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HR INDUSTRIAL TRAINING REPORT



HRM666



PANTAI BHARU HOLDINGS SDN BHD

BACHELOR OF BUSINESS ADMINISTRATION (HONS)
HUMAN RESOURCE MANAGEMENT

1 MARCH 2023 – 15 AUGUST 2023

PREPARED BY

NOOR AISYAH BINTI AZHARI (2020602358)

PREPARED FOR

DATIN NORALIYATI BINTI ZAKARIA

(ADVISOR)

DR SHARIFAH KHAIROL MUSAIRAH SYED ABDUL MUTALIB

(EXAMINER)

EXECUTIVE SUMMARY

Industrial training is the time to put theories into practice in the workplace. This course is required for all Bachelor of Business Administration (Hons) Human Resource Management students before they can graduate. Students must follow by the terms and conditions established by both the institution and the chosen company.

My industrial report is divided into numerous sections. So, basically, the first section of this report is where I summarize my internship experience. The second section of this paper introduces me, while the third section introduces Pantai Bharu Holdings. In the fourth phase of my industrial training, I offered my experiences and knowledge.

You can read about my internship experience in detail, including my working days and hours, duties and responsibilities, and company benefits. The following section of the report is about SWOT analysis. I examined Pantai Bharu Holdings' strengths, weaknesses, threats, and opportunities (SWOT). I came up with a few points for each area of the SWOT Analysis that will assist the content in my industrial training report.

The following section is an evaluation, in which I go over the company's SWOT matrix analysis in detail and present a Pestel analysis. The following is my discussion and recommendations, which I included in one. Each point is related to what I have observed and what I believe should be improved for the company.

While working with this organization, I learned a lot of new experiences as well as faced new obstacles, some of which were predicted and others of which were unexpected. But nothing is impossible if I give it my all. When I multitask, I become the best version of myself. Pantai Bharu Holdings' commitment to sustaining their business is impressive.

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PART 3: COMPANY'S PROFILE



Figure 2: Location

Company Name: Pantai Bharu Holdings Sdn Bhd

Business Nature: A well-known auto-trading business and property investments in Malaysia's Klang Valley. In addition, it offers automotive training and has a few subsidiary companies.

Company Address: Bangunan Pantai Bharu, Batu, 1, Jln Meru, 41050 Klang, Selangor

Working Hours: 8:30 a.m. – 5:30 p.m. (Monday- Friday)

8.30 a.m. – 1.30 p.m. (Saturday)

1:00 p.m. – 2:00 p.m. (Lunch Hour)

Company Number: 012 – 693 3432

Email address: admin.hr@pantaibharu.com

Website: www.pantaibharu.com

Facebook: pantaibharu

3.1 COMPANY BACKGROUND

A car dealer company, Pantai Bharu Holdings Sdn. Bhd. was founded in 1978. The corporate clients of Pantai Bharu Holdings Sdn. Bhd. are also promoted high-quality products and services as the company has a lot of subsidiary companies. In insight, Pantai Bharu is an auto trading company that provide car brands such as Proton, Perodua, Kia and Imported cars.

The services offered by Pantai Bharu Holdings Sdn. Bhd. not only limited to collection of cars, but the company are also providing insurance, property car rental, automotive training and plantation to fulfil the requirements of corporate clients, including small, medium, and big organizations and clients.

The company has over 200 employees and also has other branches which located in Jalan Kapar, Bandar Baru Klang and Rawang and the main branch is located in Jalan Meru, Klang.

VISION

- To develop Pantai Bharu into a business entity trusted by society to provide the best service and satisfaction to customers.

MISSION

- To develop Pantai Bharu into a successful enterprise, giving satisfaction to shareholders, directors, and workforce without neglecting social responsibility to society.

3.2 ORGANIZATIONAL CHART

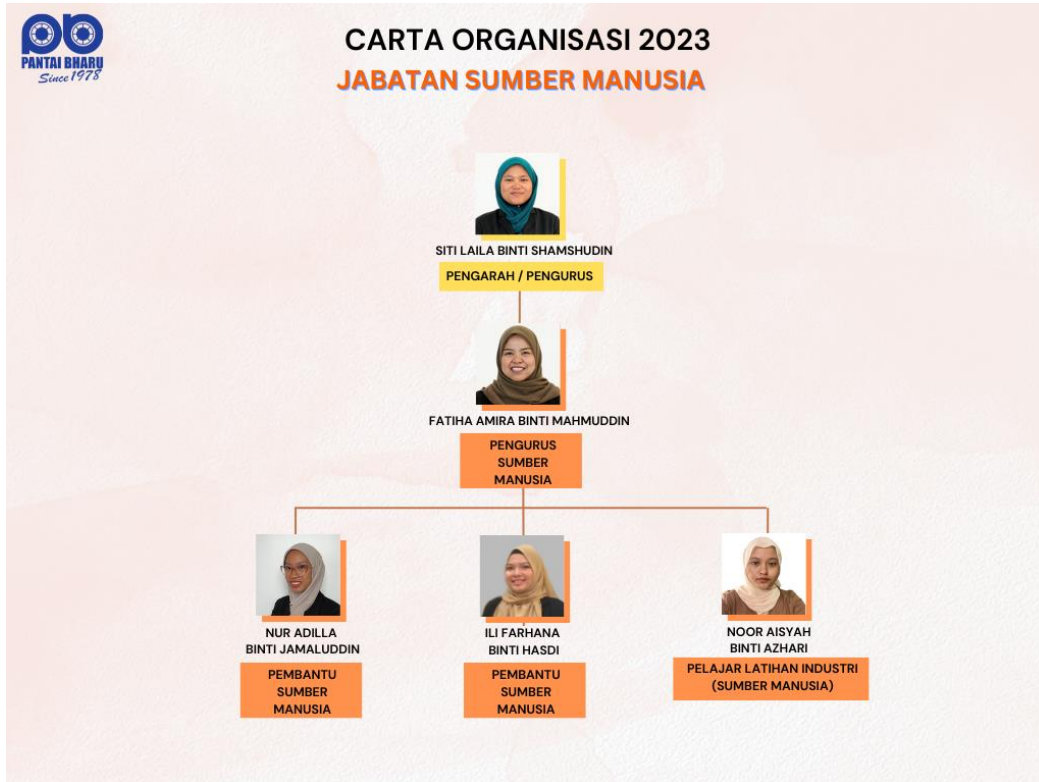


Figure 3: Organizational Chart

3.2.1 PRODUCT AND SERVICES

Pantai Bharu Holdings Sdn. Bhd. as car dealer company provides product, sales, and services such as collection of cars such as Proton, Perodua, Kia and Imported cars. Next, product and services that Pantai Bharu Holdings Sdn. Bhd. provides is property such as houses and car rental. They are also providing automotive training under their subsidiary company and many other more.

