of providing reliable goods or services, and fair pricing. We must first ensure that the medical device provider has a Medical Device Authority (MDA) certificate before proceeding with our purchase. Its goal is to facilitate the trade and commerce of medical devices while also addressing other issues with these goods' public health and safety. Figure 10 depicts an MDA certificate from one of the vendors for your reference.

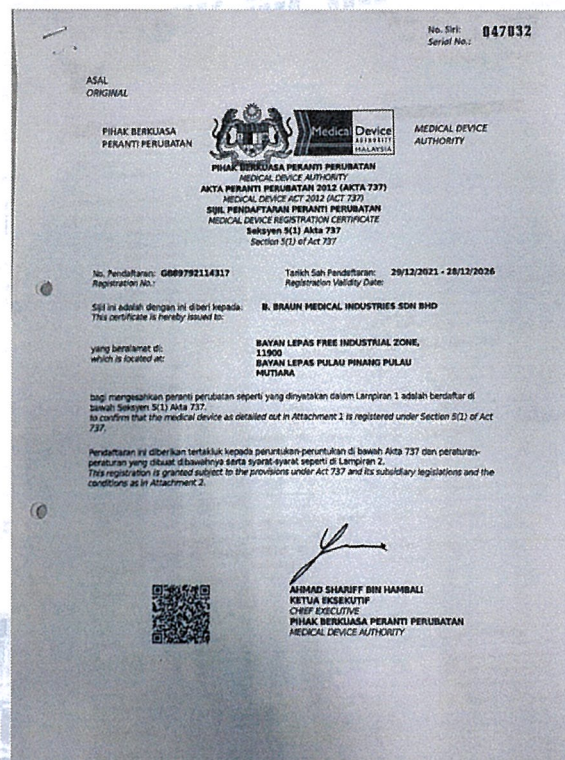


Figure 9: MDA Certificate

5. Price negotiation

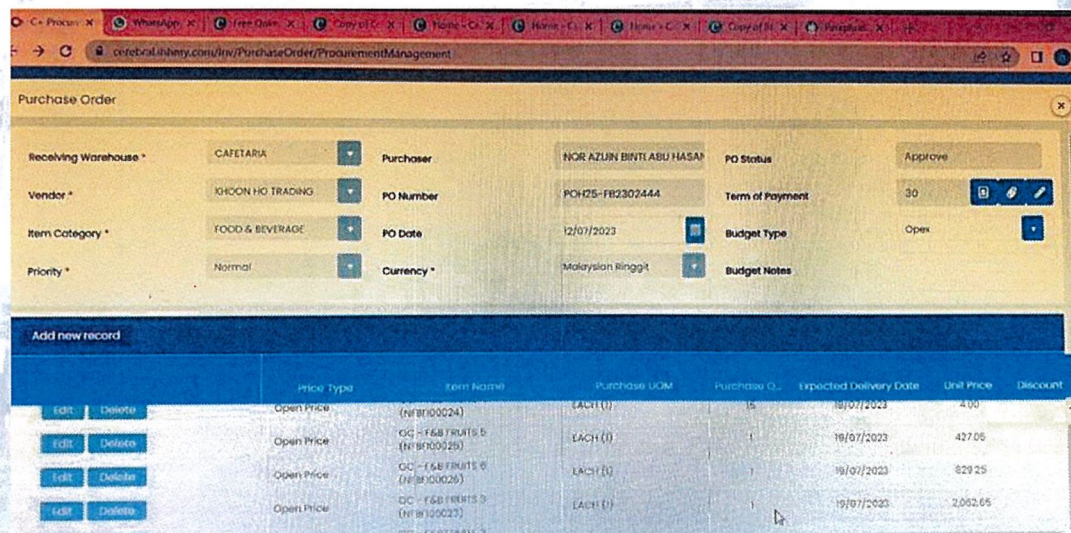
On the basis of the items that the requestor has requested, the purchasing team will now proceed with the negotiation with vendors to obtain the best and final offer. This includes asking for a price reduction on a deal for a good or service. Negotiations are often used to determine the optimum price and payment terms, delivery and production timelines, quality standards, and other difficulties.

6. Request a new Stock code from HQ.

The responsibility of the headquarters is to act as an item master in the hospital information system. Think of the master purchase order as a contract between the company and the vendor that specifies every item we want to purchase, together with the vendor's item information, price, and any discounts. HQ will let the purchasing team know when the code is ready for use in their system and has been successfully generated. Usually, it takes several days to finish this treatment.

