



INDUSTRIAL TRAINING REPORT AT KEPPEL WOOD INDUSTRIES (M) SDN BHD

1 March - 15 August 2023

NAME : SITI NUR ALIYAH BINTI JOHARI

STUDENT ID : 2020477536

PROGRAM : MARKETING (BA240)

ADVISOR : MADAM NOR HAMIZA BINTI MOHD NOR

EXECUTIVE SUMMARY

My memorable and enlightening 6-months industrial training began here at Keppel Wood Industries (M) SdnBhd within 14 weeks to fulfil the requirement for Internship (MGT666). The training started from 1st March 2023 and ended on 15th August 2023 with estimated duration of 24 weeks. Keppel Wood is a manufacturer of furniture factory in Malaysia originally known as Keppel Furniture. The internship training was located at Jalan Kesang, Muar, Johor. During internship training, I experienced new tasks, work cultures and values in Accountant department. This is the first time I experienced real hands-on working environment since Accountant department quite different from what I studied in Bachelor of Business Administration (Hons.) Marketing. However, there are courses related to accounts in Part 1 which is Intermediate Finance (ACC 406), Financial Management (FIN420) in Part 2 and Personal Financial in Part 4. Initially, I felt difficult and challenging to adapt to the new environment and the changing nature, but eventually I managed to adapt and keep learning from my fellow colleagues at Keppel Wood. The experiences in the real work at Keppel helped me to improve myself better and prevent from repeating the same mistakes. My supervisor always gave constructive whenever I did some mistakes and I found that it is quite helpful for me to learn and adapt to the new environment. I learned that as a human being; it is normal to make mistakes but somehow, we can avoid the mistakes from happening twice by following the procedures. Other than that, the internship program exposed me on how the company runs which is totally different from what being taught in the classroom. Moreover, I'm able to improve my knowledge and responsibilities towards the task given during the internship period. This can be considered as a preparation for me before starting my future career path. In a nutshell, I believe that this Integrated Internship Program at Keppel Wood Industries (M) Sdn Bhd provides me with various work experiences, work cultures and work values which is crucial for me to begin with my future career path. By completing the internship training I believe that this program helps the student in adapting and preparing with the real work environment. I also learned that students should prepare themselves better in language proficiency especially in English and have to learn the third language that is Mandarin so that it is an advance strength that can stand out ahead.



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afafurniture.com



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ACKNOWLEDGEMENT

Praised to Allah the Almighty with His blessings and pleasure for giving me the courage and opportunity to complete my internship from the day 1 which is 1 March 2023 until 15 August 2023 at Keppel Wood Industries (M) Sdn Bhd. I have experienced a lot during this practical training and I able to finish it until the last day as internship student. Secondly, I would like to express my gratitude to Universiti Teknologi Mara (UiTM) training programs that give a positive impact that can improve the skills and performance of students in the workplace. Furthermore, I would like to thank my lecturer, MadamNor Hamiza binti Mohd Noor for her teaching and guidance throughout my practical training period. No to forget my supervisor in-charge at Keppel Wood Industries (M) Sdn Bhd, Miss Tan Poi Pang who helped adapt me in Accountant department though I have a different background as a marketing student. Thanks also to my family and friends for their support during this time of need practical training. Without Miss Tan, I might not have been able to keep track of my momentum to complete it this practical training. At last, to my cherished self who reached out in the face of adversity challenges during this training.



SITI NUR ALIYAH BINTI JOHARI

BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING

A motivated person seeking for opportunity in Marketing field to widen personal skill and gain real world experience in related field. A person who can adapt dynamic working environment and a great team player.



EDUCATION

**SEKOLAH MENENGAH KEBANGSAAN TUN SYED ZAHIRUDIN,
AYER TAWAR, MELAKA**

SIJIL TINGGI PELAJARAN MALAYSIA (STPM)

2018-2019

- CGPA: 2.75
- MUET: BAND 3

UNIVERSITI TEKNOLOGI MARA (UiTM)

BACHELOR OF BUSINESS ADMINISTRATION (HONS.) MARKETING

2020-2023

- CGPA: 3.28

WORK EXPERIENCE

99 SPEED MART Sdn Bhd (Nov 2019 – March 2020)

- Cashier

- Collect payments from customers
- Scans items and check prices
- Check the quantity of products
- Arrange products and check for expiring items
- Change the price of certain items
- Help new 99 Speed Mart outlet elsewhere
- Arrange promotional products in designated places
- Make closing sales

San Shine Trading (Jun 2020 – Aug 2020)

- Cashier

- Collect payments from customers
- Scans items and check prices
- Arrange products at counters
- Make closing sales

Keppel Wood Industries (M) Sdn Bhd (Mar 2023 – Aug 2023)

- Accountant Internship

- Do payment, receiving and claim voucher
- Do bank reconciliation and exhibition expenses
- Check the standard ledger of account
- Do account receivable debit note and account payable

CONTACT ME:

Mobile:

E-mail:

Address: Merlimau, Melaka

Driving License: B2, D

LANGUAGE PROFICIENCY

Speaking, Reading and Writing

Malay: Expert

English: Moderate

SKILLS

Microsoft Office - Moderate

Canva – Proficient

Teamwork - Proficient

Multi-Tasking - Moderate

Creativity – Moderate

Marketing - Proficient

ACTIVITIES AND ACHIEVEMENTS

Universiti Teknologi Malaysia (UiTM)

- **Jawatankuasa Perwakilan Non-Resident for the 2021/2022 session**
 - Exco Kerohanian of the association
 - Have held several positions in several programs such as:
 - a) Treasurer – Program 30 Resepi 30 Hari Ramadhan
 - b) Activity Bureau – Webinar Vaksin COVID-19
 - c) Registration Bureau – Program 3P
 - d) Multimedia Bureau – 1000 Bungkus & Jamuan Berbuka Puasa 3.0
 - Experienced as a Project Leader for the Scenery Photography Contest program
- **Jawatankuasa Perwakilan Non-Resident for the 2022/2023 session**
 - Secretary of the association

EDUCATION EXPERIENCE

Collaborate with Ittihad Company MARCOM COMMUNITY PROJECT – Semester 3

- Create content on media social
- Give them ideas to market their product

Social Campaign Community 2.0, Selandar - Group Assignment of Responsible Marketing (MKT622)

- Create social media platforms - Facebook Page and Instagram
- Create a logo
- Create Business Card
- Create design of packaging product

MARKETING RESEARCH

Factors Influencing Online Intention Among UiTM Student Towards Fashion Trends.

REFERENCE

DR. NORNAJIHAH NADIA
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STUDENT'S

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PROFILE

COMPANY BACKGROUND



COMPANY'S NAME :
KEPPEL WOOD FURNITURE (M) SDN BHD



Location : Pos 541, Batu 6 1/2, Jalan Kesang, 84000, Muar Johor

VISION, MISSION, OBJECTIVE AND GOALS

VISION: AS YOU GROW, AS YOU WANT.

MISSION: PRIDE OURSELVES ON PROVIDING OUR CUSTOMERS THE BEST QUALITY FURNITURE.