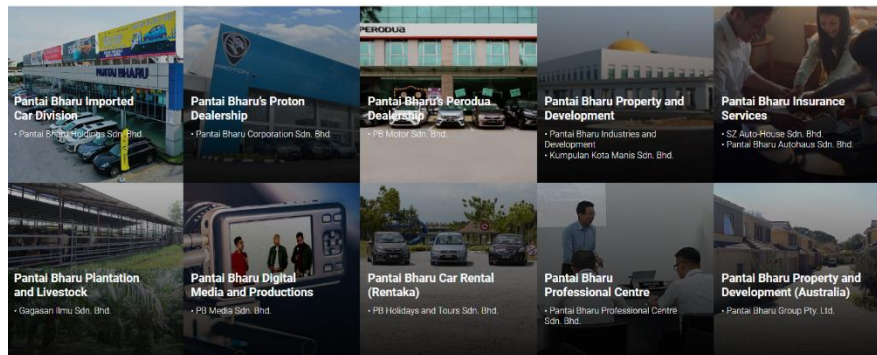


Figure 4: Product & Services of Pantai Bharu Holdings Sdn Bhd

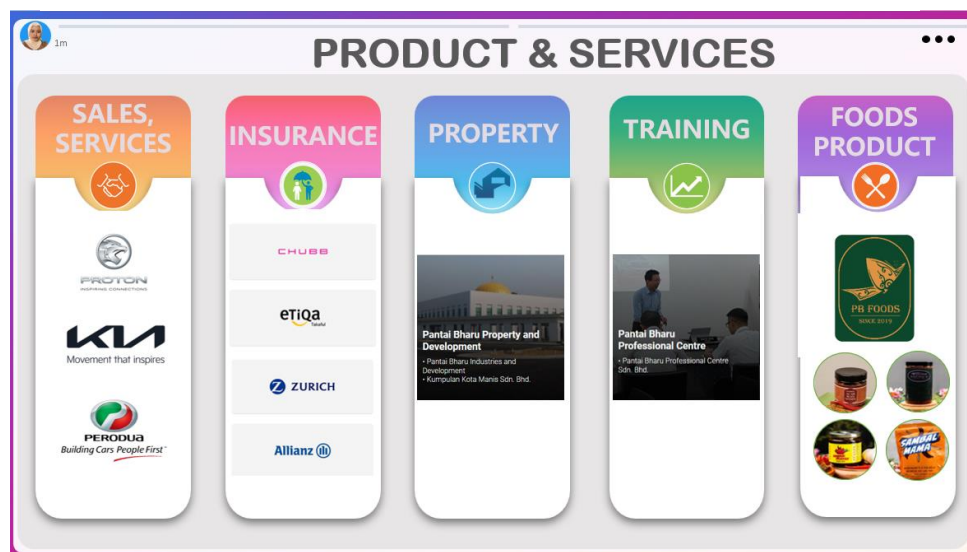


Figure 5: Product & Services of Pantai Bharu Holdings Sdn Bhd

PART 4: TRAINING'S REFLECTION

I spent 24 weeks conducting an internship at Pantai Bharu Holdings Sdn Bhd, from 1 March 2023 to 15 August 2023. I am a student studying in Human Resource Management for course BA243 in UiTM Kampus Arau, Perlis and I have been given a position in Administration and Human Resources intern at Pantai Bharu Holdings Sdn. Bhd. The allowance was RM1,000 per month.

The business is open and in operation from Monday through Friday from 8:30 am to 5:30 pm. Unless for Saturday, I will be working for half day that starts from 8:30 am to 1.30 pm. During my six-month internship, the company has a paper calendar with eleven public holidays; In addition, I was given a range of tasks and responsibilities each day while I was a student participating in an internship. Daily tasks and procedures must be carried out on a consistent basis, and time-sensitive jobs must be accomplished successfully.

TASKS:

- **Checking and replying email through Outlook/ Keep updated company's Data bases/ Follow up client.**

My daily tasks include checking emails for job applications and internship done promptly is part of my daily routine. There are three email accounts in total, and as an internship student, I was responsible for managing and operating three of those accounts, admin.hr@pantaibharu.com, and vacancy@pantaibharu.com. Apart from that, I also have my own email, aisayahaz@pantaibharu.com where I usually send documents to managers from other departments regarding the resumes of the candidates and etc.

There are separate emails where my department used to receive applications from applicants and also gather data from the staff. If there are applicants have any questions, we must first read and comprehend the subject and body of the email before reporting it to the supervisor for further action.

Any interview appointments are frequently questioned regarding the details of the interviews such as date, time, location, clothing ethics and etc. Once the supervisor has reviewed it and received

permission to resend the email to the applicants.

When the applicants receive an email as a follow-up, the goal is to find out if they got it by calling them and asking about it. For follow-up, I also phone the applicants who have not yet received the information. Email is also used to transmit document materials, including manuals, work files, notes, slides, handouts, performance management reports, digital certificates, and photographs, another department of other specific subsidiary companies.

- **Filing invoice, Receipt, Sales Report, and Payment Voucher.**

Most of the time, I will create invoices using the template provided, whether they are clinic panel invoices or commission invoices. As an outcome, my department is also in charge of drafting, submitting, and storing all important papers related to the other departments, particularly the Account Department.

Sales and Marketing will provide final approval and confirmation of the registration form to Administration and Human Resources, who will then invoice using all administrative data handled by me with guidance from my manager and colleagues, including information in the invoice such as the invoice number, official date, staff data, the company or staff's bank account number, and the invoice total.

Following the creation of the invoice, I will email it to the person in charge or the manager of the department. I must include all of the information in the invoice summary created by the manager after sending the invoice for their records.

I will also be sending invoices to Account Department, specifically for payment of KWSP, SOCSO, TABUNG HAJI, SSPN, and others, and when the payment voucher arrives, I will manage the filing process as a contribution to my department.

- **Making posters about the job vacancy**

Poster for job vacancies is an important part of boosting the circle of people getting to know our company's hiring position. Thus, my managers have been giving me the task of creating posters and we realized that it gave a significant impact on the success of receiving more job applicants for the company. Usually, I will be using Canva to create the poster and the design must be sent to check first whether it is correct or not.

- **Answering calls from customers regarding job vacancy**

Pantai Bharu Holdings are continuously receiving job applicants from their website and my daily task is answering calls from the applicants about the position and explaining to them about the job description. Most of the time, I will be asking about their location since we have few branches around Selangor. Thus, it is crucial to set up the exact location for them to avoid wasting time. Since the appointment of the interviews are also have been doing using calls, I will be arranging the date, location, and time for the potential candidates. I will be also calling the managers in charge to be the panel of the interviews.

- **Screening resume and interview candidate**

After receiving the resumes from the system, I will screen them based on the needs of the company. Usually, my colleagues will tell me which one is the best fit for the job based solely on first impressions. Following that, I will contact the applicants to schedule interviews within a reasonable time frame. During the interview, the resumes must be sent to the in-charge manager first so that they can be reviewed. Following that, I will send details to the candidates so that the information can be transferred more effectively. I also distributed the interview evaluation form, which must be completed in order for us to study the interviews and make a more informed decision about whether to accept the candidates or not.

- **Prepared offer letters or official letter for employees and giving tours for new employees.**

An offer letter is proof of job confirmation. The document is strictly private. As a result, after the candidates accepted the offer, I was tasked with creating a letter of offer for them. The templates are usually the same, but the information must be correct to avoid future errors. It includes basic information such as the candidate's designation, total compensation, benefits, and start date.

After completing the offer letter, I will give it a check-up to ensure there were no errors and will print a copy of the offer letter to my manager. Typically, the candidate will sign the offer letter during the briefing. After we have reached an agreement and explained everything, I am going to accompany the employees on a tour of other departments before sending them to their workstations.

It will take about 30 minutes to go through all departments and introduce themselves, but I find it fascinating because it encourages me to get to know other employees better while also informing them of who will be a new member of the company.

- **Handling and monitoring attendance of the employees and taking information from the managers regarding their employees**

Having an attendance system in the workplace promotes accountability in the system and in the minds of the employees. Pantai Bharu Holdings, as a Human Resources Intern, uses a thumbprint to track their employees' attendance, as well as their own employee portal. However, the company continues to use a Microsoft Excel template to create a single document that can be printed and used to calculate the hours worked by employees for the month.

Attendance is critical in this context because their salary will be deducted if they do not work 45 hours per week, are absent, or are on leave. Attendance will be taken beginning on the first of the month and ending on the 25th.

However, it will be taken from the first day of the month until the end of the month for internship students. Occasionally, a few employees fail to complete the attendance check. As a result, as HR, we will contact the department managers and send the attendance monitoring to them so that the managers can update their employees in their department daily.

- **Payment of EPF, SOCSO, HRDC and, LHDN**

Employees working in Malaysia-registered entities, whether locals or foreigners on a work visa, are expected to see monthly contributions deducted from their monthly salary as well as their employer's. The Employment Act of 1955 requires these. Payment must be received by the 15th of the month. As a result, every month, I handle the payment with the assistance of the Account department.

Before making the payment, we will enter information about the new employees on the website to ensure the amount is correct in the system. Following that, the filing process must be completed to ensure that all payments have been made.

- **Prepared appointment for cooperation between other universities and the company**

I have also contacted a few universities about internship opportunities with the company. During my internship, I met with several colleges, including Kolej Vokasional Langkawi, Kolej Vokasional Kedah, Giatmara Kapar, and Giatmara Klang, to promote our company, and the meetings were scheduled one by one. First, I will contact them and receive emails in order to send out the official letter that was previously prepared in order to request an appointment with the person in charge.

I will give the details to my manager after the appointment has been made with a specific time and location, and they will attend the meetings to promote the company. The company profile must be prepared, as well as some company merchandise as a token of appreciation.

- **Handling task such as documentation of Company Sign board to Majlis Perbandaran Klang**

PART 5: SWOT ANALYSIS

During my internship duration, I had a discussion to bring out a Strengths, Weaknesses, Opportunities and Threats (SWOT Analysis) of the company's Pantai Bharu Holdings Sdn. Bhd. organization approach. The process and input are was a sincere survey based on the obstacles that faced currently.

