



اَوْبُو تَسْمِيْتِي تَيْكُونُو لَوِي كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

INDUSTRIAL TRAINING REPORT

**INSTITUT KEMAHIRAN TINGGI
BELIA NEGARA CHEMBONG
(IKTBN CHEMBONG)
(1 MAC 2023 - 15 AUGUST 2023)**





ILKBS


PREPARED BY :

**SITI NUR SHAFINAZ BINTI MD RAPI
2021504987**

PA240



EXECUTIVE SUMMARY



Institut Kemahiran Tinggi Belia Negara (IKTBN Chembong) has been a wonderful place to complete my 6-months industrial training. This report will completely related to my internship journey and what I have studies about this organization that I have choose.

During my practical training, I have gained a lot of new knowledges and get an opportunities to do a lot of new things that I haven't tried before.

During my 6-months practical training at IKTBN Chembong, I have been assigned to promotion department and I have been exposed to a lot of people due to promotion activites for the organization. I have gained a lot of new things and knowledge along the way following each of these promotional activities.

Other than that, I am feeling so blessed as I was being surrounded by a lot of kind and helpful peoples along the training session. As I was placed under the promotion department, I learned how to boost up my confident when dealing with a lot of people. I also got the chance to visit few companies to do the collobaration and it gives me an amazing experiences that I will always remember.

Regarding the SWOT analysis, 6-months practical training at IKTBN Chembong made it easier for me to acknowledge what is the strength, weaknesses, opportunities and also the threat for this organization. All the points of the SWOT analysis that I have identiified has been approved by my supervisor to prevent the spread of incorrect information.

Come to an end, doing an internship at IKTBN Chembong is one of memorable memories that I wont forget and all the lesson that i have received will be well



TABLE OF CONTENTS



ACKNOWLEDGEMENT.....	4
STUDENT PROFILE.....	5
COMPANY'S PROFILE.....	6
COMPANY'S BACKGROUND.....	7
TRAINING'S REFLECTION.....	8
SWOT ANALYSIS OF IKTBN.....	9-16
DISCUSSION AND RECOMMENDATIONS.....	
A. STRENGTHS.....	17-18
B. WEAKNESSES.....	19-20
C. OPPORTUNITIES.....	21-22
D. THREATS.....	23-24
CONCLUSION.....	25
REFERENCES.....	26
APPENDICES.....	27-33



ACKNOWLEDGEMENT



“Praise to ALLAH, his Majesty for his uncountable blessing, and best prayers and peace be unto his best messenger Muhammad, his pure descendent and his family and his noble companions.”

First of all, I would like to express my gratitude to Allah SWT for giving me the strength and ability to finish the industrial training report within 24 weeks. Next, I would also like to thank Institut Kemahiran Tinggi Belia (IKTBN) for giving me the opportunity to finish my industrial training within the time given.

A special thanks to my supervisor Encik Suhadi bin Jamil also holding the position of Ketua Cawangan Hubungan Industri for the endless support and guidance throughout the internship. I had an amazing experience at IKTBN Chembong and learned a lot of new things that can be used in the future.

Apart from that, a big thank you to Puan Nor Hamiza Mohd Nor has helped me a lot to finish the report successfully. The guidance and advice given have helped me to produce a quality report. Another huge thank you to Puan Nur Hazwani binti Mohamad Roseli, industrial training coordinator for guiding me to finish the report.

Finally, thank you to all UiTM lecturers, internship colleagues, classmates, and family for the endless support and brilliant ideas that help me to finish the report in time. Without the helped from people around me, I would not be able to finish on time and produce a quality report.

UPDATED RESUME



**SITI NUR SHAFINAZ
BINTI MD RAPI**

Contact



Skills

Complex Problem Solving



Fast Learner



Strong Communication



Interpersonal Skills



Critical Thinking & Analyze



Leadership



Good teamwork



About Me

An independent and self-motivated Marketing student that always keep goal in sights and alwaysand dedicated to the work. Seeking a position where I can learn and gather a lot of new skills and experiences in a company. Aiming to use my knowledge to bring your company to the highest level.

Education

- **Universiti Teknologi Mara, Kampus Bandaraya Melaka**
Bachelor of Business Administration (Hons) Marketing
2021-2023
- **Universiti Teknologi Mara, Kampus Rembau**
Diploma in Business Studies
2018-2021
- **Universiti Teknologi Mara, Kampus Lendu**
Pre-Diploma in Commerce
2017
- **SMK Dato Sedia Raja**
2012-2016

Work Experience

Internship at Institut Kemahiran Tinggi Belia Negara (IKTBN Chembong)

March 2023 - August 2023

- Worked under Promotion Department for almost 6 months
- Created all promotional materials such as poster, banner, flyers, bunting and others
- Participated in every event and program that been held by this organization
- Follow every visit to other companies for collaboration purpose

Operator - G.B. Industries Sdn.Bhd, Rembau

2017

- Ensure sufficient supply of raw production materials on a daily basis to making sure an efficient operations
- Communicated and support team members to ensure continuous production of the correct product at high quality levels
- Inspected final products to assess compliance with quality standards and established tolerance




COMPANY PROFILE



ILKBS

- Institut Kemahiran Tinggi Belia Negara (IKTBN) Chembong
- Institut Kemahiran Tinggi Belia Negara, Kampung Ayer Hitam, 71300 Rembau, Negeri Sembilan
- 8.00 am - 5.00 pm



COMPANY VISION

The vision of IKTBN Chembong is to be one of the foremost institutes of skills and fulfill the country's development needs.