OBJECTIVES :

1. GREAT SELECTION OF HIGH-QUALITY FURNITURE
2. FAIR PRICE AND THE LOWEST POSSIBLE COST FOR THE GOODS
3. A PLEASANT OF USING FURNITURE BY THE KEPPEL GROUP.

GOALS: TO HAVE EVERY PRODUCT PERFECT AND FOR OUR CUSTOMERS TO BE HAPPY.

The directors of Keppel Wood Industries (M) Sdn Bhd are Mr Theo Lee Gee and Mr Theo Huat Ann. Mr. Theo Lee Gee is the brother of Mr. Theo Huat Ann who is 62 years old and currently lives in Kuala Lumpur. So, Mr. Theo Huat Ann who manages Keppel Wood. Mr Theo Huat Ann who is 49-year-old was born and raised in Muar, Johor. He was also a former student of Muar Chung Hwa High School. He continued his studies at the Systematic College, Kuala Lumpur. The college also known as SEGi University and College. He is married his wife, Madam Toh Yeck Chin who is a former student of Sekolah Menengah Kebangsaan Dato' Sri Amar in Raja, Muar, Johor. The couple had two sons, Theo Chong Kuan and Theo Chong Heng. Keppel Furniture was founded in 1996 as a factory that manufactures a wide range of furniture at excellent prices. Keppel Wood is a business to business (B2B) company. Keppel sells furniture products and provides services to other companies. Keppel does not sell furniture products in a small amount or a single set because it sells them in large quantities. Buyers can freely mix and match products between designs and colours for a unique collection, through a comfortable choice of various design style categories.

Keppel furniture is made of rubberwood and MDF board, but the use of rubberwood is higher than MDF board in the furniture production process. Keppel's focus is to produce high-quality furniture for the public. Keppel offers a wide range of furniture products to buyers according to their fit and taste. There are home furniture's for dining room, living room, occasional, upholstery beds, adult furniture, baby furniture, teen furniture and Uncategorized furniture. However, the main furniture product of the factory is a bed. The focus of the company is to export furniture products throughout continental Europe, the United States, the Middle East and Oceania. Keppel Wood produces well-designed furniture and home furnishings based on the best quality to their buyers.

Besides that, Keppel Wood produces a workforce that has skills in their respective department staff. Keppel Wood has approximately 80 employees.

These workers are made up of various races and nationalities. This is because Keppel Wood workers are made up of local workers who are Malay and Chinese while foreign workers are from Bangladesh and Nepal.

There are 18 employees in the office while 62 employees in the production department. Working hours at Keppel Wood for officers are office hours which are 8.00 a.m. to 5.00 p.m., while working hours for production departments are the same. However, production's staff have overtime shifts until around 11.00 p.m. Overtime work occurs according to the situation whether the furniture process target has been achieved or not on that day. The production facilities occupied 300, 000 sq. feet. Furthermore, Keppel have heavily invested in 2008 for new production system and machines in order to expand the capability to produce excellence in both quality and quantity products and also to cater further expanding orders.

In addition, Keppel Wood also has its own website which is afafurniture.com. This website has the same name as Keppel's trademark, Afa Furniture. On this official website, customers can enjoy viewing and purchasing various types of furniture. Keppel Wood furthermore sells home furnishings on Jarblo.com. For an information, Jarblo.com has been around since 1996 and this platform is a great destination for the buyers to acquire furniture for themselves. The use of this website makes it very easy for buyers. This is because the overseas buyers can easily to order the furniture of their choice. Besides, the buyers can also contact staff easily through online internet. The buyers can visit the showroom to see the furniture produced by the company physically so that they are more satisfied because they can see and touch the furniture. The showroom is very comfortable for buyers because the place is spacious, there is air conditioning, orderly layout of furniture, and the decoration that highlights the concept of home furniture.



