

INTERNSHIP REPORT

PUNCAK NIAGA HOLDINGS BERHAD



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SUBMISSION DATE: 22nd AUGUST 2023

EXECUTIVE SUMMARY

Puncak Niaga is an established company that has a strong corporate governance with diverse business segments. This internship reports explain 9 parts which includes preliminary pages, student's profile, company's profile, training's reflection, SWOT analysis, discussion and recommendations, conclusion, references and conclusions. It provides a brief summary of the internship's significant discoveries, experiences, and accomplishments. Besides, this report also emphasis the major goals of the internship, the work completed, and the skills gained in training's reflection part.

In this report, I have analyzed SWOT analysis for Puncak Niaga Holdings Berhad by observing and having hands on experience by serving as an intern at the company. Businesses can acquire a full understanding of their internal strengths and weaknesses, as well as external possibilities and threats, by completing a SWOT analysis. This research lays the groundwork for strategic decision-making, allowing firms to capitalize on their strengths, rectify their shortcomings, grasp opportunities, and reduce threats. It also assists the business in aligning their strategy with internal capabilities and external market conditions in order to achieve long-term growth and competitive advantage. I have also suggested few strategies on the SWOT matrix.

Besides, I have developed various external factors that may effects the company's operations and decision-making by analyzing PESTLE analysis. This part assists businesses in identifying opportunities, anticipating dangers, and adapting their plans to the external environment. It also enables businesses to efficiently traverse the dynamic and complicated business world by providing insights for strategic planning, risk assessment, and opportunity identification.

Lastly, for recommendation and discussion part, it is best for the company to take action on the SWOT analysis that have been discussed. It can be done by implementing thorough investigation to pinpoint the company's specific problems, which include its operating expenses and financial performance. For instance, adopt digital transformation to improve operational efficiency and can form strategic alliances and collaborations to capitalise on complementary capabilities, broaden market reach, and drive innovation.

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PART 3: COMPANY'S PROFILE

3.1 Name, Location, Background



Puncak Niaga Holdings Berhad (PNHB) which located at Wisma Rozali, Section 13, Shah Alam, Selangor is a private multinational company. PNHB is a holding company which their subsidiaries mainly operate in in the building, water treatment, wastewater, and environmental engineering industries. They also conduct research, develop new technologies, and provide management and advisory services. Puncak Niaga business are slowly recovering from the global pandemic's effects, with many adjusting and finding new ways to flourish in the post-pandemic landscape.

PNHB, which was established on January 7, 1997, became entitled to trading on the Main Market of Bursa Malaysia Securities Berhad on July 8, 1997. As of the end of December 2015, PNHB had a market value of RM656.0 million. It was recently reclassified to the Construction sector on November 13, 2015, thus becoming the initial water management and water supply concessions firm that was placed on the Stock Exchange of Malaysia under the Securities Commission's Infrastructure Project Company standards.

More than 600 people are employed by the Puncak Niaga Group, with more than half of them being leadership, experts, skilled, and management level and executives through fundamental skills in the field of engineering, cultivation, legal, and accounting management, administration, and business, who are critical to sustaining the Group's present and potential companies and activities. Puncak Niaga's sustainability is governed by the Company's Board of Directors ("Board"), who have sole accountability for its environmental practises and concerns. In addition, the Board oversees the Group's risk control policies and frameworks. The Group's broad structures and processes, which set strong norms for reporting, responsibility in making decisions, and the execution on the Group's sustainability plan, guide our sustainable governance.

3.2 Vision:

To become a major player in the oil and gas industry, as well as the plantation and real estate development industries, and to be the premier regional provider of integrated wastewater, water, and environmental services.

Mission:

- To continuously implement strategic thinking, high standards of quality, effective solutions, growth of human capital, cutting-edge technology, and operational processes in order to meet the growing challenges in the market for wastewater, water, and environmental engineering in real estate development, cultivation, and its construction.
- To be actively involved in regional, national, and international business possibilities that are related to the organization's primary operations.
- To offer their expertise and insight through Smart Business Partnerships, Public Private Partnerships, or other cutting-edge business models in order to accelerate business growth.

Goal:

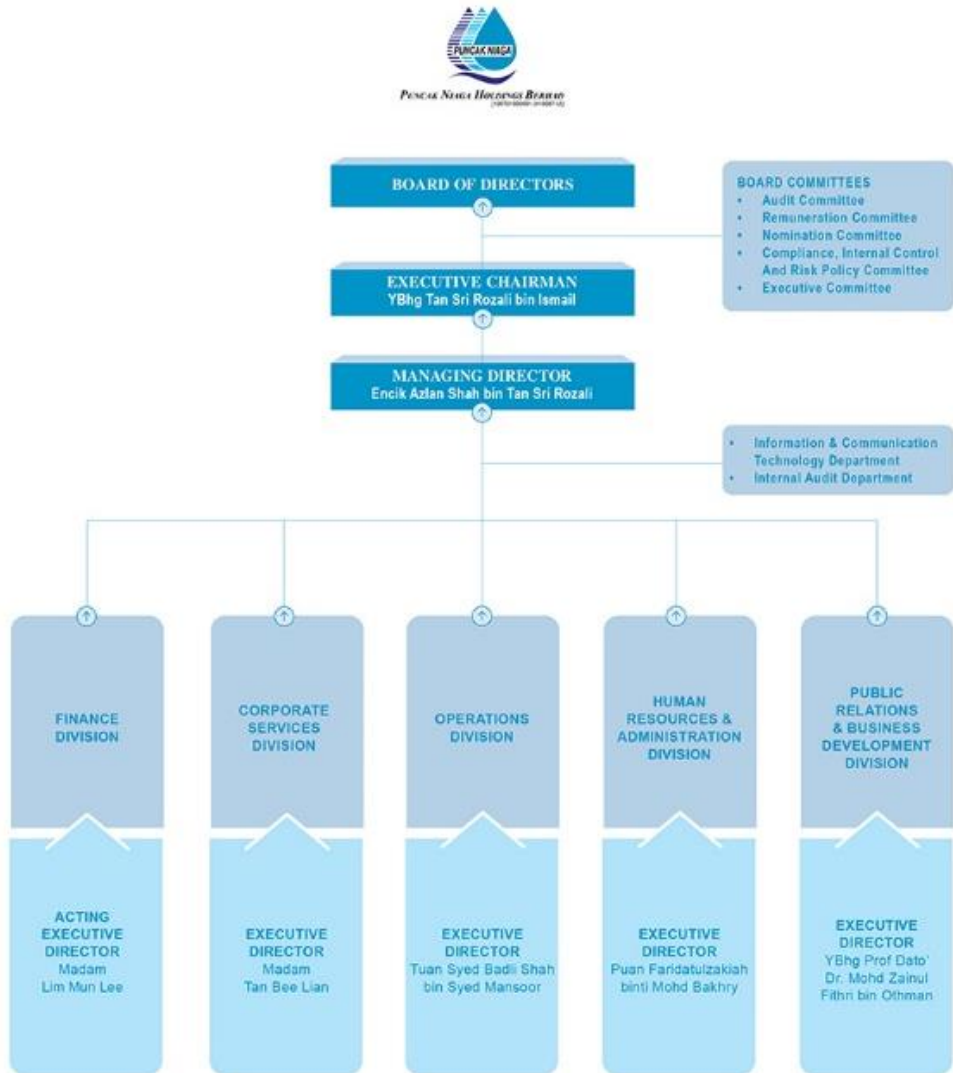
PNHB Group will consider broadening its activities across industries related to its primary operations and its fundamental skills in water and waste water sewage disposal, environmentally friendly engineering, and building, globally and locally, as well as investigating possibilities in novel industries like oil palm plantations, real estate development, and the food and beverage industry. This is done in an effort to increase revenue and provide value to stakeholders.

