



الجامعة الإسلامية
UNIVERSITI
TEKNOLOGI
MARA



INDUSTRIAL TRAINING REPORT

MGT666



OSOME MALAYSIA SDN BHD

7 March 2023 - 21 August 2023

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COURSE: BA242 - BACHELOR OF BUSINESS
ADMINISTRATION (HONS.) FINANCE

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1.0 EXECUTIVE SUMMARY

This internship report is based on a six-month internship I completed successfully at Osome Malaysia Sdn Bhd, Bangsar, from March 7, 2023 to August 21, 2023. I gained useful experience while working at Osome Malaysia Sdn Bhd, Bangsar Branch, the Office Branch located in Malaysia located in KL Eco City. During my internship, I worked as an Accounting Intern Singapore Trainee in the accounting department under the supervision of Mohamed Ibrahim.

The primary objective of this internship was to acquire exposure to a real-world work environment and enhance my problem-solving skills and work-related competencies. Among other things, I watched how Osome Malaysia Sdn Bhd, Malaysia Branch manages its operations, corporate and employee relations, and time management. This report provides a detailed account of my observations during the apprenticeship as well as information about the company.

The report contains eight sections that provide a comprehensive overview of the activities. The cover page, executive summary, table of contents, and acknowledgement are all included in the first few pages. My updated resume is included in the second section, which concentrates on my profile. The third section describes the company's profile, including its name, location, history, vision, mission, goals, organisational chart, and services. I describe the duration, working days and hours, roles and responsibilities, given tasks, and the advantages I got from the internship in the fourth portion of my reflection on my training experience.

The fifth section contains a SWOT analysis of Osome Malaysia Sdn Bhd, followed by suggestions for enhancing their management. The advantages of the internship experience are highlighted in the next section. In addition, I have included references to support the contents of this report. The appendices in the last part provide photographs from my internship that are essential to the discussion.

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1.1 ACKNOWLEDGEMENT

Initially, I would like to thank Allah SWT for granting me the opportunity to effectively complete my internship at Osome Malaysia Sdn Bhd. I am grateful for the strength, excellent health, mental stability, and all the resources that allowed me to start and finish my internship.

I would like to express my gratitude to Mohamed Ibrahim, the Team Lead of Osome Malaysia Sdn Bhd for allowing me to participate in an administrative internship, which provided me with my first experience in this field. On the very first day of my internship with the organisation, he provided me with guidance and encouragement for which I am grateful. During my internship, I would also like to thank all the Osome Malaysia Sdn Bhd employees for their compassion and assistance.

I am grateful to my advisor, Puan Wan Rasyidah, for her patience and assistance in leading me and my fellow groupmates through the completion of our internship report. Her insightful counsel and encouragement were instrumental in maintaining my motivation until the conclusion of my apprenticeship. Puan Wan Rasyidah was always available to answer our queries and willing to provide the necessary details. Furthermore, she offered support as I was putting this report's finishing touches. I owe a considerable amount to my advisor for her invaluable assistance.

In addition, I would like to express my gratitude to my parents for their unwavering support and continuous motivation. Additionally, they paid for all of the expenses related to my internship, including transportation charges and others. They deserve my sincere gratitude.

I would also like to thank my internship friends and also classmates for their assistance and for making this internship period a much more rewarding experience. Finally, I want to express my sincere gratitude to everyone who helped me successfully complete the internship, whether directly or indirectly. I will cherish and never forget this encounter.

2.0 UPDATED RESUME



NURUL IZZAH BT SABARUDIN

Results-oriented finance student seeking an internship opportunity to apply theoretical knowledge and gain practical experience in the field of finance. Well-versed in financial analysis, investment strategies, and risk management concepts. Strong analytical skills coupled with a solid understanding of financial markets and instruments. Proficient in financial modeling, data analysis, and using financial software. Excellent communication and interpersonal skills, with a keen ability to collaborate effectively in a team environment. Eager to contribute to a dynamic organization, learn from industry professionals, and make a meaningful impact while expanding skills and knowledge in finance. Committed to maintaining the highest ethical standards and driven to achieve professional growth in the finance industry.

EDUCATION

BACHELOR OF BUSINESS ADMINISTRATION (HONS.) FINANCE

Feb 2021 - Aug 2023

Universiti Teknologi Mara (UiTM) Bandaraya Melaka

CGPA: 3.73/4.00

Awarded with Dean's List for four semester

DIPLOMA IN INVESTMENT ANALYSIS

July 2018 - Dec 2020

Universiti Teknologi Mara (UiTM) Bandaraya Melaka

CGPA: 3.66/4.00

Awarded with Dean's List for four semester

WORK EXPERIENCES

Data Entry Clerk (Part-time)

Feb 2022 - Apr 2022

Otai Burger Sdn Bhd.

- Assisted in maintaining inventory levels and ordering office supplies, ensuring availability of necessary resources.
- Provided efficient administrative support to the team, ensuring smooth day-to-day operations.
- Maintained accurate and up-to-date records of various administrative documents, including invoices, purchase orders, and expense reports.
- Calculate the profit earned by the company everyday

ORGANIZATIONAL EXPERIENCES

Organized and participated in Closing Ceremony "Money Sense"

6 Jan 2023

For Finance Student

Multimedia Bureau

- Edited and optimized multimedia content for various platforms and formats, ensuring consistency, quality, and audience engagement.
- Utilized multimedia software and tools, such as Adobe Creative Suite (Wondershare Filmora), to produce high-quality assets for events.
- Participated in Finance quiz and won a first prize.

Organized and participated in Leveraging Entrepreneurial Finance & Innovation Toward Brighter Future Event

10 Dec 2022

Registration Bureau

- Coordinated the registration bureau for UiTM Finance events such as list out all participant's name, ensuring smooth and efficient attendee registration and check-in processes.

Joined Virtual Melaka International Intellectual Exposition 2022

July 2022

- Create an innovative product which is SMART TUMBLER, which known as the smart tumbler due to the automatic stir in that tumbler and also have the heat and cold function, and has been awarded with the silver medal.

