



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

HRM666: INTERNSHIP REPORT 2023

MSM PRAI BERHAD

1 MARCH - 15 AUGUST 2023

prepared by: **MOHAMAD SAIF BIN SAMSUDIN**
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**FACULTY OF BUSINESS AND MANAGEMENT
UNIVERSITI TEKNOLOGI MARA (UiTM)
KAMPUS ARAU, PERLIS**

**BBA (HONS) HUMAN RESOURCE MANAGEMENT (BA243)
HUMAN RESOURCE INTERNSHIP
HRM699**

**INTERNSHIP REPORT
“SWOT ANALYSIS OF MSM PRAI BERHAD”**

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GROUP: RBA2436C

SUBMISSION DATE: 15th JULY 2023

EXECUTIVE SUMMARY

A full-time degree student of Human Resources had to undergo an internship training for 24 weeks in order to complete our study. For me, I have been selected by a company MSM Prai Berhad, a well-known company for producing complementary goods which is sugar. For as long as I worked there my focus has been to do HR things such as training & development, compensation and benefit, people management, event management and more. It is a surreal experience as I got the chance to be treated as permanent employees with difficult tasks.

For the report, my focus is to analyse organization's strengths, weaknesses, opportunities, and threats so that I could come out with brilliant solutions to it. I compiled all main key points of each item specifically, but I had to gatekeep some of them in order to not breach the rules and regulations. The strengths of MSM Prai Berhad based on my observations are that it holds the highest market share for the sugar industry, has a variety of sugar products and is an expanding company. The weaknesses are high dependency on imported raw materials and no work-life balance. Opportunities are export potential and international market expansion and government incentives and support. Lastly threats are sugar alternative such as artificial sweetener, stevia, honey, weaken of MYR currency and raw sugar monopoly.

Based on the identified SWOT which is derived from PESTEL analysis, the come-out result of solutions and ideas for me were relevant and supporting the main idea. My hope that MSM will grow flourish in the future as now, they are not in a good financial position. And that is where more of my ideas come from to help MSM be better.

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COMPANY'S PROFILE

COMPANY NAME: MSM PRAI BERHAD

LOCATION: Lot 61, Jalan BRP 8/1v, Kawasan Perusahaan Bukit Rahman Putra, 47000 Sungai Buloh, Selangor

BACKGROUND: MSM Malaysia Holdings Berhad (“MSM”) is Malaysia’s leading refined sugar producer involved in producing, marketing, and selling refined sugar products famously known “Gula Prai”.

Incorporated on 10 Mar 2011, MSM was listed on the Main Market of Bursa Malaysia on 28 June 2011 with a market capitalization of RM 906.8 million (as of 17 June 2021)

MSM operates the sugar business of FGV Holdings Berhad and conducts its business principally through two operating subsidiaries, namely MSM Prai Berhad and MSM Sugar Refinery (Johor) Sdn Bhd.

VISION: To be a world-class, cost-efficient and high performance organization with a sustainable business model and diverse portfolio in the food related business

MISSION: We seek to enhance our values for the shareholders and optimize growth and achieve a sustainable, balanced, and integrated economic, social, and environmental performance by transforming our business model and reaping opportunities throughout the food value chain

ORGANIZATIONAL STRUCTURE:



BOARD OF DIRECTORS



Datuk Syed Hisham Syed Wazir
Chairman, Independent Non-Executive Director



Dato' Rosini Abd Samad
Independent Non-Executive Director



Datuk Lim Thean Shiang
Independent Non-Executive Director



Datuk Dr Abd Hapiz Abdullah
Independent Non-Executive Director



Dato' Amir Hamdan Hj Yusof
Non-Independent Non-Executive Director



Dato' Muthanna bin Abdullah
Independent Non-Executive Director



Steven Choy Khai Choon
Independent Non-Executive Director



MSM GROUP EXECUTIVE COMMITTEE (EXCO)

