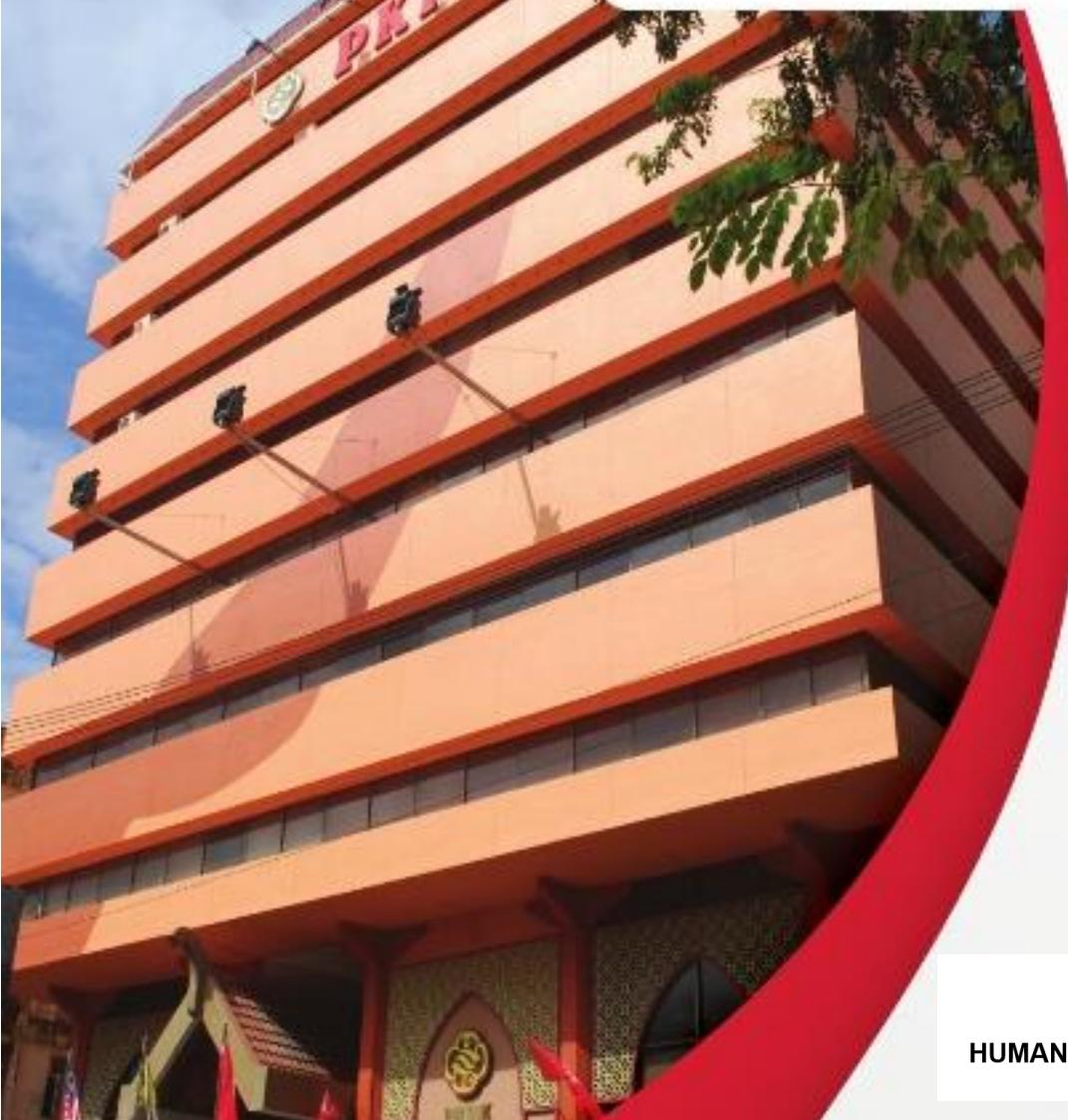




جامعة تكنولوجى مارا  
UNIVERSITI  
TEKNOLOGI  
MARA



HRM666:

HUMAN RESOURCES INTERNSHIP REPORT

FACULTY OF BUSINESS AND MANAGEMENT  
BACHELOR OF BUSINESS AND ADMINISTRATION (HONS.)  
HUMAN RESOURCES MANAGEMENT

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## EXECUTIVE SUMMARY

My name is Hanin Athirah Binti Hasnan and I am a final semester student *and need to* accomplish one industrial training program to meet some of the degree requirements. I have completed 24 weeks of industrial training program at Kelantan State Economic Development Corporation starting from 1 March 2023 to 15 August 2023. The content of this report consists of six important elements which is student profile, company background, student training reflection, swot analysis, discussion, recommendation, and conclusion.

I chose this company as my host organization to gain work experience and complete a training program. This internship report also mentioned about the company profile which explains this company is one of the government agencies and it has 17 subsidiaries with different roles respectively divided into 6 different types of sectors which are the service sector, the mining sector, the real estate sector, the agricultural sector, the timber sector, and the plantation sector.

In this report I also explain the tasks that have been given and I gained a lot of exposure, work culture experience, new skills, knowledge, and new information valuable will be extremely beneficial to me and also for my future. I was placed in the property management department and was assigned to do some work such as providing rent premises payment receipts, making rent termination notices, and collecting rent different buildings and factories under this company's assets.

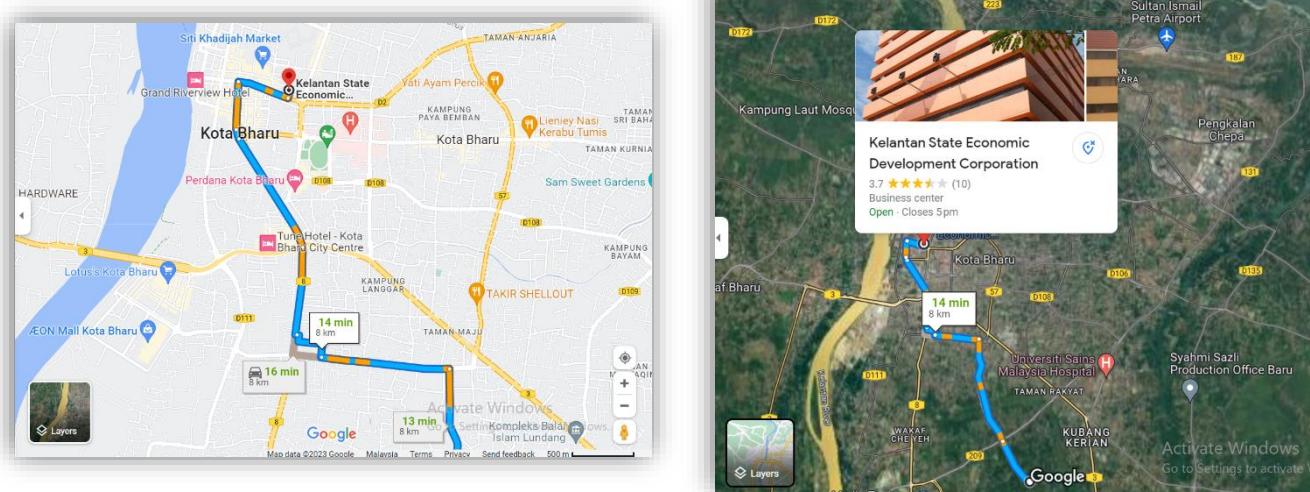
Based on my experience, I can highlight some of the swot analysis of this company which is internal strength and weaknesses, also external opportunities, and threats. This swot analysis will be explained in detail and provide recommendations that may apply or be improved by this company. Last but not least, an internship experience develops my independence. My industrial training has also helped me to become a better communicator and sociable person.

## TABLE OF CONTENTS

ACKNOWLEDGEMENT.....	1
1.0 STUDENT PROFILE .....	2
2.0 COMPANY PROFILE.....	3
3.0 TRAINING REFLECTION .....	10
4.0 SWOT ANALYSIS.....	12
5.0 DISCUSSION AND RECOMMENDATIONS.....	13
6.0 CONCLUSION.....	21
REFERENCES .....	22
APPENDICES.....	23

## 2.0 COMPANY PROFILE

### 2.1 Company's Information



*Figure 1: Location of Kelantan State Economic Development Corporation*

<b>COMPANY NAME</b>	KELANTAN STATE ECONOMIC DEVELOPMENT CORPORATIONS (SEDC)
<b>COMPANY LOCATION</b>	Tingkat 4-11, Bangunan PKINK, Jalan Tengku Maharani, Peti Surat 142, 15710, Kota Bharu Kelantan.
<b>COMPANY EMAIL ADDRESS</b>	<a href="mailto:Pkink@pkink.gov.my">Pkink@pkink.gov.my</a>
<b>COMPANY CONTACT NUMBER</b>	09-7414141
<b>COMPANY WEBSITES</b>	<a href="https://www.pkink.gov.my">https://www.pkink.gov.my</a>
<b>FORM OF COMPANY</b>	This company is one of the government agencies or corporate entities and they are responsible for leading the socio-economic development for Kelantan state.
<b>TYPE OF INDUSTRY</b>	Wide range of economic activities including the agriculture industry, plantation industry, mining industry, timber industry, hospitality, and property development.