Organized A Hotel Professional Etiquette Event

7 June 2022

Multimedia Bureau

- Worked closely with project leader to understand their vision and goals of the event, translating them into visually compelling multimedia experiences.
- Taking the memorable picture during the event.

Organized and participate in Bring to Light the Investment Portfolio Competition Event

May 2022

Multimedia Bureau

- Coordinated and executed opening montages for various events, creating captivating visual experiences to engage audiences.
- Conducted research and gathered relevant visual and audio materials to support the opening montage video.
- Collaborated closely with project leader and lecturer to understand their vision and objectives for the opening montage.

SKILLS

Software: Xero, Power point, Microsoft Excel, Microsoft Office 365, Google Sheet, Wondershare Filmora, Canva

Language: Bahasa Melayu (Native), English (Fluent)

REFERENCES

Prof. Madya Dr. Ahmad	Miss Amizatul Hawariah
FadhlyBin Arham	Binti Awang
Advisor / Lecturer:	Academic Advisor

3.0 COMPANY PROFILE

3.1 COMPANY NAME

Osome Malaysia Sdn. Bhd.

3.2 LOGO



3.3 LOCATION, ADDRESS AND EMAIL

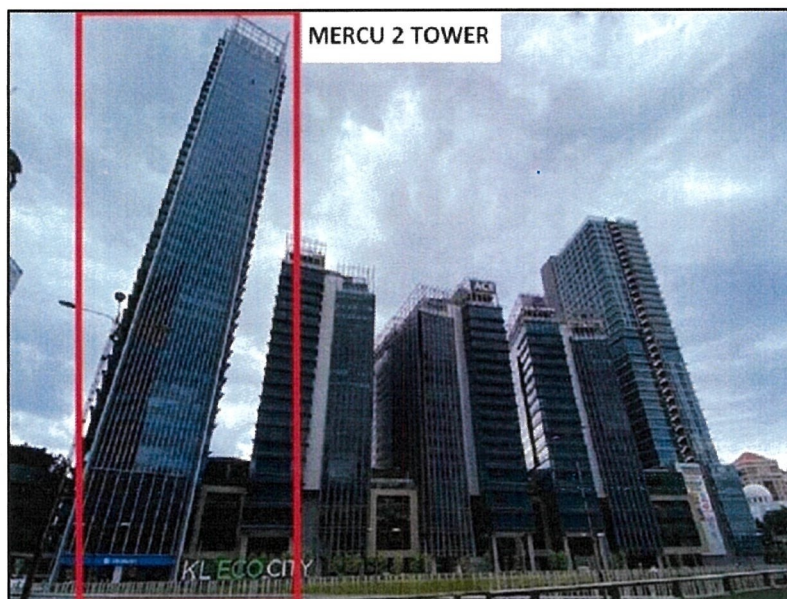


Figure1 : Location of Osome Malaysia Bhd from Google

Address: Level 19, Mercu 2 of KL Eco City No.3, Jalan Bangsar, Kampung Haji Abdullah Hukum, 59200 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur

Email: hi@osome.com

3.4 OPERATION HOURS

Osome Malaysia Sdn Bhd operates flexible from Monday to Friday

3.5 OBJECTIVE, GOALS, VISION AND MISSION

Objective

Osome is a company that offers technology-based accounting and business services. Osome's objective is to make accounting and administrative procedures for small and medium-sized businesses (SMBs) and entrepreneurs easier and more efficient.

Goals

- **Simplify Accounting and Administrative Processes:** Osome seeks to simplify the complex accounting and administrative processes that businesses typically face. By leveraging technology and automation, they aim to eliminate manual effort and reduce the time and resources required to complete tasks such as bookkeeping, tax filing, payroll management, and corporate administrative support.
- **Offer Cost-Effective Solutions:** Osome works hard to offer SMBs accounting and business services that are also affordable. They seek to provide low prices while retaining the quality and accuracy of their services by employing technology and effective processes.
- **Utilize Technology and Innovation:** Osome seeks to utilize technology, automation, and digital solutions to improve their offerings. By utilizing cutting-edge platforms and tools, they aim to offer simple, practical solutions that enable customers to access their financial data, work with their accountants, and run their businesses more effectively.

Vision

To transform the landscape of accounting and business services by leveraging technology, automation, and expertise to offer SMBs and entrepreneurs solutions that are simple, cost-effective, and easily accessible.

Mission

To enable the entrepreneurs to accelerate positive changes

3.6 BACKGROUND OF ESTABLISHMENT

In 2017, Osome was established as a technology-driven provider of accounting and business services. It primarily serves small and medium-sized enterprises (SMBs) and entrepreneurs in Singapore and the United Kingdom.

Osome was created with the intention of streamlining and simplifying accounting and administrative processes for SMBs. The founders recognized that traditional accounting services frequently entailed complicated procedures, voluminous paperwork, and time-consuming manual duties. They intended to use technology to automate these processes and provide clients with services that were efficient, affordable, and easily accessible.

Osome provides a number of services, including payroll management, accounting, tax preparation, and company incorporation. Osome also gives clients quick access to their financial data, streamlines communication with their accounting specialists, and promotes effective cooperation by employing cloud-based solutions and digital platforms.

The company delivers accurate financial reporting and compliance services by combining the expertise of qualified accounting professionals with cutting-edge technology. The team of employees at Osome is made up of qualified accountants and seasoned workers that are familiar with accounting rules and guidelines.

Osome's commitment to leveraging technology has enabled them to optimize processes, reduce manual labour, and offer cost-effective services. They tackle basic chores using automation, AI, and machine learning algorithms, freeing up their team to work on more intricate and strategic elements of accounting and business support.

Osome's innovative approach to accounting services has earned it recognition and acclaim since its inception. The business now serves organizations in numerous industries as a result of the expansion of both its operations and clientele. Their dedication to offering affordable, practical, and knowledgeable accounting services has made them a standout player in the accounting and business services sector.

3.7 CORE VALUE

1. **Simplicity:** Osome strives to make company operations as simple and effective as it is possible for its clients. They work to provide simple effective solutions that enable business owners and small organisations to manage their administrative responsibilities while focusing on their core competencies.
2. **Innovation:** Osome uses new ideas and technology to improve the services it offers to businesses. They are always seeking for new ways to use automation, technology, and digital solutions to boost productivity and offer creative client solutions.
3. **Empathy:** Osome places a high importance on understanding and empathising in their interactions with customers. They work to give individualised help and create long-lasting relationships based on empathy and mutual trust since they are aware of the particular demands and challenges faced by entrepreneurs and small enterprises.

