



# INDUSTRIAL TRAINING REPORT AT ATR GLOBAL SDN. BHD

**NAME:**

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**STUDENT ID :**

2020621386

**PREPARED FOR :**

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**SUPERVISOR NAME:**

SITI NORHIDAYAH BT DILAH

# EXECUTIVE SUMMARY



My internship placement at ATR Global Sdn Bhd will always be one of the moments that I will reminisce for the rest of my life. It revolved around 24 unforgettable weeks which served as an inspiration for this industrial training report. The journey started on 1st March 2023 where I need to report myself to the office and will end on 15th August 2023. Honestly, never crossed in my mind that I will get to be exposed with real life working environment during my early 20's. Without a doubt, the experience of being part of ATR Global family truly gave me an opportunity to understand and apply the theory that I've learnt through my degree courses, especially in Human Resource Management aspects.

Getting to familiarize myself with a real business environment is one of my dreams as the knowledge is priceless and you cannot attain this through classes only. It gave me a real-life working atmosphere on how one business runs daily. Normally, we only see the success of one business without knowing the ups and downs that they suffered before being successfully established and stable. This industrial training also served as a platform for me to work with professionals where I can learn a lot so that I can complete the task assigned and of course complete my study as Human Resource final year student

In this report, I have break down and summarized multiple things related to my journey at ATR Global. This includes my roles and responsibilities during the internship as well as high level analysis of the company in terms of SWOT and PESTEL analysis that provide a comprehensive view of ATR Global in one glance.

I truly hope this report will be beneficial to some if not for all especially to my temporary employer where they are aware on what criteria they need to focus on improving and further developed to that continuous success can be achieved.

# TABLE OF CONTENT



1.0

## PRELIMINARY PAGES

2.0

## THE STUDENT'S PROFILE

- Resume

3.0

## THE COMPANY'S PROFILE

- Name, location, background
- Vision, mission, objective, goal
- Organizational Structure

4.0

## THE TRAINING'S REFLECTION

- Duration
- Details
- Gains

5.0

## THE SWOT ANALYSIS

- Strength
- Weaknesses
- Opportunities
- Threat
- Swot Matrix

# TABLE OF CONTENT



6.0

THE PESTEL ANALYSIS

7.0

THE DISCUSSION & RECOMMENDATION

8.0

THE CONCLUSION

9.0

REFERENCES

10.0

APPENDICES

## ATR GLOBAL SDN.BHD



Logo ATR Global Sdn.Bhd



**ATR Global Sdn Bhd Kuala  
Terengganu branch.**

Lot 1903, Jalan KP Perdana, 21000  
Kuala Terengganu, Terengganu



**ATR Global Sdn Bhd Dungun branch.**  
Tingkat 1, Lot 15812, Jalan Sura Jetty,  
23000, Kampung Sura Gate, 23000  
Kuala Dungun, Terengganu



**Location in Google Maps**

## BACKGROUND

ATR Global Sdn Bhd is an online business company that produces and sells health product supplements. Initially established at Dungun Terengganu in November 2016. It was founded by Che Mohd Syazwan bin Che Md Sauffi a former lecturer at Polytechnic Sultan Mizan Zainal Abidin. Now ATR Global has 2 branches located at Kuala Terengganu and Dungun which also consist of 4 subsidiaries under ATR Global.