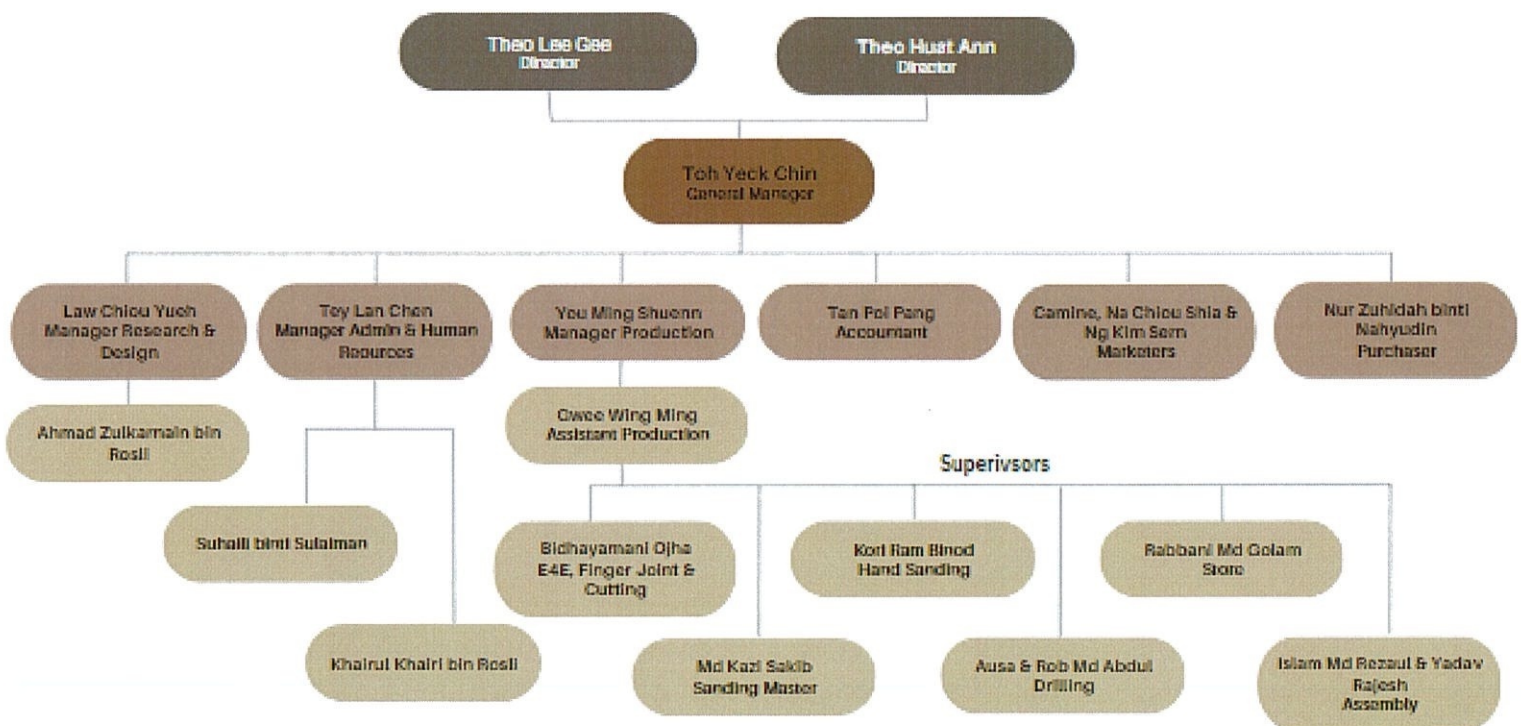
TYPES OF FURNITURE PRODUCT OFFERED

by Keppel Wood Industries (M) Sdn Bhd

- a. Adults
 - Bedroom Set
 - Casegoods
 - Chest
 - Dresser & Mirror
 - Night Stand
 - Wardobe
 - Daybed & Futon
- b. Baby
 - Casegoods
 - Changing Table
 - Chest
 - Dresser
 - Crib
 - Toddler Bed
- c. Dining Room
 - Buffet & Cabinet
 - Counter Height
 - Dining Set
 - Contemporary
 - Scandinavia
- d. Living Room
 - Coffee Table
 - TV Cabinet
- e. Occasional
 - Bench
 - Lounge Chair
 - Lounge Table
 - Stool
- f. Uncategorized
- g. Upholstery Bed
 - Bed
 - Casegoods
- h. Youth
 - Bunk & Bed
 - Captain Bed
 - Casegoods
 - Chest
 - Dresser & Mirror
 - Night Stand
 - Study desk / Writing table
 - Trundle & Storage box



ORGANIZATIONAL STRUCTURE



Training Reflection

Duration

Duration of industrial training carried out by students of the Faculty of Business Management, Universiti Teknologi Mara (UiTM) Bandaraya Melaka will be carried out during 1 March - 15 August 2023 (24 weeks) at their respective workplaces. The working day is for 6 days a week which is Monday to Saturday. However, employees will only work half day on Saturdays from 8:00 a.m. until 1.00 p.m. The regular office hours on Monday to Friday are from 8.00 a.m. until 6.00 p.m.

Specific department/s I have been assigned:

Accounting Department

Roles, responsibilities and task

a) Do payment voucher, petty cash payment voucher and receipt voucher

• Payment voucher

I have to do a payment voucher every time a payment has been made. This is important so that the payment that has been made is already recorded in the system. This payment voucher also needs to be separated according to the type of bank used. Each bank used to make the payment has a different key reference voucher number. This is to make it easier for accountants to do the filing and make it easier if they want to find the payment voucher later. In addition, payment vouchers also need to have solid information such as payment date, payment details, payment amount and other important information. There is also a payment voucher that is gathered with a supporting attachment that proves that payment has been made.

• Petty cash payment voucher

This payment is made in cash to buy expenses. The Human Resource department team will provide all payment receipts that have been used using the petty cash company to the Accounting Department. This petty cash payment voucher is important because it records Keppel Wood's expenses. Petty cash is used for office supplies, food, foreign worker expenses and others. This petty cash payment voucher also needs to have details such as the date, the reason for spending and the amount of petty cash used. I need to give the petty cash payment voucher along with the receipt attachments to the Human Resource Department after I have keyed in the input into the system so that they can recheck the voucher. Then, the voucher will be submitted to the General Manager to get a signature as a sign of approval.



• Receiving voucher

Receiving voucher is the amount of money received by Keppel Wood from outside parties such as buyers and suppliers. Receiving vouchers must have details of the date the money was received through the online banking transaction. Receiving vouchers made must also be able to be distinguished through the key reference voucher number because the money received will also be deposited in different banks according to the situation. This receiving voucher also needs to put an exchange rate if it is received from abroad. It is important to ensure that both amounts of local money and foreign money are in the system. Receiving money from outside can also be proven through bank statements used by buyers to Keppel Wood's bank account.

b) Do exhibition expenses

The accountant is also assigned to do exhibition expenses. The use of money spent on exhibition expenses such as entertainment, food and refreshment, toll and parking and others related to the exhibition. The General Manager will give all the receipts to the Accounting Department. We will separate the receipts by month and paste all the receipts on A4 paper to make copies using a photocopier. It is important to make a duplicate because the receipt will fade if it is left alone. Next, I need to enter important inputs such as the date, type of expenditure and also the amount of money that has been used. The accountant needs to submit the exhibition expenses to the General Manager to get a signature as a sign of approval.

€) Check the standard ledger

The accountant's task is also to check the ledger of account based on bank statement. I need to examine whether the money in and out is the same or not with the standard ledger of account that is written as in the account system. I am also encouraged to refer back to the payment voucher and receiving voucher file when checking the ledger. This is to be able to identify the amount in the ledger clearly when looking at the payment or receiving voucher. If the amount cannot be identified, I will refer to the supervisor in-charge and the Human Resource Manager. This is because most payments are made by the Human Resource Manager. So, she has the record of the payment. The bank charges by the bank also need to be made into a payment voucher. This is important because all payment and receiving vouchers will be displayed clearly at the standard ledger.

d) Do bank reconciliation

In addition, I also need to do a bank reconciliation. I need to compare and match Keppel's financial records with bank statements. This is very important to ensure it is consistent and accurate. Hence, the accountant can confirm that the purchases and transactions made are in line with those recorded by the bank for the same period. Besides that, the accountant can identify any omissions or errors in the data and reconcile them by making the necessary adjustments. The cause of the error is possible in terms of time differences, errors in reading transactions, bank fees and other factors. After its balance, I need to print out and save a copy in the file according to the type of bank.

€) Do account payable invoice entry

The accountant also needs to record accounts payable invoices or better known as A/P invoices. These invoices are used to record purchases, track payments and for billing information. This invoice must also have details such as the date, key reference number and also the amount used for payment. This A/P Invoice Entry is usually for bill electricity and purchase expenses.

f) Do account receivable debit note

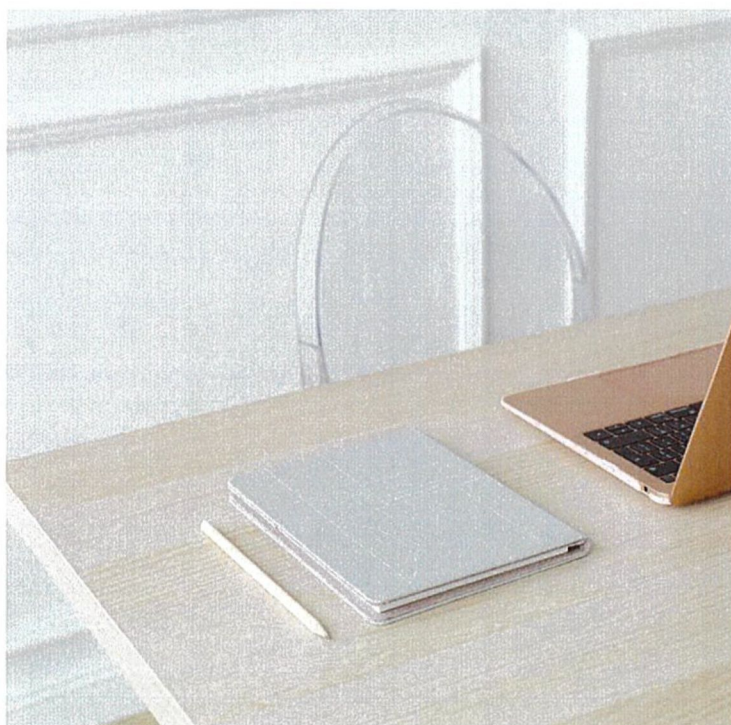
I also need to make this account receivable debit note or better known as A/R debit note. I will be given all relevant documents from the Human Resource team. After that, I will separate the documents according to the account name. Then, I will key in important inputs into the account system. This A/R debit note is used for foreign worker expenses, cleaning, telephone bill electricity and rental. Once finished, I need to send it to the general manager to get it checked by her and get her signature as a sign of approval. I also need to give a completed A/R debit note to the customer and keep two more copies in the file.