## 2.2 Background of the company



*Figure 2: Logo of Kelantan State Economic Development Corporation*

The Kelantan State Economic Development Corporation (SEDC) is a Kelantan State Statutory Body placed under the Prime Minister's Department at the central level. SEDC plays a role in developing and advancing the economy of the State of Kelantan. Since its establishment in 1966, SEDC has been a major contributor in ensuring that economic development in the State of Kelantan continues to be sustainable and always viable and competitive. Now with the policy of Building Together with Islam, SEDC is working hard to advance the economy of the State of Kelantan based on the principle of compliance with submission, responsibility, and a stand on the level of work quality.

The SEDC building has 11 floors which also has many departments including, the technical department on the fourth floor, the investment department on the fifth floor, company internal audit on the fifth floor, the advocates and property management department on the sixth floor, the corporate department and the information technology system department on the seventh floor , the project and legal department on the eighth floor, the finance department and the entrepreneur department on the ninth floor, human resources departments on the tenth floor and eleventh floors that have the Chief Executive Officer's room, the Deputy Chief Executive Officer's room (HEK), the Deputy Chief Officer's Room Executive (P&P).

This agency has 6 different types of sectors that is service sector, plantation sector, agricultural sector, real estate sector, mining sector, and timber sector then divided into 17 active subsidiaries which is *Permodalan Kelantan Berhad, Ascii Line Sdn Bhd, Kelantan ICT Gateway Sdn Bhd, Hostcare Sdn Bhd, UB Consult Sdn Bhd, Binaraya PKINK Bhd, Profil Impian Sdn Bhd, SPP Development, Kelstone Sdn Bhd, Kumpulan Pertanian Kelantan Berhad, Darulnaim Agro Management Industries Sdn Bhd, Kumpulan Perladangan PKINK Berhad, Syarikat Ladang Sungai Terah Sdn Bhd, Ladang Tapis Sdn Bhd, Ladang Lubuk Bongor Sdn Bhd and Kompleks Perkayuan Kelantan Sdn Bhd*. The project and property department also a department that generates income for the company.

### **2.3 Operation Hours**

DAY	WORKING HOURS	OPERATION PERIOD
Sunday - Thursday	8.00 am – 1.00 pm 1.00 pm – 2.00 pm 2.00 pm – 5.00 pm	5 Hours 1 Hour (Lunch) 3 Hours
Friday – Saturday	-	Closed

*Table 1: Shows the operation hours of the company*

This company start operating hours every Sunday to Thursday from 8.00 am until 5.00 pm, with a 1-hour break during the lunch hour which is 1.00 pm to 2.00 pm where the working hours are 8 hours a day and closed for 2 days which is on Friday and Saturday only.

### **2.4 Company's Vision**

Kelantan State Economic Development Corporation focus on two main aspects which are socio-economic development as well as industrial and commercial development.

### **2.5 Company's Mission**

A corporate body responsible for leading the economic development and growth of the State of Kelantan, based on Islamic principles for the well-being of the Ummah. Works as a whole pioneering new project that has the potential for national economic development with Islamic-style developers as well as creating a trustworthy merchant community.

### **2.6 Company's Objectives**

Ensure the project process or approval of each application in planning that provides optimal benefits to the people if the application has complete details and documents. Guaranteeing quality management and service based on professionalism, informative attitude, and customer friendly in all respects.

### **2.7 Company's Goals**

Promote commercial activities and create employment opportunities while helping to develop economic growth and increase cooperation between the government sector, the private sector and society as a whole.