Abdul Hadi Karim
*Head
Corporate Strategy*



Wan Anniza
*Head
Legal Affairs*



Hasni Ahmad
*Group Chief
Operating Officer*



Syed Feizal Syed Mohammad
Group Chief Executive Officer



Ab Aziz Ismail
*Chief Financial
Officer*

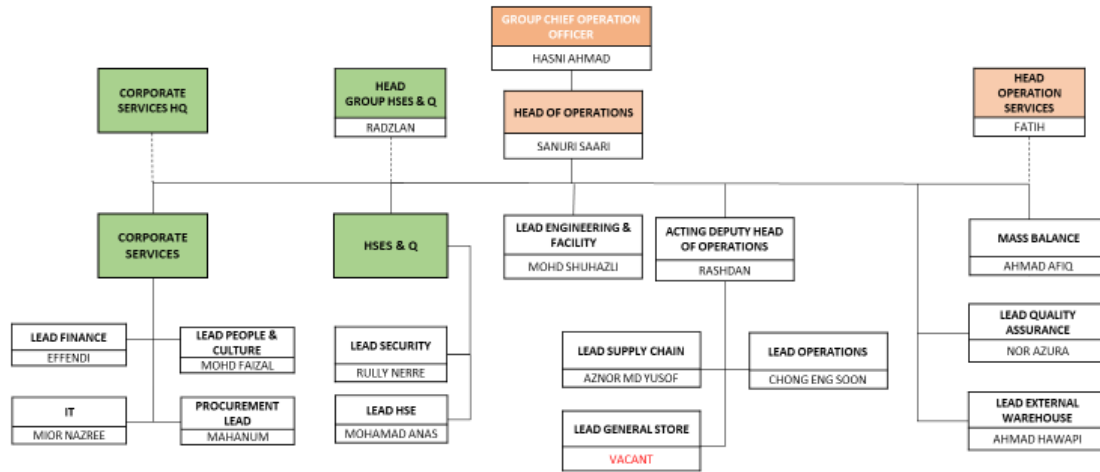


Ahmad Fer'rouse
*Head
Corporate Governance,
Risk Management*



M Bakhtiar M Pahraraji
*Head
Group HR & Admin*





TRAINING'S REFLECTION

DURATION: Started self-reporting to MSM PRAI Berhad on 1st March 2023 and ends on 15th August 2023. The duration of my internship is 24 weeks/6 months.

WORKING DAY: 5 working days, and 2 days off (Saturday & Sunday) each week.

TIME: At MSM PRAI Berhad, the operation hours are 24/7 but for non-operational jobs. For office jobs, we operate from 8:30 a.m. until 5:30 p.m. with 1 hour lunch break in between from 1:00 p.m. to 2:00 p.m.

DETAILS: I was assigned to be in the People & Culture SBW (HR) department when I was selected as an intern at MSM PRAI Berhad. As an intern, I was trained to do real HR related job including compensation & benefits, training, employee engagement, Corporate Social Responsibility and Industrial Relations. For example, every month, I have to calculate overtime claim, and shift allowance for non-executive employees before submitting it to the payroll officer at HQ for their salary payment. For training, I contacted the training provider to arrange our training program such as Good Manufacturing Practices (GMP) training and then register the training for HRDC claim. Employee engagement is where our department conducted activities or events to ensure employees happiness such as Sambutan Hari Raya, Badminton Open Match and more. CSR program we did such as sugar distribution to nearby surau or mosque every month and a visit to local orphanage house. Lastly industrial relations are where I join several union meetings between People & Culture and union representative to discuss and negotiate for collective bargaining. I have been given so many tasks by the Supervisor such as to manage some events, settle overpayment to the contract workers vendors and headhunting candidates from social media for our available job vacancy. Please refer to appendices.

GAINS: The benefits I gained there as an intern includes, RM 900 allowance and a pack of sugar every month, other benefits such as good experience and knowledge, improve my interpersonal and communication skills where I get to communicate with every employee and contract workers. Also, I have some experience in communicating with bosses which is definitely different like when we communicate with colleague. I have made mistakes, but I learn from it and improve my skills gradually.