7. Create a PO

In Cerebral Plus, the procurement team will create a purchase order to start the purchasing process. The stock code from the previous step, as well as the quantity, delivery date, price, and tax type selected by the seller, will all be used to complete the transaction. The only thing a requestor needs to do to order the same item after the stock code is in the system is to raise an order in Cerebral Plus with the same stock code. Instead of repeating the full procedure, the buying team can start at step seven, which generates the PO for the order. An example of the information that must be provided when creating a PO utilizing



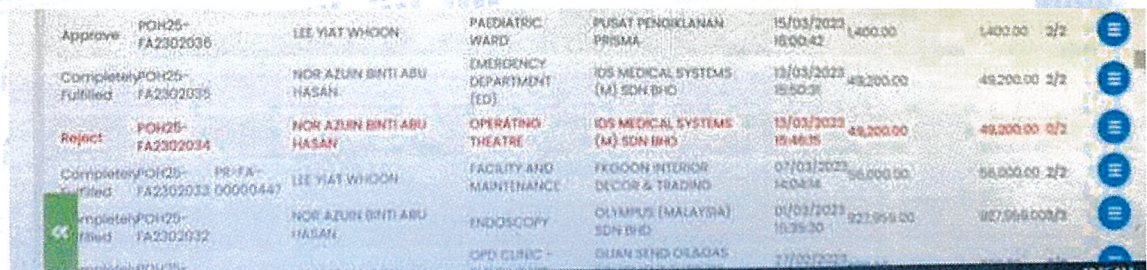
The screenshot shows the 'Purchase Order' form in the Cerebral Plus system. The form includes fields for Receiving Warehouse (CAFETARIA), Vendor (KHON HO TRADING), Item Category (FOOD & BEVERAGE), Priority (Normal), Purchaser (NOR AZJUN BINI ABU HASAF), PO Number (POH25-FB2302444), PO Date (12/07/2023), Term of Payment (30), Budget Type (Opex), and Currency (Malaysia Ringgit). Below the form is a table with the following data:

	Price Type	Item Name	Purchase UOM	Purchase Q...	Expected Delivery Date	Unit Price	Discount
Edit Delete	Open Price	(NFBF00024)	LACT(1)	15	18/07/2023	4.00	
Edit Delete	Open Price	OG - F&B FRUITS 5 (NFBF00025)	LACT(1)	1	18/07/2023	427.06	
Edit Delete	Open Price	OG - F&B FRUITS 6 (NFBF00026)	LACT(1)	1	19/07/2023	829.25	
Edit Delete	Open Price	DC - F&B FRUITS 3 (NFBF00023)	LACT(1)	1	19/07/2023	2052.65	

Figure 11: Create PO with Cerebral Plus.

8. PO Approve

The stage of approval needed from numerous stakeholders in order to validate and implement a PO is known as purchase order approval. They are in a position to accept or deny the request. Lack of information led to the rejection of certain cases. The Chief Operating Officer (COO) and the Head of Department (HOD) are normally the two levels of approval in PHAK. There will be an exception for purchases over RM150,000 that need clearance from the HOD, the finance manager, and the COO on three separate occasions. Figure 12 shows that when one level is authorised, the approval level is 1/2; when both individuals in charge approve, the approval level is 2/2, and the status is changed from "Pending" to "Approved." If the PO is denied, the status will change from "Pending" to "Reject" and the font will turn red.



Approve	POH25-FA2302036	LEE YAT WHOON	PAEDIATRIC WARD	PUSAT PENOKHLANAN PRIMA	15/03/2023 16:00:42	1,400.00	1,400.00	2/2
Completely Fulfilled	POH25-FA2302035	NOR AZLIN BINTI ABU HASAN	EMERGENCY DEPARTMENT (ED)	IOS MEDICAL SYSTEMS (M) SDN BHD	13/03/2023 15:50:31	49,200.00	49,200.00	2/2
Reject	POH25-FA2302034	NOR AZLIN BINTI ABU HASAN	OPERATING THEATRE	IOS MEDICAL SYSTEMS (M) SDN BHD	13/03/2023 15:48:35	49,200.00	49,200.00	0/2
Completely Fulfilled	POH25-PR-FA-FA2302033 00000447	LEE YAT WHOON	FACILITY AND MAINTENANCE	FRIGDON INTERIOR DECOR & TRADING	07/03/2023 14:04:34	56,500.00	56,500.00	2/2
Completely Fulfilled	POH25-FA2302032	NOR AZLIN BINTI ABU HASAN	ENDOSCOPY	OLYMPUS (MALAYSIA) SDN BHD	01/03/2023 16:35:20	827,959.00	827,959.00	2/2
Completely Fulfilled	POH25-		OPD CLINIC -	GUAN SEND OLAGAS	27/03/2023			

Figure 10: Approval Level Status

9. Send a purchase order to the vendor.

As a confirmation of their order, the procurement team will email the vendor after the PO has been approved.