S – STRENGTHS	W – WEAKNESSES	O- OPPORTUNITIES	T – THREATS
A) Functional Management	A) Constant Job Position Interviews	A) Social Media as Marketing Strategy	A) Slow Economy
B) Reward Benefits for Staff	B) Less Exposure with HRDC	B) Gaining New Potential Customer Through Opening New Branches	B) Data Privacy
C) Establish Their Own Employee Portal	C) High Employee Turnover Rate	C) Repeat Customers by Giving Great Deals	C) Increasing New Competitors

Figure 6: Swot Analysis

5.1 STRENGTHS

5.1.1 Functional department management

In a company, functional management is a common organizational structure. Functional management can be an effective technique to manage day-to-day operations. According to my observations made while I worked with Pantai Bharu Holdings Sdn Bhd, one of the company's strengths is that it has well-structured of HR Department with years of knowledge, which gives a lot of benefits to me as I was continuously gaining knowledge from their team. As they were handling employees' concern, I noticed that the wellbeing of the employees is given attention when it comes to their performance and attendance. This makes it one of the causes for this company's continued existence with attention to details of their employees.

5.1.2 Reward benefits for staff

A compensation package that is like the finest in the business and consistent with the employee's talents and effort results in satisfied employees. The HR department, which works hard to find the best package for the employees, is an enormous benefit to Pantai Bharu Holdings because it can assure staff loyalty.

When an employee performs his or her duties truly and delivers excellent results, Pantai Bharu rewards him or her by holding an appreciation night for the staff in order to increase employee engagement. SmartBiz (2019) also mentioned that creating a reward program within your company will encourage employees to strive for excellence. When an employee realizes that his work is valued, he becomes more motivated and produces better outcomes than before. Pantai Bharu has this aspect as a strength since they have focused on increasing staff engagement, which aids in enhanced production.

5.1.3 Establish their own employee portal

To make things easier, an employee portal has developed into a crucial tool for connecting with one another and keeping up with company events in Pantai Bharu. Important notices for the entire workforce may be posted on it as a notice board. Employees can log in and access the information on the portal using their login credentials.

In addition, Pantai Bharu created an HR portal where employees can perform much more. They can monitor employee absences and attendance, check the status of some applications, or download HR-related documents like the travelling expense form, the overtime form, and many more. An HR portal in Pantai Bharu can double as an employee portal and act as a platform for communication and engagement between staff members.

5.2 WEAKNESSES

5.2.1 Constant job position interviews

The interview process in a company must be standardized and consistent for all candidates. The Human Resources Department does not focus on this because there are too many interviews and it causes a waste of time. Approaching the interview as a casual chat without a systematic applicant scoring mechanism will only increase the chances of making a negative recruit.

The interview panel should also be concerned about the importance of providing detailed information to the Human Resources Department so that the hiring process can be done smoothly. From what I have seen, when conducting interviews, interviewers rarely explicitly explain the job description to potential candidates. especially if they are taking on an existing role rather than creating one. As a result, it can be challenging to find suitable candidates for a single position during the recruitment process. In addition, simply interviewing candidates without considering their education or experience is a waste of both parties' time.

5.2.2 Less exposure with HRDC

According to PSMB Act 2001, The goal of the PSMB Act, 2001 is to promote employee training and development by establishing and collecting a human resources development tax. The business is still utilizing through the time. Every big company are obliged to pay for HRDC every month. However, the money paid are not used correctly, as the company have little to no proper used of the money paid to HRDC. They may need to pay attention to the targeted employees that needs more exposure to increase their skills for the sake of the company.

5.2.3 High employee turnover rate

When compared to other industries, Pantai Bharu Holdings has a high staff turnover rate. Furthermore, hiring and maintaining employees in the car dealership market can be difficult, especially when competitors are doing everything, they can to acquire the best people.

As Smartbiz team (2019) mentioned in their article, regardless of the size of the company, there must be room for improvement and they mentioned that the key in growing profitable business is employee retention. When staff turnover is high, Pantai Bharu Holdings suffers from lower production and more time spent recruiting, training, and onboarding new employees. Employee morale can suffer as a result of high turnover, which can harm Pantai Bharu Holdings' image.

5.3 OPPORTUNITIES

5.3.1 Social media as marketing strategy

A chance and a free space exist for this business to succeed through marketing that takes advantage of contemporary advances. This is due to the TikTok app being one of the social media platforms that now draws attention and becomes viral quickly. Since TikTok swiftly attracts the public's attention in a relatively short period of time, many tiny companies seize this chance to establish a reputation there. I noticed that the company is strongly using the social media as their platform but with more exposure, they will surpass their company's connection to whole Malaysia.

5.3.2 Gaining new potential customer through opening new branches

With the opening of the Proton 3S Service Centre, Pantai Bharu Holdings has expanded its business and established a new subsidiary company in Rawang, Selangor. Pantai Bharu has finally chosen to expand its market in Selangor through this launch in response to consumer demand. Pantai Bharu has a good opportunity to expand its market by exposing their business to potential customers as more and more people are willing to purchase new cars.

Though it may appear risky at first, for a large company like Pantai Bharu Holdings, it will be easier to convince potential customers to invest in their company because the company has been working on becoming an authorised car dealer in Selangor since 1978.

5.3.3 Repeat customers by giving great deals

Negotiation is an expected component of all sales. It is even more widespread in car sales. Most customers do some research on the vehicle they want, its value, and the prices they can expect. Many of them will attempt to negotiate the price down, at least slightly.

Good negotiating results in repeat customers. Pantai Bharu must understand that a successful sale occurs when the best service is provided to the customers. Knowing this will assist in determining what opportunities Pantai Bharu is willing to pursue.

5.4 THREATS

5.4.1 Slow economy

Many economic situations such as sudden unemployment especially about inflation, etc. are some factors that can break down the car dealership industry. According to the most recent financial highlights, Pantai Bharu Holdings Sdn Bhd recorded a 5.5% decline in net sales revenue in 2022. The industry is already going through such difficulties as inflation bringing down the profit of the company as Pantai Bharu Holdings lost their potential customers during inflation.

Economic downturns have implications for Pantai Bharu Holdings, requiring leaders from all department to step up and shift gears. Hiring freezes, layoffs, benefit reductions, and job rearrangement are all examples of cost-cutting strategies that HR departments are frequently compelled to perform. A weakening economy affects everyone differently. Even if Pantai Bharu Holdings is well-established, the employees' life may be suffering in other ways.

5.4.2 Data privacy

Employees are growing increasingly worried about data privacy, and they have the right to have their data secured. It lays a great deal of duty on HR management to protect their personal data and files.

When HR department recruits an employee, the employee has several rights regarding the use of their personal data. Employers frequently have misconceptions about what they can and cannot do with their employees' personal data under the law. Pantai Bharu Holdings, for example, may suffer serious legal implications if its HR department fails to comply with data privacy standards and legislation.

5.4.3 Increasing new competitors

Other threats that Pantai Bharu face is increase competition to fight with other car dealer companies. This is because companies such as Carsome or car dealer companies near them have successfully made a name for themselves and are well-known among large companies. This company has provided the same services which are sales and services of a lot of car brands for their client.

This might show some difficulties to a company like Pantai Bharu Holdings Sdn Bhd though they are operating since 1978, it is quite difficult to compete with other new competitors. To attract the attention of the client, the company needs to prepare quality offers to convince the client. For this transformation, this organization needs to be aware of the most recent trends and existing circumstances to be more effective in the future.

PART 6: SWOT MATRIX

	<p style="text-align: center;">STRENGTHS</p> <p>1) Functional department management</p> <p>2) Reward benefits for staff</p> <p>3) Establish their own employee portal</p>	<p style="text-align: center;">WEAKNESSES</p> <p>1) Constant job interviews</p> <p>2) Less exposure with HRDC</p> <p>3) High employee turnover rate</p>
<p style="text-align: center;">OPPORTUNITIES</p> <p>1) Social media as marketing strategy</p> <p>2) Gaining new potential customers through opening new branches</p> <p>3) Repeat customers by giving great deals</p>	<p style="color: red; text-align: center;">S-O Strategy/Analysis</p> <p style="text-align: center;">1. Collaboration between HR and Marketing department to increase effective marketing strategy (S1, O1)</p>	<p style="color: red; text-align: center;">W-O Strategy/Analysis</p> <p style="text-align: center;">1. Good marketing strategy to avoid high employee turnover rate (W3, O1)</p>
<p style="text-align: center;">THREATS</p> <p>1) Slow economy</p> <p>2) Data privacy</p> <p>3) Increasing new competitors</p>	<p style="color: red; text-align: center;">S-T Strategy/Analysis</p> <p style="text-align: center;">1. Create compensation ideas for helping employees due to economic factors (S2, T1)</p> <p style="text-align: center;">2. Create awareness through employee portal about data privacy (S3, T2)</p>	<p style="color: red; text-align: center;">W-T Strategy/Analysis</p> <p style="text-align: center;">1. Create career growth plan to retain employees goes to competitors (W3, T3)</p>

Figure 7: SWOT Matrix

6.1 Collaboration between HR and Marketing department to increase effective marketing strategy (S1, O1)

The unique capability of social media drives the strength of social media marketing (SMM). Collaboration between Pantai Bharu Holdings' Human Resources and Marketing departments can result in various benefits, including more effective execution, higher productivity, and innovation.