g) Maintaining general office files

I also need to update files in the office related to the account. This is important because it can make the process of finding and referencing documents later. The content of these files should be arranged according to the reason year of opening and closing year of Keppel Wood. Previous documents also need to be separated into other files. This is to avoid mixing previous documents with reason year documents. In addition, I also need to organize payment vouchers, petty cash payment vouchers and receipt vouchers according to the file and type of bank used. These files will also be seen by the audit. All account statements of vendors will be arranged in the file according to the company name and the reason year of Keppel. There are also other important files that need to be updated.

h) Other duties

Another task I need to do is prepare important documents to submit to the Malaysian Timber Council, and scan the needed documents to be made into Portable Document Format (PDF). I also learned to make a declaration letter according to the format given. In addition, I need to contact Gdex runner to get a plastic parcel and consignment note if it has run out and inform the Gdex runner if there are documents that need to be sent to the destination. Besides, I will also answer all calls if my supervisor in-charge in accounting department is on holiday or not in the office.





The benefits that I received and gained:

a) Allowance

Keppel provides an allowance of RM 500.00 per month. This allowance is seen in terms of my attendance at work. Start from the first I worked until today, Keppel has given me a full allowance.

b) Gift of money

The director of Keppel has given me money (ang pao) in conjunction with Hari Raya Aidilfitri which is RM 100.00.

c) Meal

The Keppel Wood Company often holds banquets. During my internship training, once a month there will be a meal. This is in conjunction with employees' birthdays and other events.

d) Medical treatment

I was also offered by the company to take me to the panel clinic. This is because I had a stomach ache at that time. Besides that, the Manager in Human Resource has also offered me to go home and rest.



Knowledge and skills I gained during internship:

1. Learn new software

I was taught how to use the AutoCount software when I first entered the practical training. According to Abby (2022), software is a set of instructions, data, or programs used to operate a computer and execute specific tasks. This software is widely used during working hours. This AutoCount software has various functions for employees in the Accounting Department. This is because it contains accounting systems such as General Ledger, Bank Reconciliation, Cash Book Entry, Sales, Purchases and many more functions that facilitate employees.

2. Learn real working world of the industry

Work experience allows me to take what I have learned from the page and put it into practice. Through practical opportunities, I have learned what it is like to work in a fast-paced business environment. This has also helped me improve my understanding of the company's culture and work practices. Keppel has given me trust and the opportunity to show that I can perform the given task well. Besides that, I was able to meet various people in various roles by learning the real working world.

3. Learn being multi-task

Multitasking entails juggling different work activities and shifting attention from one task to another (Alison, 2021). A lot of work allowed me to learn to work on multiple tasks and complete them simultaneously. I need to manage my way of working so that all tasks can be completed. For example, I was given the task to prepare documents that needed to be sent to the Malaysian Timber Council (MTC) and at the same time I was also given the task to check the standard ledger. I will prioritize the important task first, which is the document that needs to be sent to the MTC, then I will check the standard ledger. Usually, I will list the tasks that I need to complete on a small note and put it on my table. Therefore, I will be alert with the work that I need to complete and my work will be more organized.

4. Punctuality

Before I started my first day as a practical student, I was informed via the WhatsApp platform by a Human Resources employee about Keppel Wood's working days and hours. This is to ensure that I come on time. Punctuality demonstrates professionalism and a desire to do the job well (Kimberlee, 2019). Nevertheless, Keppel also gives flexibility to all employees who cannot enter the office at the appointed time. Employees can add working hours to the return time. However, I have no problem coming to work during working days because I also have a motorcycle and car license. So, this license makes it easier for me to go to work which is about 20 minutes away from my house.

5. Good communication

By going through this practical training, I can also improve my skills in communicating with others. Good communication is important in the company because it is the presentation that is to be delivered that will be easier to understand by other colleagues. It can also help me develop relationships with colleagues well during work. For example, one of the employees has told that she has been having trouble getting the email password. Then, I suggested and helped her to find it in the settings of google. In addition, I also get good communication with other departments when I volunteer to help others. For example, when I help the purchaser to count sticker stocks and do tagging, I will indirectly inform the purchaser if there is a problem such as insufficient sticker stock. So, the purchaser will alert and order the stickers from the supplier. This sticker stock is important for use in the production department.

6. Time management skills

According to National Library of Medicine (2021), time management is defined as "a form of decision making used by individuals to structure, protect, and adapt their time to changing conditions". This practical training has also helped me improve my time management. This is because I need to complete important task as it has a due date. For example, I need to remember the deadline of the submission document to the Malaysian Timber Council. I cannot miss the date because submissions that have expired will not be accepted. This has made me alert and make sure all the documents are complete before the due date is near. In addition, preparation to make a declaration letter in advance, ensuring that each document has been stamped and scanned using a photocopier the day before I submit to MTC.



SWOT ANALYSIS

& R E C O M M E N D A T I O N



- **Variety of products**

The focus of Keppel furniture is the bed. However, Keppel also offers a variety of other furniture products according to the buyer's taste. For example, Keppel offers buyers furniture such as dining sets, counter height, benches, lounge tables, coffee tables, and wardrobes and so on. Besides that, the Keppel's furniture offered is also suitable for various ages from babies to the elderly. This is because Keppel has diversified products for babies, children, young people, adults and the elderly. This makes this afafurniture brand furniture able to attract the hearts of many buyers from abroad.

Recommendation



Strength

- **Increase brand awareness**

Keppel can increase the brand awareness by creating an engaging visual experience for the website visitors. Keppel has an official website which is afafurniture.com. The marketing department is responsible for ensuring that furniture products are displayed on the website. However, the use of the website is not widely used which will make it difficult for the new buyers in the furniture industry to recognize the afafurniture brand. According to Statista (2019), worldwide online furniture sales are expected to grow at an average annual growth rate of 10.0% between 2019 and 2023, resulting in a market volume of \$289.3 billion in 2023. This diagram shows that Keppel should use the official website as best as possible to gain more profit. This website will help Keppel increase the brand of Keppel to buyers since Keppel actively exports furniture products abroad.