## Product from ATR Global Sdn.Bhd



## MISSION & VISSION

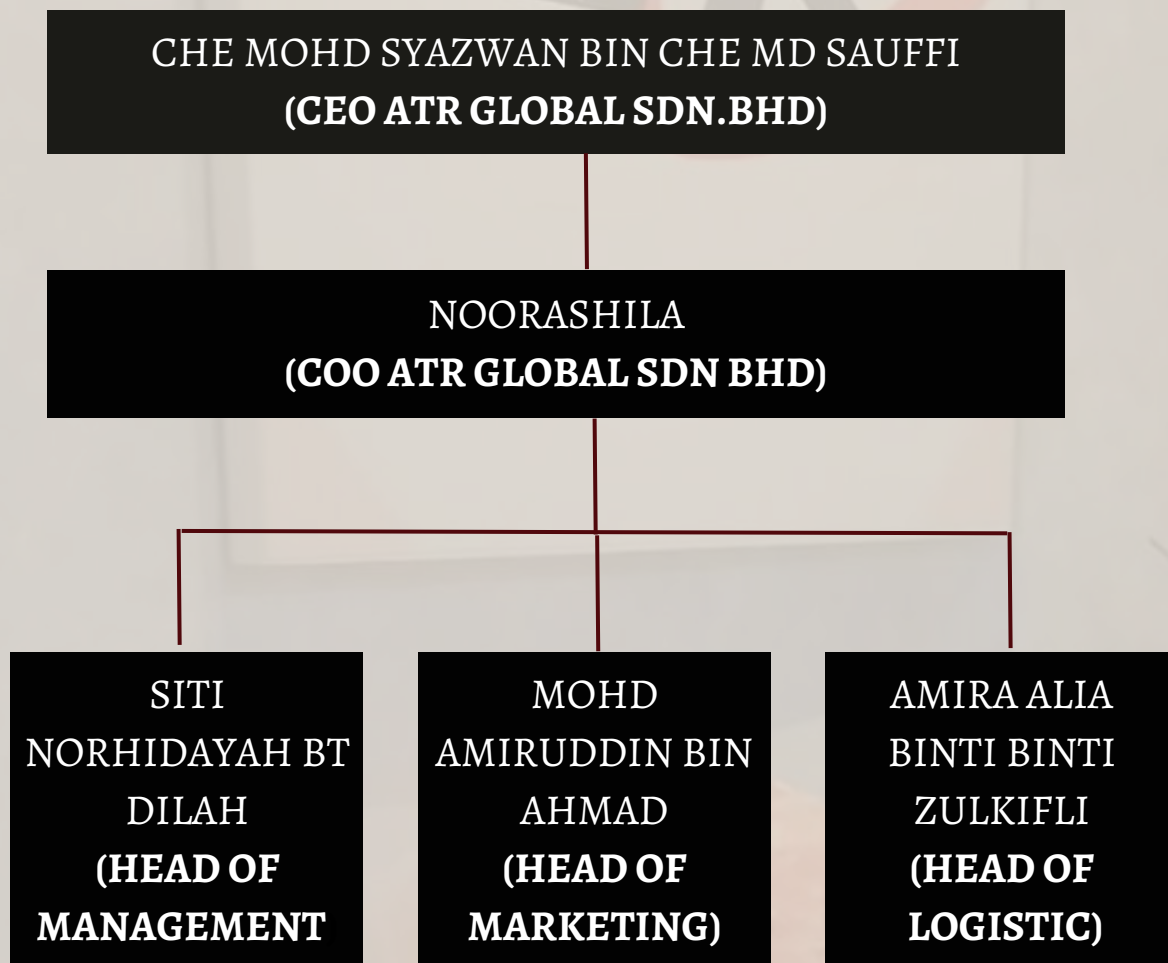
### VISI

Memberi manfaat global kepada ummah melalui kesihatan dan perniagaan.

### MISI

1. Mencapai RM100 juta jualan pada tahun 2025.
2. Melahirkan jutawan yang berjaya di dunia dan akhirat.
3. Menyediakan pertubuhan NUR ATR.
4. Menjadi antara penyumbang zakat yang terbesar.
5. Memberi 30% keuntungan syarikat setiap bulan kepada badan kebajikan.

## ORGANIZATIONAL STRUCTURE



## DURATION

My internship placement at ATR Global Sdn Bhd started at 1st March 2023 and ended on 15th August 2023 which equivalent to 24 weeks. The company operates on somewhat normal working hour which is from 8.30am to 5.30pm including lunch break. The first working day of the week will be on Sunday until Thursday since the company located at Terengganu where the state stick to Friday and Saturday as its weekend.



### Alamat

1903, Kp Perdana,  
21000 Kuala Terengganu,  
Terengganu.

### Waktu Pejabat

Ahad-Khamis | 8:30am - 5:30pm  
Jumaat-Sabtu | Cuti

### Hubungi Kami

Telefon: 09 - 625 0214  
Telefon Bimbit: 010- 909 4493

## DEPARTMENT

There are 4 departments in ATR Global which Department of Management, Marketing, Logistic and Sales. Being a student of Human Resource Management, ATR Global Sdn. Bhd gave me a chance to be allocated at Department of Management under Human Resource Management. This is to ensure my period at the department can fully utilize all the knowledge and skills related to my field of study.



## ROLES & RESPONSIBILITIES

Under supervision of Puan Siti NorHidayah which is the Head of Management, I'm assigned to work closely with Puan Laila and Encik Fikri doing HR-related tasks

01

### **Designing job opening posting**

- Edit template for job opening using canva

02

### **Joining interview session**

- Join interview for accountant position
- Need to give an opinions after the interview session to decide the best candidate

03

### **Prepare monthly meeting document**

- Need to prepare the performance documents of the staff
- Prepare the meeting rooms