SWOT ANALYSIS

<p style="text-align: center;">STREGTH</p> <ul style="list-style-type: none"> • Holds the highest market share for the sugar industry. • Variety of sugar product • Expanding company 	<p style="text-align: center;">WEAKNESS</p> <ul style="list-style-type: none"> • High dependency on imported raw materials. • No work-life balance
<p style="text-align: center;">OPPORTUNITY</p> <ul style="list-style-type: none"> • Export potential and international market expansion • Government incentives and support 	<p style="text-align: center;">THREAT</p> <ul style="list-style-type: none"> • Sugar alternative (artificial sweetener, stevia, honey) • Weaken of MYR currency • Raw sugar monopoly

Strength

- Holds the highest market share for the sugar industry.

MSM Malaysia Holdings holds 64% domestic sugar market share in Malaysia which makes them the highest sugar distributor in Malaysia (The Sun Daily, 2015). Gula Prai has been really familiar by households in Malaysia, and it is a preferred sugar brand rather than the other. They are also easy to find at any store because of their wide area of distribution area. Variety of sugar product

- Variety of product



MSM sugar dominating the sugar market right by supplying variety/ wide range of sugar product for household and industry use. Their main sugar products include, coarse grain sugar, icing sugar, soft brown sugar, castor sugar, cube sugar and fine granulated sugar.

- Expanding company

MSM Malaysia Holdings is now part of the industry initiative ASEAN sugar Alliance (ASA) via MoU. Other refiners also come from other ASEAN country such as Cambodia, Indonesia, Myanmar, Philippines, Myanmar and Vietnam (Jalil, 2023). It means that MSM is now growing into a larger organization which later they need to upscale their labor and workforce to manage operation.

Weakness

- High dependency on imported raw materials.

Since the cease of the sugarcane plantation at Chuping, Perlis in 2012, Malaysia become fully dependent on imported raw sugar to produce refined sugar. We import our sugar mostly from south America country such as Brazil (The Sun, 2023). The unstable economy and pressure will easily disrupt import and impact on sugar price.

- No work-life balance

Employees here work too hard. This is because sugar is an essential product so we must operate 24 hours. I saw most of the time employees had to work beyond their working hours, especially from the supply chain department. This is not good for human health as we need good and enough rest. Study proves that long working hours had a positive relationship with occupational health problems (Wong et. al., 2019)

Opportunities

- Export potential and international market expansion
Sugar is an essential product; this item can be easily exported anywhere because everyone needs sugar in their cooking or drinks. More effort has to be put so that our sugar becomes more marketable in the global market. This can be done by changing our label and packaging to another language that suits the new market language.
- Government incentives and support
Malaysia's government always done the best to help local businesses to grow because it will later boost our economic. There are so many incentives and support provided by the government including training that can be attended by business owners. Malaysians has to be more proactive in seeking opportunities and make use of it for their own benefits.

Threat

- Sugar alternative (artificial sweetener, stevia, honey)
Nowadays, people go back to their natural resources in order to find better health. They are always brainwashed that sugar is not good for their health, but it is not true as long as they take it moderately and control their sugar intake. Hence, they take other sources such as stevia, honey, and artificial sweetener. These kinds of sweeteners are not cost-friendly because they are quite expensive. Sugar also comes from natural sources which is sugarcane and has its own benefits that people do not know.
- Weaken of MYR currency
MYR day by day decreasing their value which concerning economic professionals and also Malaysian citizen. The cost of living is increasing and the price of goods hiking up. The weakening of MYR impacted our economy so much because we are so dependable on imported goods that we pay using USD, including raw sugar. This is a threat to MSM because it will affect MSM financial and operating cost.

- Raw sugar monopoly

Sugar importers in Malaysia must have an Approved Permit (AP) in order to import raw sugar from other country since we no longer have our own sugarcane farm. This causes some issue where some parties take advantage to monopolize importing raw sugar into Malaysia using heir permit making the raw sugar price becomes high. There are too much parties the sugar have to go through before it is in the hand of consumer.