Strength

- **Providing vehicle for company use**

Keppel provides many vehicles that offer employee benefits for company use. Keppel has 3 types of vehicles which are 5 cars and a van. The use of this vehicle provides convenience to employees who want to go for health treatment. For example, workers who are unwell or injured will be taken by other workers to the Keppel panel clinic. In addition, this vehicle is also used to send foreign workers to the airport. This can help facilitate the affairs of foreign workers to return to their country. Furthermore, Keppel employees also do not have to bother to use their own vehicles to go out during office hours by using their own vehicles. For example, Keppel employees can use the vehicle provided by the company to send important documents to the bank or immigration office or to other destinations.

Recommendation

- **Check the vehicle maintenance**

Keppel must be alert with the maintenance of company vehicle. Vehicles need to be maintained to the highest of standards to ensure that they are fully roadworthy, reducing the likelihood of an accident through a mechanical or electrical failure (Sarah, 2021). This shows that vehicle maintenance important because lack of vehicle maintenance will cause danger to employees who use the vehicle. The effect if the employee is injured due to this accident will further delay the delivery time of important documents to the destination. Besides that, this will indirectly cause problems such as the higher cost that will be issued by the company to repair the vehicle and employee treatment costs. So, Keppel can make a schedule of delivery dates for vehicle maintenance and responsible workers who will manage the vehicle so as not to miss the date.



Strength

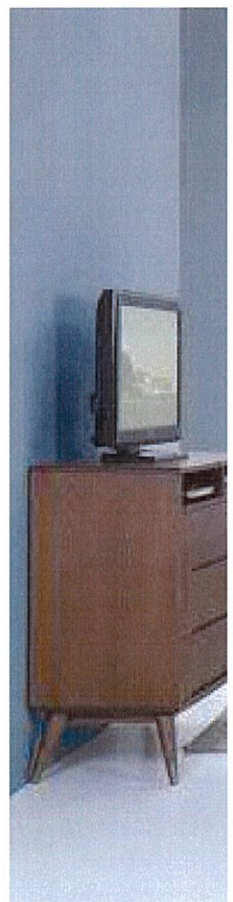
- **Keppel got an award**

Keppel was awarded the Industry Excellence Award in 2010 in trade exports from the Ministry of International Trade and Industry. This could indirectly improve Keppel's reputation in the furniture industry. This is because the work skill by the employee of Keppel to have an attractive furniture has been recognized by buyers, namely existing buyers and new buyers. In addition, this award can also increase the trust of buyers towards furniture products manufactured by Keppel Wood and it also helps the company achieve sales goals as targeted. Therefore, it can also show the shine of Keppel when in line with other furniture companies.

Recommendation

- **Create an engagement with buyers**

Keppel, which is active in participating in exhibition events at the Malaysian International Furniture Fair (MIFF), makes the Keppel brand, a furniture, known to many buyers from various countries at these events. Keppel gave visitors to their booth in the event the company card. So, the buyers who are interested in furniture brand a furniture will directly e-mail to Keppel for the purchase of products. I suggest that Keppel stay in touch with the buyers after the purchase is complete through the e-mail. According to Research Gate (2020), email engagement is a double-edged sword that increases both the retention and service consumption of subscribers. Besides that, Keppel can also ask for feedback from buyers about furniture products and services. Keppel can also send season greetings via e-mail. For example, Keppel can greet the buyers when the festival or holiday season arrives in the buyer's country "season greetings".



Strength

- **World vision charity**

Keppel makes charity every year. Keppel is involved in World Vision. World Vision is an international organization that helps children. World Vision's main focus is on children who face problems and live in poor conditions. Among the activities carried out by World Vision are emergency relief, education, health care, economic development, advocacy, water or sanitation, and food distribution. Keppel does charity activities every year to help disadvantaged children through the organization's World Vision. Keppel will also donate more money to World Vision every time Keppel achieves more profit than the previous year.

Recommendation

- **Remain active in doing international charity**

According to the Research Gate (2020), charity or social work is often seen as a tool for improving the image of the company and enhancing the goodwill among the customers. The charitable activities carried out by Keppel shall be maintained at all times. Participation in charitable organizations such as World Vision International gives Keppel the opportunity to interact with community and business leaders from various countries. Keppel actively donates through World Vision International will indirectly increase the company's brand recognition because the company's name has been listed in the organization. People like to support businesses that help others, and Keppel's donations can pay Keppel back in increased business and buyers' loyalty.



Weakness

- **There are no receptionists**

Keppel Company does not hire employees for the receptionist part. According to the Morgan McKinley (2021), the receptionist is the face of the company and also a unifying link in the company. This will complicate the process when there are people who come to the company. For example, the suppliers will continue to enter the office without meeting the receptionist. The absence of receptionist would indicate that there is no good layout because the meets of suppliers are not phased. In addition, buyers who come to the Keppel Company may also give the impression that they are not given attention if there is no employee accompanying them for any questions. Hence, this incident can have an impact when the buyers feel disappointed and dissatisfied with the services provided by the company.

Recommendation

- **Hire the receptionist**

Keppel needs to hire an employee to be in the receptionist place. This is to make company management easier and further increase the productivity of the company. The receptionist will work to receive phone calls, and or continue to the relevant department if it is directed to another department. In addition, the receptionist also has the roles to welcomes guests who come, receive and forward incoming mail, provides information and instructions related to their visit and arrange the meeting schedule between the guests and the company. According to Agus (2018), the receptionist will be expected to be friendly, professional and help guests with all sorts of everyday tasks. Hence, this will have a positive impact on the impression of visitors who evaluate the Keppel company.

Weakness

- **A small meeting rooms**

Keppel has a meeting room that is not suitable and comfortable. This is because the capacity of a relatively large number of employees cannot accommodate all employees to enter the meeting room. For example, there are workers who have to stand at the door because of the lack of space. Since meetings are often held for an hour or more, it will disrupt the concentration of employees who cannot enter the meeting room. It indirectly makes some employees miss those input meetings.

Recommendation

- **Expand the size of the meeting room**

Keppel needs to enlarge the meeting room space according to the number of employees involved in meeting activities. According to Glenn (2020), a large conference room should be at least 500 square feet and comfortably seat 13-20 people. The comfortable meeting place can also help employee's do the presentation and receive input from the presentation well. The privacy of the meeting is also more controlled because the door can be closed because employees who are involved in entering the meeting room without having to stand up outside the door of the meeting room. Thus, every employee will feel happy because they feel comfortable in the meeting room even if the meeting takes 30 minutes to 1 hour. The employees can also easily conduct presentations and they can also take note the input.