COMPANY MISSION

The mission of IKTBN Chembong is to produce as many young people as possible who are technically skilled, knowledgeable and have noble morals for a skilled workforce in line with the development of the country.

COMPANY OBJECTIVES

There are a few objectives that IKTBN Chembong wants to achieve. The first objective is to provide skills training in various fields according to national skills standards. The second objective will be to provide entrepreneurship training to create innovative and competitive entrepreneurs among young people. The third objective is to provide short-term, modular and customized training to industry workers and local communities. The last objective of this company is to produce labor resources according to the country's market needs.



COMPANY'S BACKGROUND

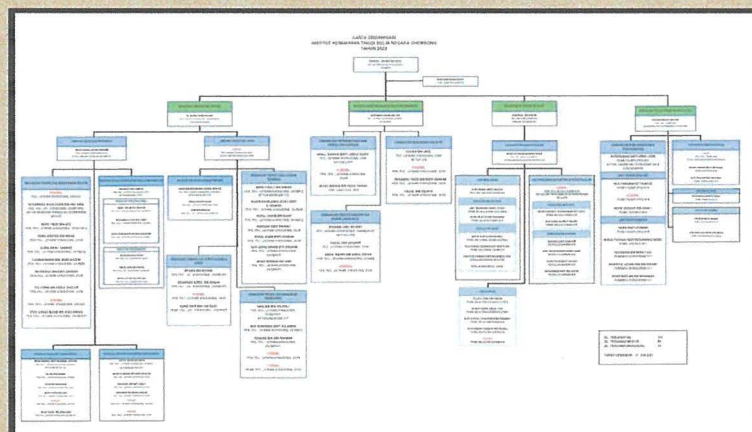
BACKGROUND OF ESTABLISHMENT

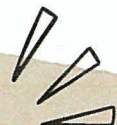

Institut Kemahiran Tinggi Belia Negara (IKTBN Chembong) was fully owned by the Kingdom of Malaysia under the Ministry of Belia and Sukan Malaysia. IKTBN Chembong began to fully operate in January 2003 by offering proficiency courses in two main fields namely Automotive and Public. This institution was included among 8 IKTBNs that were established under the Seventh Malaysia Plan. IKTBN Chembong used to be nominated as the Centre of Excellence for their automotive course under the Ministry of Belia and Sukan Malaysia.

PRODUCT/SERVICE OFFERED

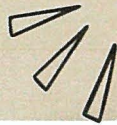
The product/service that has been offered by the Institut Kemahiran Tinggi Belia Negara (IKTBN Chembong) is an integrated training covering 80% of skills training and 20% of human development training such as wire training, entrepreneurship, religion, sports and recreation as well as leadership and governance. Other than that, there is also a variety of choices of courses that included two main fields which are Automotive and also Public. For every main field course, there is included a few options that are related for people to choose based on their interest.

ORGANIZATIONAL STRUCTURE





TRAINING REFLECTION



DURATION

We were given 6 months to spend our practical training in the place we have chosen. We started our practical training on 1st March 2023 and ended on 15th August 2023.



SPECIFIC DEPARTMENT BEEN ASSIGNED



In terms of departmental placement, I was placed in the Cawangan Hubungan Industri (CHI) section of the company. Cawangan Hubungan Industri (CHI) is a department that is responsible for conducting promotional activities to encourage more people to enter the Institut Kemahiran Tinggi Belia Negara (IKTBN Chembong).

TASK ASSIGNED

During my practical training here, among the main tasks that I am responsible for is to be involved in any activities related to promoting IKTBN Chembong. I need to provide promotional materials such as banners, pamphlets, flyers, and others. In addition, I also need to involve myself in every event or program held by this institution. Furthermore, I was also directed to participate in every tour with other companies to record the minutes of meetings throughout the tour process. I am also responsible for providing certificates for any events or programs involving IKTBN Chembong.

BENEFIT GAINED

Amongst the benefits that I gained during my practical training at IKTBN Chembong is I was given a work allowance of rm40 a day and it is given for 3 months only. The next benefit that I gained was I received a lot of new pieces of knowledge knowledges and could experience the feeling of working in the industry. Apart from that, during this practical training, I was also able to overcome my lack of confidence in speaking in public as I was exposed to many people and few tasks required me to speak in front of a crowd. Lastly, I finally, I was able to learn how to handle working under pressure and doing a lot of work at a time. I will surely practice all the benefits that I got when I work in the future



SWOT ANALYSIS

STRENGTH



01



GOOD NETWORKING WITH OTHER COMPANIES

The first strength that can be recognized regarding my practical place is that this institution has good networking with other companies. IKTBN Chembong is an institute that offers courses related to skills and therefore they collaborate a lot with several other related companies. IKTBN Chembong also often collaborates with these companies in running any kind of program. Through all the collaboration and cooperation, it has created a good mutual relationship and this is a golden opportunity for IKTBN Chembong in expanding its empire in the future. Some of companies that often collaborate with IKTBN Chembong was Perodua, Honda, Vego Academy, and several other related companies.