04

### **Screening resumes for interviews**

- Short list the resume
- Make schedule for them for interview session

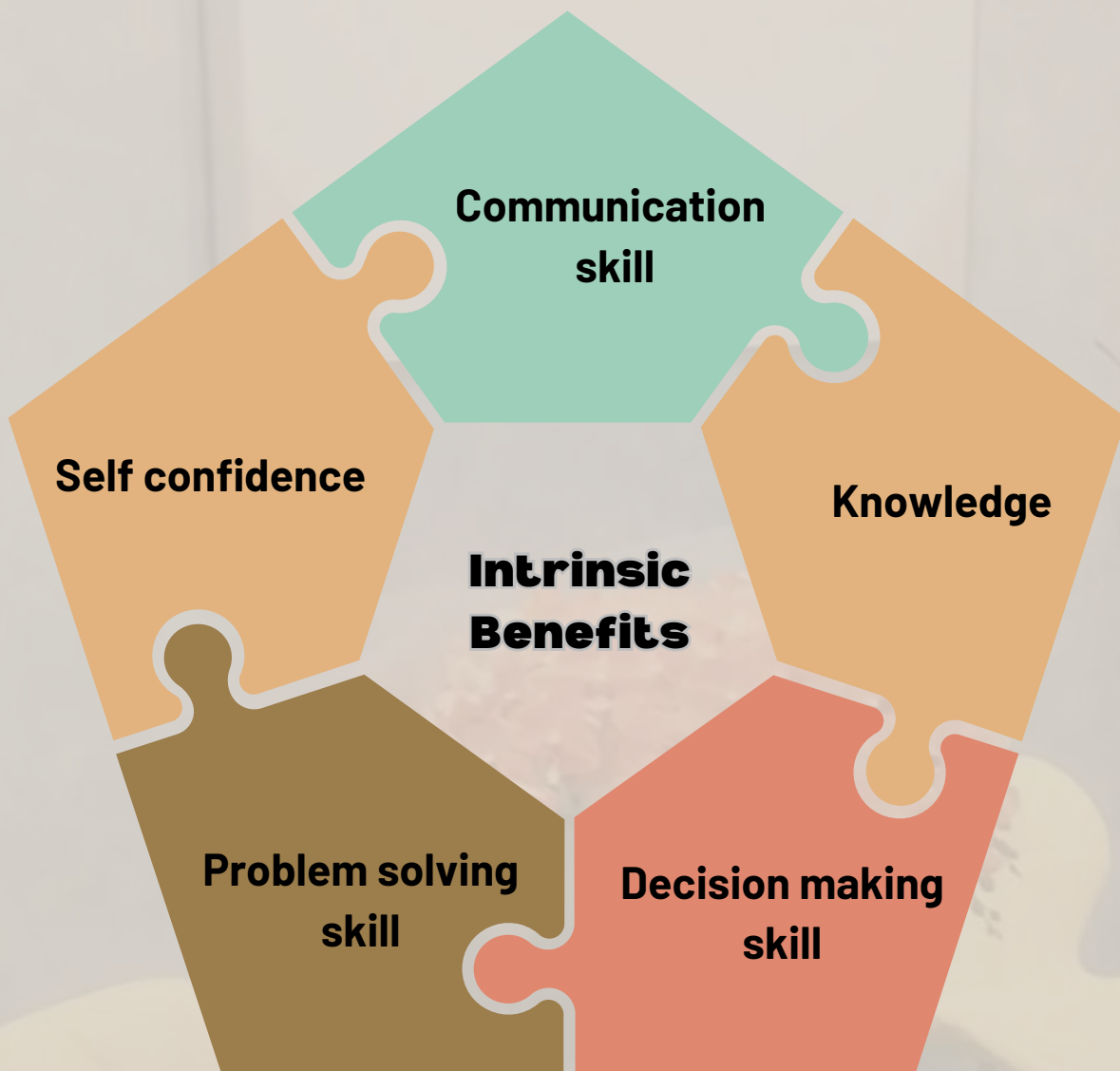
05

### **Participate and assist the Monthly event**

- Become an emcee for the event

## **GAINS**

Throughout my internship placement at ATR Global, there are unlimited experiences and benefits that I've managed to gain. Among them are explained further as follows



### **1. Communication skill**

As an HR trainee, I'm required to engage and communicate actively with everyone at the company. This surely brushes up my communication skill where its not limited to words that come out of my mouth but also covers face expression and gesture that ensure the conversation went smoothly and mutual understanding can be achieved.

### **2. Knowledge**

Apart from exciting experiences, I also managed to explore and gain interesting knowledge where I couldn't get it anywhere else outside of the office. To be specific, there are situations where I need to adapt myself to real-life cases that happened in the company such as employee's misconduct and how to deal with it.

### **3. Self confidence**

Being assigned tasks directly from the professionals truly boosts my level of self-confidence as I feel that my views and ideas being valued and trusted even though I'm just an HR trainee. At the same time, I will surely try my best to deliver and complete the tasks given as much as I could.

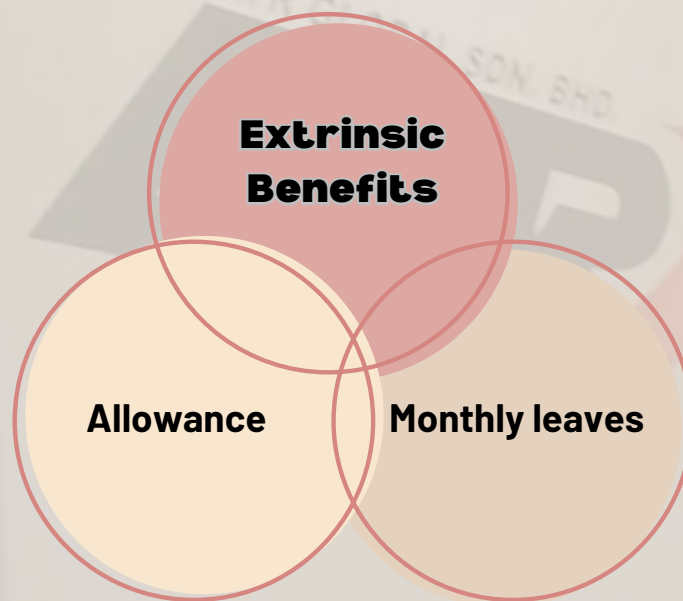
#### **4. Problem solving skill**

Considering the role that I've played at ATR Global, I need to embrace some difficult situations where problem solving skills are needed. I'm required to determine the root cause of a problem that happened within the company and try to find possible solutions which can be implemented to resolve the problem effectively.

#### **5. Decision making skill**

The ability to make decisions in hard situations is truly an add-on skill to HR people. It demonstrates the capacity to think thoroughly and objectively. At ATR Global for example, I was asked about my opinion about recruitment candidates after interview sessions. It is hard to decide if we are unsure on what criteria we are expecting the candidates to deliver if selected. Since I got an initial brief on the job description and responsibilities, I'm able to properly give my opinion which help the decision that we made to recruit the best candidate





### **1.Allowance**

There are a few extrinsic advantages that I was able to acquire as an HR Trainee during the course of conducting my internship placement for completing my industrial training. The benefits included things like monthly allowance of RM300. This allowance is paid via online transfer, and payments are typically made on the 28th of the month.

### **2.Monthly leaves**

ATR Global Sdn. Bhd also allows practical students to take monthly leave or sick leave during their training there.

## **S** TRENGTHS

- Ability to utilize all up to date marketing platform
- Strong bonding between employees.
- Regular team meetings and motivational speech

## **W** EAKNESSES

- Do not offer flexible working hours.
- Lack of employee's compensation and benefits
- Limited opportunities for employee's career growth

## **O** PPORTUNITIES

- Consumers growing interest in health
- Digital marketing
- Increase supplier for product customization

## **T** HREATS

- Competitors
- Increasing product cost
- Poaching



# **TRENGTHS**

## **1. Ability to utilize all up to date marketing platform**

As an online business company, ATR Global business activity mostly involved multiple marketing platforms such as social medias, shopping apps and websites. All this platforms certainly will help the company to build a strong marketing foundation and opportunities to grow its influence as well as attracting consumers from all corners.