## 2.8 Company's Organizational Chart



Figure 3: Management Group Organization Chart of SEDC

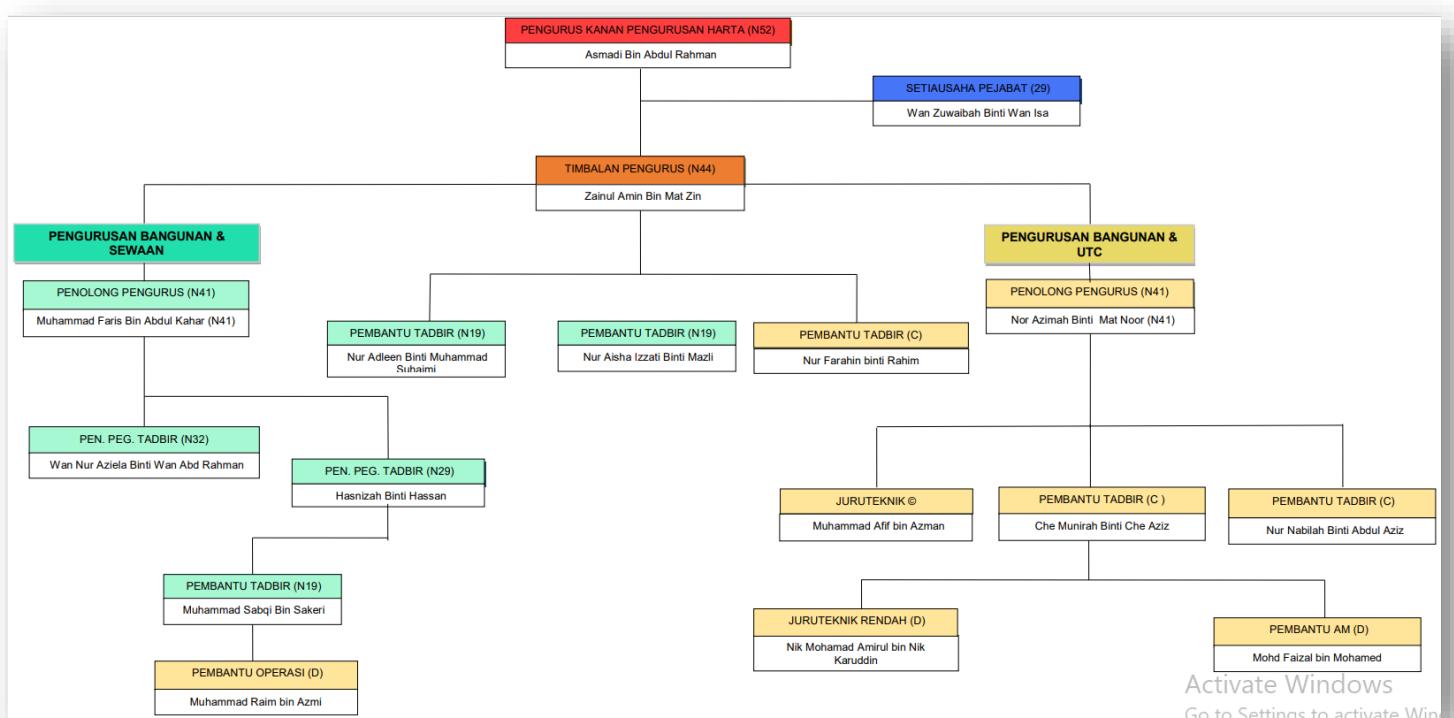


Figure 4: Organizational Chart of Property Management Department

## 2.9 Company's Product or Services Offered

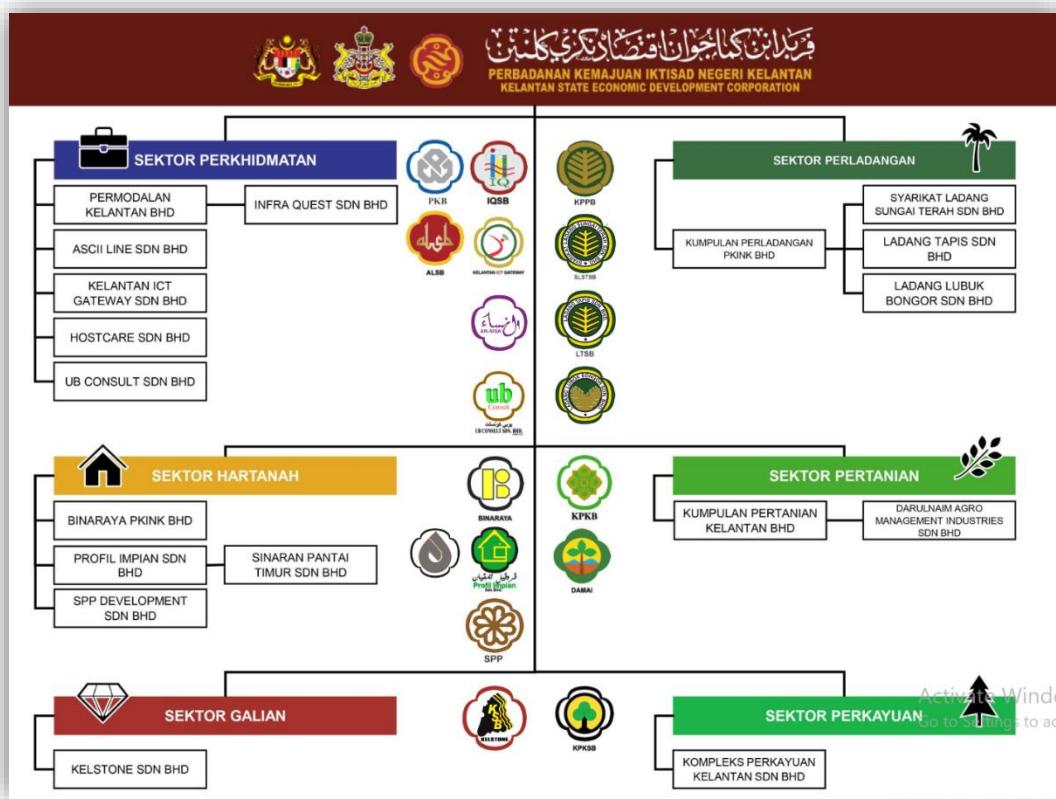


Figure 5: Shows the 17 active subsidiaries of SEDC

No.	Product or Services Offered	Explanation
1.	 Kelstone Sdn Bhd	<ul style="list-style-type: none"> <li>➤ Kelstone Sdn Bhd is responsible for developing industries based on mineral resources in the State of Kelantan and it is involved in mining activities, primary and alluvial gold ore, feldspar ore mining, manganese mining, barite ore mining as well as marble quarrying and processing.</li> </ul>
2.	 Damai Sdn Bhd	<ul style="list-style-type: none"> <li>➤ Darulnaim Agriculture Management Industries Sdn Bhd acts as an implementer of agricultural land planting and development projects as well as landscape activities in the State of Kelantan.</li> </ul>

3.	 <p><b>KPKB</b> <i>Kumpulan Pertanian Kelantan Bhd</i></p>	<ul style="list-style-type: none"> <li>➤ KPKB acts as a leader in the commercial agricultural activities of the agro-based industry in the State of Kelantan by increasing efforts to make the State of Kelantan a National Food Reserve as well as the main supporter of the One Worship Agriculture policy.</li> </ul>
4.	 <p><b>Kompleks Perkayuan Kelantan Sdn Bhd</b></p>	<ul style="list-style-type: none"> <li>➤ KPKSB is a pioneer in the timber sector, ensuring continuous availability of raw wood resources in addition to taking responsibility for sustainable forest development.</li> </ul>
5.	 <p><b>BINARAYA</b> <i>Binaraya PKINK Sdn Bhd</i></p>	<ul style="list-style-type: none"> <li>➤ Binaraya Sdn Bhd plays an important role as the main leader in the provision of affordable properties in the State of Kelantan, one example of which is the provision of affordable housing projects for the community.</li> </ul>
6.	 <p><b>SPP Development</b> <i>Sdn Bhd</i></p>	<ul style="list-style-type: none"> <li>➤ SPP Development Sdn Bhd is a housing developer and plays an important role in providing exclusive and quality real estate with the latest design in Kelantan.</li> </ul>
7.	 <p><b>Permodalan Kelantan Bhd</b></p>	<ul style="list-style-type: none"> <li>➤ "Permodalan Kelantan Berhad" actively empowers the Syariah-based microcredit industry through Ar-Rahn mortgage services. Ar-Rahn is the first Syariah compliant mortgage service created in Malaysia with the aim of avoiding usury.</li> </ul>
8.	 <p><b>IQSB</b> <i>Infra Quest Sdn Bhd</i></p>	<ul style="list-style-type: none"> <li>➤ IQSB is a One Stop Agency (OSA) responsible for ensuring that all telecommunication towers built throughout the State of Kelantan comply with the guidelines of the Malaysian Communications and Multimedia Commission (SKMM) and Local Authorities.</li> </ul>
9.	 <p><b>ALSB</b> <i>Ascii Line Sdn Bhd</i></p>	<ul style="list-style-type: none"> <li>➤ ALSB is a company responsible for building and maintaining sites and telecommunication tower structures owned by Infra Quest Sdn. Bhd. (IQSB) throughout the State of Kelantan.</li> </ul>

10.	 <p>بُوبي كونسلت UB CONSULT SDN. BHD. UB Consult Sdn Bhd</p>	<ul style="list-style-type: none"> <li>➤ UB Consult Sdn Bhd is responsible for providing company secretarial services as well as legal advisory services, financial license registration and organizing seminars for SEDC subsidiaries and external companies.</li> </ul>
11.	 <p>Kelantan ICT Gateway</p>	<ul style="list-style-type: none"> <li>➤ KIGSB is the main agency and strategic partner of the Kelantan State Government for the development of Information, Communication and Technology (ICT) which acts as the implementing agency for all ICT and Digital industry development projects and programs.</li> </ul>
12.	 <p>Hostcare Sdn Bhd</p>	<ul style="list-style-type: none"> <li>➤ Hostcare Sdn Bhd plays a major role in health services with an Islamic and worship-friendly concept. Health center operated by Hostcare Sdn Bhd is An-Nisa' Medical Center.</li> </ul>
13.	 <p>Ladang Tapis Sdn Bhd</p>	<ul style="list-style-type: none"> <li>➤ Ladang Tapis Sdn Bhd is a company under the KPPB company that manages the farms owned by the SEDC Group in Jeli, Kelantan.</li> </ul>
14.	 <p>Ladang Lubok Bonggor Sdn Bhd</p>	<ul style="list-style-type: none"> <li>➤ Ladang Lubok Bonggor Sdn Bhd is a company under the KPPB company that manages the farms owned by the SEDC Group in Jeli, Kelantan.</li> </ul>
15.	 <p>Syarikat Ladang Sungai Terah Sdn Bhd</p>	<ul style="list-style-type: none"> <li>➤ "Syarikat Ladang Sungai Terah Sdn Bhd" is a company under the KPPB company that manages the farms owned by the SEDC Group in Gua Musang, Kelantan.</li> </ul>
16.	 <p>Kumpulan Perladangan PKINK Berhad</p>	<ul style="list-style-type: none"> <li>➤ KPPB contributes to the efficient and effective management of the farms owned and operated by SEDC Group through its subsidiaries which are Syarikat Ladang Sungai Terah Sdn Bhd, <i>Ladang Tapis Sdn Bhd</i> and <i>Ladang Lubok Bonggor Sdn Bhd</i>.</li> </ul>

### 3.0 TRAINING REFLECTION

#### **3.1 Internship Duration**

The duration of the training program is different depending on the university and the cost taken by each student which can be three months, four months and up to six months. I am a final semester student at University of Technology MARA Perlis (Arau Branch) who will undergo an industrial training program from the Faculty of Business Management that has been set from 1 March 2023 to 15 August 2023 for six months which is equivalent to 24 weeks. The working days are 5 days a week from Sunday to Thursday and close on Friday and Saturday. The company's operating hours are 8 hours a day starting from 8.00 am to 5.00 pm and the lunch break is 1 hour from 1.00 pm to 2.00 pm.

#### **3.2 Roles and Responsibilities**

##### **Roles Assigned**

- Assistant in Property Management Department

##### **The scope of work responsibilities as an Assistant in the Property Management Department is as follows:**

- Collect rent – Opening rent collection payment counters in different buildings and premises such as Bazaar Buluh Kubu building, Medan Usahawan building and Arked Perbadanan building at the end of every month.
- Provide customer receipts – Log in to the Monthley application to fill in the details of customer payment information such as payment amount, current or overdue rental statements and select a payment method either cash, online or cheque to print a customer receipt for customer records.
- Make an agreement – The supervisor sent an email regarding the format of the agreement and asked to create a draft agreement based on the tenant's information from the confidential file.
- Prepare a termination notice – Assigned to prepare approximately 30 termination notices for tenants who fail to make a rental payment for more than 3 months and must follow the correct notice termination format that has been taught by the person in charge of the premises.