02

SKILLED WORKFORCE

The second strength that can be recognized regarding my practical place is that this institution has a large skilled workforce. Every teaching staff that working at IKTBN Chembong has been trained and has a certificate in carrying out their duties as teachers to the students. Each of them mostly has more than 5 years of experience in their field of study which makes them a dedicated teacher and gives a lot of advantages to IKTBN Chembong. Each of the teachers at IKTBN Chembong is always trying to improve their existing skills by involving themselves in several additional classes. Having a teaching staff with high skills can make IKTBN Chembong improve its services and quality in the future.



SWOT ANALYSIS

STRENGTH

03



VARIETY CHOICES OF COURSES



The third strength that can be recognized regarding my practical place is that this institution has variety choices of courses to choose. IKTBN Chembong has 2 main field courses namely Automotive and also Public. Each of these main fields has several more closely related courses that students can choose based on what they are interested in.

For the Automotive main field course, there are 5 options offered to the students namely Car Organization, Trade Vehicle, Vehicle Panel Knocker, Paint Spray and also Heavy Vehicle. Whereas for the Public main field course, there are 3 options offered namely Art Painting, Landscape Development and also Scaffolding Principles.

04

HAVE COMPLETE WORKSHOP FACILITIES

The last strength that can be recognized regarding my practical training place is have complete workshop facilities. IKTBN Chembong is well-known as an institution that always served the best for their student in making sure the students always get what they deserved. At their workshop, the institution has prepared a completed tools and facilities which will make it easier for the students to practise and doing their job. By having a complete workshop facilities, all the teaching staff will not face any problem in train the students based on what they should learn. A complete workshop facilities is very important in every institution to help them achieve their objectives and gain their services in the future.



SWOT ANALYSIS

W E A K N E S S E S

01





DOES NOT HAVE LARGE ONLINE PLATFORM

Moving on to the next SWOT analysis, which is weaknesses, the first point that was identified regarding my practical place is that they do not have a large online platform. IKTBN Chembong is a bit behind in terms of online promotion because they are not very active in promoting their institution on every social media platform that exists. Based on my observations throughout my practical training here, they only focus on doing updates and promotions on the Facebook platform only and that is quite a disadvantage because the generation nowadays is not really into Facebook. This will lead to unsuccessful promotion to invite more people to enter this institution.

02

SHORTAGE OF IT SKILLS WORKERS

The second weaknesses that can be recognized at Institut Kemahiran Tinggi Belia Negara (IKTBN Chembong) is the shortage of IT skills workers. As I said in the strength section, IKTBN Chembong has high skills jobs in the automotive and public sectors. Unfortunately, there is a shortage of highly skilled IT workers at their organization. During my time at IKTBN Chembong doing practical training, one of the thing that I noticed is that their employees are not very skilled when it comes to using computers and other sophisticated applications according to current technological developments. For example, all the individuals who are under the same department as me, namely the promotion department, do not know how to use Canva application. This is a bit surprising to me because for me Canva is a simple application and is often used by individuals today and with the Canva application, an organization can create an interesting promotion materials in an efforts to increase the brand awareness.



SWOT ANALYSIS

W E A K N E S S E S

03





LOW RECOGNITION

The third weakness that can be identified regarding my practical training place is that they have low recognition. IKTBN Chembong is quite unrecognized by the public and are often been asked about their existence, especially those sitting outside of Negeri Sembilan. Every time there is any event or program that involves other institutions, there must be several organizations and ordinary people who ask about the existence of IIKTBN Chembong. In addition, after they know the advantages and courses available at IKTBN Chembong, they feel quite bothered because they know too late about the existence of IKTBN Chembong. Some of the influencing factors that cause this institution not to get noticed by the public is regarding low social media promotion.

04


BUDGET CONSTRAINTS

The last weaknesses that can be identified about IKTBN Chembong is the organization always need to do a budget constraints. As been mentioned above, IKTBN Chembong is a government institution and every expenditure is fully borne by the government. Therefore, IKTBN Chembong must always carry out budget constraints to ensure that each budget given is sufficient for the success of everything that has been planned. In making sure they stay within the budget, they always need to determine how much they should spend on various other items and related costs. This causes IKTBN Chembong to limit every option and plan they have created to ensure they do not exceed the budget. The budget constraint has become the boundary of all the opportunities where can be achieve by this organization.



SWOT ANALYSIS

OPPORTUNITIES



01



INCREASE INTEREST OF TVET BASED PROGRAM

Moving on to the next component of SWOT analysis, namely opportunities, after reviewing and researching each case, the first opportunity is that IKTBN Chembong can increase the interest of TVET based program. As we all know, the government is working to enhance and empower the TVET field with proposals to increase the salaries of TVET graduates. In addition, the government has also agreed to set up a special women's TVET program and every effort is to rebrand TVET education to eliminate the perception of parents towards TVET as a second class or irrelevant education. With every effort by the government, it can provide an opportunity for IKTBN Chembong to grow and attract more students to enter this institution. The interest of students in the field of TVET will increase and provide many advantages to skills-based institutions such as IKTBN Chembong.