## **2. Strong bonding between employees.**

Bonding between employees also becoming its main strength which particularly due to daily group activities and positive vibes being spread within the company environment. For example, employees will start their day by sharing their group or selfie picture in WhatsApp group to generate positive energy before starting their work which could affect their mood for the whole day.

## TRENGTHS

### 3. Regular team meetings and motivational speech

ATR Global community also familiarize themselves with regular team meetings as well as motivational speech from the team leader. This has been a great opportunity for the company to identify room for improvement and to build strategies for their business growth.



## **WEAKNESSES**

### **1. Do not offer flexible working hours.**

A new International Labour Organization report claims that innovative working time arrangements, such as those implemented during the COVID-19 crisis, can benefit economies, businesses, and workers by increasing productivity and improving work-life balance. Unfortunately, ATR Global does not provide their employees with flexible working hours. More or less, employees will become frustrated due to lack of opportunities to have flexibility. Furthermore, employees nowadays are more attracted to companies which have this flexibility as their job destination.

## **WEAKNESSES**

### **2. Lack of employee's compensation and benefits**

Employees also consider compensation and benefits which are offered by the company. This is certainly important to them as it indirectly indicates how much their wellbeing being valued by the employer. In the case of ATR Global, it only offers basic benefits such as annual leave, medical leave, and an annual bonus. Also, no overtime working hours is being entertained.

### **3. Limited opportunities for employee's career growth**

It is normal for employees to choose working in a company which offers promising career growth. This is to ensure their future is not compromised by staying at the company for a long period. In ATR Global, most of the employees do not have the opportunities to build and develop their talent further into a new position as the company do not offer promotion to a new role.

## **O**PPORTUNITIES

### **1. Consumers growing interest in health**

Looking at our community, they have started to build an interest in caring for their health and wellbeing. This is somehow has opened an opportunity for ATR Global to promote their products to the growing number of consumers.

### **2. Digital marketing**

Digital marketing of course has become an added value for ATR Global as it already utilizes a variety of marketing platforms, especially in online businesses. Being familiarized with its know-how will surely make it easier for the company to extend their marketing strategies.

## **0 OPPORTUNITIES**

### **3. Increase supplier for product customization**

Being a health product provider, the company get their products produced and customized by a third-party supplier, which nowadays have increased in their numbers. This created a price competition between the supplier to offer best price in the market which enable ATR Global to choose supplier with lower price and better qualities.



# **T** HREATS

## **1. Competitors**

health product providers are rapidly increasing in numbers due to social acceptance and awareness of their health. This has built a large group of competitors for ATR Global and may cause a decline in their sales as consumers have a larger choice of similar products from different companies.

## **2. Increasing product cost**


ATR global offer various products and each product has its own raw materials and product costs. Malaysia facing an inflation for several years and this cause an increased in the price of raw materials and subsequently becoming a threat to the ATR Global to invest more in their production.

# **T** HREATS

## **3. Poaching**

This refers to a practice of targeting and taking the employees of direct competitors. The growing numbers of similar company has made this a real threat to the company especially to retain their top talent employees from being recruited by other companies.

### 3.1 SWOT MATRIX

	<p style="text-align: center;"><b>STRENGTHS (S)</b></p> <p>S1. Ability to utilize all up to date marketing platform            S2. Strong bonding between employees.            S3. Regular team meetings and motivational speech</p>	<p style="text-align: center;"><b>WEAKNESSES (W)</b></p> <p>W1. Do not offer flexible working hours.            W2. Lack of employee's compensation and benefits            W3. Limited opportunities for employee's career growth</p>
<p style="text-align: center;"><b>OPPORTUNITIES (O)</b></p> <p>O1. Consumers growing interest in health            O2. Digital marketing            O3. Increase supplier for product customization</p>	<p style="text-align: center;"><b>SO STRATEGIES</b></p> <p>S1, O1 - Increase sales income as more prospects can be reach via all available platform.            S1, O2 - Maximum marketing opportunities can be adopted.</p>	<p style="text-align: center;"><b>WO STRATEGIES</b></p> <p>W1, O1 - Digital marketing offers flexible working hour as no direct communication needed between employee and customer.            W2, O3 - Company can choose lowest price offered by suppliers and the reduction of product cost can be converted to employee's wages or bonus.</p>
<p style="text-align: center;"><b>THREATS (T)</b></p> <p>T1. Competitors            T2. Increasing product cost            T3. Poaching</p>	<p style="text-align: center;"><b>ST STRATEGIES</b></p> <p>S3, T3 - Do a meeting with fellow managers and supplier to find raw materials with good price and good quality            S2, T3 - Strong bonding from employee can produce positive environment where employee unlikely to consider leaving</p>	<p style="text-align: center;"><b>WT STRATEGIES</b></p> <p>W2, T1 - Provide remuneration package based on employees performance and roles.            W3, T3 - Offer career promotion for loyal and potential employees</p>

For the SWOT Analysis Matrix, I was able to derive and identify eight results that provided solutions based on ATR Global Sdn. Bhd strengths, weaknesses, opportunity, and threat. All the solution are shown In the diagram above.

## PESTEL ANALYSIS



## POLITICAL

### Instability of political environment

Without a doubt, unstable political environment in a country will impact the company indirectly. Especially when a change in government happens, of course there will be a change in government policy from small to a large scale which generally impacts one business.

### New taxes introduced

We have seen where GST being introduced after the government changed previously. There is no guarantee that this will not be changed in future.