### **3.3 Gains**

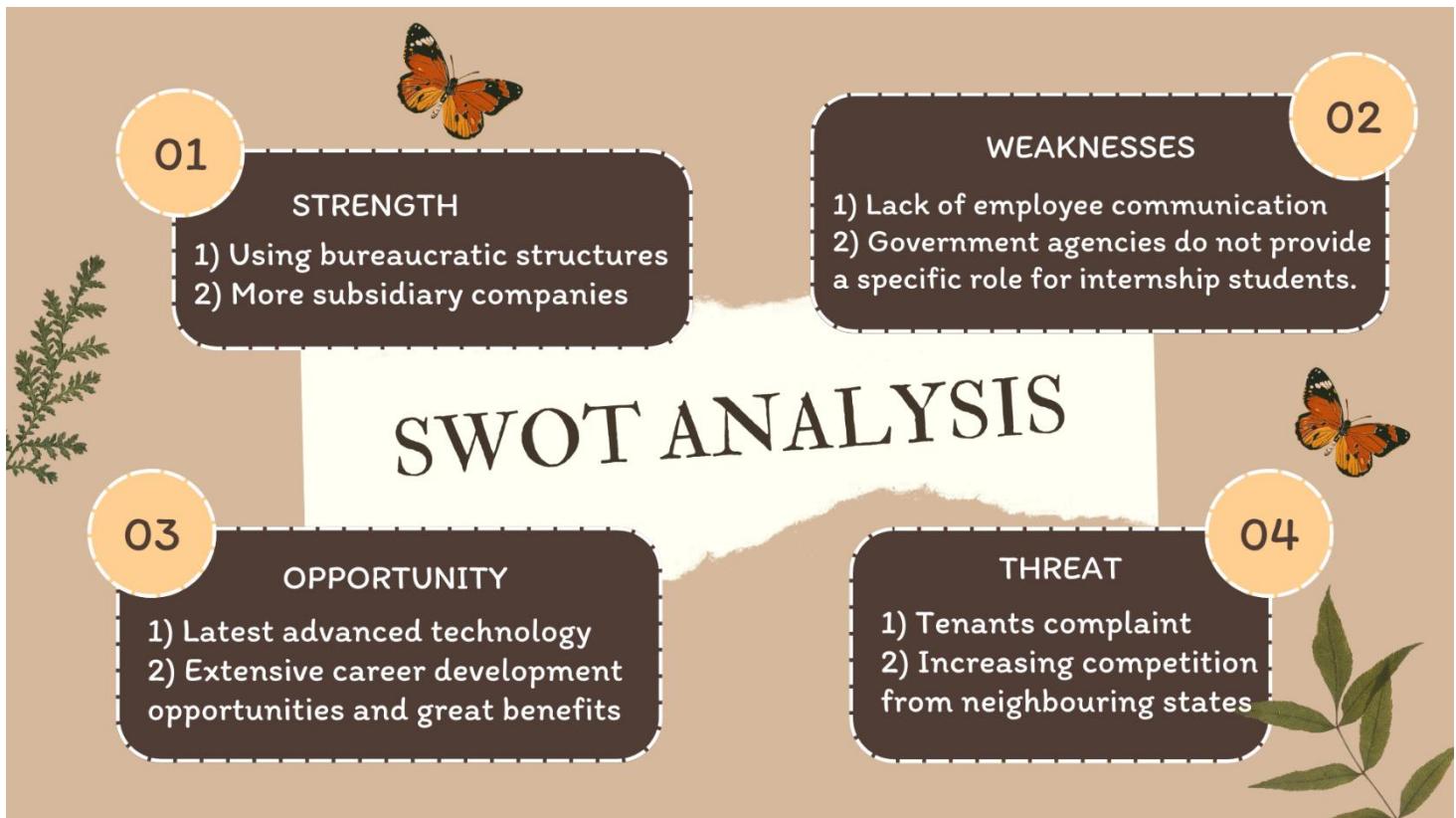
**Allowances** – This government agency which is Kelantan State Economic Development Corporation gives an allowance to industrial training students at the rate of RM15 per day according to the working days. It is only validly paid for a maximum practical period of 3 months and there is no allowance given in the following month. Practical students can also take leave with an accepted reason by informing the office secretary of the occupied department first or need to fill out a leave form, a Medical Certificate form, or a half-day attendance form to be included in the attendance system record. It is very important because it can affect the amount of allowance that will be given based on the student's working days.

**Experience** – Among some of the experiences that I have while undergoing industrial training at this company likes how to interact when dealing with tenants while collecting rent for each building, I also got to know how government agency systems record tenant data in confidential files, also experience on preparing agreements for new tenants, gain new knowledge on how to make a termination notice, compiling the total rent collection for each building per year and other tasks.

**Knowledge** – One of the things I learned during my internship at this government agency was how the organization interacts with external companies and other government entities. I additionally learned the importance of creating meeting minutes in advance for any application that needs to be discussed, approved, and confirmed by upper management before beginning any action. I was also able to learn how to use the Monthley application which is available and valid for civil servant only to keep tenant information data records, monthly rent payment rates, create receipts, customer ledger listings through the Monthley system and more.

**Skills** – These are a few of the beneficial soft skills I have obtained that will be useful when I work in a real job in the future which is communication skills. I gained the ability to intelligently increase my confidence level when communicating with tenants and give ideas for some problems that happen among staff members. Other than that, I obtain the skills necessary to efficiently receive and comprehend the responsibilities that have been delegated to me properly. I need to listen carefully to the instructions first to further improve the work quality.

#### 4.0 SWOT ANALYSIS



*Figure 6: Shows the SWOT Analysis for the Kelantan*

*State Economic Development Corporation*

## 5.0 DISCUSSION AND RECOMMENDATIONS

### 5.1 *Strengths*

#### 1) Using bureaucratic structures

According to Max Weber, a bureaucratic structure is a government agency or business company that has a strictly controlled system of authority and standardised operational processes. The managers who give instructions to teams within departments can produce excellent results by performing the work in a systematic way, which is how successful bureaucratic organizations run their companies. Competencies and functional specialisations should serve as a framework for task division. In this way, the employees will truly comprehend their position as valuable inside the company. Max Weber's theory of bureaucracy also states that the bureaucratic model will be administered by high quality people with high efficiency and skills. (Harappa School of Leadership, 2021). The Kelantan State Economic Development Corporation is one of the government agencies that use bureaucratic structures in their system to set roles and responsibilities in the company's organizational structure. The bureaucratic structure is the right and strong structure for the long term and gives justice and goodness to all employees. The bureaucratic structure, which is also similar to the hierarchical structure, has a division of different job levels with job grades determined according to the level of education, long-term experience, different skills, and other aspects.

#### ➤ Recommendations

In my opinion, the company needs to implement a departmental rotation system for selected employees to maintain the strength that the company has to improve the quality of productive employees. This system must be done every 2-3 years to improve the work quality on different job scopes, eliminate employee boredom and increase employee flexibility that can further expand the company's performance. Companies should try to put workers in the optimum positions for maximum output. Executives may discover better an employee's abilities, profession, and found a substantial correlation between employee motivation and performance. Besides, the executives and top management must hold most of the decision-making power in a bureaucratic organizational structure. Enhanced employee involvement is also an important method that companies can maintain and develop in strengthening bureaucratic structures. Among the purposes and benefits that the company will obtain by maintaining a bureaucratic system in this organization is to be able to have a strong executive group, vertical communication channels, many talented employees, specialized labour positions, strict procedures, rules and regulations, merit-based recruitment, and promotion. (Indeed Editorial Team, 2023)

## 2) More subsidiary companies

A subsidiary is a wholly owned company or commercial organization that is controlled by another corporation, known as a parent company, or holding company. The percentage of shares held by the holding company which must be at least 51%, essentially determines ownership. In order to oversee the subsidiary company operations, the holding company chooses a board of directors to serve as the corporate entity's decision-making authority. Parent corporations and their subsidiaries exchange financial statements for supervisory purposes. (Corporate Finance Institute , 2020) Kelantan State Economic Development Corporation is a holding company that has a total of 17 subsidiaries under the management of this company. All subsidiaries have different trusts, responsibilities, and duties with one main role as a source of income for the company to progress further. This subsidiary is divided into 6 types of sectors, which is the service sector, the mining sector, the real estate sector, the agricultural sector, the timber sector, and the plantation sector to increase the economic profit to Kelantan state government. All the general managers of these subsidiaries will make a presentation in a meeting with the holding company's top management to report the company's gross profit, the problems faced by the company, capital additions, important requirements, and others. With the increase in revenue from this subsidiary, it is also able to further strengthen government agencies, expansion into new markets, company recognition and being able to manage the liability to help the people of Kelantan.

### ➤ Recommendations

The strength of the Kelantan State Economic Development Corporation is having many subsidiaries to generate profits for the parent company. The perception that subsidiaries are different is based on the compactness of the business activities, the complexity of powers, the importance of the sectors offered, and the expertise capacity. Although subsidiaries typically handle their daily operations, they frequently need parent company endorsement before making significant decisions. To sustain and expand this company strength, this company needs to create regulatory financial control, considering subsidiary board meetings and training subsidiary officers and directors. Each subsidiary will be monitored and provide guidance from the Board of Directors authorised by the parent company to maintain the stability of business operations and profitability. Kelantan State Economic Development Corporation must regularly hold meetings with the subsidiary's general manager together with its board of directors to inquire about work progress and must draw up a framework, members of the legal, finance and tax groups must independently review meeting documents. (Indeed Editorial Team, 2022)

## **5.2 Weaknesses**

### **1) Lack of employee communication**

Organizing and controlling resources for the business to achieve company objectives requires proper communication among employee members. It contributes to increased efficiency and productivity, which results in the success of the company or organization. Although meaningful and successful in building positive relationships and effectiveness, poor communication can also be affected by sarcasm, gossip, temper tantrums, bad work habits, and many other things. (Serlange Campbell, 2020) What I can observe that there are some staff being unfriendly, staff who do not communicate well, staff who do not interact much and spend more time with their respective roles, responsibilities, and tasks. This shows that this company has a weakness in their employee relations with a lack of employee communication problems. These issues can reduce the quality of work, less effective collaboration, low employee morale, workplace conflict and cultural diversity that can affect the company's business and workflow. I am assigned under the property department and there are some staff who do not speak up and are not willing to give guidance and duties to internship students and I feel that is one of the shortcomings that needs to be improved better in the future. Problems with employee relations and ineffective communication skills between staff and managers can lead to an increase in employee turnover, a stressful work environment, reduced employee productivity and difficulty working with a team.