HR and marketing are two separate departments inside any firm, but there is an increasing need for them to work together. Communication is essential in both roles, and just like the Collaborative Economy, departments such as marketing, communications, and human resources may collaborate to help Pantai Bharu Holdings grow its reputation.

When HR and Marketing work together, it is easier for the firm to stand out in an already crowded market by creating their brand and generating awareness at the same time. Progressive workplace growth occurs when Marketing and Human Resources collaborate to improve the following activities that have a big impact on their workforce.

6.2 Good marketing strategy to avoid high employee turnover rate (W3, O1)

According to my opinions, Pantai Bharu Holdings' marketing strategy was not properly created as a result of the company's rapid turnover. Pantai Bharu must take the initiative to hire excellent personnel who may be long-term employees rather than securing the best management in each area to accomplish the company's sales and service aims by developing their social media marketing plan.

If Pantai Bharu does not have an effective marketing plan in place to help it grow, its advertising, marketing, and promotion efforts are likely to be ineffective. Quality employees can only develop a marketing plan since they help the company determine its target audience and choose an acceptable marketing approach for promoting the company.

6.3 Create compensation ideas for helping employees due to economic factors (S2, T1)

Pantai Bharu Holdings may be left wondering what they can do to aid as employees become more concerned about inflation. A happy workforce is a productive workforce, and dealing with the uncertainty that comes with rising pricing and economic turbulence can take its toll on any

professional. These could lead to employee burnout and Pascale M. Le Blanc (2008) mentioned about underestimating the critical role of the workplace in reducing burnout and supporting employee mental health and well-being.

Pantai Bharu Holdings can help their employees who are worried about inflation by reassuring them verbally and financially. The HR department can have personal interactions with employees to assure them that, regardless of inflation, they would be appropriately compensated and their achievements will be recognized.

6.4 Create awareness through employee portal about data privacy (S3, T2)

Employee error can result in significant data breaches. As a result, Pantai Bharu Holdings must educate its employees about privacy. The information can be made more accessible to employees by posting it on an employee portal. It is a component of best security procedures. At the time, huge enterprises with a significant number of employees, such as Pantai Bharu Holdings, may fail to do so.

Pantai Bharu Holdings can rationally place a high value on training both high-level and low-level executives on privacy concerns. Companies can limit access to sensitive data using access management solutions. As a result, only those who require the data will be able to access it. Pantai Bharu Holdings will be able to advise staff and discuss on workplace best practices such as not leaving critical details unattended or gadgets unlocked by providing awareness to them.

6.5 Create career growth plan to retain employees goes to competitors (W3, T3)

It is essential to provide employees with better benefits than they would receive elsewhere. Thus, a career growth plan can assist employees in planning their future with Pantai Bharu Holdings. Compete with other competitors, for example, in terms of monetary gains such as medical aid, employee training, and, most importantly, working on unique technology that employees can test new ideas and polish their talent.

There are other employees that do not require further cash compensation as long as they enjoy their work. However, the HR department can decide whether to provide appropriate training to staff. Furthermore, provide training to employees in order to assist them improve their abilities, as well as create a culture that encourages them to stay rather than go to competitors.

PART 7: P.E.S.T.E.L ANALYSIS

7.0 The P.E.S.T.E.L Analysis

PESTEL analysis is perceived to be the best tool for analyzing a company's macro environment. It provides details about the company's business directions, brand position, development goals, and threats. This can be valuable for determining the reasonableness of current products and services as well as describing new product development. PESTEL helps a firm evaluate the environment in which it operates or is likely to operate. Essentially, it helps answers a series of questions about PESTEL to help the firm with its strategic choices. It is one of the strategic management models used by companies to assess a company's external environment through analyzing factors such as political, economic, technological, social, legal, and environmental.

7.1 Pantai Bharu Holdings Sdn Bhd PESTEL Analysis

The analysis of Pantai Bharu Holdings Sdn Bhd, which is an authorised distributor for the sale and service of Proton, Perodua, Kia, and Import vehicles, is done according to the framework provided below. This analysis focused on the well-known auto trading company's macro environmental factors.

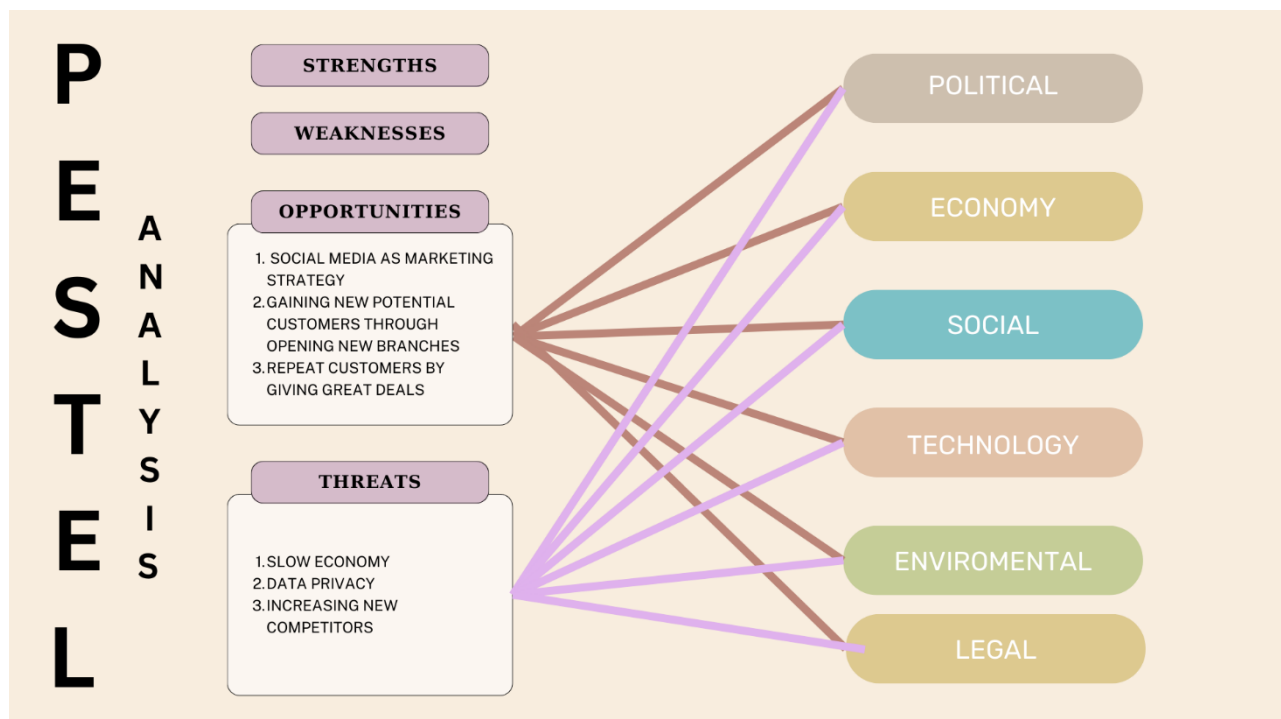


Figure 8: PESTEL Analysis

P: GOVERNMENT REGULATIONS

Politics are constantly rumbling in their surrounding area as a car dealership. Pantai Bharu Holdings Sdn Bhd previously struggled with rental and overhead due to the temporary closure notice during MCO, despite the fact that MCO ended around year 2021. Thus, the government's regulations had a significant impact on the company.

The government decides on the industry it wants to promote and creates beneficial policies to support the industry's growth. When MCO happened, the government did not prioritise the auto-trading sector, so Pantai Bharu Holdings struggled to cover costs and obtain low-cost parts supplies. The sales of vehicles to their company are impacted by all these political factors.

E: LOW SUPPLY CHAIN FOR NEW CARS DUE TO HIGH INTEREST RATES

In the years before, consumers will be able to select the make and model of the car they want during the auto industry is operating smoothly as the largest contributor to the country's Gross Domestic Product (GDP). Due to unusual global car shortage caused by the economic issues, customers sign up for waiting lists. Sadly, it might take them a few months to get a new car.

Due to a weak supply chain and longer wait times, the company is struggling to keep up with the high interest rates for automobiles. Thus, Pantai Bharu Holdings is also impacted by this contributing factor since the car shortage affects the entire profit of their company.