DISCUSSION & RECOMMENDATION

SWOT MATRIX	<p style="text-align: center;">STRENGTH</p> <ul style="list-style-type: none"> • Holds highest market share for sugar industry (S1) • Variety of product (S2) • Expanding company (S3) 	<p style="text-align: center;">WEAKNESS</p> <ul style="list-style-type: none"> • High dependency on imported raw sugar (W1) • No work-life balance (W2)
<p style="text-align: center;">OPPORTUNITY</p> <ul style="list-style-type: none"> • Export potential and international market demands (O1) • Government incentives and support (O2) 	<p style="text-align: center;">SO STRATEGIES</p> <ul style="list-style-type: none"> • Market expansion. Expanding customer base and increasing sale (S1, S3, O1) • Government-backed international trade initiatives (S2, O2) 	<p style="text-align: center;">WO STRATEGIES</p> <ul style="list-style-type: none"> • Diversify raw material sources (W1, O1) • Provide resources and support programs to promote well-being (W2, O2)
<p style="text-align: center;">THREAT</p> <ul style="list-style-type: none"> • Sugar alternative (T1) • Weaken of MYR currency (T2) • Raw sugar monopoly (T3) 	<p style="text-align: center;">ST STRATEGIES</p> <ul style="list-style-type: none"> • Promote the advantages of traditional sugar (S1, T1) • Vertical integration. Acquiring or partnering with businesses in supply chain (S3, T3) 	<p style="text-align: center;">WT STRATEGIES</p> <ul style="list-style-type: none"> • Strengthen supply chain and cost management (W1, T2, T3) • Innovate and diversify product offerings (W1, T1)

SO Strategies

1. **Market expansion. Expanding customer base and increasing sales.**

Using the fact that MSM has the biggest sugar market share, look for ways to grow into foreign markets. Use various products to meet customers' needs in different parts of the world. Use government benefits and help to make it easier to sell, break into new markets, and to bring in more money. Meeting Different Customer Needs is the first step. By making different sugar goods, the company can meet the wants of different clients. Because of this, they can reach a bigger range of clients. Second, how things are changing, tastes might change over time. MSM can better deal with these changes because it has a wide range of products. They might start selling organic or natural sweeteners to meet the growing demand for healthy options. According to a study (Pielak et al., 2019), consumers are moving their tastes towards natural products because they are better for their health. Third, being different from competitors. MSM stands out from competitors with fewer options because it has more. This can bring in clients who like variety and give the business an edge over its competitors—four, upselling and cross-selling. MSM can give clients goods that go together by having a wide range of items. MSM should make another line of products based on sugar instead of just making sugar products—for example, a sweetened drink, candy, syrup, or sweets. Sales and revenue per client rose as a result. Exploring Niche Markets is the last step. Because the company has a wide range of products, it can target narrow areas with specific needs. This makes it possible to serve niche customers and make more money.

2. **Government-backed international trade initiatives.**

Leverage the company's strong market position and government incentives to participate in international trade initiatives and exhibitions. These events allow MSM to show off its goods, make business connections, and find possible trade partners in new markets. Research (Zarantonello & Schmitt, 2013) shows that events affect brand value directly and indirectly through brand experience and, in some cases, brand attitude. The Malaysia International Trade and Exhibition Centre (MITEC) Exhibition is one event that the government of Malaysia puts on to promote Malaysian goods overseas. At MITEC's many trade events and displays, people worldwide can see a wide range of Malaysian goods and businesses. Local businesses can meet people worldwide, find out about new markets, and

show off their goods and services at these fairs. The events, which cover a wide range of fields like manufacturing, agriculture, food and drink, technology, and more, give Malaysian businesses a chance to show off their skills and market their products to people worldwide. The Malaysian government actively supports and promotes these displays to boost trade and show the world what Malaysia is good at. Next is MATRADE, which stands for Malaysia External Trade Development Corporation. Malaysia's Ministry of International Trade and Industry (MITI) oversees this government organization. MATRADE's major goals are to help Malaysian businesses expand abroad and to boost Malaysia's trade with other countries. MATRADE is an important part of trade and investment in Malaysia because it offers many services and programs to Malaysian businesses.