3.8 ORGANIZATIONAL CHART

OSOME (GLOBAL)



Victor Lysenko
CEO
🇺🇰



Anton Roslov
CTO
🇷🇺



Konstantin Lange
COO
🇷🇺



Sharon Johal
VP People & Culture
🇮🇳



Rishat
VP Analytics
🇮🇳



Helena Flores
VP Accounting & Tax
🇮🇳



Dmitry Bykov
VP Product
🇮🇳



Wan Rasheedah
Managing Director
🇲🇾



Tong IP
Managing Director
🇸🇬



Elena Markacheva
Managing Director
🇷🇺



Aleksey Potemkin
Managing Director
🇺🇰



Vanessa Braun
Managing Director
🇺🇰

ORGANIZATIONAL STRUCTURE

Marketing	Commercial Operations	Operations	Product & Tech	General & Administrative
Product Marketing	Client Experience	Accounting	Product	Management
Brand Design	Client Operations	Accounting Factory	Tech	Corporate Management
Brand Marketing	Client Relationship	Accounting Support	Design	Finance & Accounting
SEO	Sales Development	Compliance	Company Management	People & Culture
Production	Partnership	Corporate Secretary	Analytics	Admin
Performance		Onboarding	Accounting	IT
Growth		Tax	Core Experience	

3.9 PRODUCT OR SERVICES OFFERED

1. **Formation of a company:** Osome assists business owners and entrepreneurs in incorporating their companies in various countries. They assist in the registration process, document preparation, and filing, making it simpler for businesses to form legal entities.
2. **Tax advisory:** Osome provides tax advisory services to assist businesses in meeting their tax responsibilities. While ensuring compliance with tax laws, they assist customers in optimising their tax positions. Tax returns are also prepared and filed by them.
3. **Corporate secretary:** Osome offers corporate secretary services to aid businesses in adhering to legal obligations and corporate governance standards. They are accountable for the maintenance of corporate records, the filing of annual returns, and other administrative responsibilities.
4. **Accounting and Bookkeeping:** Osome provides accounting and bookkeeping services to help businesses retain accurate financial records. They are responsible for tasks like recording transactions, producing financial statements, and ensuring that accounting standards are followed.
5. **Virtual office:** Osome provides virtual office solutions that give businesses a reputable business address and correspondence handling services. For businesses who don't have actual offices or work remotely, this is very useful.
6. **Business Support:** Osome offers numerous administrative services to assist entrepreneurs and small businesses, including assistance with visa applications, business licences and permissions, and other licences and permits.

4.0 TRAINING REFLECTION

1. Duration:

My industrial training programme lasts six months which is 24 weeks.

2. Specific Date:

My internship was started on 7 March 2023 to 21 August 2023. The duration for my internship is fixed by the university however it differs for different courses.

3. Working Day And Time:

Monday until Friday 8 hours (Flexible working hours)

4. Detail Division / Department

During my internship at Osome Malaysia Sdn Bhd, I was assigned to the Accounting Singapore Department. Mohamed Ibrahim is the Team Lead and also my chosen training supervisor. The department is in charge of matters which is consist of assisting with bookkeeping, financial statement preparation and also data entry and documentation.

4.1 ROLES AND RESPONSIBILITY (DAILY TASK)

- 1. Assisting with bookkeeping.**
- 2. Data entry process**
- 3. Financial statement preparation**

I am responsible for assisting the accounting team with bookkeeping tasks, such as approving bills and also do reconciliation bank in Xero software. As for the approving bills my task is first I need to gather and evaluate all invoices, receipts, and other supporting documents for business expenses. Then, I need to Check the accuracy of the data on the bills, including the vendor name, the date, the expense description, and the amount before approving the bills. I also need to check the invoices against any purchase orders, contracts, or agreements to ensure the charges are valid and authorised. Once I have reviewed and approved the bills, I need to mark them as approved in the bookkeeping system and proceed with the payment process.

Next, after I approved all of the draft bills I need to move to the reconciliation part which is a little bit crucial for me. Therefore, Reconciliation involves comparing and matching transactions recorded in accounting software with external records, such as bank statements or credit card statements. It started by obtain the credit card and bank statements for the time period that I need to reconcile before anything else. As the comparison should be made between each transaction recorded in bookkeeping system and its matching entry on the bank or credit card statement. I also need to make that numbers, dates and descriptions on records and the statements are accurate. Once all transactions have been reconciled, I need to check that the ending balances in accounting system correspond to those on bank and credit card statements. Then I must record the reconciliation procedure, and keep the supporting files around for future auditing and reference needs.

Other than that, my daily task is on data entry and documentation. As an intern, my task is with entering financial data into accounting software systems which is Osome Apps, ensuring accuracy and completeness. I also assist in organizing and maintaining financial records and supporting documentation. As we know that, data entry is the act of entering and recording information into a digital or physical system for storage, processing, and retrieval. It entails precisely transferring data from original written or digital files into a predetermined format or database.

Furthermore, my daily task is doing a financial statement preparation. Financial statement preparation is the process of generating the fundamental financial statements that provide an overview of the financial performance and position of a business. The balance sheet, income statement, statement of cash flows, and statement of retained earnings (if applicable) are normally included in the financial statements. However, as an intern my task is only compare either the balance sheet and the bank statement is tally or not.

4.2 BENEFITS

1. Allowance

Every month, Osome Malaysia Sdn Bhd pays RM700.00 to all of its interns. The contract or agreement that accepts the internship placement there clearly states this. Every 28th of a month, a bank transfer will be used to pay the allowance.

2. Exposure to Various Industry

One of the experienced that I gained from Osome is Osome provides clients from a variety of industries, so I am exposed to a wide variety of businesses. My understanding of various industries and their unique needs for corporate services can be expanded by this exposure.