S: CHANGING TRENDS IN BUYING CAR BRANDS

The consumers of the various automobile always seek different things. It makes changing trends the social factors for the company since Pantai Bharu Holdings is an authorized car dealer from various car brands from Proton, Perodua, Kia, and Import cars. Thus, the range provided by the company in terms of satisfying its customers is quite spectacular. This importance given to the consumer has been known in giving multiple options to the customers as the company had a lot of showrooms that help customers in their decision-making. Pantai Bharu Holdings, for example, has a few branches in Selangor, which opens new opportunities for the company in terms of social factors.

T: INNOVATIVE TECHNOLOGICAL AWARENESS

Technology plays a crucial role in enhancing the customer experience. As a result, Pantai Bharu Holdings places a major focus on maximising technological aspects of their businesses. They conduct ongoing reviews by collecting feedback from previous clients in order to deliver excellent customer service. Customer support is provided using tools like chatbots and making calls.

They do have a section called the Customer Relation Department where they deal with complaints from customers and extend invitations to previous clients in order to keep up good relations. Pantai Bharu Holdings has also provided electric charging stations to customers at their car showroom in order to increase customer satisfaction and encourage in-person visits. The company takes the time to learn new technologies and become aware of technological factors.

E: ENVIRONMENTAL POLICIES

Environmental concerns related to services are not the only factors influencing the car dealership sector. The maintenance of the service centre is one of Pantai Bharu Holdings' primary environmental factors. Since Pantai Bharu also offers car services to its clients, poor management could result in contamination and put at risk a potential sale of the business.

Numerous activities carried out by service centers could be subject to negative environmental regulations. If there is improper management, it could result in spills of liquids like oil, coolant, solvent, and other cleaning fluids. Since dealing with the agency and potential fines can be expensive, Pantai Bharu has always taken steps to protect their environment.

L: FOLLOWING THE DISPOSAL RULE

Pantai Bharu Holdings always follow the rules and regulations of the government that governs the country including the disposal rule. In terms of management and data of staff and clients, failing to comply with the disposal rule is a critical mistake that can end up costing Pantai Bharu Holdings a lot of money in fines and damage their reputation. Thus, in every department especially Human Resources, they are obliged to shred the important documents such as salary reports or confidential documents.

PART 8: DISCUSSION AND RECOMMENDATION

SET A LIMIT FOR GIVING TASK ABOVE AND BEYOND JOB DESCRIPTION

Making a positive impact at work can benefit both the company and the employees in numerous ways. Internally, ensuring that the task is well suited to the employees is critical in making positive contributions while also maintaining fun at work.

Pantai Bharu Holdings was doing its best, but I believe that employees should be appreciated by not burdening them with tasks that are not in their job description, as this will lower their performance and lead to burnout. Limiting giving tasks beyond the job description within the community can also generate goodwill towards the company, which can lead to improved opportunities or sales performance.

A work-life balance is essential for employees because it allows them to perform at their best during business hours. Updating company policies to emphasise the importance of striking a balance between the two is an excellent way to foster a positive work culture that produces strong results and retains employees.

HOLD REGULAR PERFORMANCE APPRAISAL

A performance appraisal is a regular evaluation of an employee's job performance and overall contribution to the company. Although Pantai Bharu Holdings uses performance appraisals to provide employees with big-picture feedback on their work and to justify pay raises, bonuses, and termination decisions.

By implementing new performance assessments at their company, they will be able to better guide employees' professional development. Human Resources employees can meet with staff members to discuss what has worked well and where there are areas for improvement through performance appraisal.

Managers in each department can then adjust their work to improve it and produce better results for the company. Because the evaluation of employee performance is directly linked to a specific task that was assigned to them to achieve the company's objectives and goals. As a result, it is critical to conduct performance evaluations correctly and transparently.

PART 9: CONCLUSION

In conclusion, the internship is an excellent program that I would recommend to my friends who are about to begin internships. It contributes to the development and expansion of our capacities, potential, and skills. Not only did I gain experience, but I also made new friends and learned new things, making it a wonderful experience and time.

Pantai Bharu Holdings is also an excellent place to complete an internship because of the allowances and benefits it provides to practical trainees. We are provided with amenities such as a laptop, printer, stationery, and office mobile phones, which greatly help in the separation of our personal and professional lives. The company provided competent and equitable care. I have additionally picked up a few things from various groups and individuals.

I am extremely fortunate and grateful to my manager, Miss Fatiha Amira Binti Mahmuddin, and the tutoring she provided. Especially with my coworkers, Miss Ili and Miss Adilla, who are always encouraging and helpful whenever I deal with a situation. There were many tears and joys throughout the internship, but I do not regret a single second of it. They also give me coaching whenever and wherever I need it and help me manage some of my limitations. The internship period of six months was insufficient for me to fully comprehend the tasks.

I hope that the internship programme will be continued in the future, and I encourage Bachelor of Human Resource and Management students to take advantage of internship opportunities because doing so will help us better understand our true strengths, weaknesses, aptitudes, and many other things. Students will also feel more confident in their ability to take on new challenges in the years to come.

APPENDICES



Figure 1:
Updated resume



Figure 2:
Location



Figure 3:
Organizational chart

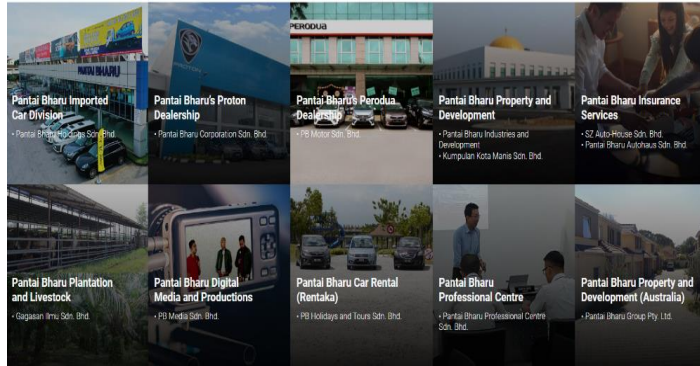


Figure 4:
Product and Services Under
Pantai Bharu Holdings Sdn
Bhd

S – STRENGTHS	W – WEAKNESSES	O- OPPORTUNITIES	T – THREATS
A) Functional Management	A) Constant Job Position Interviews	A) Social Media as Marketing Strategy	A) Slow Economy
B) Reward Benefits for Staff	B) Less Exposure with HRDC	B) Gaining New Potential Customer Through Opening New Branches	B) Data Privacy
C) Establish Their Own Employee Portal	C) High Employee Turnover Rate	C) Repeat Customers by Giving Great Deals	C) Increasing New Competitors

Figure 5:
SWOT Analysis

	STRENGTHS	WEAKNESSES
	1) Functional department management 2) Reward benefits for staff 3) Establish their own employee portal	1) Constant job interviews 2) Less exposure with HRDC 3) High employee turnover rate
OPPORTUNITIES	S-O Strategy/Analysis 1. Collaboration between HR and Marketing department to increase effective marketing strategy (S1, O1)	W-O Strategy/Analysis 1. Good marketing strategy to avoid high employee turnover rate (W3, O1)
THREATS	S-T Strategy/Analysis 1. Create compensation ideas for helping employees due to economic factors (S2, T1) 2. Create awareness through employee portal about data privacy (S3, T2)	W-T Strategy/Analysis 1. Create career growth plan to retain employees goes to competitors (W3, T3)