10. Follow up delivery

The procurement team now needs to follow up with the vendor regarding their order. Regarding the timing of delivery and the existence of any stock shortages.

11. Invoice

The invoice will be presented by the seller as evidence of the goods or services rendered after the product has been received. Both softcopy and hardcopy invoices are acceptable. The invoice must be signed by the HOD of the department requesting those things as evidence that the goods have been received. The medical supply department must also receive the invoice back. Before sending an invoice to a medical supply company to generate GRN, it is highlighted in Figure 10 as to what must be on it.


AIM TECH MEDIA SUPPLY (MA 0030208-X)
 628-D, TINGKAT BUKIT MELAKA, BUKIT MELAKA, 75450 MELAKA
 TEL: 06-2319121/06-2319479 FAX: 06-2319997
 Email: aim_media@aimtech.com

PANTAI HOSPITAL AYER KEROH A BRANCH OF PANTAI MEDICAL CENTRE SDN BHD NO. 2418-1, KM8, LEBUH AYER KEROH, 75450 MELAKA, MALAYSIA.		Invoice / D.O	
ATTN: ENCK MUHAMMAD ALIFF (IT DEPT) TEL: 06-2319999 EXT 207 FAX: 06-2313299		No. :	IV 010520
		PO No. :	POH25-ST2302219
		Our D/O No. :	DO-04534
		Terms :	60 Days
		Date :	6/7/2023
		Page :	1 of 1

No	Item Code	Description	Qty	Price/Unit	Discount	Amount
1	CAN/228	CANON 328 TONER CART	5.00 UNIT	313.00		1,565.00

Total (RM) **1,565.00**

Notes:
 1. All cheques should be crossed and made payable to
AIM TECH MEDIA SUPPLY
 AFFIN BANK A/C: 100090013127
 2. Goods sold are neither returnable nor refundable.


 Authorised Signature
 Sia Lee Chien

Goods Received in Good Condition and Order
 MIS
PANTAI HOSPITAL AYER KEROH
 A branch of Pantai Medical Centre Sdn Bhd (13056-F)
 Company Chap & Signature