3. Professional Development

Osome had offer workshops and training sessions to improve my professional abilities. As for example I need to do a test skills on Xero before I started to assist them with the bookkeeping. Other than that, every second week of the month, Osome always had the KL-Office meeting when they would educate us on things we didn't know, like how to collect income tax, amongst other things. By this method, I can definitely improve my own skills in teamwork, communication, problem-solving, and time management by taking advantage of these possibilities.

4. Company Culture

Osome is well known for having a welcoming and helpful work environment. As instance, the boss always treats me as if I were one of their own friends, and the staff members are always willing to teach me whatever I don't already know. On the other hand, I had the chance to work in a welcoming and inclusive environment that encourages interaction, imagination, and personal growth.

5.0 SWOT ANALYSIS



Figure 2: SWOT Analysis

5.1 STRENGTHS

Strengths in business are internal factors or qualities that give a company a competitive advantage and contribute to its success. These advantages give a company the ability to perform well, stand out from rivals, and accomplish its goals. Here are a few typical instances of strengths in Osome :

1. Technology-driven approach

Osome uses modern technology such as automation and also artificial intelligence which known as Xero software and Osome Apps to streamline administrative procedures and offer clients effective solutions. Their tech-driven methodology results in greater accuracy, more effectiveness and less manual labour. As for example, for the automation and efficiency, Osome harnesses automation tools and software as well to automate repetitive and time-consuming tasks. By automating processes like data entry, document management and compliance checks, Osome reduces risk of human error, speeds up workflow and fees up their team's time for more value added activities.

Other than that, with help of Xero software and Osome Apps it is use to analyze and interpret large volumes of data quickly. This enables them to gain insights, detect patterns and extract meaningful information from financial and business data. By leveraging this AI system, Osome can provide data-driven recommendations and also prediction to clients, facilitating more informed decision-making.

Last but not least, with the uses of modern technology in osome it can be lead in client portals and digital platform. Osome offers user-friendly client portals and digital platforms that allow clients to conveniently access and manage their corporate service-related tasks. These platforms provide features such as document sharing, task tracking, messaging and notifications, enabling seamless communication and collaboration between Osome and their client.

Recommendation:

As for the recommendation, Osome should do their continuous innovation. Osome should continue to prioritize innovation and stay at the forefront of technological advancements. By investing in research and development, they can identify and implement new technologies, such as blockchain or data analytics to further enhance their service offerings and deliver even greater efficiency and value to clients. Based on this article, Innovation is vital in the workplace because it gives companies an edge in penetrating markets faster and provides a better connection to developing markets, which can lead to bigger opportunities (Theodore Henderson, 2017).

Other than that, the recommendation for Osome Technology driven approach is to enhance the industry specialization. For instance, Osome can further develop their specialization in specific industries. By deepening their understanding of industry-specific challenges, regulations and best practices, they can tailor their services to meet the unique needs of businesses with those of industries, this specialization can differentiate Osome and attract clients seeking industry specific expertise.

2. Expertise in Corporate Services

Osome has a team of experienced professionals who are well-versed in various aspects of corporate services, including accounting, bookkeeping, taxation, and compliance. Their expertise allows them to deliver reliable and high-quality services to clients. As for instance, Osome's team has a deep understanding of the legal and regulatory requirements involved in company formation and registration. They can guide businesses through the process of setting up a company, ensuring compliance with local laws and regulations.

Furthermore, Osome has expertise in accounting and bookkeeping practices. They can handle financial record-keeping, prepare financial statements, and ensure compliance with accounting standards and reporting requirements. Not only that, Osome has a strong grasp of tax regulations and compliance obligations in various jurisdictions. They can assist businesses with tax registration, preparation of tax returns, and ensuring compliance with local tax laws.

The best part of Osome is they offered virtual office and administrative support. Osome offers virtual office solutions, including mail handling, phone answering, and administrative support. They can provide businesses with a professional business address and assist with day-to-day administrative tasks. You can just contact them virtually instead of meeting them face to face. With expertise in these areas allows them to provide businesses with comprehensive and tailored corporate services. Their deep understanding of legal, financial, and regulatory matters, combined with their technology-driven approach, sets them apart as a trusted partner for businesses seeking professional and efficient corporate services.

Recommendation:

Based on their expertise in corporate services here are some recommendations to further enhance Osome's expertise in corporate services. Firstly Osome should prioritize continuous education and training for their team members. This includes staying up-to-date with changes in laws, regulations, and industry best practices. Based on this article, When employees are continuously learning and updating their skills, they become more flexible and responsive to changes in the business environment. This agility enables organizations to seize opportunities, navigate challenges, and stay ahead of the competition (Brad Jones, 2023). By investing in the professional development of their employees, Osome can ensure that their team remains knowledgeable and equipped to handle the evolving needs of their clients.

Next, Osome may also concentrate on encouraging industry-specific expertise within their team. By assigning team members to specialise in particular industries, such as technology, e-commerce, or financial services, they can gain a deeper comprehension of the unique challenges and requirements faced by companies in those sectors. Osome is able to provide clients in each industry with focused and specialised services as a result to its specialisation.

Last but not least, My opinion is that Osome should actively ask for feedback from clients and use it to keep getting better. Osome can identify areas for improvement and adjust their service offerings as necessary by routinely collecting client feedback and suggestions. This continuous procedure ensures that Osome remains responsive to client requirements and maintains a high standard of service.

5.2 WEAKNESSES

A company's internal characteristics or constraints that could impair its performance, competitiveness, or capacity to meet its goals are referred to as weaknesses in a business setting. These are the areas where the company might fall short or have room for improvement. For a business to thrive and endure, vulnerabilities must be found and addressed. Meanwhile, if Osome is a reputable company, it is also important to recognize that there is no organization without weaknesses. So here are a few potential weaknesses that Osome may need to address.

1. Limited Global Reach.

Although Osome has expanded its services to multiple jurisdictions, its geographical coverage may still be limited compared to some larger competitors. Expanding their presence to additional countries and regions could help them reach a broader client base and increase their global footprint. With limited global reach, Osome may miss out on potential clients and market opportunities in regions where their services are not accessible. Businesses operating in those areas may seek local service providers instead, resulting in a loss of potential revenue and market share for Osome.