WO Strategies

1. **Diversify raw material sources.**

To address the high dependency on imported raw materials, the MSM can explore opportunities to diversify its sources of raw materials. This could mean making deals or relationships with local sugarcane farmers or looking into other sources of sugar, like sugar beets. Sugar beets can be used instead of sugarcane as a raw sugar source because they have the same amount of sugar, can produce more sugar per acre, and can grow in different temperatures. They have enough sucrose to make sugar, they can make more sugar on less land, and they can be grown in cold areas. This gives sugar-making companies a good option if they want to change where they get their raw sugar or work where sugarcane farming is impossible. By importing less raw materials, MSM can reduce the risks of changes in global product prices and problems in the supply chain. This could help MSM, which has to deal with high running costs because of the high price of raw materials. Which puts more financial stress on MSM (The Star, 2023)

2. **Provide resources and support programs to promote well-being.**

Recognizing the lack of work-life balance as a weakness, MSM can implement initiatives to improve the well-being of its employees. This can be done by making flexible work arrangements, supporting work-life balance rules, and offering support programs like employee aid programs or wellness efforts. Engaging workers through different events and wellness programs is important for making the workplace a good place to work and improving their health. These can be things like team-building tasks, social events, and fun activities that get people to talk to each other and get to know each other better. Wellness programs like fitness challenges, lessons on relaxation, and health checks can also help workers' physical and mental health. Giving employees chances to grow personally and professionally, like training classes or mentorship programs, is another way to keep them engaged. These activities and programs not only make employees happy and healthier, but they also boost mood, increase productivity, and make employees feel like they belong and are loyal to the company. By putting the health and happiness of employees first, the company can make them happier, more productive, and more likely to stay with the company. (Ismail and Warrak, 2019) did a study that found that job well-being and psychological well-being are important and have a good effect on employee retention.

ST Strategies

1. **Promote the advantages of traditional sugar.**

Capitalize on the highest market share in the sugar industry to counter the threat of other sugar alternatives. Since the company has the biggest part of the sugar market, it can successfully fight off the danger of other sugar alternatives. By making the most of its dominant position, the company can keep its market presence through brand recall, customer loyalty, and established sales methods. It can spend money on targeted marketing efforts and promotions to teach customers about the unique benefits and high quality of traditional sugar goods. By emphasizing that traditional sugar tastes better, can be used in more ways, and has cultural importance, the company can set itself apart from other sweets and keep its customers. Teach people about the taste, versatility, and natural origin of traditional sugar. For example, a study found that eating sugar makes the brain release the "feel-good hormone" and gives the body the energy it needs to function and do physical activities (Abayechaw, et al., 2023).

2. **Vertical integration. Acquiring or partnering with businesses in supply chain.**

Use the fact that your company is growing to look into possibilities for vertical integration in the sugar business. This could mean buying or partnering with companies in the supply chain, like sugarcane farms, refining facilities, or transportation networks, to gain more control over the production process and make sure there is a steady supply of raw materials. By buying sugarcane farms or forming partnerships with them, MSM gets direct access to the main raw material needed to make sugar, lowering its reliance on outside suppliers and the risk of problems. In the same way, forming partnerships with or buying refining centers makes it easier to handle and keep track of quality throughout the production process. Collaboration with distribution networks also helps get finished sugar goods to the market quickly and effectively.

WT Strategies

1. **Strengthen supply chain and cost management.**

In light of the weakness of high dependency on imported raw materials and the threat of raw sugar monopoly, the company can focus on implementing cost management strategies. To lessen the effects of unfair pricing, this could mean renegotiating contracts with suppliers, looking for better price terms, or looking into other ways to get supplies. Using lean production methods and improving operating processes can also help cut costs and make a business more efficient. MSM should work especially hard to raise the utilization rate at the Johor refinery, where it is low due to rising costs for inputs and financing (Jalil, 2023). Practices that reduce costs and improve financial efficiency include efficient procurement through good supplier negotiations and inventory management, energy optimization measures to lower electricity and fuel costs, waste reduction strategies to make better use of resources, streamlined operations to increase productivity and lower labor costs, effective maintenance programs to reduce equipment breakdowns, technology integration for process automation, and so on. By using these practices, the MSM can become more competitive, improve its financial success, and adjust to changes in the market.