Weakness

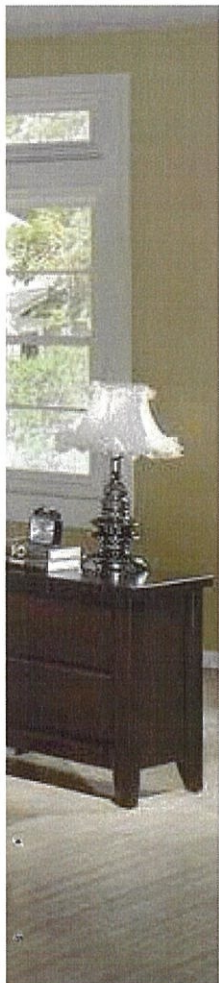
- **Small signboard**

The role of signboard is very important for a company. This is important to make it easier for people to see the existence of the company. Keppel has a small signboard that leads people to find it difficult to see the existence of the company. As the company is on the side of AMJ highway, it will make it more difficult for people to see the signboard which is a bit inside. As we already know, people who drive vehicles on the highway will drive at moderate and fast speeds. Therefore, the role of the signboard of Keppel is not really noticed by the public. For example, there are still a few suppliers who want to send goods need to contact with the employee to get the exact location of Keppel. More than 60% of the survey respondents said that a poorly designed signage made them avoid a specific business or store even when their first mindset was to try it out. (Ellie Hundshamer, 2021)

Recommendation

- **Change the signage**

According to Michael Keenan in 2021, business signage is any type of graphic display that communicates a message to a target audience. The signage business plays an important role in attracting the public's attention to the Keppel company. I suggest that Keppel change the signage to a new one. Keppel can also do signage like Mcdonalds signage because we can see Mcdonalds sign clearly even from far away. Since the Keppel company is on the side of the highway, Keppel needs to install business signage that is easy for people to see. This can also indirectly make it easier for people such as suppliers and buyers to find the Keppel company without having to give them directions. In addition, when choosing between two businesses a customer or client is likely going to pick the one with the better-looking signage because this shows a level of professionalism that the other lacks (Daria Brown, 2020).



Weakness

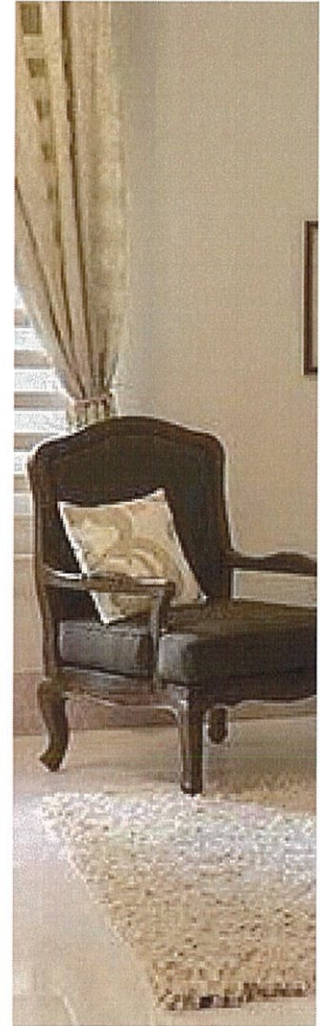
- **Office equipment not updated**

Keppel did not upgrade the office equipment to the new one. This has caused problems such as the laptop hanging suddenly. This has made it difficult for employees to complete their work. In addition, there are also workers who use photocopiers to print a lot of material will experience problems because the machines sometimes get stuck. This indirectly affects the productivity of employees. The workers will experience a phase of frustration because they face the problem of outdated equipment and reduce the feeling of the employees to complete the work diligently. According to American Agents Alliance (2022), of those workers, 83.1 percent stated their computers were obsolete, followed by old software (70.5 percent.) Three out of ten of these employees considered changing jobs due to their frustration with technology. This clearly shows that office equipment plays a very important role in a company.

Recommendation

- **Replace the outdated office equipment**

I suggest Keppel to change the outdated office equipment of Keppel company. With new office equipment, your employees can work faster and more efficiently, which can lead to increased productivity and profits (John, 2023). The newly updated office equipment can help run a business and can also avoid the hassle and ongoing expenses that come with fixing old equipment. Besides that, the effect of using updated office equipment for Keppel is that employees will not face problems and stress when the equipment gets stuck or the laptop hangs suddenly. Thus, employees can also work in peace and be able to complete their tasks again quickly and on time.



Opportunity

- **Demand in the international market**

Keppel has received high demand for exporting furniture to buyers. Keppel maintains its dominant market share by retaining existing buyers by building brand loyalty but also attracting new buyers. Keppel has successfully dominated international target markets such as France, Canada, the United Kingdom, the Philippines and the United Arab Emirates. Top markets for Keppel Wood are the United Arab Emirates at 35%, the Philippines at 30%, the United Kingdom at 20% and Canada at 15%. Now, Keppel has succeeded in expanding its manufacturing places due to the increasing demand among buyers. Besides that, this has also had a positive effect on Keppel employees in all department as repeat orders from buyers allow employees to improve their skills and the quality of their work.

Recommendation

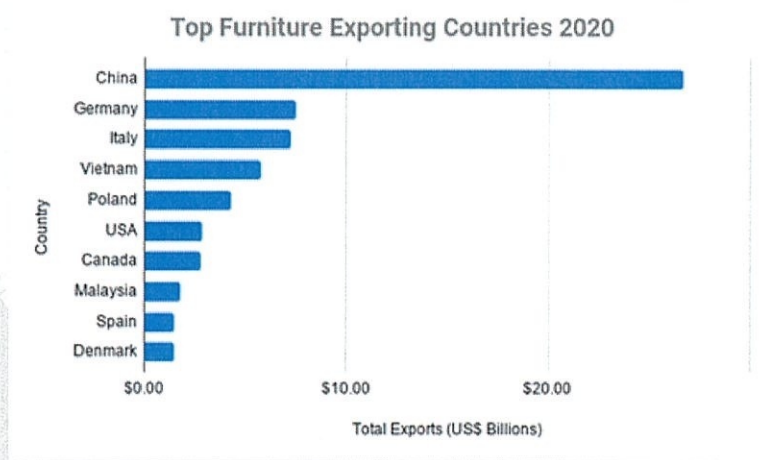
- **Increase the digital marketing**

Keppel needs to improve their digital marketing to further increase the demand for the furniture brand. According to National Library of Medicine (2018), SEO is a well-known concept in the marketing world to improve search rankings of web content. Keppel may use Search Engine Optimization (SEO) with relevant keywords and phrases in certain countries. This is important when buyers search for furniture and the Keppel brand will appear in the search results. As a result, the afafurniture brand will be increasingly recognized in the international market. In addition, Keppel can also use YouTube to do their video advertising. This is because it is in the form of a video that allows it to be a channel for the distribution of content about the afafurniture brand. Besides that, this YouTube can also work to market products in the international market with the creativity of the video that can attract the attention of many.



Opportunity

- **Got support from government**



The furniture industry has become one of the world's top exports. According to the New Straits Times (2020), Malaysia has always been a net furniture exporter and is ranked among the 15 largest furniture exporters worldwide. According to Malaysian International Furniture Fair (MIFF), the government will continue to support the development of the furniture industry in Malaysia through various initiatives to ensure its rapid and sustainable growth. Keppel is also one of the furniture manufacturers that got support from the government because Keppel is very active in exporting products to overseas buyers. According to Malaysian Investment Development Authority (MIDA), the government continues to push companies to move up their current Industry 3.0 production level into machinery upgrades with advanced technologies, as well as reduce the dependency of high number of labour while scaling up local talents in designing and producing sophisticated and trendy products.