### **➤ Recommendations**

My recommendation for this company's weakness is that the staff needs to be a talkative person. Every employee needs to act more friendly and always start conversations with new employees because maybe new employees will be more passive due to culture shock, unfamiliarity, shyness, and fear then more experienced employees should start conversations first to reduce the nervousness of new employees even with industrial training students. One of the best techniques for resolving conflicts with a colleague is generally to talk it out. The former should have the ability to be willing to determine how the communication gap occurs by having a conversation and engaging in relevant topics. Communication requires both parties to actively listen to each other to avoid this and it is important to hold regular meetings to allow everyone to voice their opinions. Expressing ideas clearly and specifically is an excellent tactic for solving communication issues. In other words, keeping communication straight and easy to understand can also prevent misinterpretations from getting worse. Using email or other modern applications also helps staff to communicate well as a chance to share ideas and regularly maintain good communication. (Serlange Campbell, 2020)

## **2) Government agencies do not provide a specific role for internship students**

The term "internship" refers to the placement of students in a targeted industry with the aim of completing a practical training program within a specified time. Companies could exploit internships as "free labour" by taking advantage of them as well since there is no clear specific role for student internship. The International Labour Organization (ILO) has also highlighted the issue of the inappropriate use of internship as "disguised employment" by organizations trying to obtain profitable or unpaid labour. The Employment Act 1955 in Malaysia has a broad definition of employment but does not clearly define training student as a whole. (Junaidi Mansor, 2019) The Kelantan State Economic Development Corporation have another weakness that I can observed as an industrial training student in this government agency, it does not specify a specific role for an internship student and usually students will only be assigned as office assistants even placed to different departments. This shows weaknesses in government agency companies that need to be resolved and this problem also has a negative impact on company image. Students are not suitable for industrial training in government agency companies because there is too much confidential, sensitive information that cannot be shared, and the lack of skills taught by employees.

### **➤ Recommendations**

Employers only see interns as an assistant and frequently assign them a simple tasks like photocopying, drafting minutes, bringing coffee, keeping documents, organize files and others. Performing the duties of an assistant might be very different from the internship's intended goal and useless. The government should provide effective ways or initiatives for students' practical training by implementing special programs or providing tasks that are appropriate to their study background. Both the company's reputation and the overall performance of internship students can be negatively impacted and needs to be improved because it gives affects to the quality of internship work experience, skills not enhanced, it is tricky to target internship reports with higher marks and it is difficult to fill in daily work activities in the intern logbook due to a lack of specific role. Companies can reduce this problem with placing trainees in the correct department according to the background study course, making briefings about student's respective work role, scheduling performance reviews with supervisors and allowing students to experience new skills learned in a real work environment.

### **5.3 Opportunity**

#### **1) Latest advanced technology**

Organizations are depending more on the latest advanced technology in the current economic climate, which leads to increased productivity, reduced physical human effort, and greater flexibility for both employers and employees. Organizations must develop strategies to encourage the best functioning and wellbeing of employees in the age of automation as technology keeps changing work environments. (Yannick Griep, 2021) This company has a good opportunity to move forward by having a variety of latest advanced technology. The use of sophisticated technology in the era of globalization is now very important and a necessity for a company to be able to help increase the efficiency and effectiveness of workflow, improved data security, improved business agility, increased revenue stream, better storage solution, improved staff coordination and collaboration to be productive. This company will renew the technology used by employees every 3 years by changing personal computers according to damage to increase productivity and employee work quality. Besides, this company also uses the desktop office telephone exclusively for office use only and can be connected directly by pressing the staff number code to be contacted. This advanced technology is able to open opportunities for companies to promote their services through online advertisements, keep customer data more securely, and fast service to customers.

### **Recommendations**

In my opinion, companies must take full advantage of the latest advanced technology opportunities available for business advancement and successful companies. A key strategy that a corporation could implement to help business expansion by having the latest advanced technology. If the company takes advantage of the latest advanced technology, the company can promote their services through online advertisements through social media applications and websites about these businesses that provide services rental for buildings, premises, factories, and so on. In order to strengthen customer interactions and customer loyalty, companies need to offer online services that provide descriptive methods to explain the superior product creation and product information to make it more accessible for potential customers to better comprehend the company by collecting positive comments and feedback from previous clients. (A Susan, 2019) The implementation of latest advanced technology can reduce the production process, boost the level of quality, and increase customer engagement with service providers. Companies may use technology to address some issues related to communication, teamwork, and digitization of fixed tasks to become a flexible job.

## **2) Extensive career development opportunities and great benefits**

To ensure that the right people will be available to meet the professional needs of the organization, it is necessary to link the needs and objectives of employees with career opportunities. Emphasis should be placed on training, senior-level counselling guidance, and systematic rotation in position with changing duties and across multiple departments. (Shaito, 2019) The ability to provide appropriate training to employees is one of the opportunities or benefits provided by the company. Regular training sessions are specifically for new staff, post-contract staff and staff who have been offered a promotion. This training program is very important to give understanding and guidance to these employees who will have different responsibilities and scope of work. Every employee is eager to participate in the training session program from the company to get experience in a new work environment and to avoid misconduct. The company also has great career development opportunities and offers great benefits to attract more potential employees than competitors' companies that do not provide training programs which leads to producing ineffective quality employees. This opportunity is able to have a positive impact following a permanent job for civil servants where there is a lot of demand to apply for a position in this company. Other benefits that the company provides to civil servants are bonuses every year, award of appreciation, gifts on staff birthdays, free parking exclusively for staff and sufficient leave periods according to length of service.

### **➤ Recommendations**

In my opinion, this company can take advantage of this opportunity which is extensive career development and has great benefits to attract more potential qualified workers. Companies can provide special programs to improve employee soft skills to ensure that the entrusted responsibilities can be carried out well and avoid any problems of unskilled workers. Besides, there is a potential outcome that the company can retain key workers and decrease employee turnover rates. Employee retention is the organizational objective of maintaining skilled and effective employees followed by lowering turnover by creating a positive work environment to boost engagement, expressing gratitude to workers, offering greater compensation and benefits, and promoting a healthy work-life balance better than competitors. The company also can apply a rotation job and redesign job to attract more potentially productive workers into the organization to provide greater revenue generation. Organisations need to set up workshops and seminars to support activities for career advancement in relation to the value of employees' career development. These sessions effectively show the great priority organisations offer for career development. (Shaito, 2019)

## **5.4 Threats**

### **1) Tenants' complaints**

There is always a chance that the organisation will experience a service failure and a customer complaint about its operations. How a business handles complaints can have a huge impact on its customer loyalty and satisfaction. To clarify the terms "complaint handling" and "service recovery" and learn more about how these ideas affect customer happiness, loyalty, and retention. (Zhibek Adzhigalieva, 2021) The company also provides rental services for 21 buildings to generate company income. Tenants are outsiders who deal with the company for the rental agreement process and tenants can also be a threat to the company by always keeping complaints about the company not taking any action or slow response after reporting some problems or no repair process being made after making the agreement. During my industrial training in this company, I have attended several site visits and rent collection every month in different buildings, and I found that the tenant did not pay the rent due to the tenant reporting the problem of the premises to the government but did not provide adequate service and the technical department at office did not carry out responsibilities well of repairing the reported damage. This can affect the business and be a threat to the company to face less demand to rent premises and can lower the company's gross profit over time.