02

IMPROVED PERCEPTION

The next opportunities that can be recognized regarding IKTBN Chembong, they can change and improve people's perception regarding their institution. There are many more people who still do not know about the full details and every advantages that was available in IKTBN Chembong. Therefore, IKTBN Chembong needs to put more effort in achieving the goal of changing people's perception about their institution. For example, they can make changes and improvements regarding their promotional activities and always ensure their performance is always in good condition. If each of these efforts can be seen by outsiders, it will definitely give a good impression to IKTBN Chembong because people will begin to change their perception and begin to think well of IKTBN Chembong.



SWOT ANALYSIS

OPPORTUNITIES

03





AVAILABILITY OF EXTERNAL FUNDING

Moving on to the third opportunity, it is the availability of external funding. As I have mentioned on the Strength component, IKTBN Chembong was known as a company that have a good networking with other companies that they used to collaborated. Through this good mutual relationship, IKTBN Chembong can use this opportunity in an effort to obtain external funding for their institutions. They can suggest to any large companies they have worked with to exchange benefits that will give advantage to both parties. For example, IKTBN Chembong can propose an idea where they will contribute their highly skilled workforce to train the company's employees, and in return, the company can become a sponsor for any program that wants to be operated by IKTBN Chembong. Through such efforts, IKTBN Chembong will get extra funding and enable them to achieve what they want to do for the institution.

04

CREATE PARTNERSHIP WITH SIMILAR ORGANIZATION

The last opportunity that can be identified for IKTBN Chembong is can create partnership with similar organization. Throughout IKTBN's operation, most of the collaboration is done with external companies that produce products and services that are closely related to skills. Therefore, IKTBN can further expand their organization by taking the opportunity to work together and become a partnership with similar institution that offer the same products/services with IKTBN Chembong. For example, IKTBN Chembong can create partnership and collaborate with Kolej Kemahiran Tinggi Mara or Institut Latihan Perindustrian where located in the same area in creating any big event that attract the public's attention. From this partnership of event, they can build a good communication between each other and at the same time increase their brand awareness to each of their target market.



SWOT ANALYSIS

T H R E A T

01

INTENSE COMPETITION





Turning to the last component in the SWOT analysis, the first threat that can be identified about IKTBN Chembong is intense competition. The reason it is said that is one of their threats is that there are several more skill-based institutions in the same area. Apart from IKTBN Chembong, other institutions such as Kolej Vocational, Kolej Kemahiran Tinggi Mara, Institut Latihan Perindustrian and several more institutions that offer courses approximately the same as IKTBN Chembong. Therefore, this will cause IKTBN Chembong need to compete with each of the above-mentioned institutions in an attempt to attract students to enter their institutions.

02

COST OF TECHNOLOGY ENVIRONMENT

The second threat that can be recognized regarding IKTBN Chembong is the cost of technology environment. In the current era, technology is a very important thing in ensuring the success of something. IKTBN Chembong is also not left behind in ensuring they are always on a stable ground and not left behind compared to other competitors. However, the sophistication of today's technology requires IKTBN Chembong to spend more in ensuring each of their students are always up to date and get every thing they deserved. This poses a threat to IKTBN Chembong as they need to constantly spend money to keep up with every updated technology available and this will cause their budget to constantly be in an unstable state. For example, IKTBN Chembong is recognized as a skills-based institution. Therefore, they must make sure every of their properties are updated to the latest technology so that they are always on the same path with other institution.



SWOT ANALYSIS

T H R E A T

03



CUSTOMER PREFERENCES

The third threat that can be identified regarding IKTBN Chembong is customer preferences. Customer preferences meant here is that not all parents and students like to immerse themselves in the field of skills. Most parents prefer their children to continue their studies in academic-based fields because they think institutions that offer academic courses will better guarantee a bright future for their children. There are also a handful of parents who have a mentality where they feel that if their children go to a skill-based institution, their kids will not be able to gain success for their future as they think skills are something that cannot bring any benefits to their children.

04

RAPID CHANGES OF GOVERNMENT POLICY AND REGULATION

The last threat related to IKTBN Chembong that can be identified is rapid changes of government policies and regulation. When government change to a new policy and regulation, it affects the institution as it will affect the institution as they have to use the existing budget as there are some additional costs due to the changes in the system. By changing the system, it requires IKTBN Chembong to install new kinds of stuff, change existing equipment, and also find new suppliers of the raw material that they have been used. Every time there is a change in policies and regulations, IKTBN Chembong must hold a briefing for employees to provide updated information according to changes made by the government. In addition, this threat also has a considerable impact on these institutions because it is quite difficult for their employees to adapt to new things because they have become accustomed to the previous system.



DISCUSSION AND RECOMMENDATIONS

STRENGTH

01

GOOD NETWORKING WITH OTHER COMPANIES



Ask for an advices & tips that helpful

Moving on to the discussion and recommendations, firstly we will discuss the first component of SWOT analysis which is strength. As mentioned before, the first strength of IKTBN Chembong is good networking with other companies and therefore I want to give recommendations so that they use this opportunity to ask for advices and tips that are helpful. Having a good relationship with other companies is something that not all companies can get and IKTBN Chembong needs to make the most of this opportunity to ensure that every desired goal can be achieved. Having a good relationship and network is a stepping stone in the effort to achieve each objective as it has been set. Network ties have become an important way to obtain external resources and promote enterprise growth (Yang et al, 2022).