PUNCAK NIAGA CORE BUSINESSES

- 1. Water:** Puncak Niaga is dedicated to offering the greatest service to customers by ensuring and preserving the quality of treated water to the required standard around the world, specialising in Water Treatment Plants (WTP) and Water Infrastructure (WI).
- 2. Wastewater:** The Malaysian Sewerage Service Department of the Ministry of Energy, Green Technology, and Water chose PNCSB as the contractor for Package D44 in 2014, to build the sewer pipe networks in Bunas, Kuala Lumpur. In 2018, PNCSB was awarded the contract for the Kuantan Sewerage Project (Projek Pembetulan Kuantan).
- 3. Plantation:** PNHB look into prospective business opportunities through collaboration with established local and international plantation enterprises in order to accelerate our entry into the sectors. PNHB is growing into the oil palm plantation business in order to maximise Puncak Niaga Group returns through direct involvement in the plantation sector, which has proven to be a sustainable business. Sarawak Oil Palm crop at Murum, Sarawak, contains 42,950 hectares of palm oil crop.
- 4. Property:** The Property Division wants to focus on this crucial area of the Malaysian economy, driven by the PNHB Group ambition to be a competitive and prominent participant in the property market.
- 5. Facility management:** Puncak Niaga's subsidiary, TRIplc Berhad, is active in concession facilities management services (FMS). TRIplc is paid concession charges under the concession with Universiti Teknologi MARA (UiTM), which include Availability Charges and Maintenance Charges in accordance with the provisions of the Concession Agreement.

3.3 ORGANIZATION STRUCTURE

Organisation Structure



Note : Information as at 16 December 2022

PART 4: TRAINING'S REFLECTION

4.1 Duration and Details:

The internship duration are six months starting from 1st March 2023 until 31st August 2023. Working day is from Monday to Friday and working hour here is flexible as staff can choose their preferred working hour either from 8:30AM to 5:30PM or 9AM to 6PM. I was assigned to work in Human Resources Management Department under Puncak Niaga Management Services Sdn Bhd which they provide support services to all subsidiaries of Puncak Niaga Holdings Berhad. My role is as Recruiter Trainee in which I assist recruitment team and other human resources areas.

4.2 Responsibilities:

As a recruitment trainee, I am assigned to a full spectrum of pre-employment process which comprises from outsourcing to the appointment of the candidates. Throughout pre-employment process, I am given the opportunity to oversee and re-construct the job descriptions and specifications based on the position hiring needs. This includes collaborating with department managers to set up and compile lists of requirements that are deemed fit to the company needs. During outsourcing process, I am given the opportunity to be in charge in advertising and liaising with the interested candidates through various platforms such as social media, online employment forums, internal databases and many others. Upon verification and approval from the head of department, I assisted my team members in assessing applicants' skills and experiences to match with the positions requirements and proceeded to scheduling interviews with the potential candidates. Upon new-hire orientation and onboarding process, I am assigned to complete paperwork that consists of memorandums and proposals of the employment process.

Assignments:

Throughout my internship, I have been assigned we several weekly job duties and task to assist the department in recruitment process. The job assignments that have been assigned to me consisted of vacancy advertisement, phone screenings umm, interview sessions as well as assisting the department in recruitment event. Upon verification of job needs by my manager, I am assigned to post the job vacancies and advertising to attract candidates who are looking for vacancies on various platforms. Aside from that, there are assignments that have been assigned to me which also include reviewing resumes and conducting initial full screening to find suitable and

potential candidates that would fit with the job description and requirements. To add, depending on the interview schedules, I'm also assigned to assist in the daily interview sessions ranging from online to walk-in interviews. Last but not least, I am also given the opportunity to attend a two-day recruitment event such as the career fair that was being held at MBSA Convention Centre in June.

Tasks:

Additionally, my internship job duties also cover various human resources and administration matters. As part of the human resource team, I am involved in providing support to the respective superiors in aiding the department operation to run smoothly on daily basis. Some of the tasks include overseeing the process of making reservations for the company's meeting room for training, events, meetings, and interviews. Aside from that, I have also facilitated various departments documentation such as filing and compiling records. Throughout the employment process, my daily task also includes finalizing the details of the interview sessions as well as preparing the appointment letters for the selected candidates.

4.3 Gains:

All in all, my internship experiences in Puncak Niaga Holdings Bhd have given me numerous gains that benefits me as a graduate. Among the intrinsic benefits, I am able to master and improve recruitment knowledge within the human resources area that will help me to widen my exposure within the industry. With my deep interest in human resource and recruitment, I have gained satisfactory experiences in doing my internship in the areas that I have passion in. Aside from that, with my internship experience, I am able to enhance my skills with real-life experiences that would allow me to progress comprehensively as a graduate. To add, I have also gained the extrinsic benefits in terms of the allowance I have received which motivates me to learn more and assist the team members in many ways I can.

PART 5: SWOT ANALYSIS

S – STRENGTHS	W – WEAKNESSES	O- OPPORTUNITIES	T – THREATS
a) Diverse business segments	a) High operating expenses	a) Business expansion	a) Increase competitions
b) Strong brand recognition	b) Poor financial performance	b) Technology advancement	b) Price fluctuations
c) Comply with SOPs and guidelines	c) Minimal number of project	c) Increase investment opportunities	c) Dependency of third parties
d) Strong corporate governance	d) Low operational efficiency	d) Increase merger and acquisitions	d) Economic factors
e) In-house business functions	e) High employee turnover	e) Collaboration with other institutions	e) Changes in government regulations

Table 1: SWOT Analysis

5.1 STRENGTHS

a) Diverse business segments

Puncak Niaga operates five diverse businesses, primarily in water, sewerage, constructions, plantations, concessions, and facility management. Puncak Niaga's wholly-owned subsidiary, Puncak Niaga Construction Sdn Bhd ("PNCSB"), is primarily engaged in constructing buildings, general contracts, and related activities. As Puncak Niaga's construction arm, PNCSB now operates two sewage projects in Kuala Lumpur and Kuantan, as well as one water pipe replacement project in Johor, for the government. Environmental construction and engineering The kuantan sewerage project's goal is to enhance the surrounding environment by increasing the extent of sewerage services and reducing pollution sources, as well as producing high-quality wastewater, which will improve the water quality of rivers.

Puncak Niaga accomplished the acquisition of the whole issued share capital of TRIplc Berhad (TRIplc), a company that primarily provides services related to project management for construction projects, property development, property investment, property management, and facilities management services. Under Malaysia's Private Finance Initiative, TRIplc holds two concession agreements for Zone 1 Phase 2 ("Z1P2") and Zone 1 Phase 3 (Z1P3) of Universiti Teknologi MARA (UiTM) Puncak Alam Campus. Furthermore, Danum Sinar Sdn Bhdv (DSSB) operates the Plantation Division, which has developed an overall land area of 12,041 hectares out of 42,950 hectares of agricultural land across their estates as of 31 December 2022.

b) Strong brand recognition

Puncak Niaga has remained in business for 25 years, and The Group has been recognised by numerous parties since its inception in 1997 till today. As the inaugural water treatment and supply concession business to be established on Bursa Malaysia Securities Berhad under the Securities Commission's Infrastructure Project business standards, the Group remains dedicated to maintaining a solid brand identity and reputation. Puncak Niaga has an excellent financial track record, promising futures, and a sound corporate structure, which has distinguished the company and earned it recognition from other parties. The Group has been awarded numerous gold awards and recognition for its outstanding service. The Group

Executive Chairman was recently named Entrepreneur of the Year at the 13th Asia Pacific Enterprise Awards ("APEA") 2022 in Malaysia.

c) Comply with SOPs and guidelines

To maintain consistency, precision, and reliability in today's fast-paced business climate, every organisation must have efficient and effective procedures in place. Standard Operating Procedures (SOPs) are critical for documenting these processes and ensuring that all team members follow them consistently. Standard Operating Procedures ("SOPs") are in place at all levels of management at Puncak Niaga. Businesses create SOPs (standard operating procedures) to ensure uniformity. They create instructions or guidelines to which employees must obey, allowing them to operate more efficiently while complying to standards.