### **➤ Recommendations**

My suggestion to this company threat is that the company should identify the cause of the customer's keep complaint then need to improve the company's service and how they handle customer complaints to avoid this threat which could threaten the company. This problem can have a negative impact on the company's image, performance, and profitability. When the customer reports a complaint, staff members need to thank the consumer for reporting the problems occurring by saying "Thank you for reporting this issue" then express the customer's appreciation for the feedback, apologise for the issue, and take responsibility for fixing it as quickly as possible. If the staff acts in a slow process, the customer will consider it as if it is not important and not serious, but when the process handles it quickly, the customer will feel important and valued. Usually, the customer will complain about the leaking roof that occurs in the rental premises and after the technical worker solves the problem, the worker has to check whether the customer is satisfied or not with the repairs that have been made. The employees must receive adequate training in handling complaints in a way that is favourable to the customer. Customers may complain if they receive poor quality service. This occurs when a company does not meet customer expectations in terms of service quality, response delay or overall customer experience. (Lem, 2021)

## **2) Increasing competition from neighbouring states**

Government growth in economic strategy affects the availability of local government competition and has a large impact on overall productivity. Market isolation will also be significantly affected by projected changes in production efficiency and restricted factor movements. (Qin, 2021) The growing competition between neighbouring government agencies in nearby regions is one of the major challenges that threaten the Kelantan State Economic Development Corporation. As other states focus more on socioeconomic growth, they are able to attract highly qualified employees, business entities and stakeholders to provide the best services to produce quality and profitability for the company compared to the Kelantan State Economic Corporation. Corporation initiatives to generate investment, foster economic development, and retain skilled workers in the state may be affected by this higher level of competition. The increase in competition between government agencies in other states also has a big impact which is likely to be caused by a smaller number of subsidiaries, weaker economic development, and a lack of more experienced workforce looking for better opportunities and benefits elsewhere causing a decline in company profits where SEDC Penang earns as much as RM 150 million in profit per year compared to SEDC in Kelantan as much as RM 30 million per year. Kelantan's overall financial growth may be affected by a reduction in foreign direct investment as well as a lack of confidence from current investors.

### **➤ Recommendations**

The company can implement an action plan to deal with this threat that focuses on increasing its competitive advantage, including identifying and creating a distinct commercial sector or industry specific to Kelantan. The corporation could work to improve the state's infrastructure and offer business-friendly legislation to attract and retain investors. Cooperation with neighbouring companies, educational institutions and government organizations may help the development of creative thinking and entrepreneurial activities in Kelantan, making it a more suitable area for capital investment and highly qualified employees. Companies need to develop techniques to stay one step ahead of competitors. Businesses are expanding their reach by focusing on competitive approaches in dealing with unique technological, economic, and social changes. There is a strategy to eliminate competition by setting competitive pricing and strong market share for future growth. Market share is an important economic indicator because it reveals a company's financial achievements and profitability. A company's market share must grow across industries for it to remain sustainable and highly competitive. That would indicate that the company is outperforming its competitors and seeing above-average growth. (Bhardwaj, 2022)

## 6.0 CONCLUSION

Every work culture usually has problems that occur even among employees, employers or third parties where common issues are interpersonal conflicts, lack of communication, inadequate training, discrimination, and harassment. Throughout my industrial training period of 6 months 24 weeks at the Kelantan State Economic Development Corporation has taught me to provide mental and physical strength before facing the work environment and challenges.

This internship program can give more benefits to students to get working experience and learn something new in a real working environment. I learned that effective communication is essential when working in a group since it enables us to work together to solve issues and find the best answer. Internships are also a great way to have a good relationship with people in the industry. Through this internship program, I also have to submit an internship report that requires observations about the company's SWOT analysis discussions and recommendations such as the company's internal strengths and weaknesses, then external opportunities, and threats. Then, I also require to be included in the report an updated resume as an initial preparation plan to apply for work after industrial training.

Finally, I would like to advise students to enjoy and take advantage of the practical training opportunities available to gain knowledge, job experience, new skills, motivation, build a strong resume, guide a career goal, a professional network, confidence, and transition to a permanent job. I found some of the staff members at this company, Kelantan State Economic Development Corporation, are incredibly very helpful and polite to the training students in providing guidance, tasks, and work in explaining problems and finding solutions as a team. Students also do not have to hesitate to ask for any help.

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## APPENDICES



*Figure 7: My workplace*



*Figure 8: Participate in site visits*



*Figure 9: Collecting rent every month*



Figure 10: SEDC Hari Raya celebration day's



Figure 11: Taking pictures with my internship members

## Document Information

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### 2.0 COMPANY PROFILE

#### 2.1 Company's Information

Figure 1: Location of Kelantan State Economic Development Corporation COMPANY NAME KELANTAN STATE ECONOMIC DEVELOPMENT CORPORATIONS (SEDC) COMPANY LOCATION

<b>100%</b>	<b>MATCHING BLOCK 1/3</b>	<b>SA</b> REPORT INTERN_NURSASHA NAZIEFA_2019495484.pdf (D142344784)
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Tingkat 4-11, Bangunan PKINK, Jalan Tengku Maharani, Peti Surat 142, 15710, Kota Bharu Kelantan.

COMPANY EMAIL ADDRESS Pkink@pkink.gov.my COMPANY CONTACT NUMBER 09-7414141 COMPANY WEBSITES <https://www.pkink.gov.my> FORM OF COMPANY This company is one of the government agencies or corporate entities and they are responsible for leading the socio-economic development for Kelantan state. TYPE OF INDUSTRY Wide range of economic activities including the agriculture industry, plantation industry, mining industry, timber industry, hospitality, and property development.

#### 2.2 Background of the company

Figure 2: Logo of Kelantan State Economic Development Corporation

The Kelantan State Economic Development Corporation (SEDC) is a Kelantan State Statutory Body placed under the Prime Minister's Department at the central level. SEDC plays a role in developing and advancing the economy of the State of Kelantan. Since its establishment in 1966, SEDC has been a major contributor in ensuring that economic development in the State of Kelantan continues to be sustainable and always viable and competitive. Now with the policy of Building Together with Islam, SEDC is working hard to advance the economy of the State of Kelantan based on the principle of compliance with submission, responsibility, and a stand on the level of work quality. The SEDC building has 11 floors which also has many departments including, the technical department on the fourth floor, the investment department on the fifth floor, company internal audit on the fifth floor, the advocates and property management department on the sixth floor, the corporate department and the information technology system department on the seventh floor , the project and legal department on the eighth floor, the finance department and the entrepreneur department on the ninth floor, human resources departments on the tenth floor and eleventh floors that have the Chief Executive Officer's room, the Deputy Chief Executive Officer's room (HEK), the Deputy Chief Officer's Room Executive (P&P). This agency has 6 different types of sectors that is service sector, plantation sector, agricultural sector, real estate sector, mining sector, and timber sector then divided into 17 active subsidiaries which is Permodalan Kelantan Berhad, Ascii Line Sdn Bhd, Kelantan ICT Gateway Sdn Bhd, Hostcare Sdn Bhd, UB Consult Sdn Bhd, Binaraya PKINK Bhd, Profil Impian Sdn Bhd, SPP Development, Kelstone Sdn Bhd, Kumpulan Pertanian Kelantan Berhad, Darulnaim Agro Management Industries Sdn Bhd, Kumpulan Perladangan PKINK Berhad, Syarikat Ladang Sungai Terah Sdn Bhd, Ladang Tapis Sdn Bhd, Ladang Lubuk Bongor Sdn Bhd and Kompleks Perkayuan Kelantan Sdn Bhd. The project and property department also a department that generates income for the company.

2.3 Operation Hours DAYS WORKING HOURS OPERATION PERIOD Sunday - Thursday 8.00 am – 1.00 pm 1.00 pm – 2.00 pm 2.00 pm – 5.00 pm 5 Hours 1 Hour (Lunch) 3 Hours Friday – Saturday - Closed

Table 1: Shows the operation hours of the company

This company start operating hours every Sunday to Thursday from 8.00 am until 5.00 pm, with a 1-hour break during the lunch hour which is 1.00 pm to 2.00 pm where the working hours are 8 hours a day and closed for 2 days which is on Friday and Saturday only.

2.4 Company's Vision • SEDC focuses on two main aspects which are socio-economic development as well as industrial and commercial development.

2.5 Company's Mission A corporate body responsible for leading the economic development and growth of

80%

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the State of Kelantan, based on Islamic principles for the well-being of the Ummah.

Works as a whole pioneering new project that has the potential for national economic development with Islamic-style developers as well as creating a trustworthy merchant community.

2.6 Company's Objectives Ensure the project process or approval of each application in planning that provides optimal benefits to the people if the application has complete details and documents. Guaranteeing quality management and service based on professionalism, informative attitude, and customer friendly in all respects.

2.7 Company's Goals Promote commercial activities and create employment opportunities while helping to develop economic growth and increase cooperation between the government sector, the private sector and society as a whole.

2.8 Company's Organizational Chart

Figure 3: Management Group Organization Chart of SEDC

Figure 4: Organizational Chart of Property Management Department

2.9 Company's Product or Services Offered Figure 5: Shows the 17 active subsidiaries of SEDC

No. Product or Services Offered Explanation 1.

Kelstone Sdn Bhd • Kelstone Sdn Bhd is responsible for developing industries based on mineral resources in the State of Kelantan and it is involved in mining activities, primary and alluvial gold ore, feldspar ore mining, manganese mining, barite ore mining as well as marble quarrying and processing. 2.

Damai Sdn Bhd • Darulnaim Agriculture Management Industries Sdn Bhd acts as an implementer of agricultural land planting and development projects as well as landscape activities in the State of Kelantan. 3.

Kumpulan Pertanian Kelantan Bhd • KPKB acts as a leader in the commercial agricultural activities of the agro-based industry in the State of Kelantan by increasing efforts to make the State of Kelantan a National Food Reserve as well as the main supporter of the One Worship Agriculture policy. 4.