02

SKILLED WORKFORCE

Train the student & existing employees

Regarding the next strength, which is that IKTBN Chembong has a skilled workforce, I recommend training existing students and existing employees so that more workers will have high and good skills. Every advantage that an institution has needs to be developed to achieve every mission and vision of an institution more easily. It is recommended that the skilled workforce teach and share their knowledge with the workers who are still new in the field to produce more quality workers. IKTBN Chembong cannot be too comfortable with the existing skilled workforce because anything can happen in time. For this reason, IKTBN Chembong needs to act to prepare to avoid any unwanted incidents. For example, IKTBN Chembong can conduct courses/classes led by each skilled workforce and deliver to new employees or those who are not yet experts in the field. Skilled workers are experts at their job, and this means improved productivity for your business (Abelsen et al, 2020)




DISCUSSION AND RECOMMENDATIONS

STRENGTH

03

VARIETY CHOICES OF COURSES TO CHOOSE



Upgrade and improve the existing courses

Regarding the third strength which is variety choices of courses to choose from, I recommend IKTBN Chembong to keep upgrading and making improvements over time. To ensure that performance and success can be maintained, IKTBN Chembong needs to research and find out about every update of courses so that they can plan to improve which is appropriate. In addition, IKTBN Chembong also needs to take into account which course has many weaknesses and needs to act wisely on what needs to be done to solve the problem. During my practical training here, I found out that the main field of Public courses did not get a great response compared to the Automotive course. Therefore, IKTBN Chembong may be able to act by reducing the number of students in the Public section and opening more admissions for the Automotive field.

04

HAVE COMPLETE WORKSHOP FACILITIES

Grab chances to be the host for any events

Lastly, regarding the last point of strength which is having complete workshop facilities, I suggest IKTBN Chembong seize every opportunity in trying to host any event involving other institutions. Being a host for any event gives many advantages because it opens up opportunities for these institutions to expose their place to outsiders. With this kind of approach, outsiders will know more deeply about IKTBN Chembong and can increase the chances of achieving each objective. Having complete facilities can attract interest and will make people feel impressed with the institution's in providing complete facilities to students. Based on the previous, IKTBN Chembong has been the host for the WSMB & WSMP Event involving 1 Malaysia, and it is a pleasure to be informed that it has received quite wide coverage as well as raising the name of IKTBN Chembong. An organization should develop specific capabilities to ensure continued success



DISCUSSION AND RECOMMENDATIONS

WEAKNESSES

01

DOES NOT HAVE A LARGE ONLINE PLATFORM
FOR MARKETING STRATEGIES



Strategic planning & create high quality contents

Moving to the second SWOT component which is Weaknesses, related to the first point which does not have a large online platform for marketing strategies, I recommend IKTBN Chembong to create strategic planning and high-quality content for their promotion purpose. IKTBN Chembong cannot take for granted their promotional activities because this is a very important component in ensuring they can achieve the goals and objectives they have set. IKTBN Chembong needs to do strategic planning in its efforts to convey information about IKTBN Chembong to its target market. Every social media that exists needs to be ventured by IKTBN Chembong to ensure that every piece of information can be spread smoothly. IKTBN Chembong also needs to improve the quality and produce interesting content so that it can attract the attention of everyone who sees it. Social media help organizations to engage customers to build valuable and long-term relationships with them (Larimo et al, 2020)

02

SHORTAGE OF IT SKILLS WORKERS

Invest in training

Moving to the second point of weakness, which is the shortage of IT skilled workers, I suggest that IKTBN Chembong invests in training so that they can improve the quality of their employees. Having employees who have skills in accordance with the development of today's technology is very important for an organization because this can improve their performance in the long term. IKTBN Chembong is encouraged to send each of their employees to undergo training in learning about IT skills so that they can produce good quality work following the development of technology today. Investing in IT skills training will not harm a company because it will provide benefits in the future. Training and development of all staff should be dynamically followed and made obligatory and the employer should give compulsory



DISCUSSION AND RECOMMENDATIONS

WEAKNESSES

03

LOW RECOGNITION



Focus on right audiences & build recognizable brand

Moving on to the third point in the weakness, namely low recognition, I suggest IKBN Chembong focus on the right audiences and build a recognizable brand for their institution. The low recognition problem is not something that can be ignored because it can have severe consequences for a long time if no action is taken. In solving this low recognition problem, the first thing that IKBN Chembong needs to identify is who its target audience is. Once they know the right audience, then they can strategize to ensure that every piece of information disseminated reaches the right party. In addition, they also need to raise the level of the product/service they offer so that people recognize and remember the product/service. Some common mistake that an organization did that led to failure was to accurately define its target audience (Alves et al, 2020)