Figure 6:
SWOT Matrix Analysis

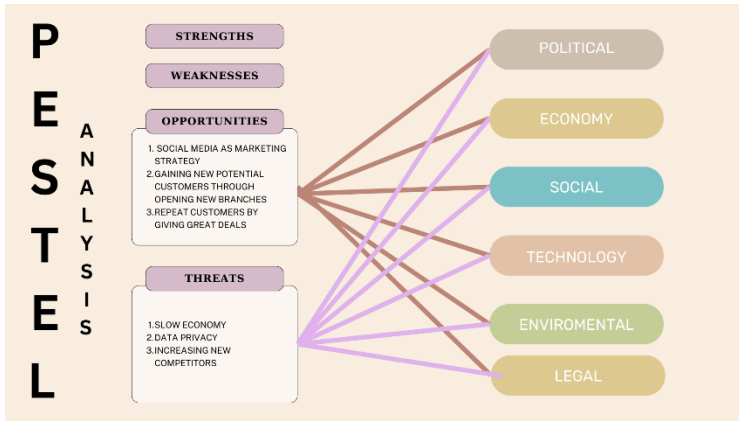


Figure 7:
PESTEL Analysis

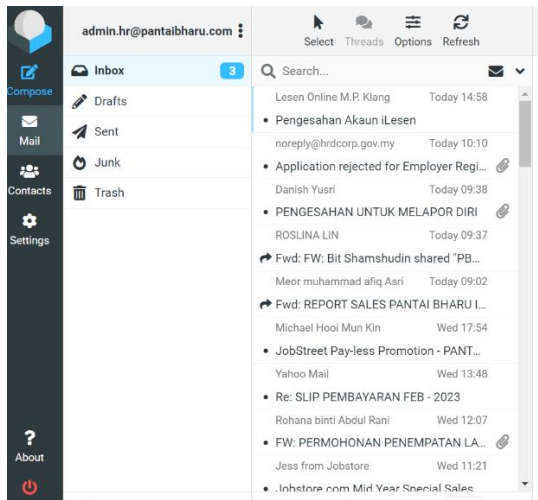


Figure 8:
Company E-mail

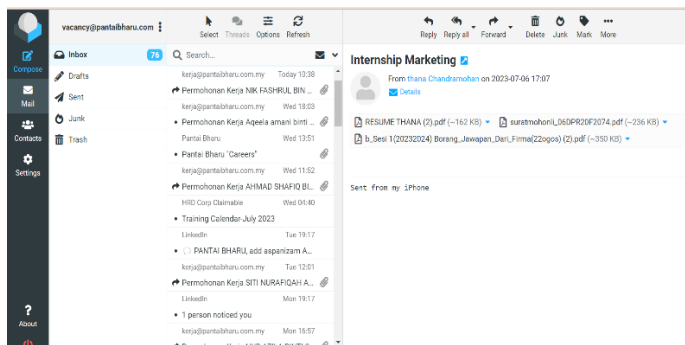


Figure 9:
Company E-mail

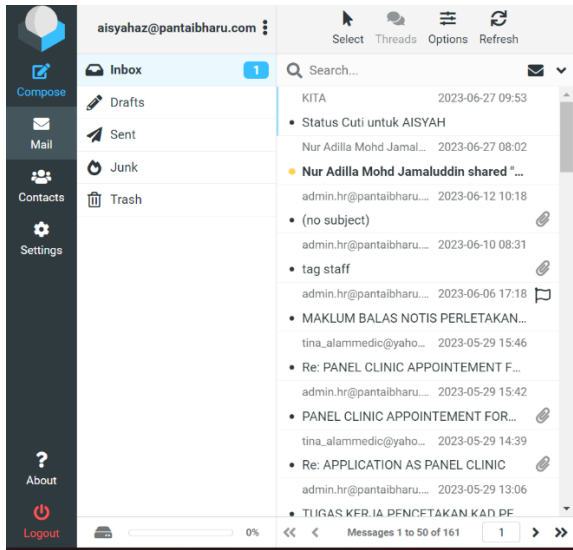


Figure 10:
Company E-mail



Figure 11:
Interview Session

NO	NAMA	ALAMAT	NO TELEFON	
1	ALIANA BINTI MOHD SABRI	PORT KLANG	019 345 9255	7/6 11AM
2
3
4
5
6
7
8
9
10
11
12
13
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17
18
19
20
21
22
23

Figure 12:
Handling Interview Session Data

NO	NAMA	ALAMAT	NO TELEFON	
1	MUHAMMAD HAFIZY BIN BAHARUDIN	ELANG	018 941 7161	7/7 11.30AM
2	MUHAMMAD BILAL BIN HADRI	ELANG	019 529 9195	6/7 12PM
3	ADITHYAN SIVAN	ELANG	011 918 4124	7/7 11AM AM
4	MUHAMMAD BILAL BIN HADRI	ELANG	011 7064 214	5/7 9PM AM
5	MUHAMMAD BILAL BIN HADRI	ELANG	011 326 901	5/7 3.30PM AM
6	MUHAMMAD BILAL BIN HADRI	ELANG	011 326 901	6/7 11.30AM
7	MUHAMMAD BILAL BIN HADRI	ELANG	011 326 901	6/7 11AM
8	MUHAMMAD BILAL BIN HADRI	ELANG	011 326 901	6/7 11.30AM
9	MUHAMMAD BILAL BIN HADRI	ELANG	011 326 901	6/7 11AM
10	MUHAMMAD BILAL BIN HADRI	ELANG	011 326 901	6/7 11.30AM
11	MUHAMMAD BILAL BIN HADRI	ELANG	011 326 901	6/7 11AM
12	MUHAMMAD BILAL BIN HADRI	ELANG	011 326 901	6/7 11.30AM
13	MUHAMMAD BILAL BIN HADRI	ELANG	011 326 901	6/7 11AM
14	MUHAMMAD BILAL BIN HADRI	ELANG	011 326 901	6/7 11.30AM
15	MUHAMMAD BILAL BIN HADRI	ELANG	011 326 901	6/7 11AM
16	MUHAMMAD BILAL BIN HADRI	ELANG	011 326 901	6/7 11.30AM
17	MUHAMMAD BILAL BIN HADRI	ELANG	011 326 901	6/7 11AM
18	MUHAMMAD BILAL BIN HADRI	ELANG	011 326 901	6/7 11.30AM
19	MUHAMMAD BILAL BIN HADRI	ELANG	011 326 901	6/7 11AM
20	MUHAMMAD BILAL BIN HADRI	ELANG	011 326 901	6/7 11.30AM
21	MUHAMMAD BILAL BIN HADRI	ELANG	011 326 901	6/7 11AM
22	MUHAMMAD BILAL BIN HADRI	ELANG	011 326 901	6/7 11.30AM
23	MUHAMMAD BILAL BIN HADRI	ELANG	011 326 901	6/7 11AM
24	MUHAMMAD BILAL BIN HADRI	ELANG	011 326 901	6/7 11.30AM

Figure 13:
Handling Interview Session Data

NO	NAMA	ALAMAT	NO TELEFON	
1	MUHAMMAD BILAL BIN HADRI	ELANG	011 326 901	6/7 11.30AM
2	MUHAMMAD BILAL BIN HADRI	ELANG	011 326 901	6/7 11AM
3	MUHAMMAD BILAL BIN HADRI	ELANG	011 326 901	6/7 11.30AM
4	MUHAMMAD BILAL BIN HADRI	ELANG	011 326 901	6/7 11AM
5	MUHAMMAD BILAL BIN HADRI	ELANG	011 326 901	6/7 11.30AM
6	MUHAMMAD BILAL BIN HADRI	ELANG	011 326 901	6/7 11AM
7	MUHAMMAD BILAL BIN HADRI	ELANG	011 326 901	6/7 11.30AM
8	MUHAMMAD BILAL BIN HADRI	ELANG	011 326 901	6/7 11AM
9	MUHAMMAD BILAL BIN HADRI	ELANG	011 326 901	6/7 11.30AM
10	MUHAMMAD BILAL BIN HADRI	ELANG	011 326 901	6/7 11AM
11	MUHAMMAD BILAL BIN HADRI	ELANG	011 326 901	6/7 11.30AM
12	MUHAMMAD BILAL BIN HADRI	ELANG	011 326 901	6/7 11AM
13	MUHAMMAD BILAL BIN HADRI	ELANG	011 326 901	6/7 11.30AM
14	MUHAMMAD BILAL BIN HADRI	ELANG	011 326 901	6/7 11AM
15	MUHAMMAD BILAL BIN HADRI	ELANG	011 326 901	6/7 11.30AM
16	MUHAMMAD BILAL BIN HADRI	ELANG	011 326 901	6/7 11AM
17	MUHAMMAD BILAL BIN HADRI	ELANG	011 326 901	6/7 11.30AM
18	MUHAMMAD BILAL BIN HADRI	ELANG	011 326 901	6/7 11AM
19	MUHAMMAD BILAL BIN HADRI	ELANG	011 326 901	6/7 11.30AM
20	MUHAMMAD BILAL BIN HADRI	ELANG	011 326 901	6/7 11AM
21	MUHAMMAD BILAL BIN HADRI	ELANG	011 326 901	6/7 11.30AM
22	MUHAMMAD BILAL BIN HADRI	ELANG	011 326 901	6/7 11AM
23	MUHAMMAD BILAL BIN HADRI	ELANG	011 326 901	6/7 11.30AM
24	MUHAMMAD BILAL BIN HADRI	ELANG	011 326 901	6/7 11AM