Puncak Niaga employees will be provided an employee handbook to help them stay clear and in line with the company's principles. Any employee, regardless of experience or ability level, should be able to use the employee handbook in order to perform the necessary work functions. It contains all important information on the task in a simple, step-by-step format. It also serves as a great tool for time management and accountability. Having SOPs in Puncak Niaga company is one of the company's strengths because most organisations nowadays do not have SOPs, which has negative consequences such as variable quality, additional training time, and higher error rates. Thus, following Puncak Niaga SOPs and standards helps the company grow quickly and become effective since SOPs minimise uncertainty and lower the chances of human mistake, resulting in greater efficiency, productivity, and work quality.

d) Strong corporate governance

Puncak Niaga Group is devoted to sustaining sound corporate governance principles and fundamental values such as value, service, innovation, service, and trust in the operation of their companies, which have been critical to the Group's success over the years. The Group have received numerous honours and accolades for good governance, yearly reporting, occupational safety and health, and environmental and social reporting on multiple occasions. Various third parties have recognised their efforts and initiatives in upholding corporate responsibility and transparency norms. Their dedication to the highest possible standards of annual report disclosures was recognised once more at the Australasian Reporting Awards ("ARA"), where they received their fourth consecutively Gold Award at the 2022 ARA Awards

in Australia on July 18, 2022. Furthermore, they were awarded in the Corporate Governance category at the Asia Responsible Enterprise Awards 2022 for their excellent and outstanding achievements in sustainable and responsible entrepreneurship.

e) In-house business functions

Puncak Niaga has in-house business services such as Legal, Finance, Business Development, Public Relations, Information and Technology, and Human Resources. Puncak Niaga also has an in-house and independent Internal Audit Department that reports directly to the Audit Committee. The Internal Audit Department provides assistance to the Audit Committee in carrying out its tasks and obligations. The major responsibility of the Internal Audit Department is to give independent assurance on the adequateness and efficacy of systems for internal control, risk management, and governance processes. In-house business services, in which critical procedures and activities are performed directly by a company, offer a number of advantages. In-house business functions may lead to increased task and project completion efficiency and dependability. Internal teams reduce the requirement for third-party participation and dependency, potentially simplifying processes and shortening project timelines. Businesses that have direct control over timeframes and resources can make improved changes and prioritising projects, resulting in higher productivity and shorter completion times.

5.2 WEAKNESSES

a) High operating expenses

Plantation segment, DSSB incurred high operating expenses as the results from the low operational efficiency because it frequently results in increased costs for an organization. Inefficient procedures waste resources, necessitate additional labour, and incur unnecessary costs. These inefficiencies raise operating costs, lowering profit margins and overall profitability. According to the company's statements of cash flows for the year ended 31 December 2022, they spend over RM122, 947 million on the payments for operating expenses as compared in 2021, which has cost RM105,719 million. It shows that the operating cost has increased to RM17,228 million in 2022. High operational costs have a direct influence on plantation firms' profitability and financial stability. Labour, machinery, fertilisers, pesticides, irrigation, and transportation costs all contribute to the total cost structure. When these expenses rise, profit margins diminish, making it more difficult for enterprises to earn appropriate returns. This, in turn, hinders investing and expansion, and can even lead to financial instability if costs regularly exceed revenue.

b) Poor financial performance

Poor financial performance is a condition in which an individual, company, or organization's financial health deteriorates and it unable to meet its monetary responsibilities. It can emerge as lower revenue, higher expenses, decreased profitability, or debt accumulation. According to financial performance of Puncak Niaga Annual Report 2022, The Group recorded a loss after tax (LAT) of RM19.231 million in the fiscal year under review, comparing to a LAT of RM11.185 million in FY2021. The Group's revenue fell 37.8% year on year to RM220.928 million from RM355.003 million, owing mostly to reduced revenue contributions from the Construction and Concession sectors. Due to reduced operational profit from the Construction business and greater operating expenses from the Plantation segment, the Group reported a loss before tax (LBT) of RM23.686 million from RM15.070 million in FY2021. Besides, due to delayed construction progress on the Kuantan Project, revenue for the Construction division was RM55.017 million in FY2022, compared to RM134.735 million in FY2021's fiscal year. Overall, it demonstrates that Puncak Niaga has a poor financial performance as compared to previous years. Poor

financial performance can have far-reaching effects that affect not just the company but also its stakeholders, which include employees, customers, and the larger economy. One of the immediate consequences of poor financial performance is a company's inability to continue operating. Inadequate funding limits the ability to invest in critical resources such as cutting-edge machinery, technology, or trained staff, resulting in lower production and competitiveness. This can lead to a loss of market share and eventually business failure. Besides, poor financial performance reduces trust among shareholders as they oversee an entity's financial performance since it influences their returns and investments.

c) Minimal number of project

In today's fast-paced and challenging company world, obtaining multiple projects is critical for long-term growth, profits, and success. Puncak Niaga subsidiary, Puncak Niaga Constructions Sdn Bhd (PNCSB), Concession and Facilities Management sector has accomplished a full year of maintenance services and asset replacement for the UiTM-Z1P3 Concession in FY2022. Meanwhile, Environmental Engineering and Construction division currently undertaking two projects which is the Kuantan Project and Bunus Project, Kuala Lumpur, where the first project are completed with a 94.66% completion rate while progress on the Bunus Project at Kuala Lumpur are moderate, at 91.16%, in comparison to 89.83% the previous year.

Based on the current projects undertaken by Puncak Niaga, it shows that they only manage to secure minimal number of projects due to few factors such as delays in the handover of project sites by third parties. Due to a variety of problems, third party partners were incapable of promptly turn over several work sites to them, which adversely affected their ability to finish their scope of work on time. PNCSB was given EOT No. 5 from March 1, 2023 to November 22, 2023 to finish the Bunus Project due to factors outside of their control.

The number of projects that Puncak Niaga can work on at once may be constrained by certain projects' lengthy timetables and large resource requirements such as budgets which caused by profit loss. It will limit the company's ability to take on new sizeable projects. Multiple projects are essential for a business's strategic development and long-term viability. Additionally, securing multiple projects assures an ongoing flow of revenue and contributes to a company's financial stability. Besides, having a number of different projects helps to minimise revenue gaps as one project approaches completion.

d) Low operational efficiency

The ability of an organization to maximize output while minimizing input, optimize processes, and reduce waste is referred to as operational efficiency. Businesses confront various issues when operational efficiency is low, which can have a substantial impact on long-term sustainability. Puncak Niaga subsidiary, the Plantation sector of Danum Sinar Sdn Bhd (DSSB) recorded to have low operational efficiency in recent year as the division produced slower production of fresh fruit bunches totalling 46,419 metric tonnes as compare to the year before, totalling the production of 49,952 metric tonnes. According to the Puncak Niaga Annual Report, it was caused by the post-pandemic as the plantation business is still recovering from the repercussions of lengthy lockdowns and border restrictions, which resulted in labour shortages, decreased production, and falling inventory levels as demand exceeded supply. The decline was blamed on a lack of workforce over the preceding two years, which had a negative effect on our FFB output and estate operations such as manuring and upkeep. As a result, palm growth and bunching were low. Low operational efficiency has a direct impact on an organization's production and output levels. Delays, inaccuracies, and rework are caused by inefficient procedures, insufficient resource allocation, and poor team coordination.

e) High employee turnover

A high employee turnover rate occurs when a significant percentage of employees quit an organisation in a short period of time. It is a major worry for firms in a variety of industries since it disrupts workflow, reduces productivity, and incurs additional recruiting and training expenditures. In order to retain the finest people, Puncak Niaga frequently finds itself in a competitive environment with other businesses, which may be costly given the detrimental effects that high turnover rates can have on a company's time and production. Between the ages of 25 and 35, Generation Y, sometimes known as millennials, makes up around 65% of the Group's workforce. Millennials have the greatest turnover rate in our workforce which is 72.5%, demonstrating a lack of millennial devotion to the Group. According to the job categories, non-executive levels have the highest turnover rates which is 134 employees and the least turnover is 15 which is apprentice. The total of staff turnover rate in 2022 is 264 employees.