- Hop -

Figure 11: Example of Invoice

12. Good Receive Note Process

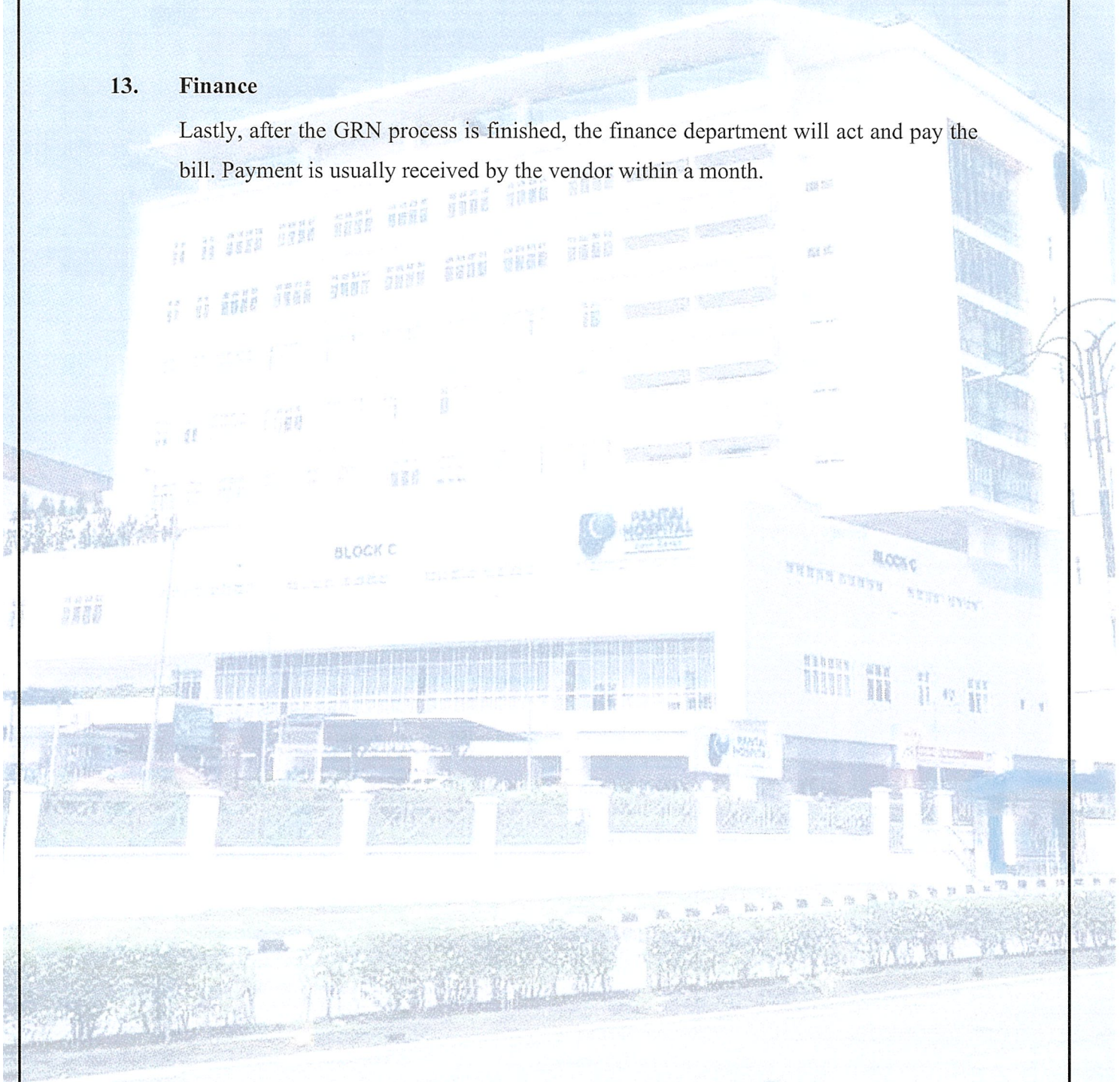
This critical phase in the accounts payable procedure ensures that the products were delivered on time and as specified in the initial order, and if they were, the company can proceed with the payment. They can make sure they have everything they bought by doing this. The recipient should respond right away and get in touch with the sender if anything is missing. If something is missing, the recipient must reply right as soon as possible and notify the sender of the problem via the delivery note. GRN is required for the payment procedure to take place. The purchasing team can only determine whether the invoice has been cleared by checking the PO status for payment because the GRN is maintained by a different department. Figure 13 demonstrates how the status changing from "Approve" to "Completely Fulfill" denotes the completion of the GRN for the order.

Approve	POH25-FA2302036	LEE YAT WHOON	PAEDIATRIC WARD	PUSAT PENGIKLANAH PRISMA	16/03/2023 18:00:42	1,400.00	1,400.00	3/2	
Completed	POH25-FA2302035	NOR AZUN BINTI ABU HASAN	EMERGENCY DEPARTMENT (ED)	IDS MEDICAL SYSTEMS (M) SDN BHD	13/03/2023 16:02:31	48,200.00	48,200.00	3/2	
Reject	POH25-FA2302034	NOR AZUN BINTI ABU HASAN	OPERATING THEATRE	IDS MEDICAL SYSTEMS (M) SDN BHD	13/03/2023 16:48:16	48,200.00	48,200.00	0/2	
Completed	POH25-PR-FA-FA2302033 00000447	LEE YAT WHOON	FACILITY AND MAINTENANCE	FKOON INTERIOR DECOR & TRADING	07/03/2023 14:08:54	58,000.00	58,000.00	2/2	
Completed	POH25-FA2302032	NOR AZUN BINTI ABU HASAN	ENDOSCOPY	OLYMPUS (MALAYSIA) SDN BHD	07/03/2023 15:35:30	927,959.00	927,959.00	3/3	
Completed	POH25-		OPD CLINIC	QUAN SENG OIL&GAS	27/02/2023				

Figure 12: PO Status after GRN

13. Finance

Lastly, after the GRN process is finished, the finance department will act and pay the bill. Payment is usually received by the vendor within a month.