Kompleks Perkayuan Kelantan Sdn Bhd • KPKSB is a pioneer in the timber sector, ensuring continuous availability of raw wood resources in addition to taking responsibility for sustainable forest development. 5.

Binaraya PKINK Sdn Bhd • Binaraya Sdn Bhd plays an important role as the main leader in the provision of affordable properties in the State of Kelantan, one example of which is the provision of affordable housing projects for the community. 6.

SPP Development Sdn Bhd • SPP Development Sdn Bhd is a housing developer and plays an important role in providing exclusive and quality real estate with the latest design in Kelantan. 7.

Permodalan Kelantan Bhd • "Permodalan Kelantan Berhad" actively empowers the Syariah-based microcredit industry through Ar-Rahn mortgage services. Ar-Rahn is the first Syariah compliant mortgage service created in Malaysia with the aim of avoiding usury. 8.

Infra Quest Sdn Bhd • IQSB is a One Stop Agency (OSA) responsible for ensuring

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that all telecommunication towers built throughout the State of Kelantan comply with the guidelines

of the Malaysian Communications and Multimedia Commission (SKMM) and Local Authorities. 9.

Ascii Line Sdn Bhd • ALSB is a company responsible for building and maintaining sites and telecommunication tower structures owned by Infra Quest Sdn. Bhd. (IQSB) throughout the State of Kelantan. 10.

UB Consult Sdn Bhd • UB Consult Sdn Bhd is responsible for providing company secretarial services as well as legal advisory services, financial license registration and organizing seminars for SEDC subsidiaries and external companies. 11.

Kelantan ICT Gateway • KIGSB is the main agency and strategic partner of the Kelantan State Government for the development of Information, Communication and Technology (ICT) which acts as the implementing agency for all ICT and Digital industry development projects and programs. 12.

Hostcare Sdn Bhd • Hostcare Sdn Bhd plays a major role in health services with an Islamic and worship-friendly concept. Health center operated by Hostcare Sdn Bhd is An-Nisa' Medical Center. 13.

Ladang Tapis Sdn Bhd • Ladang Tapis Sdn Bhd is a company under the KPPB company that manages the farms owned by the SEDC Group in Jeli, Kelantan. 14.

Ladang Lubok Bonggor Sdn Bhd • Ladang Lubok Bongor Sdn Bhd is a company under the KPPB company that manages the farms owned by the SEDC Group in Jeli, Kelantan. 15.

Syarikat Ladang Sungai Terah Sdn Bhd • "Syarikat Ladang Sungai Terah Sdn Bhd" is a company under the KPPB company that manages the farms owned by the SEDC Group in Gua Musang, Kelantan. 16.

Kumpulan Perladangan PKINK Berhad • KPPB contributes to the efficient and effective management of the farms owned and operated by SEDC Group through its subsidiaries which are Syarikat Ladang Sungai Terah Sdn Bhd, Ladang Tapis Sdn Bhd and Ladang Lubok Bongor Sdn Bhd.

**3.0 TRAINING REFLECTION** 3.1 Internship Duration The duration of the training program is different depending on the university and the cost taken by each student which can be three months, four months and up to six months. I am a final semester student at University of Technology MARA Perlis (Arau Branch) who will undergo an industrial training program from the Faculty of Business Management that has been set from 1 March 2023 to 15 August 2023 for six months which is equivalent to 24 weeks. The working days are 5 days a week from Sunday to Thursday and close on Friday and Saturday. The company's operating hours are 8 hours a day starting from 8.00 am to 5.00 pm and the lunch break is 1 hour from 1.00 pm to 2.00 pm.

3.2 Roles and Responsibilities Roles Assigned • Assistant in Property Management Department

The scope of work responsibilities as an Assistant in the Property Management Department is as follows:

- Collect rent – Opening rent collection payment counters in different buildings and premises such as Bazaar Buluh Kubu building, Medan Usahawan building and Arked Perbadanan building at the end of every month.

- Provide customer receipts – Log in to the Monthley application to fill in the details of customer payment information such as payment amount, current or overdue rental statements and select a payment method either cash, online or cheque to print a customer receipt for customer records.

- Make an agreement – The supervisor sent an email regarding the format of the agreement and asked to create a draft agreement based on the tenant's information from the confidential file.

- Prepare a termination notice – Assigned to prepare approximately 30 termination notices for tenants who fail to make a rental payment for more than 3 months and must follow the correct notice termination format that has been taught by the person in charge of the premises.
- 3.3 Gains Allowances – This government agency which is Kelantan State Economic Development Corporation gives an allowance to industrial training students at the rate of RM15 per day according to the working days. It is only validly paid for a maximum practical period of 3 months and there is no allowance given in the following month. Practical students can also take leave with an accepted reason by informing the office secretary of the occupied department first or need to fill out a leave form, a Medical Certificate form, or a half-day attendance form to be included in the attendance system record. It is very important because it can affect the amount of allowance that will be given based on the student's working days.

Experience – Among some of the experiences that I have while undergoing industrial training at this company likes how to interact when dealing with tenants while collecting rent for each building, I also got to know how government agency systems record tenant data in confidential files, also experience on preparing agreements for new tenants, gain new knowledge on how to make a termination notice, compiling the total rent collection for each building per year and other tasks.

Knowledge – One of the things I learned during my internship at this government agency was how the organization interacts with external companies and other government entities. I additionally learned the importance of creating meeting minutes in advance for any application that needs to be discussed, approved, and confirmed by upper management before beginning any action. I was also able to learn how to use the Monthley application which is available and valid for civil servant only to keep tenant information data records, monthly rent payment rates, create receipts, customer ledger listings through the Monthley system and more.

Skills – These are a few of the beneficial soft skills I have obtained that will be useful when I work in a real job in the future which is communication skills. I gained the ability to intelligently increase my confidence level when communicating with tenants and give ideas for some problems that happen among staff members. Other than that, I obtain the skills necessary to efficiently receive and comprehend the responsibilities that have been delegated to me properly. I need to listen carefully to the instructions first to further improve the work quality.

#### 4.0 SWOT ANALYSIS

Figure 6: Shows the SWOT Analysis for the Kelantan State Economic Development Corporation

5.0 DISCUSSION AND RECOMMENDATIONS 5.1 Strengths 1) Using bureaucratic structures According to Max Weber, a bureaucratic structure is a government agency or business company that has a strictly controlled system of authority and standardised operational processes. The managers who give instructions to teams within departments can produce excellent results by performing the work in a systematic way, which is how successful bureaucratic organizations run their companies. Competencies and functional specialisations should serve as a framework for task division. In this way, the employees will truly comprehend their position as valuable inside the company. Max Weber's theory of bureaucracy also states that the bureaucratic model will be administered by high quality people with high efficiency and skills.

CITATION HAR21 \I 2057 (Harappa School of Leadership, 2021). The Kelantan State Economic Development Corporation is one of the government agencies that use bureaucratic structures in their system to set roles and responsibilities in the company's organizational structure. The bureaucratic structure is the right and strong structure for the long term and gives justice and goodness to all employees. The bureaucratic structure, which is also similar to the hierarchical structure, has a division of different job levels with job grades determined according to the level of education, long-term experience, different skills, and other aspects.