Employee turnover is caused by a variety of factors that affect employee engagement, work fulfilment, and general well-being. Non-executive level might find inadequate compensation

as one of their reason to leave the company. Compensation and benefits offered must be competitive in order to recruit and retain great people. Inadequate benefits packages, including as healthcare, retirement plans, and work-life balance efforts, can also contribute to employee discontent and cause them to look for another employment.

5.3 OPPORTUNITIES

a) Business expansion

Puncak Niaga believes there are potential to obtain new significant projects, particularly when the newly elected government revives infrastructure and utility projects in 2023 on the strength of a larger Budget 2023, which is expected to benefit the construction sector. They are confident in identifying new avenues of long-term, sustainable growth for the Group by leveraging the core capabilities of Team Puncak Niaga and our proven track record. Expansion of a corporate firm has various benefits that can drive growth, improve profitability, and increase the company's market position. Expansion enables a corporation to enter new markets, both domestically and internationally. Businesses can explore untapped markets and extend their customer base by expanding into new geographic locations or targeting various consumer categories. Diversification increases revenue streams while decreasing dependency on a particular market or consumer niche.

b) Technology advancement

Technology growth provides significant chances for corporate enterprises in a variety of areas. Puncak Niaga has limited online presence as the businesses may lack a complete web presence strategy. Technological improvements have altered the way firms offer their goods and services. E-commerce platforms and online marketplaces allow firms to reach a global customer base, broaden their market reach, and operate 24 hours a day, seven days a week. Having a strong online presence via websites, mobile applications, and digital marketing campaigns increases brand visibility, sales prospects, and customer convenience. Besides, Puncak Niaga need to invest more on technology especially in their construction and plantation sectors by acquiring automation machine to perform repetitive task. Investing in technology provides companies a competitive advantage. Businesses may differentiate themselves from competition, offer new solutions, and stay ahead in a rapidly shifting marketplace by adopting innovative technologies. Businesses may capitalise on new opportunities and fulfil evolving client demands by embracing technological improvements.

c) Increase investment opportunities

Puncak Niaga can increase investment opportunities by implementing various strategies and initiatives. For instance, Puncak Niaga can expand their network with potential investors and create relationships by actively engaging in industry events, conferences, and investor forums. The Group can build confidence and credibility with the investment community is made easier by cultivating solid investor relations through open communication, regular updates, and financial reporting. Investors are increasingly considering ESG factors while making investing decisions. Puncak Niaga is more likely to attract socially responsible investors since it is a corporate business that prioritises sustainability, corporate social responsibility, and ethical business practises. Integrating ESG concerns into business operations can provide access to a larger pool of investors while also improving long-term investment potential.

d) Increase mergers and acquisitions

Puncak Niaga has the opportunity to increase mergers and acquisitions. Mergers and acquisitions enable organisations to achieve quick growth and expansion. Puncak Niaga can swiftly increase their market share, enter new geographic regions, and reach new client categories by purchasing or merging with other enterprises. M&A enables firms to diversify their sources of income and extend their product or service offerings, thereby boosting overall growth and increasing competitiveness. M&A can make it easier to acquire innovative technology, patents, or intellectual property. Puncak Niaga can improve their innovation skills, speed product development, and gain a competitive advantage by acquiring companies with unique expertise or cutting-edge technologies. M&A allows for the transfer of knowledge, research, and development capabilities, supporting organisational innovation.

e) Collaborations with other business sectors

Collaboration with other businesses can provide several business prospects and advantages. Puncak Niaga, for example, can aggressively seek out business development prospects and build strategic collaborations to boost investment options. Access to new markets, technology, and client bases can be gained through collaborating with similar businesses or acquiring startups. Partnerships also allow for the leveraging of resources, skills, and networks. Besides, Puncak Niaga also can collaborate with other firms on marketing campaigns, co-branding activities, or cross-promotions can assist organisations in reaching

new audiences and increasing brand recognition. Joint marketing endeavours can take advantage of combined resources, share marketing expenditures, and develop synergistic marketing messages that appeal with target customers.

5.4 THREATS

a) Increase competition

The level of competitiveness in the business setting has dramatically increased and customers are given a larger range of options when more competitors enter the market. Puncak Niaga is facing a threat of increase competition as there are many business enters in corporate world which has caused a highly competitive business environment. Puncak Niaga subsidiary, Puncak Niaga Construction Sdn Bhd which principally involved in engineering and constructions segments need to remain competitive as its main competitors are UEM Group Sdn Bhd, Malaysian Resources Corporation Berhad (MRCB) and WCT Holdings Berhad. Besides, Danum Sinar Sdn Bhd, plantations segments also need to stay competitive as the plantation sector is seeing a rise in the number of segments entering the market including agriculture, forestry and other specialized crops. Their main competitors are IOI Plantation Sdn Bhd and FGV Holdings Berhad.

While more rivalry in corporate business is typically thought to be helpful for generating innovation and enhancing performance, it may also have negative implications. Pricing pressure is frequently a result of increased rivalry as companies fight for market share. Companies may go into price wars in an effort to attract customers, which lowers their profit margins. Reduced profitability might make it more difficult for a business to invest in R&D, personnel training, or infrastructure, which can impede long-term growth and sustainability. Businesses must find a balance between remaining competitive and upholding moral corporate standards in order to lessen negative effect.

b) Price fluctuations

Fluctuation simply refers to a circumstance in which the cost of materials changes during the duration of a project. Puncak Niaga has committed to a number of projects, and price volatility is their main concern since it affects their operational costs. Revenue for plantation segment increased to RM41.744 million from RM41.235 million in 2021 as crude palm oil (CPO) prices has been between RM3,000 and RM7,000 per tonne in 2022 despite less output in the reviewed yea. In contrast to 2021, when the highest recorded monthly average CPO price was only RM5,345.00 in November 2021. The Malaysian Palm Oil Board reports that the highest recorded monthly average CPO price was RM6,873.00 in May 2022 and the year

finished with an average price of RM3,682 per tonne in December 2022. While the cost of major building materials is down in the construction sector, it remains quite high compared to a year ago. Puncak Niaga interfacing price fluctuations in their plantation and construction business as the uncertain prices influence their operating costs.