CHAPTER 3: SWOT ANALYSIS



Figure 13: SWOT Analysis

CHAPTER 4: SWOT ANALYSIS DISCUSSION AND RECOMMENDATION

The SWOT analysis, which stands for strengths, weaknesses, opportunities, and threats, is a tool used in corporate planning to evaluate how an organization stacks up against its rivals. (2023, Dac Teoli). A SWOT analysis looks at a company's internal environment to identify its strengths and weaknesses and its external environment to identify its threats and opportunities.

Strengths of Pantai Hospital Ayer Keroh

i. Provide patients with high-quality service.

Each business may take use of the prospects offered by the organization thanks to its unique characteristics. An organization can successfully use its strength in a SWOT analysis to attain its aim. Their primary area of strength is the excellent caliber of services they offer to their clients. Pantai Hospital Ayer Keroh is a business in the healthcare industry, and its mission is to provide patients with the best and highest-quality services available. As a result, they must develop a good rapport with patients in order to do this. All organizations, including this hospital, now place a high focus on customer happiness. Customer satisfaction and service quality are actually related. Customer satisfaction increases directly as service quality improves.

As a result, staff members are critical in assisting patients. One of the departments that assists patients at Pantai Hospital Ayer Keroh is customer relationship management. During pandemic season, they accomplish this by providing information, assisting those in wheelchairs, and taking temperatures of those who exhibit any symptoms, such as a fever or the flu, prior of their admission to the hospital. Patients are not permitted to attend or schedule appointments with doctors if any symptoms to prevent the infection from spreading to other hospital patients and employees, measures must be taken.

Furthermore, the medical staff provides exceptional care to patients. They carefully review a patient's chart, ensure that prescriptions are written correctly, and take the time to educate themselves before making a decision or avoiding mistakes. listen to any concerns the patient may have. Living up to the Pantai Hospital Ayer Keroh's motto, "Caring from the Heart," they provided consumers with the best services possible. Patients who are satisfied with their treatment at Pantai Hospital Ayer Keroh are more likely to return for more therapy there.

A company's reputation and prospective service improvements are greatly influenced by customer satisfaction or feedback. A thriving firm will continuously search for new

opportunities for growth and survival. The reputation of a company will suffer if it doesn't constantly seek ways to enhance customer service. The staff's professionalism and the patients' willingness to communicate with one another have helped this hospital's clientele grow. Pantai Hospital is able to instruct each staff at least once as a result. This is due to the fact that employee development is an important tool for providing employees with the skills and information they need to perform their jobs successfully. (Ronald, 2018)

ii. A diverse set of skilled professionals

Furthermore, Pantai Hospital Ayer Keroh gives patients access to a large number of knowledgeable specialists. The Pantai Hospital Ayer Keroh makes an effort to provide a variety of medical services for its patients. The hospital's highly trained personnel and professionals will treat a range of illnesses and concerns with the assistance of different specialists. Additionally, clinicians from various specialties collaborate to diagnose and treat patients at Pantai Hospital Ayer Keroh without referring them to another hospital because the facility provides specialized care for a range of medical issues. Oncology, dentistry, and cardiology are a few of the disciplines that have undergone training to provide patients with medical and surgical care. The majority of experts possess both knowledge and skill. For instance, Dr. Kavitha Palaniappan has ten years of ophthalmology expertise and trained and worked in Malaysia and India. Various adult and juvenile eye illnesses, including as age-related macular degeneration, cataracts, and contact lens issues, are recognized, managed, and treated by her.

Additionally, the hospital may allow the patient pick the doctor or nurse that treated them. For a multitude of reasons, including this, patients select Pantai Hospital Ayer Keroh as their medical facility of choice. The majority of people use their primary care physician's recommendations to choose a specialist. Some people rely on referrals from friends, relatives, or coworkers. Even though the company employs a sizable number of seasoned employees, certain of them are in high demand by clients. In this facility, only 24 of the 74 specialists are female.

The hospital is able to hire more female specialists as needed for the advice because of this. Because they want to feel comfortable and have a doctor who can connect to their experience, many women choose female obstetrics and gynecology (O&G) specialists throughout pregnancy and labor, which is why this occurs. The reason for this is that both male and female patients frequently desired to see a PCP of the same gender, with male patients expressing this preference more forcefully. Future studies should look into the connections between patient

happiness, health outcomes, and the similarity or difference in gender between patients and doctors.