Figure 14:
Handling Internship Application Data

NO	NAMA	JAWATAN		PRINT
1	NUR ZULKAHHA BINTI NOR AZLIN	ADMIN	/	/
2	NORSYAFKA BINTI AZIZ	ADMIN	/	/
3	NUR FATIN AJIN	ADMIN	/	/
4	ADITHYAN SIVAN	ADMIN	/	/
5	MUHAMMAD BILAL BIN HADRI	ADMIN	/	/
6	MUHAMMAD BILAL BIN HADRI	ADMIN	/	/
7	MUHAMMAD BILAL BIN HADRI	ADMIN	/	/
8	MUHAMMAD BILAL BIN HADRI	ADMIN	/	/
9	MUHAMMAD BILAL BIN HADRI	ADMIN	/	/
10	MUHAMMAD BILAL BIN HADRI	ADMIN	/	/
11	MUHAMMAD BILAL BIN HADRI	ADMIN	/	/
12	MUHAMMAD BILAL BIN HADRI	ADMIN	/	/
13	MUHAMMAD BILAL BIN HADRI	ADMIN	/	/
14	MUHAMMAD BILAL BIN HADRI	ADMIN	/	/
15	MUHAMMAD BILAL BIN HADRI	ADMIN	/	/
16	MUHAMMAD BILAL BIN HADRI	ADMIN	/	/
17	MUHAMMAD BILAL BIN HADRI	ADMIN	/	/
18	MUHAMMAD BILAL BIN HADRI	ADMIN	/	/
19	MUHAMMAD BILAL BIN HADRI	ADMIN	/	/
20	MUHAMMAD BILAL BIN HADRI	ADMIN	/	/
21	MUHAMMAD BILAL BIN HADRI	ADMIN	/	/
22	MUHAMMAD BILAL BIN HADRI	ADMIN	/	/
23	MUHAMMAD BILAL BIN HADRI	ADMIN	/	/
24	MUHAMMAD BILAL BIN HADRI	ADMIN	/	/

Figure 15:
Handling List of the Candidates

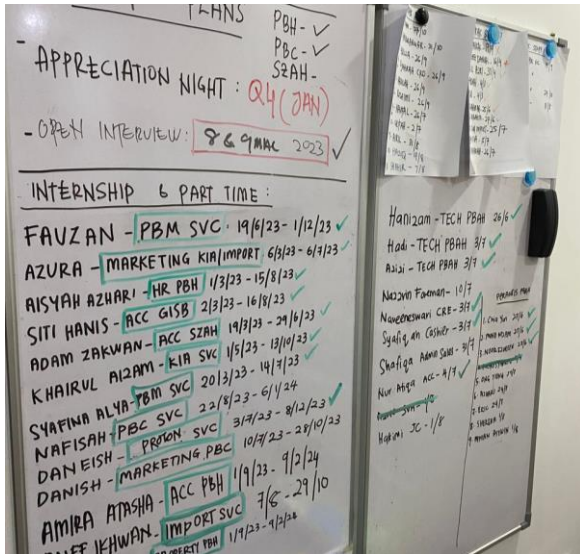


Figure 16:
Jotting down Information of Future Employees and Interns

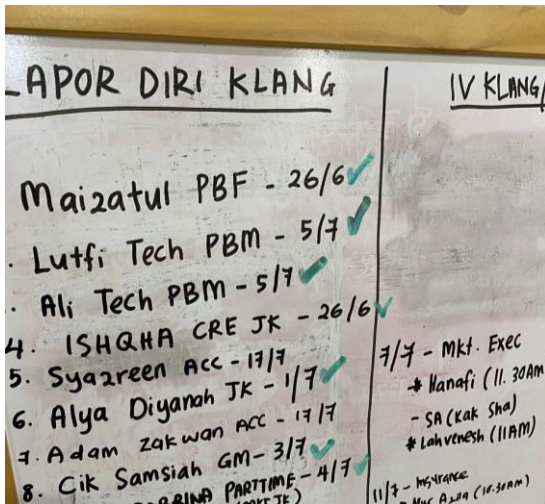


Figure 17:
Information of Future Employees and Interviews

DATE	TIME	PARTICULARS PROPOSES	DESTINATION	MILEAGE (RM)	TOLL (RM)	APPROVE (RM)
1/7	9:30					
12/7	9:00	(14)	POG JAWA	20		
12/7	1:30	(15)	POG JAWA	20		
12/7	9:00	(16)	POG JAWA	20		
12/7	2:00	(17)	POG JAWA	20		
14/7	8:30	(18)	POG JAWA	20		
14/7	1:30	(19)	POG JAWA	20		
15/7	9:30	(20)	POG JAWA	20		
15/7	1:30	(21)	POG JAWA	20		
16/7	9:00	(22)	POG JAWA	20		
16/7	2:00	(23)	POG JAWA	20		
19/7	9:00	(24)	POG JAWA	20		

Figure 18:
Handling Travelling Claims

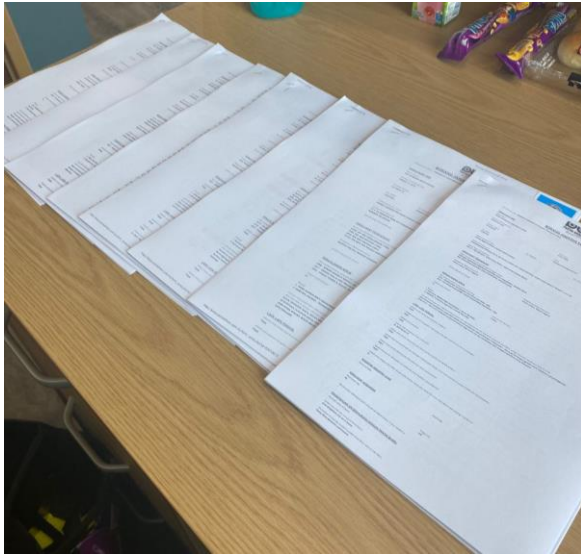


Figure 19:
Sorting down Information of the Interview Candidates

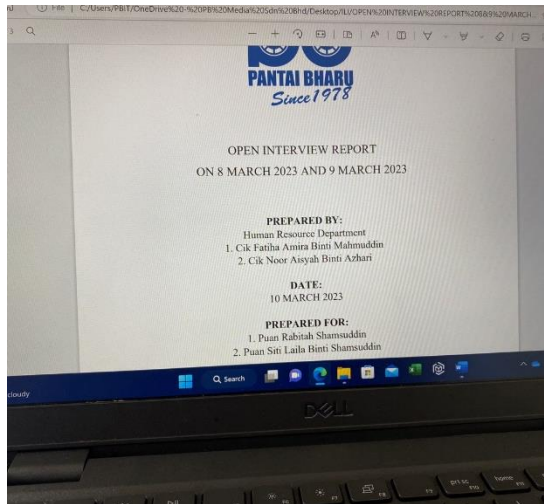
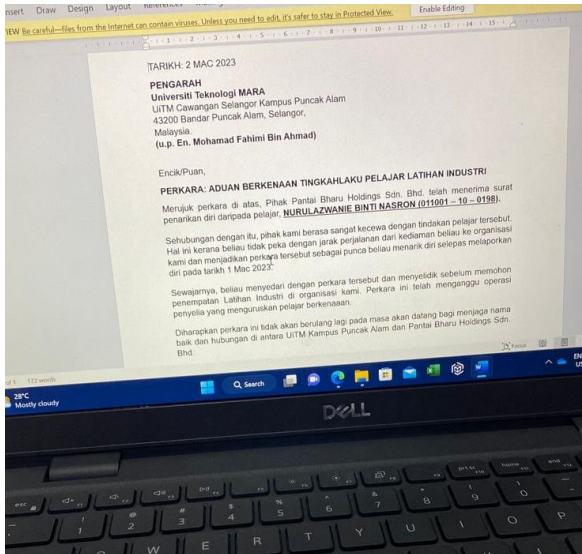


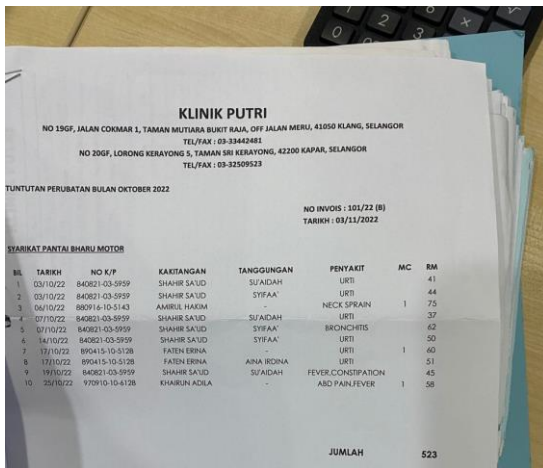
Figure 20:
Making The Interview Report

PB MOTOR SDN. BHD. (96889-H)		DATE / ATTENDANCE																										
NAME	TYPERID	26	27	28	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22		
DIRECTOR	730005	8:30	8:30	8:30	8:30	8:30	8:30	8:30	8:30	8:30	8:30	8:30	8:30	8:30	8:30	8:30	8:30	8:30	8:30	8:30	8:30	8:30	8:30	8:30	8:30	8:30	8:30	
ASST. TO DIRECTOR	971152	8:00	8:00	8:00	8:00	8:00	8:00	8:00	8:00	8:00	8:00	8:00	8:00	8:00	8:00	8:00	8:00	8:00	8:00	8:00	8:00	8:00	8:00	8:00	8:00	8:00	8:00	8:00
SALES MANAGER	742999	8:00	8:00	8:00	8:00	8:00	8:00	8:00	8:00	8:00	8:00	8:00	8:00	8:00	8:00	8:00	8:00	8:00	8:00	8:00	8:00	8:00	8:00	8:00	8:00	8:00	8:00	8:00
ACCOUNT	800246	8:00	8:00	8:00	8:00	8:00	8:00	8:00	8:00	8:00	8:00	8:00	8:00	8:00	8:00	8:00	8:00	8:00	8:00	8:00	8:00	8:00	8:00	8:00	8:00	8:00	8:00	8:00
ASISAH	021014	11:00	11:00	11:00	11:00	11:00	11:00	11:00	11:00	11:00	11:00	11:00	11:00	11:00	11:00	11:00	11:00	11:00	11:00	11:00	11:00	11:00	11:00	11:00	11:00	11:00	11:00	11:00