Furthermore, if Osome's operations are concentrated in a limited number of countries or regions, they may be more susceptible to risks associated with localized economic fluctuations, regulatory changes, or geopolitical events. Diversifying their geographic reach can help mitigate these risks and enhance business resilience. It is due to competitors who have a wider global presence and established networks that may have an advantage in terms of attracting clients with diverse international needs. Osome may face increased competition from such providers, who can offer a broader range of services across various jurisdictions.

Recommendation :

As for the limited global reach, here is some recommendation based on my opinion that Osome can do. Osome needs to do more market research and expansion. Osome can conduct thorough market research to identify countries or regions with high potential for business growth and demand for corporate services. Osome should also prioritize expanding into these markets by establishing a physical presence or developing partnerships with local service providers.

Next, Some clients also need references and reviews. Osome must leverage satisfied customers to generate referrals and recommendations. Additionally, particularly when operating in areas where Osome has a small presence, it may encourage customers to share their positive experiences with the company's services. As an example, Referrals from satisfied customers can help Osome get more clients and build trust in new markets experiences with Osome's services, especially in regions where Osome has a limited presence. Word-of-mouth referrals can also help Osome expand its client base and create trust in new areas. Referring to this article Market research empowers accounting firm leaders to make proactive decisions that can significantly impact their success. It gives them greater insight into their target market, allowing them to make well-informed investments of time and finances and get a more significant ROI for their efforts (Sarah Johnson Dobek, 2023).

2. Limited face to face interaction.

The technology-driven strategy and virtual operations of Osome may limit face-to-face interactions with clients. Some clients might still prefer in-person meetings or consultations even though their digital platforms and communication channels enable effective remote cooperation. It could be essential to find methods to strike a balance and accommodate clients' preferences for personal interaction.

Some clients may feel more secure or prefer face-to-face communication when discussing sensitive or complex matters. Limited face-to-face contact can make it hard to understand and meet client needs, especially when nonverbal cues and personal interactions play a big role. It will make client feel uncomfortable when dealing with Osome's team.

Aside from that, we are aware that establishing trust and maintaining connections is essential to any business operation. It is frequently necessary to interact face-to-face with clients in order to develop trust and solid relationships. Osome may find it more difficult to build relationships with people and nurture trust while working with new clients or managing complex client relationships if there are no in-person encounters. Consequently, face-to-face interactions can be advantageous for client onboarding, training, and knowledge transfer. Due to the limited amount of face-to-face contact, Osome may need to create effective virtual onboarding processes, thorough training materials, and online resources to help clients start working with them smoothly and successfully.

Recommendation:

To address the challenge of limited face-to face interaction with client here is my recommendation for Osome. First and foremost, Osome needs to prioritise open and proactive client communication. As an example, Osome should provide regular updates to clients on the status of their projects, respond promptly to questions or concerns, and provide transparent information through virtual channels. Establishing consistent and reliable communication helps bridge the gap created by limited face-to-face interaction.

Aside from that, Osome should conduct virtual meetings with clients whenever possible using video conferencing tools. Video calls make communication more personal and engaging by letting people see each other and pick up on nonverbal signals, which can increase client engagement and help build relationships. Osome can also take part in online conferences, webinars, and industry events to network with customers and other experts. These online platforms give Osome the chance to connect with clients, share ideas, and position itself as a leader in its field, making up for the lack of physical networking events. This article claimed that Proactive communication shows your commitment to customer satisfaction. When you use proactive communication to share information with your customers about any issues, you display a sense of honesty and transparency that buyers will appreciate (Velaro, 2023).

Additionally, Osome may foster personalised client involvement by knowing each client's unique demands and preferences. Despite the limitations of face-to-face engagement, make sure that each client feels appreciated and supported by customising communication and service delivery to suit their preferences.

5.3 OPPORTUNITIES

Opportunities refer to external factors or conditions that can be advantageous for a business. These are situations or trends that, if exploited properly, can lead to business growth, increased market share, or competitive advantages. For a firm to succeed, chances must be recognised and taken advantage of. Here are a few typical business opportunity that Osome can adapt.

1. Enhanced service offering

Osome may consider expanding their service offerings to meet the evolving requirements of their clients since their business keeps growing. This could mean offering more specialised services, like financial planning, business advice, or data analytics. Osome can offer comprehensive solutions that satisfy the needs of all of its clients by extending its service offering.

Osome can develop expertise in areas such as financial planning, business consulting, risk management, and regulatory compliance. By focusing on specific domains, Osome can provide tailored solutions to clients facing complex challenges in these areas. Hence, specialized expertise enhances Osome's credibility and positions it as a trusted advisor. Furthermore, Osome can offer industry-specific solutions by developing a deep understanding of the unique requirements and challenges faced by businesses in particular sectors. For example, Osome can provide specialized accounting and compliance services for technology startups or healthcare providers. Industry-specific solutions demonstrate Osome's ability to address specific industry pain points.

By enhancing its service offerings, Osome can differentiate itself from competitors and provide comprehensive solutions that address the diverse needs of clients. Offering specialized expertise, industry-specific solutions, advanced analytics, and financial management services positions Osome as a trusted partner that adds value beyond standard corporate services. This expansion of service offerings not only enhances client satisfaction but also opens up new revenue streams for Osome.

Recommendation:

Based on my recommendation is organize a client education and also workshop. Workshops and client education are valuable additions to an accounting firm's service offering. They can strengthen the bond between the company and its clients by assisting clients in understand financial principles, accounting procedures, and tax compliance. During this workshop, Osome's team can identify the client needs. Recognise your clients' specific requirements and knowledge deficits. To determine the subjects people are interested in learning more about, conduct surveys or one-on-one conversations. It can make them become more understanding about accounting services offering.

In addition, Osome also need to invite an expert speakers during the workshop. As for example, to conduct the workshops, Osome need to invite knowledgeable presenters, such as the company's accountants or external specialists. Professionals with expertise produce sessions that are more worthwhile and reliable. Therefore, expert speakers can improve the value and impact of a business workshop by giving participants insightful information, motivation, and networking possibilities. The choice of inviting specialists should be in line with the goals of the workshop and the requirements of the intended audience.