Recommendation

- **Increase furniture export activities**

Keppel needs to be more active in exporting the furniture products abroad. This is because Keppel is in the industrial furniture industry that receives support from the government considering that industrial furniture in Malaysia is one of the largest exporters in the world. According to Malaysian Furniture Council (MFC), Malaysian furniture exports have recorded an increase for the period January -July 2022 versus a year ago despite the many challenges facing the industry. Besides that, the support from the government is a bright opportunity for Keppel to further expand the business empire of furniture products abroad.



Opportunity

- **The sustainable furniture**

Nowadays, people are increasingly concerned about the environment. Buyers may have a range of comments and concerns about sustainable furniture, but many are willing to pay extra for furniture that aligns with their values and has a positive impact on the environment (Sydney Wells, 2023). Keppel produces furniture from the main material made of rubber wood and Medium-Density Fibreboard (MDF board) which are both from environmentally friendly materials. According to Ecologic Furniture (2023), rubberwood is a type of hardwood that is sourced from rubber tree plantations and is widely recognized for its sustainability and environmental benefits. Keppel has until now received requests from buyers who want afafrurniture brand products because of the sustainability of the products. In addition, the buyers are also willing to pay Keppel furniture at the set price even though Keppel has never held promotions for their furniture products.

Recommendation

- **Maintain good relationships with suppliers**

Keppel must stay in good contact with suppliers. This is important to ensure that the input goods for the manufacturing process run smoothly. According to Science Direct (2018), strong relationship between buyer and supplier positively affects supplier performance, which is positively related to organisational performance. This clearly shows that when Keppel maintains a good relationship with the supplier, the supplier will provide good service to the Keppel company. For example, the main manufacturing items such as rubberwood and MDF board arrived on time. Thus, progress at the production site will not face the problem of shortage of raw materials in preparing furniture orders from buyers.

Threat

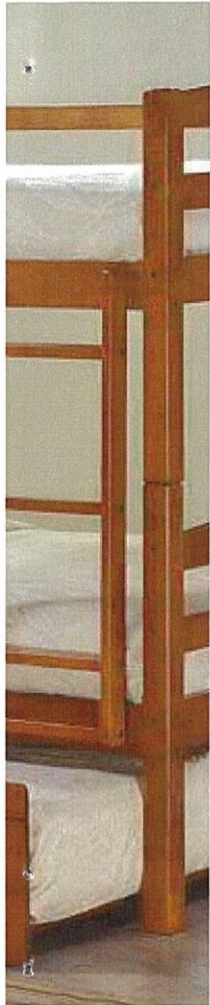
- **Rapid technological change**

Keppel faces threats in terms of increasingly sophisticated technology to increase the productivity of manufactured furniture. The increasing demand among buyers caused the need for speed in the manufacture of furniture. Technology that is not updated will slow down the Keppel company's furniture manufacturing process. This indirectly affects Keppel not being able to reach the daily furniture output target. The improvement of Keppel technology requires a relatively high cost to purchase machines in large quantities to achieve more effective target objectives.

Recommendation

- **Upgrade the technologies**

Keppel needs to upgrade their technology in order not to fall behind competitors. This is because if Keppel uses old technology, it may slow down the furniture production process. This matter will indirectly make the competitors ahead because they use the latest technology that is able to produce more furniture without effecting the quality of products. According to Praveen (2021), the reality is that upgrades are not only necessary, but present a significant opportunity for improvements in business processes and outcomes. Keppel can plan to upgrade technology one by one in the production site. The impact is that Keppel is able to compete with other furniture business because it is able to achieve the target of producing furniture.



Threat

- **Lots of levies**

Employers of manufacturing factories that employ foreign workers must pay a levy. The foreign worker levy is the imposition of a fine or tax on employers for employing imported or foreign workers. According to Home Minister Datuk Seri Saifuddin Nasution Ismail (2023), if the employer violates any of the rules and laws in force, the employer may be subject to action in accordance with the relevant acts. Keppel must pay RM 1850.00 for one head of foreign worker it wants to hire. This fee is not included with the VP(TE) fee and the process fee. The diagram below shows the rate of levy, VP(TE) and the process fee for each sector specified by the Immigration Department of Malaysia.

SECTOR	LEVY (Peninsular)	LEVY (Sabah / Sarawak)	VP(TE)	PROCESS	VISA
Manufacturing	RM1,850.00	RM1,010.00	RM60.00	RM125.00	Based on nationality
Construction	RM1,850.00	RM1,010.00	RM60.00	RM125.00	
Plantation	RM640.00	RM590.00	RM60.00	RM125.00	
Agriculture	RM640.00	RM410.00	RM60.00	RM125.00	
Services	RM1,850.00	RM1,490.00	RM60.00	RM125.00	
Services (island resort)	RM1,850.00	RM1,010.00	RM60.00	RM125.00	

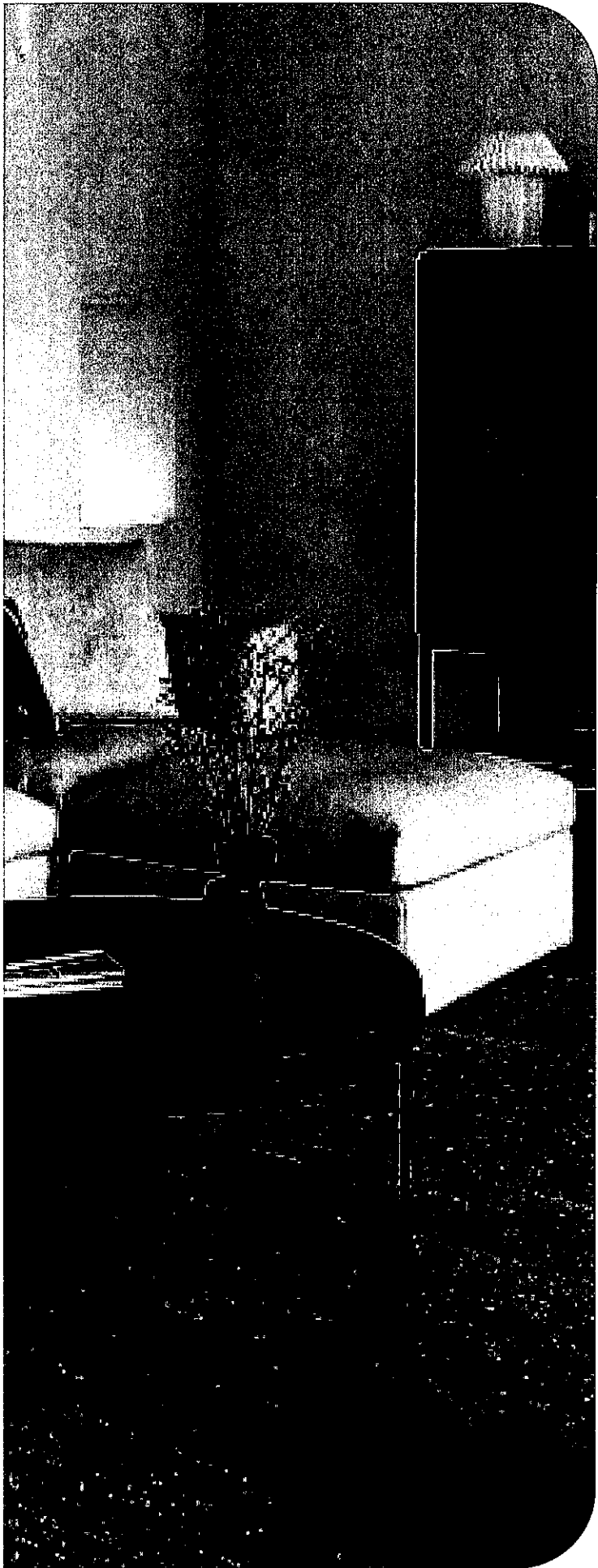
Keppel has 62 foreign workers which are 60 workers from Nepal and 2 workers from Bangladesh. This shows that Keppel has incurred relatively high costs for hiring foreign workers.