c) Dependency on third parties

Concerns about third-party interfaces on the site remained a crucial worry, contributing to slowing down operations. Third-party partners were unable to transfer over specific work locations to the firm on time owing to a variety of challenges, which hampered their ability to complete their scope of work on time and resulted in prolonged timeframes. Because third-party concerns have yet to be resolved for reasons beyond their control, PNCSB was awarded EOT No. 5 from 1 March 2023 to 22 November 2023 to finish the Bonus Project on 21 February 2023. When a project relies on third-party resources, deliverables, any delays or problems on their end might have a direct influence on the project timetable. If a third party fails to deliver on time, subsequent project operations may be delayed, resulting in missed deadlines and significant cost overruns. A project's reliance on a single third party increases the risk of concentration, which can have a negative effect on the project's continuity if the third party's supply chain is disrupted or its services are interrupted.

d) Economic factors

For commercial ventures, economic factors like inflation, currency rates, or interest rates can breed uncertainty. It can be difficult to predict project results precisely when these variables change since they might have an impact on expenses, pricing, and profitability. Nevertheless, inflation has continued to increase indicating an increase of higher demand and higher cost pressures, notably for food-related commodities. Inflationary pressures are not limited to Malaysia, as inflation in many nations has reached multi-decade highs, necessitating swiftly monetary policy tightening and reducing family budgets, while pandemic-related fiscal support has decreased. According to the International Monetary Fund, global economic growth will slow to 2.9% in 2023, owing primarily to tighter monetary policy in due to rising inflation, the effects of the Ukrainian conflict, and continuing effects of pandemic-related restrictions as well as supply chain interruptions.

Similarly, Bank Negara Malaysia (BNM) hiked interest rates many times in 2022. Interest rate changes can affect the cost of loans and access to finance for businesses. Higher interest rates can raise borrowing costs, making it more costly for firms to invest in expansion, R&D, or other initiatives. Lower interest rates, on the other hand, can boost borrowing and investment, so encouraging corporate development. Fixed deposit investments made by the Group and the Company as well as its fixed rate borrowings are subject to the risk of having their fair value fluctuate as a result of fluctuations in interest rates. Similar to the Group's variable rate borrowings and receivables are subject to the risk of a shift in cash flows due to fluctuations in interest rates. Economic factors has a significant impact to the businesses and it has become a serious threat to the business growth.

e) Changes in government regulations

Changes to regulations may have a large influence on firms in a variety of industries. Puncak Niaga anticipates that the newly elected administration would reactivate infrastructure projects to mitigate the impact of external pressures, creating chances for their Environmental Engineering and Construction section. While they focus on finishing the Bunus and Kuantan Projects in accordance with the new EOT, they will also explore new chances to create utilities or infrastructure projects in different states. Adjustments in regulations may entail adjustments to current operational procedures and processes. To fulfil new legal standards, firms may need to alter their production processes, managing their supply chains, data handling practices, or impact on the environment management. Changing operational practices can take a large amount of time, resources, and coordination. Additionally, changes in regulations frequently need the modification of products or services to satisfy new safety, quality, labelling, or performance criteria and it might include revising items, acquiring new materials, or reorganizing production processes. Changes to regulations may have an influence on product prices, time to market, and customer preferences.

5.5 SWOT MATRIX

	STRENGTHS	WEAKNESSES
	<ol style="list-style-type: none"> 1) Diverse business segments 2) Strong brand recognition 3) Comply with SOPs and guidelines 4) Strong corporate governance 5) In-house business functions 	<ol style="list-style-type: none"> 1) High operating expenses 2) Poor financial performance 3) Minimal number of project 4) Low operational efficiency 5) High employee turnover
OPPORTUNITIES	S-O Strategy/Analysis <ol style="list-style-type: none"> 1. Expand business segments globally (S1, O1) 2. In-house business functions handle M&A process (S5, O4) 	W-O Strategy/Analysis <ol style="list-style-type: none"> 1. Using automation to reduce operating expenses (W1, O2) 2. Attract investors to secure more projects (W3, O3)
THREATS	S-T Strategy/Analysis <ol style="list-style-type: none"> 1. Practice cost-efficient strategy (S5, T3) 2. Adhere SOPs and government regulations (S3, T5) 	W-T Strategy/Analysis <ol style="list-style-type: none"> 1. Implement backward integration (W4, T3) 2. Offer good remuneration package to increase competitiveness 3. (W5, T1)

Table 2: SWOT Matrix

SWOT MATRIX STRATEGY

- **S-O Strategy/Analysis**

- 1. Expand business segments globally (S1, O1)**

Global expansion has various benefits that can contribute to a company's development, profitability, and overall achievement. Globalisation help to diversify a The Group's revenue streams. Operating in several nations or regions reduces reliance on a single market and mitigates the impact of local economic conditions or industry-specific hazards. Diversification spreads risks and improves business capacity to create steady revenue while weathering market swings. Puncak Niaga can achieve this by conducting extensive market research to identify possible target markets for growth. Consider market size, prospective growth, the competitive landscape, the regulatory environment, cultural issues, and consumer preferences. Analysing market dynamics can assist in determining the viability and desirability of various nations or regions for expansion. Besides, global expansion can provide a competitive advantage over competitors. Businesses that enter new markets may acquire a first-mover advantage, generate strong brand awareness, and build client loyalty. Globalisation also enables firms to compare against foreign competitors, learn from best practises, and adjust strategies to remain competitive in a dynamic and competitive global economy.

- 2. In-house business functions handle M&A process (S5, O4)**

Establishes in-house business functions which includes business development, legal, finance and public relations play critical roles in arranging and managing a merger and acquisition (M&A) transaction. For instance, business development or strategy team is in charge of identifying possible M&A prospects that match with the company's strategic goals, the legal team is in charge of the legal aspects of the merger and acquisition process while internal and external communications on the M&A transaction are handled by the communications and public relations departments. Puncak Niaga is able to build up specialised knowledge and skills within its business functions. The organisation may access the specialised skills and expertise necessary to support its operations successfully by having dedicated teams in areas like finance, marketing, operations, and HR.

- **W-O Strategy/Analysis**

- 1. Using automation to reduce operating expenses (W1, O2)**

Automation can significantly reduce operating expenses for businesses in several ways. Manual and repetitive processes that would otherwise require human resources are replaced by automation. Businesses can lower labour expenses related to staff hiring, training, and management by automating these tasks. Automation may quickly and reliably undertake repetitive chores, freeing up employees to concentrate on higher-value jobs that call for their knowledge and expertise. In comparison to human processes, robotic devices frequently require less physical infrastructure and upkeep. For instance, Puncak Niaga has implemented smart agriculture in their plantation sector in which they use drones as its technology advancement that helps mapping, tree counts, and the identification of potential issues that can impair agricultural growth.

- 2. Attract investors to secure more projects (W3, O3)**

Puncak Niaga can use a variety of techniques to highlight their abilities and value offer in order to draw capital and secure more projects. Puncak Niaga can consider to produce a thorough business plan that concisely outlines their organization's vision, mission, and growth strategy highlight as investors search for well-structured and realistic business plans that show a comprehensive understanding of market dynamics, consumer wants, and the path to profitability, the Group's competitive advantage, market potential, and revenue projections are important factors. Puncak Niaga must also demonstrate strong financial performance. Businesses that have good financial performance and expansion potential are appealing to investors. Financial statements that are straightforward and easy to understand should emphasise revenue growth, profit margins, and return on investment.

- **S-T Strategy/Analysis**

- 1. Practice cost-efficient strategy (S5, T3)**

In some circumstances, internal operations can be more affordable than using external services or outsourcing. Although there may be initial expenditures made in personnel, infrastructure, and technology, internal functions allow for resource allocation optimisation and long-term cost control. By doing away with the need to pay outside contractors or suppliers, it gives budget managers more control and guarantees that resources are used efficiently. Besides, dependency on third parties might have uncertain issues such as delays and inefficient delivery time which eventually caused extended timelines.