2. Business Process Optimization

Based on my opinion, Osome can help business optimize their processes and improve operational efficiency. By analysing and streamlining workflows, implementing automation tools, and identifying areas for improvement, Osome can assist clients in enhancing their productivity and achieving cost savings. As we know that business process optimization begins with a comprehensive analysis of existing processes. This involves mapping out the steps, inputs, outputs, and dependencies of each process. By visualizing the end-to-end process flow, Osome can identify areas of redundancy, bottlenecks, or inefficiencies that hinder productivity.

Thus, Business process optimization refers to the practice of analysing and improving existing business processes to enhance efficiency, productivity, and overall performance. It involves identifying areas of inefficiency, eliminating bottlenecks, and implementing changes to streamline workflows and maximize output. Osome can adopt Lean principles to drive process optimization. This involves eliminating waste, such as unnecessary movement, waiting time, or overproduction, and focusing on value-added activities. Lean principles emphasize continuous improvement, standardized processes, and a culture of efficiency.

Recommendation:

This opportunity must be utilised in its entirety. One of my suggestions is that Osome need to define the clear objectives. As for instance, Osome need to identify the specific outcomes that the company want to achieve such as reducing costs, improving efficiency, or enhancing customer satisfaction. Based on this article, As the needs of customers shift, firm have to be ready to pivot in many areas of business. Firm processes, people, and technology may need updates or enhancements. Firm also may need to reimagine things like team collaboration, customer communication, or even business goals (Avtex, 2021).

Next, Osome need to foster a culture of an innovation. As for example, they need to Encourage a culture of innovation and continuous improvement within Osome team. They need to be reward and recognize employees who contribute ideas and suggestions for process optimization. Thus, they also need provide an opportunities for employees to learn and develop new skills, fostering a mindset of innovation and embracing change.

5.4 THREATS

In the context of business, threats are external factors or obstacles that can have a negative impact on the operations, profitability, or success of a company. Depending on the sector, the state of the market, and the particulars of the company, these threats may come from different directions and have varied ramifications. Here are some typical risks that Osome could encounter:

1. Cybersecurity Threats

As a result of globalisation, the majority of businesses today are paperless and store their documents in their own software. Similar to Osome, which is a paperless organisation that stores all of its data in software. According to this article In the era of Industry 4.0, where working machines are connected into the network and each other by the use of smart devices, the scale and variety of cyber-attacks have grown exponentially (MForesight and Computing Community Consortium (Angelo Corallo, 2020). The business must take precautions against hackers, though. These include cybercrimes that target people, businesses, or even crucial infrastructure systems such as hacking, data leaks, malware, ransomware assaults, and others. As for example on of the cybersecurity threats is malware. Malware is criminal software that is intended to enter computers, steal information about the company, or obstruct processes. It

consists of malware such as spyware, adware, Trojans, ransomware, and viruses. Malware can be transmitted by hacked software, rogue websites, or email attachments.

Other than that the cybersecurity threats that Some should be aware is phishing attacks. Phishing attacks typically involve fraudulent emails that appear to originate from a reputable organisation, such as a bank or a reputable service provider. The emails frequently ask for personal information or convey a sense of urgency. If recipients are tricked into clicking on a malicious link or providing sensitive information, it can result in identity fraud, financial loss, or unauthorised system access. It is extremely risky for Some businesses and may result in losses.

Recommendation:

My first piece of advice for them to surmount this threat is to become more cautious such as employ strict access controls. Some need to maintain stringent access controls by requiring unique and secure passwords for all user accounts. Some also need to consider implementing multi-factor authentication for an added layer of security. Make sure that employees only have access to the information they require to carry out their job duties by routinely reviewing and updating user access credentials.

Furthermore, my advice is I would suggest that Some need to educate their employees regularly. According to this article they need to educate them about spam, malware and ransomware, phishing, and social engineering (Market Trends, 2021). As for instance, Some need to provide all employees with whole cybersecurity training to emphasising the importance of identifying and reporting suspicious emails, links, and attachments. Some also need to inform them of phishing strategies and security data handling practises. Thus, remind employees of best practises for password management, secure navigation, and the use of personal devices on a regular basis.

2. Competition and Pricing Pressure

In the era of economic globalisation, numerous sectors have shifted towards international competition it can also lead to the pricing pressure. The influence of products competition on organizational performance in developed economies has gained scholars' attention, and numerous studies explored its impacts on business profitability (Qiang Liu, 2022). As we know that Some is an accounting firm so we know that accounting firm is highly competitive with numerous businesses providing comparable services. Existing businesses may target the same clients or increase their services as new businesses enter the market. Accounting businesses may feel pressure from this rivalry to stand out and draw clients.

Furthermore the competition that Osome facing can lead to the pricing pressure. It is due to the global crisis has changed customers' perceptions of value and price. Price pressure is now an everyday reality for suppliers (Taylor Wells, 2020). As an example, Customers may request price reductions or negotiation for reduced costs for accounting services. Price pressure may be brought on by greater competition, client spending limitations or the presence of substitute accounting service providers. To retain profitability and compete, Osome may need to carefully balance pricing decisions.

Recommendation:

Based on my opinion, I think Osome can develop a price strategy. A pricing strategy is the mean to determine relative price levels by considering influential factors and thereby realizing certain business objectives in a specific (Mario Kienzler, 2017). Osome can Determine their pricing strategy based on an in-depth understanding of their costs, target market, and also the competitive landscape. Other than that, Osome also need to consider factors including value proposition, market positioning, and customer propensity to pay. To maintain profitability, avoid undervaluing your goods or services only to compete on price. Instead, concentrate on offering distinctive value that supports their pricing.

Furthermore, Osome need to build a strong relationship with their own customer. Osome need to develop solid connections with their consumers, suppliers, and partners. Osome also need to encourage openness, dependability, and trust. Strong connections can result in repeat business, referrals, and consumer loyalty. Communication with suppliers and partners can also provide cost savings and access to untapped markets.