04

BUDGET CONSTRAINTS

Adjust budget to strategy

Lastly, regarding the last point of weakness which is the budget constraints, I recommend IKBN Chembong adjust the budget to the strategy. IKBN Chembong is fully borne by the government and therefore they have to plan very well in making sure they don't exceed the budget. In reducing the weaknesses of budget constraints, IKBN Chembong must make sure they align their budget and strategy together. IKBN Chembong must define its key objectives and start to identify its strategies in make sure they achieve its objectives. Based on the budget that has been given by the government, they have to use it wisely and making sure they followed all the strategies that they have been set to avoid any budget deficit. If IKBN Chembong was consistent in adjusting the budget to strategy, they surely can slowly




DISCUSSION AND RECOMMENDATIONS

OPPORTUNITIES

01

INCREASE INTEREST OF TVET-BASED PROGRAM



Hold a non-profit awareness campaign/event

Moving on to the third component of swot, Opportunities, the first point is increase to interest in TVET-based programs, and I recommend IKTBN Chembong to hold a non-profit awareness campaign. The announcement made by the government related to every advantage of TVET nowadays must be conveyed and notified to every teenager so that they acknowledge it. However, teenagers nowadays are not too interested in knowing the current development and this will cause them to have no idea about TVET. Therefore, I suggest IKTBN Chembong to hold a non-profit campaign with the objective to create this awareness for the youth. For example, the organization can create an open Sports Day event and anyone can attend to enliven this event and from here can include any exhibition or talks related to TVET so that they are aware and know every good thing about TVET. In addition, conducting an event at IKTBN Chembong itself will attract more youth to enter the skills field because they can witness by themselves every piece of equipment and workshop available here.

02

IMPROVE PERCEPTION

Identify the customer's needs and wants

Moving on to the second point of the Opportunities component, which is to improve perception, I recommend IKTBN Chembong to always monitor their customer's needs and wants. In order to improve the customer's perception of the organization, the important thing to consider is related to the needs of our customers. To make them think well and make us the first choice, we must strive to fulfill and satisfy every desire they have. IKTBN Chembong cannot make random decisions without references from customers because they are the ones who will benefit this institution. IKTBN Chembong also needs to constantly strive to produce more success so that it can prove to them that every perception and what they think is not right. Through every success achieved, it will open up opportunities for IKTBN Chembong to change the



DISCUSSION AND RECOMMENDATIONS

OPPORTUNITIES

03

AVAILABILITY OF EXTERNAL FUNDINGS



Identify the necessary resources

Moving on to the third point of Opportunities, the availability of external funding, I recommend IKTBN Chembong identify the necessary resources. In an effort to find external funding, IKTBN Chembong should not underestimate the relevance of where the funding will come from. Before accepting any external funding, the organization must first identify and research the party that will provide the funding to ensure that no problems will arise in the future. Without observation, this could pose a risk to IKTBN Chembong where it is possible that they could be deceived and scammed by any irresponsible party. In addition, in making any agreements related to funding, IKTBN Chembong must ensure that they have a valid contract/letter of agreement so that there is evidence that can prosecute them if things go wrong with the external funder.

04

CREATE PARTNERSHIP WITH SIMILAR ORGANIZATION

Set clear goals and expectation

Lastly, regarding the last point of Opportunities, creating partnerships with similar organizations, I recommend IKTBN Chembong set clear goals and expectations. IKTBN Chembong must identify each of the goals to be achieved and what they expect when creating a joint relationship like this. Setting goals and creating expectations will help the organization guides their focus and helps them sustain that momentum in achieving what they want. Doing this kind of cooperation with the similar organization is a big effort and IKTBN Chembong must contribute a lot in realizing this partnership. Therefore, to encourage futility, every objective and expectation must be planned in order to develop a good strategy. Goal-setting is important and will lead to higher levels of production among individuals and groups (Hofstad



DISCUSSION AND RECOMMENDATIONS

THREAT

01

INTENSE COMPETITION



Know the customers & analyze the competitor

Moving on to the last component in SWOT, namely Threat, the first point contained in this threat component is related to intense competition. As discussed in the SWOT Analysis section, IKTBN Chembong has several competitors that operate the same services in the nearby area. Therefore, to overcome this problem, I suggest to IKTBN Chembong know each of its customers and always analyze its competitors. When it comes to analyzing customers, IKTBN Chembong needs to identify who is their target market, who they need to focus on, and who they need to retain. Once they know who is their target audience, they can focus on a specific group to make sure they don't lose them. Concerning to analyzing competitors, IKTBN Chembong is also encouraged to always observe their competitors so that they can know every development and make improvements in which parts are needed. Get to know your target audiences to develop a detailed understanding of their interests and make them as loyal customers (Hellauer et al, 2020)

02

COST OF TECHNOLOGY ENVIRONMENT

Use the tools efficiently to avoid any damage

Moving on to the next points the Threat component, namely the cost of technology environment, for Chembong IKTBN which is a skills-based skills institute, their technology is more focused on each property used in their workshop. Each of the equipment in their workshop must always follow the development of technology to ensure that they can provide the best to the students. Therefore, in order to ensure that this threat can be controlled, I recommend IKTBN Chembong to always use the tools efficiently to avoid from any damage. To ensure that each piece of equipment is always in good condition and avoids damage, each teaching staff must be responsible for monitoring each user of equipment by students. The teaching staff should also remind each of their students not to use any equipment without their permission