- 2. Adhere SOPs and government regulations (S3, T5)**

Standard Operating Procedures (SOPs) and government regulations are inextricably linked and interdependent. SOPs are internal standards and protocols established by a corporation to maintain consistent and compliant operations. Government regulations, on the other hand, are external norms and requirements imposed by governing bodies to safeguard public interests, maintain fair competition, and address a variety of socioeconomic and environmental concerns. SOPs are intended to assist businesses in complying with government rules. SOPs define the exact procedures, processes, and practises that must be followed to ensure compliance with applicable laws, regulations, and industry standards. Companies try to achieve compliance responsibilities and reduce the risk of legal or regulatory infractions by aligning SOPs with relevant rules.

- **W-T Strategy/Analysis**

- 1. Implement backward integration (W4, T3)**

A business strategy in which a corporation grows its operations by purchasing or controlling its suppliers or distributors is known as backward integration. This technique tries to improve supply chain control, increase efficiency, and lower costs. Puncak Niaga may determine possible suppliers or distributors with whom they might consider acquiring or collaborating to achieve backward integration by conducting extensive study to assess their capabilities and commercial fit. For example, construction and plantation sector may need to use this strategy as they rely on the raw materials from suppliers. Business can engage in discussions to secure mutually advantageous arrangements when acquiring or partnering with suppliers or distributors.

- 2. Offer good remuneration package to increase competitiveness (W5, T1)**

High employee turnover at Puncak Niaga mainly because of the lower remuneration package. Offering a competitive salary package is an excellent method for attracting and keeping outstanding professionals. A well-designed and competitive pay package contains numerous components that correspond with employee demands and expectations in addition to salary. Puncak Niaga can begin by providing a competitive base wage that is in line with industry norms as well as the candidate's credentials and expertise. Investigate wage statistics and market trends to ensure that their offers are appealing and in line with the value the person provides to the organisation. Besides, improve remuneration package by including a wide choice of benefits and incentives such as health and dental insurance, paid time off, flexible work arrangements and professional development opportunities.

5.6 PESTLE ANALYSIS

P - POLITICAL	E - ECONOMIC	S - SOCIAL
<ol style="list-style-type: none"> 1) Government regulations 2) Political stability 3) Tax rates 	<ol style="list-style-type: none"> 1) Inflation rates 2) Interest rates 3) Economic growth 	<ol style="list-style-type: none"> 1) Demographic influence 2) Workplace diversity 3) Age distributions
T - TECHNOLOGICAL	L - LEGAL	E – ENVIRONMENTAL
<ol style="list-style-type: none"> 1) Automation 2) Research and development (R&D) 3) Innovation 	<ol style="list-style-type: none"> 1) Public policy 2) Employee-centric policies 3) Safety and health policy 	<ol style="list-style-type: none"> 1) Sustainable agricultural practice 2) Net zero carbon footprint 3) Waste management

Table 3: PESTLE Analysis

PESTLE ANALYSIS DESCRIPTIONS

1. POLITICAL

i. Government regulations

Minimum wage legislation, labour rights protections, and employment rules all have an impact on enterprises' labour expenses and workforce management. These rules seek to maintain worker fairness, improve job safety, and enhance social well-being. Excessive labour rules or rigid labour markets, on the other hand, can raise labour expenses, reduce hiring and firing flexibility, and impede firm competitiveness. Balancing worker protection with business requirements is critical to sustaining a healthy and productive labour market. The government's minimum wage rules determine the minimum hourly rate that employers have to pay their employees. These policies are intended to safeguard workers from exploitation and to provide a fair wage. While greater minimum salaries might boost workers' earnings, they can also raise labour expenses for firms, particularly small and medium-sized enterprises (SMEs). To counterbalance higher labour expenses, businesses may need to change their price, reduce labour hours, or investigate productivity improvements.

ii. Political stability

Political stability has a significant impact on corporate business because it creates a welcoming and regulated climate in which companies can operate and grow. When political stability exists, corporate organisations gain from a variety of advantages and opportunities. Governments can focus on long-term development initiatives, such as infrastructure projects, when there is political stability. Political stability tends to draw public and private investments in vital infrastructure such as transportation networks, renewable energy sources, and communication technology. Improved infrastructure benefits corporate operations by lowering transportation costs, increasing logistics efficiency, and opening up new markets. Besides, Puncak Niaga believes there are potential to obtain new significant projects, particularly when the newly elected government recovers infrastructure and utility projects in 2023 on the strength of a larger Budget 2023, which is expected to benefit the construction sector.

iii. **Tax rates**

Any tax adjustment such as corporation taxes or business rates will have a big impact on businesses. Individual and corporate taxes are an important source of revenue for the government. On a yearly basis, the government can adjust its tax policy. Business revenue and costs will be influenced when taxes rise or fall. A rise in income tax, for example, will lower the consumer's disposable income (income after taxes). As a result, individuals will have a smaller amount for spending on products and services, which will lead to reduced demand and sales income for the company. Consumer spending declines can have a negative impact on firms that rely largely on consumer demand. Furthermore, higher tax rates might reduce corporate investment and expansion because companies may modify their investment and development plans if taxes rise. Higher tax costs might deter firms from embarking on new initiatives, obtaining assets, or hiring more workers. This has the potential to hinder economic development and limit employment creation.

2. ECONOMIC

i. Inflation rates

Inflation has a wide-ranging impact on enterprises, particularly in terms of supply chain disruptions and purchasing power. This puts a strain on small enterprises and might result in a drop in profits. As petrol prices keep rising and business owners attempt to get supplies at the lowest feasible cost, inflation can cause supply chain challenges. These supply chain disruptions can cause production delays and, eventually, financial loss. Inflation can reduce consumer buying power through rising the cost of goods and services. Next, inflation may impact on consumer spending behaviour. When inflation rises, people' buying preferences may change, favouring necessities over unnecessary products. Besides, inflation may lead to increased costs. Inflation usually raises the price of resources including raw materials, energy, and labour. This might have an immediate effect on companies by raising the cost of production. For instance, if the price of raw materials rises, firms may be forced to absorb the increased expenses or pass them on to customers in the form of higher pricing, thus diminishing their competitiveness. Aside from that, inflation can lead to lower purchasing power, a scarcity of raw materials, and increasing administrative and inventory expenses. Overall, inflation is a big problem for business owners and must be properly addressed.

ii. Interest rates

Inflationary pressure frequently causes the government to raise interest rates. When the Federal Reserve raises interest rates, firms face greater borrowing costs and lower profitability. Increased interest rates might limit a company's capacity to repay debt since increased expenditures are incurred without a matching rise in revenues to balance them. Businesses may be put in jeopardy if an excessive amount of their capital is spent repaying high-interest loans. In some situations, organisations may resort to cost-cutting measures such as layoffs or lower salaries for staff in order to minimise fixed expenses. When interest rates rise, firms frequently experience slower growth rates due to the difficulty in obtaining loans as well as the higher borrowing costs. When it comes to expanding and growing a business, acquiring cash and funding options is frequently critical, and when interest rates rise, the cost may grow outrageous.

iii. Economic growth

Economic growth is a key measure of the nation's overall accomplishments and advancements. It is powered by a variety of elements which lead to a country's productive capability, rise in production, and greater living standards. These economic determinants, as they are often known, play a critical role in fostering and sustaining economic growth. Investment and accumulation of capital are important economic growth factors. Higher investments in physical capital, such as infrastructure, machines, and technological advances, boosts productivity and allows enterprises to grow their manufacturing capacity. Increased amounts of investment enhance economic growth by creating jobs, driving demand for goods and services, and enhancing the economy's overall efficiency. Besides, infrastructure, which includes networks of transportation, communications networks, and power plants, is an important economic aspect that contributes to economic growth. A robust infrastructure makes it easier to transfer both items and individuals, lowers transaction costs, and improves integration in markets. It encourages investment, stimulates business activity, and makes businesses more efficient. Maintaining long-term economic growth and competitiveness requires sufficient infrastructure.