2. **Innovate and diversify product offerings.**

Addressing the threat of other sugar alternatives, the company can invest in research and development to innovate and diversify its product offerings. This can include making and marketing specialized sugar goods like organic or natural sugars, as well as looking for ways to make sugar replacements or low-calorie sweeteners. By making a bigger range of products available, MSM can keep up with changing customer tastes and reach new markets. Technology is being used by the sugar industry to make new products and meet changing buyer needs. By using technology, sugar producers can explore new areas and come up with new sugar-based goods that meet the needs of people with different diets and who care about their health. For example, improvements in processing methods have made it possible to make low-calorie or natural sweets, which are appealing to people who want healthy options. Technology also makes it possible to make specialty sugars with different tastes, textures, and uses to meet the needs of the gourmet and cooking businesses.

CONCLUSION

In conclusion, I have gained so much knowledge during my internship within the Human Resource spectrum, MSM is a good place for a student not only to complete their internship but also to gain something that is useful for us when we become a fresh graduate. There is a lot for me to improve personally in terms of my work quality and time management. Also, MSM they have done a great job by supplying human's basic needs even though have to bear with financial issues. Some issues need to be addressed immediately especially if they want to sustain in the industry and stand tall as a main player in the sugar industry. Suggested strategies are proposed to help MSM to flourish based on my understanding as an intern. Each employee deserves to be happy and get to do what they want after working hours. Employers should always think for the sake of employees because they are the main stakeholders of the organization, putting an eye close to competitors and planning strategies to sustain.

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Appendices



1. MSM Sungai Buloh Warehouse Raya 2023 celebration. left picture is the committee team and right picture is me reciting prayer for the event



2. . Me and my supervisor during Health, Safety and Environment internal audit



3. Me handing over Bubur Lambuk to Deputy Head of Operation duing Ramadhan



4. Attending Sambutan Hari Pekerja peringkat Kebangsaan at Putrajaya with MSM Group People & Culture



5. At MSM we distribute 2 packs of sugar to employees every two months for engagement, the balance of undistributed sugar we usually give it to mosque or orphanage home



6. Good Manufacturing Practice (GMP) Awareness Training compulsory to all employees so we arrange it every month



7. Lunch with MSM employee for appreciation of KPI achievement



8. Food Handling Training is compulsory for all MSM employees once in their lifetime.



9. MSM 2nd quarter Townhall meeting



10. Join Career fair organized by PERKESO at Sg Buloh



11. Leadership Training with MSM SBW and MSM Logistics top management



12. Visit MSM employee who had an accident.



13. CSR: visit and donate sugar to orphanage home nearby Sg Buloh



14. Dates distribution to all MSM employees during Ramadhan



15. MSM SBW and MSM Logistics Raya video shooting



16. Root Cause Analysis training was handled fully by me.



17. NPE Run with MSM employees



UNIVERSITI TEKNOLOGI MARA

ENDORSEMENT OF OUR ORIGINAL REPORT

Coordinator

Unit Jaminan Kualiti Akademik (UJKA)
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02600 Arau
Perlis

Sir

**ENDORSEMENT OF OUR ORIGINAL REPORT FOR PROPOSAL/DISSERTATION/THESIS/PROJECT PAPER/
ASSIGNMENT**

With reference to the work of the candidate below:

Nama : MOHAMAD SAIF BIN SAMSUDIN

Matric No. : 2021172851

Faculty : FACULTY OF BUSINESS AND MANAGEMENT

Programme : BBA (HONS) HUMAN RESOURCES MANAGEMENT (BA243)

Title : SWOT ANALYSIS OF MSM PRAI BERHAD

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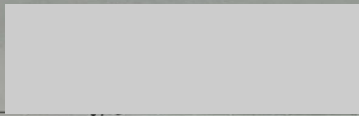
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1st advisor's signature and stamp

Name : **PROF. MADYA DR. SHAIFUL ANNUAR KHALID**
Pensyarah
Fakulti Pengurusan dan Perniagaan
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