## **E** CONOMIC

### **High demand of health product**

Consumers have become more interested and aware of their health. This creates a high demand for health products which of course benefited the company which provides such product lines.

### **Intense competition in health product**

The growing number of companies which provide health products has created an intense competition between them especially group of companies which offers similar products in terms of its benefit and price.

## **S** OCIAL

### **Changes in consumer dietary**

Previous time, consumer might not be interested in health product which may be due to trust issues with the product or lack of health awareness. However, this trend has changed upside down where consumers started to consume a variety of health products as their daily supplements.

## **T** ECHNOLOGICAL

### **E-Commerce expansion**

The continuous expansion of e-commerce, especially in business, has become phenomenal as almost everything related to business matters can be handled at your fingertips.

### **Advance production technology**

Introduction of advanced technology in production sectors has benefited many areas. It ranges from reducing production time and cost as well as solving manpower shortage.

## **E** NVIRONMENTAL

### **Environment friendly product**

Consumer awareness to consume an environmentally friendly product has affected how each product is being produced by the company. This even applies to the product packaging whether it is recyclable or not.

## **L** EGAL

### **Stricter law in copyright and data usage**

The current digital world has exposed available online data to global viewers. This has brought attention to the legislation to apply a stricter law in terms of copyright and data usage especially in online platforms.

## RECOMMENDATION

### **1. Provide flexible working hour and location.**

The company should provide flexible working hours and location to the employees in line with current world developments to get more productive employees which can also improve work-life balance to avoid mental health in their life.

### **2. Offer remuneration package based on employee performance and role.**

ATR Global should offer a remuneration package based on employee performance and role. This is to ensure the employee is always motivated and know they are being valued by the company when they are performing well. This should be offered to all employees without excluding employees in lower positions.

### **3. Come up with career promotion opportunities for loyal and potential employees.**

The company can consider coming up with career promotion opportunities for loyal and potential employees. This opportunity is important, especially for long-service employees. They will surely look for any potential career growth at some point and by providing this promotion opportunity, the employee can be retained for a longer period.



For the conclusion, Undergoing industrial training at ATR Global Sdn. Bhd. is truly a massive experience and exposure to the business environment for me as a student who certainly will be a part of it someday. It allows me to learn a variety of benefits as well as the opportunity to gain significant work experience, improve job performance, develop my interpersonal skills, and build a professional network to increase my chances of landing a job after graduation.

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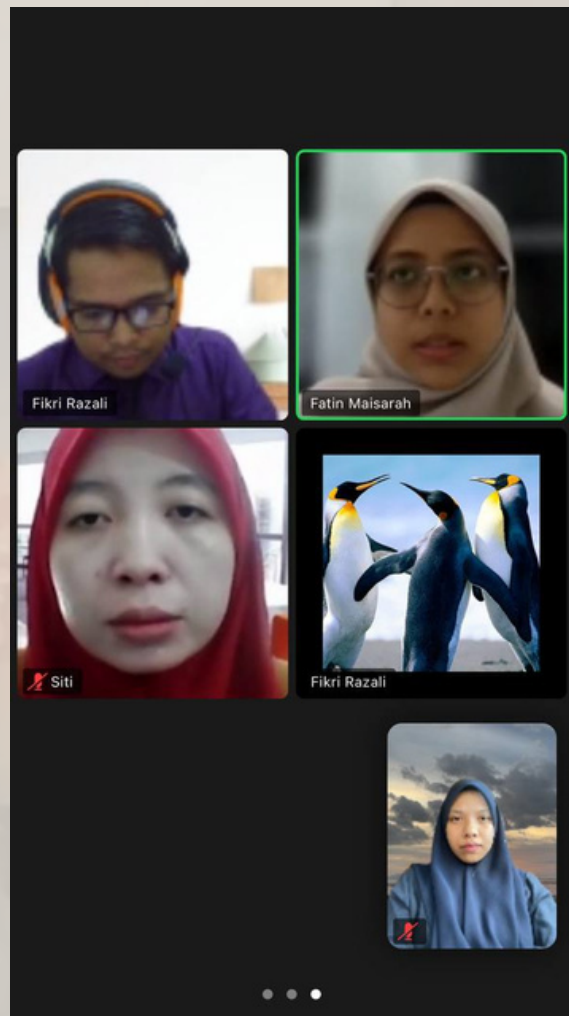
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<https://thelawreviews.co.uk/title/the-privacy-data-protection-and-cybersecurity-law-review/malaysia>





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UNIVERSITI TEKNOLOGI MARA

## ENDORSEMENT OF ORIGINAL REPORT

**Coordinator**

Unit Jaminan Kualiti Akademik (UJKA)  
Universiti Teknologi MARA Cawangan Perlis  
02600 Arau  
Perlis

Sir

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

With reference to the work of the candidate below:

Nama : Nur Alya Izzati binti Mohd Saupi  
Matric No. : 2020621386  
Faculty : Faculty of Business and Management  
Programme : Human Resources Management  
Title : Industrial Training Report at ATR Global Sdn.Bhd

Percentage of Original Report : 1%

I am pleased that the proposal/thesis/dissertation/project paper/ assignment of the above candidate has fulfilled the Original percentage of the university's requirement.

Thank you.