3. SOCIAL

i. Demographic influence

Demographic aspects have a substantial impact on businesses because they define customer features, behaviours, and requirements, labour force availability and composition, and general market dynamics. comprehending and reacting to changing demographics is critical for organisations seeking to target their client base efficiently. Demographic factors serve as the foundation for market segmentation, which is the process of breaking a large market into different segments that have comparable demographic profiles. Businesses can target certain client segments more efficiently by categorising markets according to demographic variables. This enables firms to create tailored marketing campaigns, pricing structures, and product offers to meet the unique demands and preferences of various demographic groups. Demographic market segmentation enables organisations to maximise their market possibilities and improve their competitiveness.

ii. Employee Diversity

It takes a positive, welcoming, rewarding, and inspiring work setting for employees to achieve organisational objectives and goals. The PUNCAK Values are ingrained in their workplace culture, enabling an enthusiastic, cohesive, and competent team to promote their company. In addition, they continue to follow their diversity policy, which guarantees inclusiveness and equal treatment for all employees, irrespective of age, gender, race, religion, beliefs, and socioeconomic status, among other factors. The Group's Diversity Policy further guarantees that the Group will make efforts to find, create, and carry out suitable action plans to eliminate diversity obstacles in the workplace. Employees who are part of a diverse workforce have access to a wide range of perspectives and concepts that can be applied to their benefit in terms of comprehension, innovative thinking, and making decisions. This kind of workforce brings together a diverse group of talents from different age groups, genders, races, religions, and backgrounds. They have established an excellent team over time with members from numerous Group industries and skill sets, as well as a varied Board of Directors.

iii. Age distribution

A population's age distribution has a considerable impact on social variables in business. Consumer demand is influenced by the requirements, tastes, and behaviours of different age groups. Understanding the effects of age distributions on social elements is critical for businesses in order to successfully target their audience, offer related products and services, and design effective advertising campaigns. Workforce patterns in firms are also influenced by age distributions. Age groups provide a variety of expertise, experiences, and viewpoints to the workplace. To successfully oversee generational workforces, businesses must adjust their human resource strategy. This includes fostering inclusive work environments, mentoring programmes, and training programmes that address the requirements of different age groups. Embracing the abilities and knowledge of every demographic can promote company collaboration, innovation, and efficiency.

4. TECHNOLOGICAL

i. Automation

Automation technology is transforming the way organisations process orders, complete projects, and serve customers. In business and leadership, automation describes the application of modern technology for automated repetitive jobs and procedures in order to improve productivity, effectiveness, and cost savings. This can involve using programmes, robots, and other forms of automation to automate data input, planning, and customer support. Automation may also refer to the use of machine learning and artificial intelligence to analyse data and anticipate outcomes. Besides, automation may assist business in cost savings as it can reduce staffing costs while also increasing operational effectiveness. Automation may be used by businesses to automate repetitive tasks. Businesses may lower manufacturing costs while enhancing process efficiency in this manner. It may also result in safer conditions at work because it is less expensive. They can avoid hiring new employees, cut costs, and increase staff productivity. Overall, automation has the potential to be a fantastic tool that businesses and leaders can use to improve productivity and expedite advancement.

ii. Research and Development (R&D)

Research and development (R&D) is an important instrument for expanding and enhancing many businesses out there. R&D include analysing company's market and customers' needs, as well as producing novel and enhanced goods and services to meet those demands. R&D allows organisations to adapt to changing market demands and client preferences. This adaptability assists firms in remaining relevant and maintaining a competitive edge. Larger companies may be able to devote more time and money to R&D in order to offer new goods and enhance old ones. Furthermore, R&D allows market differentiation. R&D helps firms to stand out from their rivals by delivering distinctive products or services. Investing in R&D might result in the development of unique features, increased functionality, or greater performance, allowing the company to stand out in the market. This distinction can serve to attract clients and foster brand loyalty.

iii. Innovation

In today's extremely competitive business world, innovation is critical to business's success, particularly as consumers increasingly more demanding and knowledgeable. Innovation may provide competitive advantage, enhancing company efficiency, expansion, and sustainability. In 2022, Puncak Niaga's Information and Communication Technology Department ("ICTD") developed a number of technical advancements to improve our management and operational results with a more comprehensive and smooth Information System and Communication Technology. Besides, businesses that innovate might position themselves as industry leaders. Businesses that invent new technology, create standards for the industry, or introduce innovative business models can position themselves as innovators and influencers. Partnerships, strategic alliances, and improved chances for growth can all be facilitated by industry leadership. Increased income sources and market growth can result from successful inventions. The introduction of new products or services could boost revenue, attract new consumers, and open up previously untouched areas. Businesses may use innovation to get a greater market share, beat rivals, and generate increased revenue.

5. LEGAL

i. Public policy

Puncak Niaga aims to maintain the highest possible standards of company governance by upholding integrity and morality throughout all business sectors in order to display excellent corporate responsibility. They have a Code of Conduct in place at the Group level that assists their staff to uphold the highest standards of ethics and integrity when performing their jobs. Puncak Niaga's ethics and integrity standards are also transmitted down to all company units and entrenched in their business practises. Each business unit is governed by its own code of conduct and policies, which supplement our PUNCAK Values. Some of Puncak Niaga Holdings Berhad policies are Quality Policy, Risk Management Policy, Sexual Harassment Policy, Diversity Policy, Whistleblowing Policy, Gift Policy and Corporate Social Responsibility Policy.

ii. Employee-centric policies

Puncak Niaga is led by the Group's human resource management rules and regulations, which give clear guidance for employees while assuring legal compliance and establishing employee rights. Puncak Niaga policies are monitored and executed by the Board in compliance with applicable employment laws and regulations. Code of Conduct and Ethics of Puncak Niaga Group, which can be found in Puncak Niaga's Employee Handbook, applies to the Group's Board of Directors and workers. The rules and guidelines for ethical behaviour are outlined in the Code of Conduct and Ethics. The Puncak Niaga Group's Code of Business Ethics for the Group offers direction on firm ethical issues in the conduct of business and standards of conduct projected of all Directors and employees in crucial areas including interacting with stakeholders, conflict of interest, hospitality, the policy and procedures for compliance, harassment, as well as favours or other advantages.

iii. Safety and health policy

Puncak Niaga employees' safety, health, and well-being remain the focus points of their company operations, as they aim to offer a safe work environment for the staff to support the Group's existing and future companies and activities. They are dedicated to integrating strong OSH policies, structures, and processes into their operations since it helps them overcome difficult moments. The Group has a Health, Safety, and Environmental Policy in place that emphasises the avoidance of injury, illness, and pollution in all operational operations by removing hazards, lowering risks, and safeguarding the environment. The Policy also demands all employees and representatives of employees adhere to safe practises in order to safeguard themselves, others, and the environment. They strive to uphold the best standards of occupational safety and health across their crops, projects, and activities. They continuously give staff members with training to increase their understanding and knowledge of safety practices in their daily duties in order to entrench a culture of safety and health across their business. In 2022, 155 employees from 11 departments received training on health and safety requirements, including topics such as Floor Marshall, Scheduled Waste Management Training Programme, Hazard Identification, Risk Assessment, and Risk Control, Basic Occupational First-Aid, CPR, and AED.