DISCUSSION AND RECOMMENDATIONS

THREAT

03

CUSTOMER PREFERENCES



Understand the customer's needs and wants

The third point in the Threat component is related to customer preferences and I recommend IKTBN Chembong to understand the customer's needs and wants. When it comes to customer preferences, it's hard to control because it all depends on the individual. However, IKTBN Chembong can take a good approach by recognizing and understanding the needs and requirements of each of their customers in ensuring that their institution becomes the first choice. IKTBN Chembong needs to conduct observation and research to identify what their customers want, what will attract their attention, and others. IKTBN Chembong can use the questionnaire study method for parents and students to get answers about their wants and desires for the IKTBN Chembong. Through this questionnaire method, IKTBN Chembong can make improvements and additions to ensure that they are always the choice of customers. Approach customers and understanding their needs and desire is the key to success (Tien et al,2021)

04

RAPID CHANGES OF GOVERNMENT POLICY AND REGULATION

Reinforce changes

Finally, moving on to the last point in the Threat component, rapid changes in government policy and regulation, I suggest to IKTBN Chembong to reinforce changes. Adapting and presenting changes in the organization is not easy and it certainly takes time for each individual to adapt to it. To ensure the successful adaption, I suggest the management of IKTBN Chembong always hold frequent visits and always follow up on how the staff is handling the changes. Other than that, IKTBN Chembong also needs to identify any problems and complaints from the staff because this can reveal the obstacles that need to be fixed in order to ensure the success of these new changes. The higher authority of IKTBN Chembong must play a role and always create good communication with the other staff to show their support for



CONCLUSION



In conclusion, there are a lot of new things that I have learned throughout the six-month internship at IKTBN Chembong such as handling the promotion materials and creating a good interaction with the public. It was a wonderful experience and will not be forgotten throughout my life.

During my 6 months here, many very useful new things that I have learned and can be used in the future when I will step into the world of work later. Other than that, I also felt changes in myself where there were many improvements in several things that related to myself and was able to find out that I had some abilities that I had not realized all this time.

In addition, I also began to be able to formulate my mission and vision of life because, during my internship training at IKTBN Chembong, I could see many good things that could be emulated in ensuring success in the future. Therefore, after completing the practical training here I hope I can become a better person in all aspects and get the best job for the sake of the future.



REFERENCES

References

Zhou Yang, Z. L. (2022). The Impact of Network Ties on SMEs' Business Model Innovation and Enterprise Growth. IEEE Access , 13.

References

Fangfang Li, J. L. (2020). Social media marketing strategy: definition, conceptualization, taxonomy, validation, and future agenda. Journal of the Academy of Marketing Science, 20.

References

Varun Gupta, D. I.-M. (2020). Competitive pricing of substitute products under supply disruption. NIH, 17.

References

Md.Mobarak Karim, M. M. (2019). The impact of training and development on employees'performance. Noble International Journal of Business and Management Research, 9.

References

Abelsen, B. (2020). Plan, recruit, retain : A framework for local healthcare organizations to achieve a stable remote rural workforce. BMC, 10.

References

Alves, F. J. (2020). Applied Behavior Analysis for the Treatment of Autism : A systematic review of assistive technologies. IEEE Access , 9.

References

Hellauer, T.-R. (2020). Ten simple rules for innovative dissemination of research. 12.

References

Tien, N. H. (2021). The formation and development of CRM system at Thien Hoa electronics supermarket in Vietnam. International Journal of Multidisciplinary Research and Growth Evaluation , 10.

References

J.Eller, F. (2020). Identifying Business Opportunities For Sustainable Development : Longitudinal and experimental evidence contributing to the field of sustainable entrepreneurship. Business Strategy and The Environment , 17.

References

Bougie, R. (2019). Research Method For Business : A Skill Building Approach.





APPENDICES



Conducted promotion activities at SMK Duha due to the announcement of result of SPM 2023



In charge as the AJK at the WSMB & WSMP event as IKTBN Chembong became the host



APPENDICES



Conducted a site visit to Deftech Melaka for collaboration purposes



Being the MC for the monthly gathering of IKTPN Chambong employees

APPENDICES



Served as an exhibitor at the Jom Masuk Kampung Exhibition at Chembong Halt



Conducted a site visit to Mizou Company for collaboration purposes



APPENDICES



Became a facilitator for Kem Bina Jati Diri in Jelebu



In charged of controlling and escorting students due to Perodua's visit for interview session

APPENDICES

Some samples of my work during this practical training :

**KEMASUKAN SESI OGOS 2023
IKTNB CHEMBONG!**

SIJIL LANJUTAN TEKNOLOGI AUTOMOTIF PENYELENDARAAN

- Jeneta Berat (SAJ 03)
- Kenderaan Perodangan (SAP 03)
- Pergerakan Panel (SAB 03)
- Penyelenggaraan Kereta (SAK 03)

SIJIL LANJUTAN TEKNOLOGI AWAM

- Landskap Pembinaan (SSL 03)
- Juruperancah Asas (SST 01)
- Lukisan Seni Bina (SSS 03)