\_\_\_\_\_  
1<sup>st</sup> advisor's signature and stamp  
Name: **HAMAD NIZA B. HJ. MD NOK**  
Pensyarah Kanan  
Fakulti Pengurusan Perniagaan  
Universiti Teknologi MARA Perlis

\_\_\_\_\_  
Date

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<b>Similarity</b>	1%
<b>Analysis address</b>	mohdniza.UiTM@analysis.ouriginal.com

## Sources included in the report

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## Entire Document

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INDUSTRIAL TRAINING REPORT AT ATR GLOBAL SDN. BHD NAME: NUR ALYA IZZATI BINTI MOHD SAUPI STUDENT ID : 2020621386 PREPARED FOR : EN MOHAMAD NIZA MD NOR TUAN HAJI ZULKAFI MANSOR SUPERVISOR NAME: SITI NORHIDAYAH BT DILAH

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First of all, thanks to Allah s.w.t for His blessing, I was able to finish Industrial Training Report within the time given. Alhamdulillah, all of my hard work, effort and determination payoff by this completed this report. I would like to express my sincere and deep gratitude to my advisor En. Mohamad Niza bin Md Nor and my examiner Tuan Hj Zulkafli bin Mansor for the guidance in finishing this report assignment. Not to forget for those who are also helping me. Their contributions are sincerely appreciated and gratefully acknowledge. I also like to expand my gratitude to all those directly and indirectly guided me in writing this assignment especially for my husband, my family and my bestfriend in Arau for the support and willingness to help me in completing this assignment. Thank you. ACKNOWLEDGEMENT

TABLE OF CONTENT 1.0 2.0 PRELIMINARY PAGES THE STUDENT'S PROFILE 4.0 THE TRAINING'S REFLECTION Duration  
Details Gains 5.0 THE SWOT ANALYSIS Resume 3.0 THE COMPANY'S PROFILE Name, location, background Vision,  
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1  
ATR GLOBAL SDN.BHD Logo ATR Global Sdn.Bhd ATR Global Sdn Bhd Kuala Terengganu branch. Lot 1903, Jalan KP  
Perdana, 21000 Kuala Terengganu, Terengganu 2  
ATR Global Sdn Bhd Dungun branch. Tingkat 1, Lot 15812, Jalan Sura Jetty, 23000, Kampung Sura Gate, 23000 Kuala  
Dungun, Terengganu Location in Google Maps 3  
BACKGROUND ATR Global Sdn Bhd is an online business company that produces and sells health product supplements.  
Initially established at Dungun Terengganu in November 2016. It was founded by Che Mohd Syazwan bin Che Md Sauffi a  
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and Dungun which also consist of 4 subsidiaries under ATR Global. JUS LEBGUL STEVIA CAPSULE LEBGUL KOPI LEBGUL  
MEDITIC TABIB RAJA GEL OX3 Product from ATR Global Sdn.Bhd 4  
MISSION & VISSION 5  
CHE MOHD SYAZWAN BIN CHE MD SAUFFI (CEO ATR GLOBAL SDN.BHD) NOORASHILA (COO ATR GLOBAL SDN BHD)  
ORGANIZATIONAL STRUCTURE SITI NORHIDAYAH BT DILAH (HEAD OF MANAGEMENT) MOHD AMIRUDDIN BIN  
AHMAD (HEAD OF MARKETING) AMIRA ALIA BINTI BINTI ZULKIFLI (HEAD OF LOGISTIC) 6  
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There are 4 departments in ATR Global which Department of Management, Marketing, Logistic and Sales. Being a  
student of Human Resource Management, ATR Global Sdn.Bhd gave me a chance to be allocated at Department of  
Management under Human Resource Management. This is to ensure my period at the department can fully utilize all the  
knowledge and skills related to my field of study. DEPARTMENT 8  
Under supervision of Puan Siti NorHidayah which is the Head of Management, I'm assigned to work closely with Puan  
Laila and Encik Fikri doing HR-related tasks ROLES & RESPONSIBILITIES Designing job opening posting Edit template for  
job opening using canva Joining interview session Join interview for accountant position Need to give an opinions after  
the interview session to decide the best candidate 01 02 03 Screening resumes for interviews Short list the resume Make  
schedule for them for interview session 04 Prepare monthly meeting document Need to prepare the performance  
documents of the staff Prepare the meeting rooms Become an emcee for the event 05 Participate and assist the Monthly  
event 9  
Throughout my internship placement at ATR Global, there are unlimited experiences and benefits that I've managed to  
gain. Among them are explained further as follows Intrinsic Benefits Intrinsic Benefits Communication skill Knowledge  
Self confidence Problem solving skill Decision making skill GAINS 10  
1.Communication skill As an HR trainee, I'm required to engage and communicate actively with everyone at the  
company. This surely brushes up my communication skill where its not limited to words that come out of my mouth but  
also covers face expression and gesture that ensure the conversation went smoothly and mutual understanding can be  
achieved. 2.Knowledge Apart from exciting experiences, I also managed to explore and gain interesting knowledge  
where I couldn't get it anywhere else outside of the office. To be specific, there are situations where I need to adapt  
myself to real-life cases that happened in the company such as employee's misconduct and how to deal with it. 3.Self  
confidence Being assigned tasks directly from the professionals truly boosts my level of self-confidence as I feel that my  
views and ideas being valued and trusted even though I'm just an HR trainee. At the same time, I will surely try my best to  
deliver and complete the tasks given as much as I could. 11  
4.Problem solving skill Considering the role that I've played at ATR Global, I need to embrace some difficult situations  
where problem solving skills are needed. I'm required to determine the root cause of a problem that happened within the  
company and try to find possible solutions which can be implemented to resolve the problem effectively. 5.Decision  
making skill The ability to make decisions in hard situations is truly an add-on skill to HR people. It demonstrates the  
capacity to think thoroughly and objectively. At ATR Global for example, I was asked about my opinion about recruitment  
candidates after interview sessions. It is hard to decide if we are unsure on what criteria we are expecting the candidates  
to deliver if selected. Since I got an initial brief on the job description and responsibilities, I'm able to properly give my  
opinion which help the decision that we made to recruit the best candidate 12