Recommendation

- **Reduce the recruitment of foreign worker**

I suggest that Keppel reduce foreign workers in the company and open job opportunities for local people. This is because Keppel will be able to reduce the cost of levies if there are fewer foreign workers in the company. According to Skye (2023), hiring a foreign national is an intensive process that requires several laws and guidelines to be met. This statement shows that hiring foreign workers is not an easy matter since Keppel needs to be alert with the process of hiring foreign workers. Besides that, Keppel can reduce costs in terms of hiring foreigners and can use those costs to upgrade the technology. Thus, Keppel can save a lot of costs if it hires Malaysian workers.





Threat

- **The change in consumer preferences**

In a market environment that is constantly changing, understanding customer buying behavior is crucial for companies to operate successfully and efficiently (Andreja, 2021). Buyers are always looking for products that meet their needs and preferences that suit the tastes of consumers surrounding their place of business. Consumer tastes and preferences can change quickly, making it challenging for Keppel to keep up with changing trends. For example, there are consumers who prefer modern furniture and some who like traditional furniture designs. This makes Keppel face challenges in fulfilling consumers' dreams.

Recommendation

- **Invest in the market research**

According to Tim Gell (2020), an investment in market research provides definitive, measurable, and actionable feedback to guide the next steps with competitive insights, branding, marketing, and strategy. This is essential for finding out about current trends and customer preferences. Keppel, for example, can collect data on consumers to produce furniture products that fit the changing demands of the consumer target market. Keppel may also hire third party firms to conduct market research as well to ensure honest responses about Keppel furniture from buyers around the world. Hence, Keppel can make improvements in furniture products and services according to the tastes of the consumers.



CONCLUSION

In conclusion, a semester of industrial training allowed me to learn and experience important things. Every experience I have had has allowed me to achieve a strong self-control of inner identity to face all the challenges in the future. Going through practical training in the accountant department is a new and challenging thing for me because it is quite different from my main course on campus which is Business Marketing. However, I managed to overcome this challenge and gained the trust of the Keppel company to take on responsibilities in the accounting field. Besides that, my placement in the accounts department also had a good impact as I adapted to go out of my comfort zone and acquire advanced skills and knowledge. Overall, I will always cherish the education and experience I gained during my internship with Keppel Wood Industries (M) Sdn Bhd. Many phrases and ideas were foreign to me at first, but as time went by, I learned them and finally I understood more and more the situations that have to be faced in the real world of work. The purpose of the training was achieved within a period of 24 weeks, from 1 March 2023, to 15 August 2023, through this industrial training. Finally, it can be said that the knowledge that was taught to me during this industrial training is very beneficial and needs to be applied correctly in the future. I would also like to take this opportunity to thank everyone who has contributed expertise and helpful advice, whether they were directly involved or not.

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Appendices

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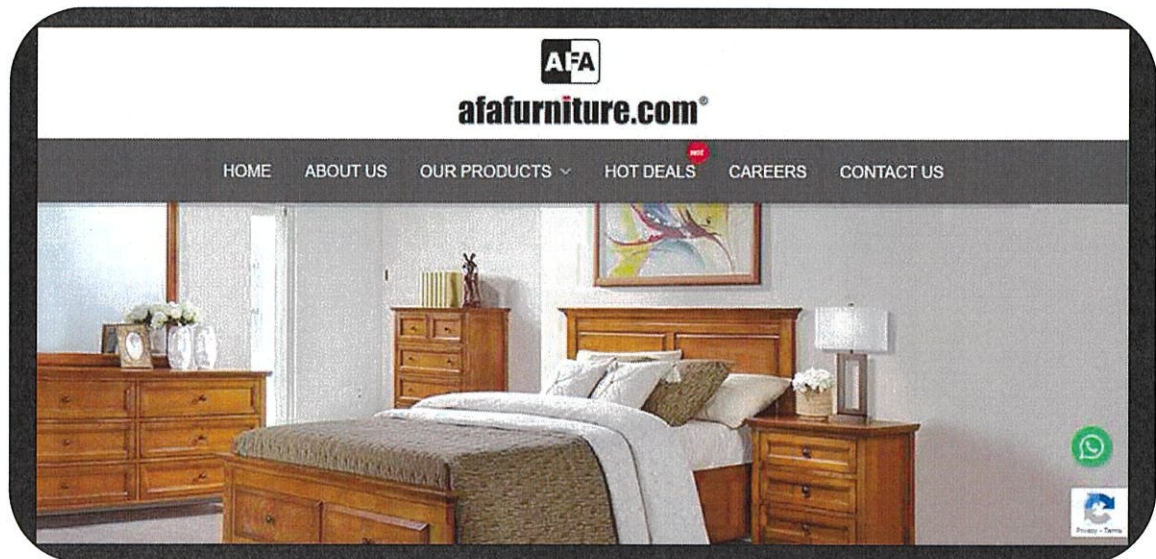
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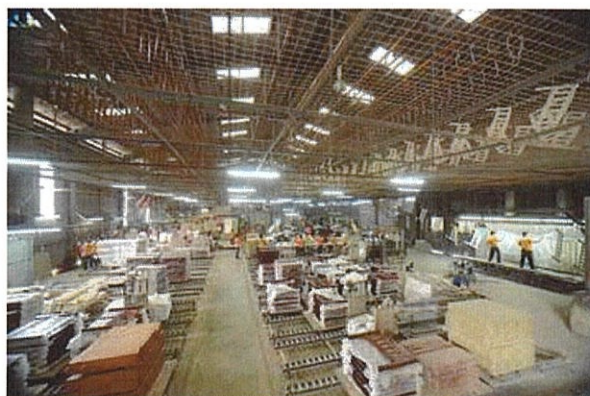
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Production site

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Office Department



Industry Excellence Award in 2010 in trade exports from the Ministry of International Trade and Industry