6. ENVIRONMENTAL

i. Sustainable agriculture practice

Puncak Niaga is dedicated to taking ethical choices that minimise the adverse effects of its operations on the environment and its surrounding community in order to ensure a sustainable future for everyone. Sustainable farming practises have been integrated across their estates to reduce adverse environmental effects caused by their commercial activities and to conserve the estates' great biodiversity. To that purpose, they have hired Ecosol Consultancy Sdn Bhd ("Ecosol"), an independent consultant, to monitor the environmental implications of their plantation operations on a quarterly schedule. This will also assist them in creating long-term value by limiting risks, finding gaps, and controlling their environmental effect. The breadth of the evaluation necessitates their adherence to environmental laws and regulations, which include hydrological management, conservation of flora and fauna, control of soil erosion and slope stability, and control of water pollution. The Group remains to prioritise the adoption of sustainable farming practises across its estates in compliance with current laws and regulations. Constant measures are used to establish sustainable management practises across their estates in Sarawak. These activities will lower their carbon footprint, require environmental management practises in their contracts, assure plantation management sustainability, and protect biodiversity.

ii. Net zero carbon footprint

Climate change has become one of the most pressing global challenges today, since the window for limiting global warming to 1.5 degrees Celsius is narrowing and we lack of time to avoid some of the worst consequences of climate change. Businesses are being urged to take extraordinary measures to curb global warming. As a result, the Group has decided to indicate the carbon emissions associated with its Bonus Project, Kuantan Project, and Concession and Facilities Management Division. The Group believes that this is a fresh beginning for them, ushering in constructive change that will benefit society and the environment, propelling them towards achieving carbon neutrality. The first scope calculates direct GHG emissions from Puncak Niaga-owned and controlled sources, such as combustion, processes, and absorbed emissions, whereas the second scope measures the indirect carbon emissions from bought energy. The third scope on the other hand encompasses indirect emissions produced in both the upstream and downstream value chain, including corporate travel, employee commutes, and transportation.

iii. Waste management

An efficient waste management system keeps the environment from the hazardous effects of artificial compounds and elements contained in waste materials. Puncak Niaga is going to keep rid of their waste in the most sanitary, efficient, and cost-effective manner possible in order to prevent additional damage of the environment. On a quarterly basis, the Kuantan Project, for example, generates roughly 0.2MT of wasted lubricating oil (SW305). In compliance with local norms and regulations, the oil is held at onsite storage facilities and disposed of at licenced premises by assigned licenced contractors. They also reused leftover hydraulic oil (SW306) as a formwork waterproofing layer. The Group retained the following environmentally friendly waste disposal practises to promote sustainable development during our operations: preventing burning biomass to pave the method for transplanting throughout our palm oil cultivation, recycling of pruned palm oil fronds, empty fruit bunches ("EFB"), and chipped old palm trunks to be used as compost and organic fertiliser for the plantation, and frequently gathering solid materials produced by residents throughout plantations, eliminating of waste in co-generation facilities.

PART 6: DISCUSSION AND RECOMMENDATION

Puncak Niaga must do a thorough investigation to pinpoint the company's specific problems, which include its operating expenses and financial performance. Puncak Niaga need to restructure its deficiencies, improve overall performance, and set itself up for long-term success by taking the necessary steps. To remain relevant and competitive, corporate firms must promote an innovation culture and embrace adaptation. Encourage employees to come up with fresh ideas, try out new technologies, and constantly improve processes. Set aside funds for R&D and create systems for identifying and implementing creative solutions. Puncak Niaga need to adopt agile approaches that allow for quick response to changing market conditions.

Puncak Niaga also may adopt digital transformation to improve operational efficiency, enhance consumer experiences, and create new business opportunities. Utilise technology to streamline operations, automate procedures, and optimise resource allocation. Create a digital strategy that takes into account online platforms, e-commerce, data analytics, and cloud computing. The Group can conduct an in-depth analysis of existing systems and processes to identify areas where technology might be used to improve them. Invest in digital infrastructure, such as strong IT systems, cybersecurity safeguards, and data analytics capabilities while employees should be trained and supported to make a smooth transition to digital tools and processes.

Other than that, The Group can form strategic alliances and collaborations to capitalise on complementary capabilities, broaden market reach, and drive innovation. Identify collaboration opportunities with startups, industry experts, research institutions, or other corporate entities. Joint ventures, alliances, and acquisitions can assist in gaining access to new markets, technology, or personnel. It can be done by creating a partnership strategy that is in line with the company's goals and growth aspirations. Create a staff dedicated to identifying and evaluating possible partners. Develop their network through networking events, industry conferences, and focused outreach as well as ensuring that collaborations are founded on mutual trust, common values, and defined goals.

PART 7: CONCLUSION

In conclusion, the internship experience has been quite beneficial in terms of providing practical insights into the corporate business sector. I got the opportunity to work alongside experienced professionals throughout the internship, acquire exposure to numerous departments, and apply theoretical knowledge in real-world circumstances. This hands-on experience has helped me comprehend corporate practises, industry dynamics, and the value of teamwork and efficient communication.

Furthermore, the internship has allowed me to develop important skills such as analytical thinking, problem-solving, and teamwork. Working on various projects and communicating with people from various backgrounds has improved my ability to handle complex circumstances and effectively contribute to a team. During the internship, the advice and mentorship I got from seasoned professionals were critical in moulding my professional growth. Their perspectives, opinions, and desire to share their knowledge have all made a huge difference in my learning experience and personal development.

Overall, the internship met my expectations in terms of knowledge gained, corporate exposure, and the ability to put academic principles into practise. It strengthened my aspiration to pursue a career in corporate business and has laid a solid platform for my future professional endeavours. Last but not least, the internship was a transforming and fulfilling experience that has prepared me for the difficulties and possibilities that await me in my future career. I am excited to put my internship skills and knowledge to use while contributing to the success of future organisations with whom I will be working.

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PART 9: APPENDICES



Appendix A: Program Bubur Lambuk PEKA at Wisma Rozali



Appendix B: Mesyuarat Agung Tahunan Kelab Gold & Ekuestrian Puncak Niaga (KGEP) Kali Ke-8



Appendix C: Mesyuarat Agung Tahunan Persatuan Kakitangan Kumpulan Syarikat Puncak Niaga (PEKA) Kali Ke-7



Appendix D: Raya Aidilfitri Celebration with Human Resource & Administration Division



Appendix E: Selangor Mega Job Fair at MBSA Convention Centre

POSTERS:


PUNCAK NIAGA
PUNCAK NIAGA HOLDINGS BERHAD

**WE ARE
HIRING!**

APPRENTICE
JOIN OUR TEAM NOW!

Puncak Niaga Holdings Berhad is the leading regional integrated water, wastewater and environmental solutions provider with involvement in environmental engineering and construction, concession, facilities management services and plantation.

We are currently seeking for Fresh Graduate who inspire to develop career with us by joining our Apprenticeship programme.

We Are Looking For

1) QUANTITY SURVEYOR
(Based at Shah Alam, Selangor)

2) CIVIL ENGINEER
(Based at Gua Musang, Kelantan)

Requirements

- ✓ Malaysian graduates with at least Bachelor's Degree in Quantity Surveying or Civil Engineering.
- ✓ CGPA 3.00 and above.
- ✓ Dynamic with excellent communication, presentation, creative thinking and interpersonal skills.
- ✓ Posses valid driving license class at least class B2.

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- Opportunities for career growth

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- EXECUTIVE, HUMAN RESOURCES
- ENGINEER (CIVIL, MECHANICAL, ELECTRICAL)
- TECHNICIAN (CIVIL, MECHANICAL, ELECTRICAL)
- RELIGIOUS OFFICER (PEGAWAI AGAMA)
- ASSISTANT ENGINEER (ELECTRICAL)
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