Extrinsic Benefits Extrinsic Benefits Allowance Monthly leaves There are a few extrinsic advantages that I was able to acquire as an HR Trainee during the course of conducting my internship placement for completing my industrial training. The benefits included things like monthly allowance of RM300. This allowance is paid via online transfer, and payments are typically made on the 28th of the month. 1.Allowance 2.Monthly leaves ATR Global Sdn. Bhd also allows practical students to take monthly leave or sick leave during their training there. 13

TRENGTHS Ability to utilize all up to date marketing platform Strong bonding between employees. Regular team meetings and motivational speech EAKNESSES Do not offer flexible working hours. Lack of employee's compensation and benefits Limited opportunities for employee's career growth OPPORTUNITIES Consumers growing interest in health Digital marketing Increase supplier for product customization HREATS Competitors Increasing product cost Poaching 14  
TRENGTHS 1.Ability to utilize all up to date marketing platform As an online business company, ATR Global business activity mostly involved multiple marketing platforms such as social medias, shopping apps and websites. All this platforms certainly will help the company to build a strong marketing foundation and opportunities to grow its influence as well as attracting consumers from all corners. 2. Strong bonding between employees. Bonding between employees also becoming its main strength which particularly due to daily group activities and positive vibes being spread within the company environment. For example, employees will start their day by sharing their group or selfie picture in WhatsApp group to generate positive energy before starting their work which could affect their mood for the whole day. 15  
TRENGTHS 3. Regular team meetings and motivational speech ATR Global community also familiarize themselves with regular team meetings as well as motivational speech from the team leader. This has been a great opportunity for the company to identify room for improvement and to build strategies for their business growth. 16  
1.Do not offer flexible working hours. A new International Labour Organization report claims that

67%

**MATCHING BLOCK 1/2**

**W**

innovative working time arrangements, such as those implemented during the COVID-19 crisis, can benefit economies, businesses, and workers by increasing productivity and improving work-life balance.

Unfortunately, ATR Global does not provide their employees with flexible working hours. More or less, employees will become frustrated due to lack of opportunities to have flexibility. Furthermore, employees nowadays are more attracted to companies which have this flexibility as their job destination. EAKNESSES 17  
2.Lack of employee's compensation and benefits Employees also consider compensation and benefits which are offered by the company. This is certainly important to them as it indirectly indicates how much their wellbeing being valued by the employer. In the case of ATR Global, it only offers basic benefits such as annual leave, medical leave, and an annual bonus. Also, no overtime working hours is being entertained. EAKNESSES 3.Limited opportunities for employee's career growth It is normal for employees to choose working in a company which offers promising career growth. This is to ensure their future is not compromised by staying at the company for a long period. In ATR Global, most of the employees do not have the opportunities to build and develop their talent further into a new position as the company do not offer promotion to a new role. 18  
1.Consumers growing interest in health Looking at our community, they have started to build an interest in caring for their health and wellbeing. This is somehow has opened an opportunity for ATR Global to promote their products to the growing number of consumers. 2.Digital marketing Digital marketing of course has become an added value for ATR Global as it already utilizes a variety of marketing platforms, especially in online businesses. Being familiarized with its know-how will surely make it easier for the company to extend their marketing strategies. OPPORTUNITIES 19  
3.Increase supplier for product customization Being a health product provider, the company get their products produced and customized by a third-party supplier, which nowadays have increased in their numbers. This created a price competition between the supplier to offer best price in the market which enable ATR Global to choose supplier with lower price and better qualities. OPPORTUNITIES 20  
1.Competitors health product providers are rapidly increasing in numbers due to social acceptance and awareness of their health. This has built a large group of competitors for ATR Global and may cause a decline in their sales as consumers have a larger choice of similar products from different companies. 2.Increasing product cost ATR global offer various products and each product has its own raw materials and product costs. Malaysia facing an inflation for several years and this cause an increased in the price of raw materials and subsequently becoming a threat to the ATR Global to invest more in their production. HREATS 21  
3. Poaching This refers to a practice of targeting and taking the employees of direct competitors. The growing numbers of similar company has made this a real threat to the company especially to retain their top talent employees from being recruited by other companies. HREATS 22  
3.1 SWOT MATRIX STRENGTHS Commad Economic System Centrally Planned Economic System  
STRENGTHS (S)

S1. Ability to utilize all up to date marketing platform S2. Strong bonding between employees. S3. Regular team meetings and motivational speech

WEAKNESSES (W)

W1. Do not offer flexible working hours. W2. Lack of employee's compensation and benefits W3. Limited opportunities for employee's career growth OPPORTUNITIES (O)

O1. Consumers growing interest in health O2. Digital marketing O3. Increase supplier for product customization

SO STRATEGIES

S1, O1 - Increase sales income as more prospects can be reach via all available platform. S1, O2 - Maximum marketing opportunities can be adopted.

WO STRATEGIES

W1, O1 - Digital marketing offers flexible working hour as no direct communication needed between employee and customer. W2,O3 - Company can choose lowest price offered by suppliers and the reduction of product cost can be converted to employee's wages or bonus.

THREATS (T)

T1. Competitors T2. Increasing product cost T3. Poaching

ST STRATEGIES S3, T3 - Do a meeting with fellow managers and supplier to find raw materials with good price and good quality S2, T3 - Strong bonding from employee can produce positive environment where employee unlikely to consider leaving

WT STRATEGIES

W2, T1 - Provide remuneration package based on employees performance and roles. W3, T3 - Offer career promotion for loyal and potential employees For the SWOT Analysis Matrix, I was able to derive and identify eight results that provided solutions based on ATR Global Sdn. Bhd strengths, weaknesses, opportunity, and threat. All the solution are shown In the diagram above.