6.0 CONCLUSION

In conclusion, my 6-month internship with this company has provided me with valuable experience working in a business setting. I've been given the responsibility for all the tasks connected to my profession despite the fact that my work is hybrid. Additionally, I have made some new internship friends who are interns at other universities. I used to worry about how I would get through the six months it would take to finish all the tasks, and I suppose this worry is now even greater because I had never before worked for a firm. In this report, I have provided a comprehensive description of the company and my observations regarding it.

Osome Malaysia Sdn Bhd is a good company for students who wish to complete an internship, as it provides an advantage to those who wish to enhance their skills and acquire a great deal of experience in their field. After completing my internship, I believe it will inspire me to work diligently and establish a stable career in the future. This is due to the fact that my employment with this company exposes me to the difficulties that real-world workers encounter. As a result, it inspires confidence in me to face challenging instances when I resume my job. The most significant lesson I took away from my internship was that every business has a unique management style and that there isn't always a well-established procedure in place.

I am extremely appreciative that during the past six months I have experienced how satisfying it is to be understood by a superior. I believe that my supervisor assists me in performing all tasks and instructs me when I do not comprehend. Lastly, I hope that if I ever have the chance to become a supervisor or manager, I will direct and communicate with my subordinates to create a positive working environment. I hope that after the conclusion of this internship I will be able to find a job and achieve success, and that all of my hard work will eventually pay off.

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9.0 APPENDICES

All Draft (371) Awaiting Approval (4) Awaiting Payment (306) Paid Repeating							
Submit for approval Approve Delete Print Email Copy to No items selected						371 items 1113,720.12 SGD Search	
<input type="checkbox"/>	Number	Ref	To	Date	Due Date	Due	
<input type="checkbox"/>	851		Riana Gaultam	21 Feb 2023	21 Feb 2023	150.00	
<input type="checkbox"/>	850		Dylan Tan Hua Zhe	21 Feb 2023	21 Feb 2023	427.50	
<input type="checkbox"/>	849		Benjamin Kang	21 Feb 2023	21 Feb 2023	100.00	
<input type="checkbox"/>	848		Eksha Wan Yee Wong	21 Feb 2023	21 Feb 2023	100.00	
<input type="checkbox"/>	847		Saanyo Khucho	21 Feb 2023	21 Feb 2023	427.50	
<input type="checkbox"/>	846		Zaria Leany	21 Feb 2023	21 Feb 2023	427.50	
<input type="checkbox"/>	845		Alexander Vittorio Olu	21 Feb 2023	21 Feb 2023	427.50	
<input type="checkbox"/>	844		Nicole Ng Erin Yi	19 Feb 2023	19 Feb 2023	270.00	
<input type="checkbox"/>	843		Alex Ng Chee Khan	19 Feb 2023	19 Feb 2023	60.00	
<input type="checkbox"/>	842		Shannon Woo	19 Feb 2023	19 Feb 2023	50.00	
<input type="checkbox"/>	841		Jinghao Zhang	19 Feb 2023	19 Feb 2023	50.00	
<input type="checkbox"/>	839		Hohan Haaj Chandran	19 Feb 2023	19 Feb 2023	165.00	
<input type="checkbox"/>	837		Nathan Leo Hing Kai	19 Feb 2023	19 Feb 2023	477.50	

Figure 3: Draft bills in Xero Software

! It is recommended that you add your organisation contact details before sending invoices.

Draft: [Go to Osome](#)

[Preview](#) [Email](#) [Print PDF](#) [Invoice Options](#)

To	Date	Due Date	Invoice #	Reference
Riana Gaultam	21 Feb 2023	21 Feb 2023	851	

[Add last items](#)

[Set up online payments](#)
Amounts are **Tax Inclusive**

Item	Description	Qty	Unit Price	Disc %	Account	Tax Rate	Amount SGD
	Teens - 4 Lessons (Once a week) Teens/Adults (15 and Above) - Teens/Adults - 60 mins	4.00	37.50		2100		150.00
					2100 - Sales - General Fees		
Subtotal							150.00
Tax							0.00
TOTAL							150.00

[Save](#)

[Approve](#) [Cancel](#)

[Switch to new invoicing](#)

Figure 4: Invoices that need to be approve

What's this?
Review your bank statement lines ...

Date	Description	Spent	Received	Options
2 Dec 2022	Inward CR - GIRO FIRST DATA ...		58.20	OK
2 Dec 2022	PAYNOW-FAST CHAN LAI YNG (CH...		60.00	OK
2 Dec 2022	PAYNOW-FAST HA HYUNYOUNG PAY...		300.00	OK
2 Dec 2022	PAYNOW-FAST SITI AISYAH BINT...		140.00	OK

...then match with your transactions in Xero

Match	Create	Transfer	Discuss	Find & Match
Who	UOB	What	2395 - Rebate	
Why	Inward CR - GIRO FIRST DATA MERCHANT OTHR Other 5345			
No Tax (0%)				Add details
Match	Create	Transfer	Discuss	Find & Match
15 Feb 2023	Elain Teh	Spent	Received	60.00
Ref: 741	9 other possible matches found			
Match	Create	Transfer	Discuss	Find & Match
11 Feb 2023	Valerie Yong Yee Loh	Spent	Received	300.00
Ref: 698	3 other possible matches found			
Match	Create	Transfer	Discuss	Find & Match
29 Apr 2023	Eric Han Htoo Maung Eric Chen	Spent	Received	140.00
Ref: 1245	1 other possible match found			

Figure 5: Reconciliation bank in Xero Software

Date	Description	Document Link	Reconciled	Source	Amount	Running Balance
	Opening Balance					34.80
08-03-2023	Topup CODERSCHOOL HOLDING PTE LTD 2023-03-08 Ref id: wh_6c799694062bc16c13ec7c90490478a3 SGD 588 Type bank transfer, 2023-03-08	Document Link	Yes	Paper Bank Statement	588.00	622.80
09-03-2023	Invoice Expense CODERSCHOOL HOLDING PTE LTD 2023-03-09 invoice id: SPM-INV-012023-0185 SGD 49, 2023-03-09	Document Link	No	Paper Bank Statement	(49.00)	573.80
13-03-2023	Invoice Expense CODERSCHOOL HOLDING PTE LTD 2023-03-13 invoice id: SPM-INV-022023-0185 SGD 49 us on support@spenmo.com, 2023-03-13	Document Link	No	Paper Bank Statement	(49.00)	524.80
14-04-2023	Invoice Expense CODERSCHOOL HOLDING PTE LTD 2023-04-14 invoice id: SPM-INV-032023-0185 SGD 49 us on support@spenmo.com, 2023-04-14	Document Link	No	Paper Bank Statement	(49.00)	475.80