Weaknesses of Pantai Hospital Ayer Keroh

i. Pricey Medical Treatment

A wide selection of medical services for the wellbeing of patients are available at Pantai Hospital. However, it comes with a high medical expense to patients. Patients should research the cost of care at different private hospitals to ensure they are receiving the best value. This is because medical care was more reasonably priced at other private hospitals than at Pantai Hospital Ayer Keroh. For instance, Pantai Hospital Ayer Keroh's maternity rates ranged from RM2500 to RM4000, whereas they were between RM1000 and RM2000 at Putra Specialist Hospital. Furthermore, Pantai Hospital's single bed rates ranged from RM250 to RM450, while those at Putra Specialist Hospital were between RM250 and RM190.

Some patients could choose to pay less for the same procedures in a private hospital because of the amenities it offers. Despite the government's investment in public health services, patients can now opt to receive care at a private hospital. Because of the more hospitable atmosphere and superior services provided there, they make an appointment and go to a private hospital to receive treatment. A few of them can purchase private health insurance through their jobs, so they can receive consultations or medical treatment in a private hospital. However, some persons could not have a health card or insurance to pay for their medical costs.

Thus, by providing a client sales promotion, Pantai Hospital Ayer Keroh is able to improve its weak points.. Many others have experienced financial hardships and job losses. They can give patients discounts to persuade people to come to this facility. Hospital Pantai may produce discount vouchers for devoted clients in order to provide motivation and benefit. Given that it focuses more on providing incentives for customer purchases, sales promotion is one of the many types of communication that is essential in creating consumer interest in a product. With the incentives provided, both current and potential customers will be enticed to test these products and make additional purchases. 2018 (Dyah Corry). Despite this, Pantai facility Ayer Keroh, one of Melaka's private hospitals and known for offering the best care in O&G wards, can provide a promotion package to lure patients who need more treatments to visit the facility. They are thus utilizing this chance to offer pregnancy packages for the standard delivery price range of RM 356 to RM 2000. Due to the fact that it is the most economical choice offered at private hospitals, this package is well-liked by people.

ii. Inefficient in Record Management and Information System

PHAK has been using a new system called "Cerebral Plus" since February 2022. Workflow processes are necessary for Cerebral Plus. However, the information system and record management are inefficient. To ensure the productivity and effectiveness of the business, record management is essential, yet this hospital continues to produce purchase orders using a manual approach rather than an online system. Because the personnel must hand collect paperwork each day, such as purchase forms, capital expenditure reports, and invoices from other departments, this problem has increased the workload in the purchasing department. Additionally, each folder must be filled out in a time-consuming manner with attachments.

This is because it's possible that certain documents won't be found in the files, which means that searching will take longer because they'll need to browse every file and folder to find the needed documents. If records are not kept up to date, the hospital may have communication problems and a significant probability of data loss. System failure was also encountered by Pantai Hospital Ayer Keroh. For instance, when the Cerebral Plus system failed, the front office section that handles patient bills had to manually enter receipts. Because of this, the customer had to wait longer for discharge, which had an impact on business workflow.

As a result, Pantai Hospital Ayer Keroh may resolve this problem by replacing the outdated Cerebral Plus system with the modern EMR (Electronic Medical Record) system. One of the products included in HealthIT is a new hospital information software system called EMR.gov, which will be in use beginning in 1972. It was created to meet needs from more than just the purchasing department. The crew has learned the advantages the new system has given them, and they are now researching and investigating it. For instance, the employees of the purchasing department is now able to email the vendor immediately after making an order because to new technology. EMR can improve the quality of the documentation with variations in the amount of time needed to document. EMR can improve adherence to instructions and reduce medication errors. Collaboration between stakeholders and EMR developers can also increase EMR's security and usefulness. (Psychiatry,2022). Therefore, EMR can help reduce staff workload and stop errors caused by tasks. One example of an EMR system in use is the Hospital Putra.

Opportunities of Pantai Hospital Ayer Keroh

i. Technology Development

Opportunities exist when a business may organize and implement strategies that aid it in boosting its profitability while utilizing elements in its surroundings. Taking advantage of opportunities can provide businesses a competitive edge. The first opportunity for Pantai Hospital Ayer Keroh is technological advancement. Globally, technology has improved dramatically, especially in the area of healthcare services. Modern medical technology is used in order to improve the quality of the diagnostic, imaging, and screening procedures at Pantai Hospital.