23

Instability of political environment New taxes introduced High demand of health product Intense competition in health product Changes in consumer dietary E-commerce expansion Advance production technology Environment-friendly product Stricter law in copyright and data usage PESTEL ANALYSIS P OLITICAL Instability of political environment Without a doubt, unstable political environment in a country will impact the company indirectly. Especially when a change in government happens, of course there will be a change in government policy from small to a large scale which generally impacts one business. New taxes introduced We have seen where GST being introduced after the government changed previously. There is no guarantee that this will not be changed in future. 24

CONOMIC E OCIAL S High demand of health product Consumers have become more interested and aware of their health. This creates a high demand for health products which of course benefited the company which provides such product lines. Intense competition in health product The growing number of companies which provide health products has created an intense competition between them especially group of companies which offers similar products in terms of its benefit and price. Changes in consumer dietary Previous time, consumer might not be interested in health product which may be due to trust issues with the product or lack of health awareness. However, this trend has changed upside down where consumers started to consume a variety of health products as their daily supplements. 25

ECHNOLOGICAL T NVIRONMENTAL E E-Commerce expansion The continuous expansion of e-commerce, especially in business, has become phenomenal as almost everything related to business matters can be handled at your fingertips. Advance production technology Introduction of advanced technology in production sectors has benefited many areas. It ranges from reducing production time and cost as well as solving manpower shortage. Environment friendly product Consumer awareness to consume an environmentally friendly product has affected how each product is being produced by the company. This even applies to the product packaging whether it is recyclable or not. 26

EGAL L Stricter law in copyright and data usage The current digital world has exposed available online data to global viewers. This has brought attention to the legislation to apply a stricter law in terms of copyright and data usage especially in online platforms. 27

RECOMMENDATION 1. Provide flexible working hour and location. The company should provide flexible working hours and location to the employees in line with current world developments to get more productive employees which can also improve work-life balance to avoid mental health in their life. 2. Offer remuneration package based on employee performance and role. ATR Global should offer a remuneration package based on employee performance and role. This is to ensure the employee is always motivated and know they are being valued by the company when they are performing well. This should be offered to all employees without excluding employees in lower positions. 3. Come up with career promotion opportunities for loyal and potential employees. The company can consider coming up with career promotion opportunities for loyal and potential employees. This opportunity is important, especially for long-service employees. They will surely look for any potential career growth at some point and by providing this promotion opportunity, the employee can be retained for a longer period. 28

For the conclusion, Undergoing industrial training at ATR Global Sdn. Bhd. is truly a massive experience and exposure to the business environment for me as a student who certainly will be a part of it someday. It allows me to learn a variety of benefits as well as the opportunity to gain significant work experience, improve job performance, develop my interpersonal skills, and build a professional network to increase my chances of landing a job after graduation. 30  
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<b>100%</b>	<b>MATCHING BLOCK 2/2</b>	<b>W</b>
Flexible working hours can benefit work-life balance, businesses and productivity.		

Ilo.org. [https://www.ilo.org/global/about-the-ilo/newsroom/news/WCMS\\_864986/lang--en/index.htm](https://www.ilo.org/global/about-the-ilo/newsroom/news/WCMS_864986/lang--en/index.htm) 31  
 Tentang Kami. (2023). Atrglobalinfinity.com. <https://atrglobalinfinity.com/tentangkami/> Flexible work arrangements, a benefit to all – ILO report. (2023, January 6). UN News. <https://news.un.org/en/story/2023/01/1132202> What Is Remuneration Package And How To Negotiate? | GRIT. (2022, January 13). GRIT. <https://gritsearch.com/career-advice/career-search/what-is-remuneration-package-how-to-negotiate-one/> Martins, A. (2019, June 4). Most Consumers Want Sustainable Products and Packaging. Business News Daily; [businessnewsdaily.com. https://www.businessnewsdaily.com/15087-consumers-want-sustainable-products.html](https://www.businessnewsdaily.com/15087-consumers-want-sustainable-products.html) The Privacy, Data Protection and Cybersecurity Law Review - The Law Reviews. (2022). Thelawreviews.co.uk. <https://thelawreviews.co.uk/title/the-privacy-data-protection-and-cybersecurity-law-review/malaysia> 32

### Hit and source - focused comparison, Side by Side

<b>Submitted text</b>	As student entered the text in the submitted document.
<b>Matching text</b>	As the text appears in the source.

<b>1/2</b>	<b>SUBMITTED TEXT</b>	22 WORDS	<b>67% MATCHING TEXT</b>	22 WORDS
innovative working time arrangements, such as those implemented during the COVID-19 crisis, can benefit economies, businesses, and workers by increasing productivity and improving work-life balance.		innovative working time arrangements, such as those introduced during the COVID-19 crisis, can bring benefits for economies, businesses and workers, including greater productivity and improved work-life balance.		
<b>W</b> <a href="https://www.ilo.org/global/about-the-ilo/newsroom/news/WCMS_864986/lang--en/index.htm">https://www.ilo.org/global/about-the-ilo/newsroom/news/WCMS_864986/lang--en/index.htm</a> 31				

<b>2/2</b>	<b>SUBMITTED TEXT</b>	10 WORDS	<b>100% MATCHING TEXT</b>	10 WORDS
Flexible working hours can benefit work-life balance, businesses and productivity.		Flexible working hours can benefit work-life balance, businesses and productivity •		
<b>W</b> <a href="https://www.ilo.org/global/about-the-ilo/newsroom/news/WCMS_864986/lang--en/index.htm">https://www.ilo.org/global/about-the-ilo/newsroom/news/WCMS_864986/lang--en/index.htm</a> 31				