Figure 6: Reconciliation bank in Osome Apps

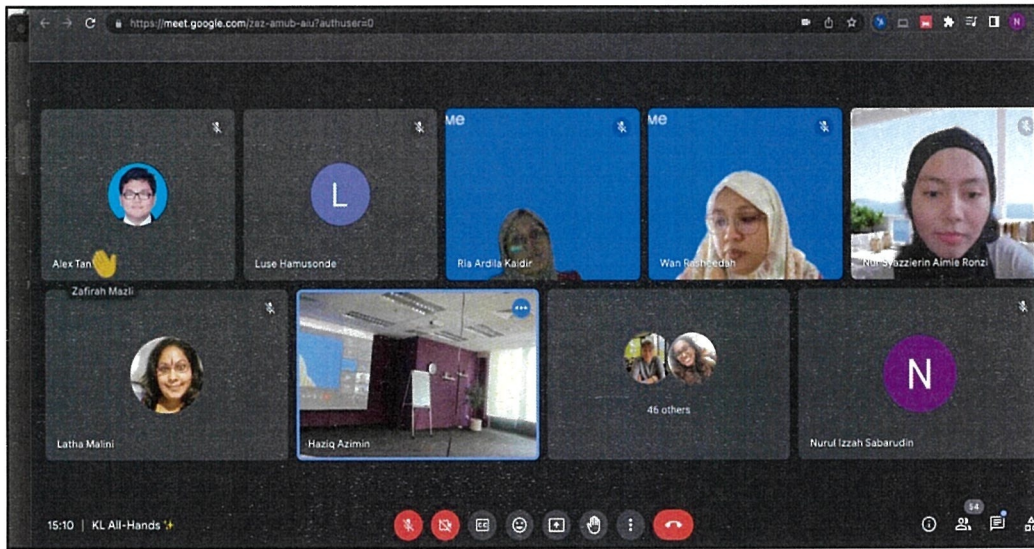


Figure 7: KL-Office Meeting



Figure 8: Batik painting session to release our tension



Figure 9: Osome sport committee activity (frisbee)

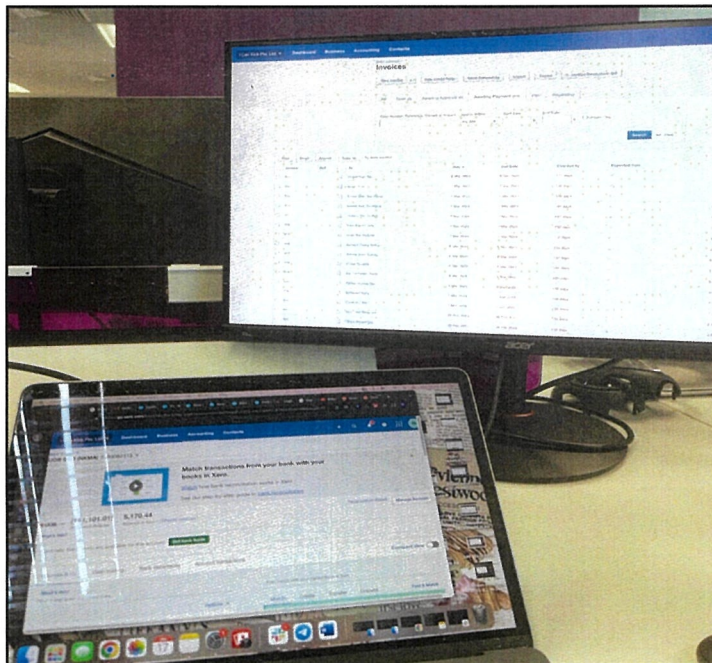
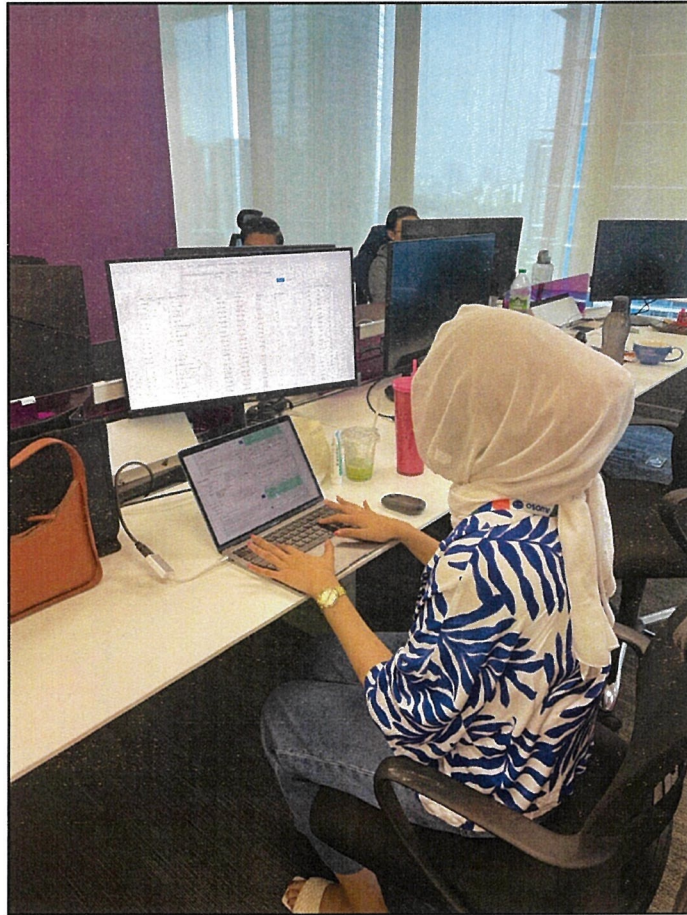


Figure 10: My workspace in the office (but I'm usually working from home)