Figure 21:
Key – in Employees' Attendance



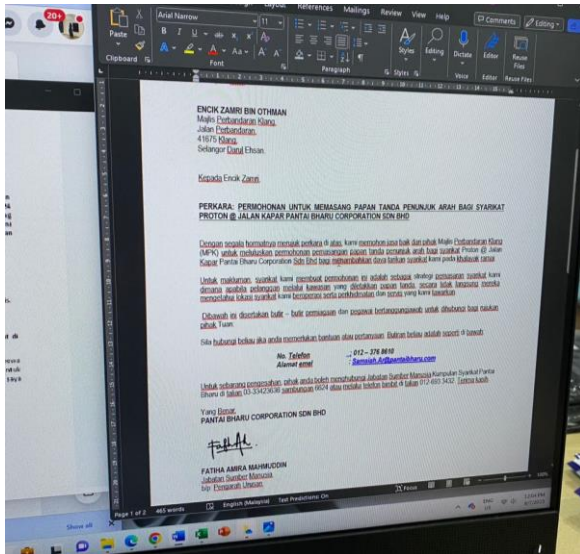
**Figure 25:
Writing Letters**



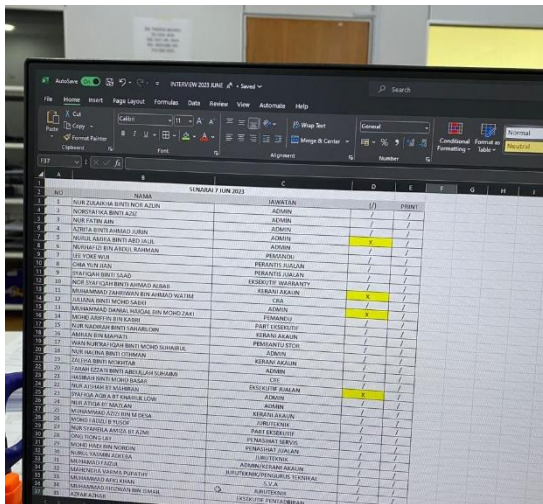
**Figure 26:
Making Clinic
Payment Invoices**



**Figure 27:
Joining Annual
Sport Day**



**Figure 28:
Writing Letters**



**Figure 29:
Creating List of Interview
Candidates**



**Figure 30:
Making Posters**



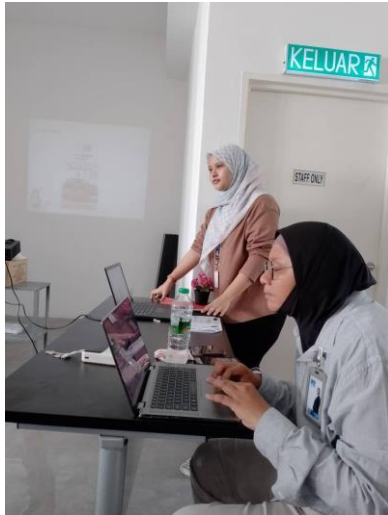
Figure 31:
Making Posters



Figure 32:
Making Posters



Figure 33:
Making Posters



**Figure 34:
Presentation of the Interview
Report**

NO	NAMA	JENIS LUNGAN	WARNA	SIZE	TOTAL	RM
1	ROBYATON	SHORT	TURKOISE, BLACK& GREEN	XL	3	RM60
2	SARAJI	LONG	BLACK, MAROON& GREY	M	3	RM66
3	SHAHMIM	SHORT	WHITE & GREY	XL	2	RM40
4	NAZRIN	LONG & SHORT	BLACK & GREY	M	2	RM42
5	NURNA	SHORT	GREY	S	1	RM20
6	BECKY	SHORT	TURKOISE & RED	L	2	RM40
7	EFFENDY	SHORT & LONG	WHITE & GREY	XL	2	RM42
8	SUFIAN	SHORT	BLACK	6XL	2	RM40
9	ADWAN	SHORT	BLACK	XXL	1	RM20

**Figure 35:
Making T – Shirt
Invoices**



**Figure 36:
Handling Raya
Events**

AKTIVITI JABATAN SUMBER MANUSIA 2023



Figure 37:
Arranging Meetings with
Several Colleges

SENARAI NAMA TEMU TERBUKA 11 MAC 2023

NO	SIWA	JABATAN	NO TELEFON	AGAMA	KEWARGA	DI
1	MUHAMMAD HAZI HAFIDZ BIN HAFIDZ	KEWANGSUKAN SUMBER MANUSIA	019766011	ISLAM	BARANG	✓
2	ALI NOR AZHAR BIN ABU BAKAR	PEMBANTU CI	011-1104019	ISLAM	BARANG	✓
3	SHAHRI BIN ISMAE	PEMBANTU PENYADARAN	017-317885	ISLAM	KAJANG	✓
4	MUHAMMAD BIN IZAMI	PEMBANTU PENYADARAN	017-881820	ISLAM	BARANG	✓
5	NUR SYAZWANA ATHIRAH BINI NAGUI	PEMBANTU OPERASI IT	011-2370401	ISLAM	BARANG	✓
6	AMAL MAHMOUD	PEMBANTU OPERASI IT	019-2717019	ISLAM	BARANG	✓
7	MUDA AZMI BIN HARIZ	PEMBANTU TEKNIKAL	011-668085	ISLAM	BARANG	✓
8	NUR IZZATI BINI TAMARA	KEWANGSUKAN SUMBER MANUSIA	018-916-0908	ISLAM	BARANG	✓
9	NUR AZMILA SARIINA BINI AZAM	PEMBANTU OPERASI	014-738445	ISLAM	BARANG	✓
10	MURAHIM AHMADILAH BINI IZAMI	PEMBANTU PENYADARAN	019-2204451	ISLAM	BARANG	App
11	MUHAMMAD SYAFIQ BIN D. HANAN	PEMBANTU IS	019-334131	ISLAM	BARANG	App
12	MUHAMMAD SYAFIQ BIN D. HANAN	PEMBANTU IS	019-334131	ISLAM	BARANG	App
13	MUHAMMAD SYAFIQ BIN D. HANAN	PEMBANTU IS	019-334131	ISLAM	BARANG	App
14	MUHAMMAD SYAFIQ BIN D. HANAN	PEMBANTU IS	019-334131	ISLAM	BARANG	App
15	MUHAMMAD SYAFIQ BIN D. HANAN	PEMBANTU IS	019-334131	ISLAM	BARANG	App
16	MUHAMMAD SYAFIQ BIN D. HANAN	PEMBANTU IS	019-334131	ISLAM	BARANG	App
17	MUHAMMAD SYAFIQ BIN D. HANAN	PEMBANTU IS	019-334131	ISLAM	BARANG	App
18	MUHAMMAD SYAFIQ BIN D. HANAN	PEMBANTU IS	019-334131	ISLAM	BARANG	App
19	MUHAMMAD SYAFIQ BIN D. HANAN	PEMBANTU IS	019-334131	ISLAM	BARANG	App
20	MUHAMMAD SYAFIQ BIN D. HANAN	PEMBANTU IS	019-334131	ISLAM	BARANG	App
21	MUHAMMAD SYAFIQ BIN D. HANAN	PEMBANTU IS	019-334131	ISLAM	BARANG	App
22	MUHAMMAD SYAFIQ BIN D. HANAN	PEMBANTU IS	019-334131	ISLAM	BARANG	App
23	MUHAMMAD SYAFIQ BIN D. HANAN	PEMBANTU IS	019-334131	ISLAM	BARANG	App

Figure 38:
Making List of
Interview Candidates

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