A few examples of cutting-edge intelligent technology are the Biplane X-Ray System, ELEKTA Synergy Linear Accelerator, SagiNova HDR After loader, and 640-Slice CT Scanner. As a result of technological innovation, every company now struggles to grow and make better judgments. In particular during emergencies they will make it easier for medical professionals like doctors to gather information. Recent advances in computed tomography (CT) have, for example, improved image quality by enabling rapid, thin-slice, and wide-range scanning. To further reduce the radiation exposure to the patients, the dose was dropped to 31%. This technology is quite helpful because tests only take 15 to 30 minutes and are more accurate.

As a result, Pantai Hospital can benefit from technology by providing "e-health" services, or virtual consultations with chosen professionals over an internet platform. Patients can easily book a 30-minute consultation with any doctor utilizing this tool if they are unable to come in due to a lockdown or other emergency. By not having to travel to the hospital to see the doctors, people have an easier life and can save time and energy. Additionally, routine care has shown to be more expensive than online consultations while yet being equally effective, safe, and delivering better patient outcomes and patient satisfaction.. This is especially true for persons with chronic diseases and those who live in rural places. (Erica Richardson) 2020. If the patient is receiving follow-up care and is not in danger of dying, they are permitted to consult their preferred specialist outside of the hospital.

ii. Rising Demand in Private Health Sector

As we can see from a few years ago, during the Covid-19, this industry is allowed to function as long as it conforms with government standard operating procedure (SOP), it presents a chance to grow operations and businesses. The healthcare industry also includes Pantai Hospital Ayer Keroh. Pantai Hospital provided extra packages and promotions during the Pandemic COVID-19 to entice patients to seek care or consultation there.

According to a 2 January 2019 article from The Edge Financial Daily, Malaysia's private healthcare income is expected to increase in 2019. (Syahirah, 2019). Due to the impact of recent government policies supporting health protection and the surge in demand from medical tourists. The government stated plans to increase funding for health services in Budget 2022 to RM29 billion and to create a new B40 National Health Protection Fund in collaboration with commercial insurance providers. By lowering the cost of healthcare for those in the B40 income category, more people would seek treatment in private facilities.

Pantai Hospital Ayer Keroh should embrace this chance with gusto since it will aid the company in making money. To persuade more clients to select this business over rivals in the private healthcare sector, new promotions and packages might be created by the business. As a type of open advertising, more details about the available goods and services should be shared on social media.

Threats of Pantai Hospital Ayer Keroh

i. Wide Range of Competitors

Pantai Hospital Ayer Keroh is up against a wide range of rivals. A measure of how fiercely already-established companies fight with one another is called competitive rivalry. Intense competition can reduce revenues and stimulate aggressive behavior such as price cuts, larger advertising expenses, or investments in the development of new services and products. The healthcare sector is a competitive business because patients have a wide range of options based on their preferred treatments, specialised doctors, budget, hospital reputation, and services provided. Patients are aware of the fact that there are numerous private hospitals in Melaka, such as the Oriental Melaka Straits Medical Center, Putra Specialist Hospital, and Mahkota Medical Centre.

Mahkota is convenient to Melaka Town and a popular spot for medical tourists in Malaysia, it is in a strategic location. Other foreign patients would find Mahkota Medical Centre to be a desirable location because it is convenient for them to receive treatment there and there are interesting locations to visit close by.

In order to remain competitive, Pantai Hospital should strengthen its marketing capabilities. They could increase consumer awareness of their offerings and activities by using social media. Social media marketing not only makes actions that increase brand recognition possible, but it also successfully encourages communication between consumers and marketers. 2018

(Kuswardani) Instagram, Twitter, and Facebook are common venues for brand awareness campaigns that help businesses expand. Pantai Hospital can highlight the positive reviews from contented customers to increase business and exposure. This is a result of the fact that consumers are influenced by positive comments regarding healthcare practitioners, services, and medical advice. In addition, the hospital may make any success award public in order to increase the trust of new patients in the institution, which is essential when asking clients to entrust their health. Even though they live far from the hospital, they are willing to pay more for medical services because they received exceptional care.

ii. Natural Disasters

Disasters are events that result in the loss of life, property, and resources as well as having a negative influence on the physical well-being of individuals. There were significant losses as a result of the climatic disaster that various states in Malaysia experienced in late December 2021 and early January 2022. One of the worst natural catastrophes that Malaysia experiences every year is a monsoonal flood, which can vary in severity, location, and timing. In Malaysia, flooding is the biggest natural threat. Since Melaka is one of the states that was severely damaged by the recent floods, Pantai Hospital Ayer Keroh would also be impacted.