DIPLOMA

- Teknologi Automotif (DAM 34)

SYARAT-SYARAT PERMOHONAN:

- Belum berkahwin (suport)
- Tamat Tingkatan 5
- Belia atau 18-30 tahun
- Sihat fizikal dan mental

KEMUDAHAN YANG DISEDIAKAN:

- Elak bayaran
- Penghapusan percuma
- Makan minum percuma
- Fasiliti sukan dan rekreasi
- Pelbagai perkhidmatan aktiviti
- Kemudahan rawatan percuma

CARA PERMOHONAN:

- 06-6557900/013-9020416
- <https://ipu.mohe.gov.my>
- WaR-in ke IKTNB Chembong

INSTITUT KEMAHIRAN TINGGI
BELIA NEGARA CHEMBONG

SELAMAT MAJU JAYA

DALAM PERTANDINGAN PRA-KELAYAKAN WSMB & WSMP

29-30 MEI 2023

MUHAMMAD ZHAIR MUSTAFA BIN KHAIRUDIN
WSMB AUTOMOTIF TECHNOLOGY

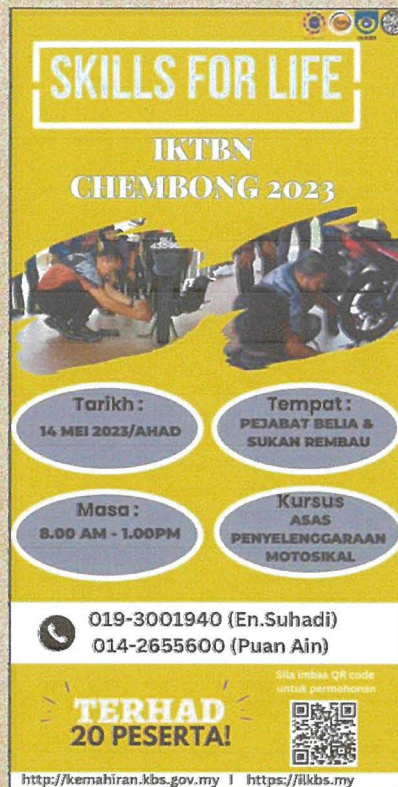
MOHD KHAN SHAH
WSMP SPRAY PAINTING

ABIDA HADI
WSMP SPRAY PAINTING

MUHAMMAD DZULFIKRI BIN SHAFARI
WSMB MECHANICAL

MUHAMMAD ZAHEDI BIN ZAKARIA
WSMB HEAVY VEHICLE

APPENDICES



SKILLS FOR LIFE
IKTBN
CHEMBONG 2023

Tarikh:
14 MEI 2023/AHAD

Tempat:
PEJABAT BELIA & SUKAN REMBAU

Masa:
8.00 AM - 1.00PM



Kursus ASAS PENYELENGGARAAN MOTOSIKAL

019-3001940 (En.Suhadi)
014-2655600 (Puan Ain)

TERHAD 20 PESERTA!

<http://kemahiran.kbs.gov.my> | <https://ilkbs.my>


Sila imbas QR code untuk permohonan



PROGRAM BOOTCAMP
IKTBN CHEMBONG
Penyelenggaraan Kenderaan Perdagangan

- ✓ Elaun Disediakan
- ✓ Program Selama 2 Bulan
- ✓ (Ogos-September 2023)
- ✓ Belia Berumur 18-30 Tahun
- ✓ Tempat Terhad

Sila imbas QR code untuk pendaftaran



019-3001940 (En.Suhadi)

PELIANG KERJAYA BERSAMA SYARIKAT:

mizou GO AUTO CAT SERVICES SGT. ENO

APPENDICES



MALAYSIA MADANI

Jom Bertail

IKTN CHEMBONG
TAWARAN KURSUS KEMAHIRAN 2023

SAR *My Future Youth Plus*

SYARAT KELAYAKAN :

- Warganegara Malaysia
- Golongan B40&M40
- Belia NEET (Not in Emoloyment, Education or Training)
- Belia Berisiko
- Berumur antara 15-30 tahun

Asas Penyelenggaraan Kenderaan Ringan

Tarikh : 21/8/2023 - 25/8/2023
Masa : 8.00 am - 5.00 pm
Tempat : IKTN Chembong

TERHAD KEPADA 10 PESERTA!

Untuk maklumat lanjutan, sila hubungi : **JMBS UNTUK MEMOHON**

019-3001940 (En.Suhadi)
016-3808722 (En.Yazid)



MALAYSIA MADANI

Jom Bertail

IKTN CHEMBONG
TAWARAN KURSUS KEMAHIRAN 2023

SAR *My Future Youth Plus*

PENYELENGGARAAN STEERING, SUSPENSION, TYRE & WHEEL

SYARAT KELAYAKAN :

- Warganegara Malaysia
- Golongan B40&M40
- Belia NEET (Not in Emoloyment, Education or Training)
- Belia Berisiko
- Berumur antara 15-30 tahun

Tarikh : 21/8/2023 - 25/8/2023
Masa : 8.00 am - 5.00 pm
Tempat : IKTN Chembong

TERHAD KEPADA 10 PESERTA!

.....
Untuk maklumat lanjut, sila hubungi :