Prolonged periods of heavy rain and other weather-related events frequently result in flooding. Actually, flooding is a year-round possibility and may be very challenging for enterprises. As a result, it's crucial for all companies to safeguard their assets and prepare for a potential flood. In order to be prepared for floods, it is essential to have a disaster planning response team on board. Understanding the risk of floods, the most likely causes, and the impact on operations is the first step in developing a plan and guaranteeing continuity.

Being prepared for natural disasters lowers the probability of developing post-traumatic stress disorders, as well as the number of physical health issues and unpleasant experiences that accompany disasters. (Johnston, 2022). In light of this, Pantai Hospital Ayer Keroh must make some preparations. Here are some precautions and safeguards that PHAK can implement to protect its people and property and possessions from flooding. Flood barriers can be built first by PHAK. PHAK can erect flood shields all around the building to stop water from getting in through openings such as windows, doors, ventilation shafts, and other openings. Next, construct waterproof walls. If floodwater were to enter the structure, PHAK might think about constructing watertight walls around equipment or work areas that are particularly vulnerable to damage. Lastly, create back-up strategies. Keep emergency lighting, alternate power

sources, and backup systems, such as portable pumps for flood water removal, accessible well above high water.

CHAPTER 5: CONCLUSION

As a result, one of the best opportunities for students to learn how to become more responsible for completing duties and paying attention to directions is through this industrial training. Pantai Hospital Ayer Keroh will have met its goal of having contented and productive employees by 2022. Over the course of an internship, my knowledge of how to manage vendors, create purchase orders, generate purchase reports, handle product complaints, and perform other administrative tasks has greatly increased. I believe that every task at PHAK relates to what I've been learning about finance.

I might also give a rundown of how the business did during my internship. PHAK did well throughout my observation since they were able to quickly complete their goal. The fact that they are treated with respect and paid well contributes to the employee's satisfaction with their position.

The information acquired during the six-month internship can also be used to prepare for the future and to educate others. Students that participate in internship programs acquire new skills and gain practical work experience. Not least of all, the knowledge I acquired throughout the industrial training phase helped me develop and refine my skills.

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APPENDICES



Figure 14: Stock Take End Year

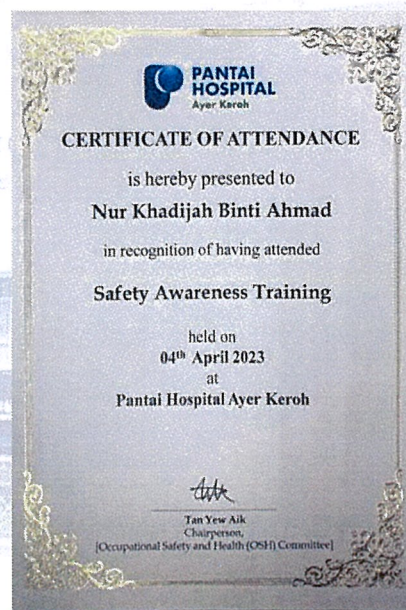


Figure 15: Certificate Internship Training

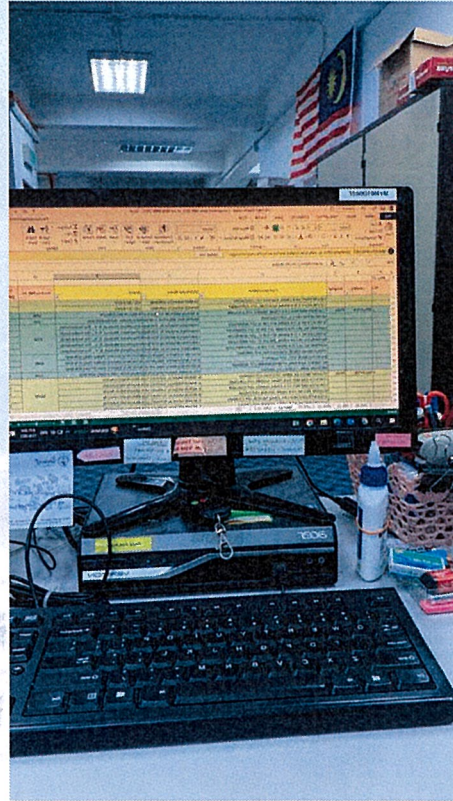


Figure 16: Updated the Consignment for Cath lab



Figure 17: Joining Orientation



Figure 18: Collect Document at Facility Document



Figure 19: Blood Donation Day