- Recommendations In my opinion, the company needs to implement a departmental rotation system for selected employees to maintain the strength that the company has to improve the quality of productive employees. This system must be done every 2-3 years to improve the work quality on different job scopes, eliminate employee boredom and increase employee flexibility that can further expand the company's performance. Companies should try to put workers in the optimum positions for maximum output. A strong connection was observed between motivation and productivity among workers, and executives may learn more about a worker's skills, occupation, and other aspects. Besides, the executives and top management must hold most of the decision-making power in a bureaucratic organizational structure. Enhanced employee involvement is also an important method that companies can maintain and develop in strengthening bureaucratic structures. Among the purposes and benefits that the company will obtain by maintaining a bureaucratic system in this organization is to be able to have a strong executive group, vertical communication channels, many talented employees, specialized labour positions, strict procedures, rules and regulations, merit-based recruitment, and promotion. CITATION Ind23 \l 2057 (Indeed Editorial Team, 2023) 2) More subsidiary companies A subsidiary is a wholly owned company or commercial organization that is controlled by another corporation, known as a parent company, or holding company. The percentage of shares held by the holding company which must be at least 51%, essentially determines ownership. In order to oversee the subsidiary company operations, the holding company chooses a board of directors to serve as the corporate entity's decision-making authority. Parent corporations and their subsidiaries exchange financial statements for supervisory purposes. CITATION Cor20 \l 2057 (Corporate Finance Institute, 2020) Kelantan State Economic Development Corporation is a holding company that has a total of 17 subsidiaries under the management of this company. All subsidiaries have different trusts, responsibilities, and duties with one main role as a source of income for the company to progress further. This subsidiary is divided into 6 types of sectors, which is the service sector, the mining sector, the real estate sector, the agricultural sector, the timber sector, and the plantation sector to increase the economic profit to Kelantan state government. All the general managers of these subsidiaries will make a presentation in a meeting with the holding company's top management to report the company's gross profit, the problems faced by the company, capital additions, important requirements, and others. With the increase in revenue from this subsidiary, it is also able to further strengthen government agencies, expansion into new markets, company recognition and being able to manage the liability to help the people of Kelantan.
- Recommendations The strength of the Kelantan State Economic Development Corporation is having many subsidiaries to generate profits for the parent company. The perception that subsidiaries are different is based on the compactness of the business activities, the complexity of powers, the importance of the sectors offered, and the expertise capacity. Although subsidiaries typically handle their daily operations, they frequently need parent company endorsement before making significant decisions. To sustain and expand this company strength, this company needs to create regulatory financial control, considering subsidiary board meetings and training subsidiary officers and directors. Each subsidiary will be monitored and provide guidance from the Board of Directors authorised by the parent company to maintain the stability of business operations and profitability. Kelantan State Economic Development Corporation must regularly hold meetings with the subsidiary's general manager together with its board of directors to inquire about work progress and must draw up a framework, members of the legal, finance and tax groups must independently review meeting documents. CITATION Ind22 \l 2057 (Indeed Editorial Team, 2022) 5.2 Weaknesses 1) Lack of employee communication Organizing and controlling resources for the business to achieve company objectives requires proper communication among employee members. It contributes to increased efficiency and productivity, which results in the success of the company or organization. Although meaningful and successful in building positive relationships and effectiveness, poor communication can also be affected by sarcasm, gossip, temper tantrums, bad work habits, and many other things. CITATION Ser20 \l 2057 (Serlange Campbell, 2020) What I can observe that there are some staff being unfriendly, staff who do not communicate well, staff who do not interact much and spend more time with their respective roles, responsibilities, and tasks. This shows that this company has a weakness in their employee relations with a lack of employee communication problems. These issues can reduce the quality of work, less effective collaboration, low employee morale, workplace conflict and cultural diversity that can affect the company's business and workflow. I am assigned under the property department and there are some staff who do not speak up and are not willing to give guidance and duties to internship students and I feel that is one of the shortcomings that needs to be improved better in the future. Problems with employee relations and ineffective communication skills between staff and managers can lead to an increase in employee turnover, a stressful work environment, reduced employee productivity and difficulty working with a team.

- Recommendations My recommendation for this company's weakness is that the staff needs to be a talkative person. Every employee needs to act more friendly and always start conversations with new employees because maybe new employees will be more passive due to culture shock, unfamiliarity, shyness, and fear then more experienced employees should start conversations first to reduce the nervousness of new employees even with industrial training students. One of the best techniques for resolving conflicts with a colleague is generally to talk it out. The former should have the ability to be willing to determine how the communication gap occurs by having a conversation and engaging in relevant topics. Communication requires both parties to actively listen to each other to avoid this and it is important to hold regular meetings to allow everyone to voice their opinions. Expressing ideas clearly and specifically is an excellent tactic for solving communication issues. In other words, keeping communication straight and easy to understand can also prevent misinterpretations from getting worse. Using email or other modern applications also helps staff to communicate well as a chance to share ideas and regularly maintain good communication. CITATION Ser20 \l 2057 (Ser lange Campbell, 2020)
  - 2) Government agencies do not provide a specific role for internship students The term "internship" refers to the placement of students in a targeted industry with the aim of completing a practical training program within a specified time. Companies could exploit internships as "free labour" by taking advantage of them as well since there is no clear specific role for student internship. The International Labour Organization (ILO) has also highlighted the issue of the inappropriate use of internship as "disguised employment" by organizations trying to obtain profitable or unpaid labour. The Employment Act 1955 in Malaysia has a broad definition of employment but does not clearly define training student as a whole. CITATION Jun19 \l 2057 (Junaidi Mansor, 2019) The Kelantan State Economic Development Corporation have another weakness that I can observed as an industrial training student in this government agency, it does not specify a specific role for an internship student and usually students will only be assigned as office assistants even placed to different departments. This shows weaknesses in government agency companies that need to be resolved and this problem also has a negative impact on company image. Students are not suitable for industrial training in government agency companies because there is too much confidential, sensitive information that cannot be shared, and the lack of skills taught by employees.
  - Recommendations Employers only see interns as an assistant and frequently assign them a simple tasks like photocopying, drafting minutes, bringing coffee, keeping documents, organize files and others. Performing the duties of an assistant might be very different from the internship's intended goal and useless. The government should provide effective ways or initiatives for students' practical training by implementing special programs or providing tasks that are appropriate to their study background. Both the company's reputation and the overall performance of internship students can be negatively impacted and needs to be improved because it gives affects to the quality of internship work experience, skills not enhanced, it is tricky to target internship reports with higher marks and it is difficult to fill in daily work activities in the intern logbook due to a lack of specific role. Companies can reduce this problem with placing trainees in the correct department according to the background study course, making briefings about student's respective work role, scheduling performance reviews with supervisors and allowing students to experience new skills learned in a real work environment.
- 5.3 Opportunity 1) Latest advanced technology Organizations are depending more on the latest advanced technology in the current economic climate, which leads to increased productivity, reduced physical human effort, and greater flexibility for both employers and employees. Organizations must develop strategies to encourage the best functioning and wellbeing of employees in the age of automation as technology keeps changing work environments. CITATION Yan21 \l 2057 (Yannick Griep, 2021) This company has a good opportunity to move forward by having a variety of latest advanced technology. The use of sophisticated technology in the era of globalization is now very important and a necessity for a company to be able to help increase the efficiency and effectiveness of workflow, improved data security, improved business agility, increased revenue stream, better storage solution, improved staff coordination and collaboration to be productive. This company will renew the technology used by employees every 3 years by changing personal computers according to damage to increase productivity and employee work quality. Besides, this company also uses the desktop office telephone exclusively for office use only and can be connected directly by pressing the staff number code to be contacted. This advanced technology is able to open opportunities for companies to promote their services through online advertisements, keep customer data more securely, and fast service to customers.

**Recommendations** In my opinion, companies must take full advantage of the latest advanced technology opportunities available for business advancement and successful companies. A key strategy that a corporation could implement to help business expansion by having the latest advanced technology. If the company takes advantage of the latest advanced technology, the company can promote their services through online advertisements through social media applications and websites about these businesses that provide services rental for buildings, premises, factories, and so on. In order to strengthen customer interactions and customer loyalty, companies need to offer online services that provide descriptive methods to explain the superior product creation and product information to make it more accessible for potential customers to better comprehend the company by collecting positive comments and feedback from previous clients. CITATION ASu19 \l 2057 (A Susan, 2019) The implementation of latest advanced technology can reduce the production process, boost the level of quality, and increase customer engagement with service providers. Companies may use technology to address some issues related to communication, teamwork, and digitization of fixed tasks to become a flexible job.

2) Extensive career development opportunities and great benefits To ensure that the right people will be available to meet the professional needs of the organization, it is necessary to link the needs and objectives of employees with career opportunities. Emphasis should be placed on training, senior-level counselling guidance, and systematic rotation in position with changing duties and across multiple departments. CITATION Kap18 \l 2057 (Shaito, 2019) The ability to provide appropriate training to employees is one of the opportunities or benefits provided by the company. Regular training sessions are specifically for new staff, post-contract staff and staff who have been offered a promotion. This training program is very important to give understanding and guidance to these employees who will have different responsibilities and scope of work. Every employee is eager to participate in the training session program from the company to get experience in a new work environment and to avoid misconduct. The company also has great career development opportunities and offers great benefits to attract more potential employees than competitors' companies that do not provide training programs which leads to producing ineffective quality employees. This opportunity is able to have a positive impact following a permanent job for civil servants where there is a lot of demand to apply for a position in this company. Other benefits that the company provides to civil servants are bonuses every year, award of appreciation, gifts on staff birthdays, free parking exclusively for staff and sufficient leave periods according to length of service.

• **Recommendations** In my opinion, this company can take advantage of this opportunity which is extensive career development and has great benefits to attract more potential qualified workers. Companies can provide special programs to improve employee soft skills to ensure that the entrusted responsibilities can be carried out well and avoid any problems of unskilled workers. Besides, there is a potential outcome that the company can retain key workers and decrease employee turnover rates. Employee retention is the organizational objective of maintaining skilled and effective employees followed by lowering turnover by creating a positive work environment to boost engagement, expressing gratitude to workers, offering greater compensation and benefits, and promoting a healthy work-life balance better than competitors. The company also can apply a rotation job and redesign job to attract more potentially productive workers into the organization to provide greater revenue generation. Organisations need to set up workshops and seminars to support activities for career advancement in relation to the value of employees' career development. These sessions effectively show the great priority organisations offer for career development. CITATION Kap18 \l 2057 (Shaito, 2019)

**5.4 Threats** 1) Tenants' complaints There is always a chance that the organisation will experience a service failure and a customer complaint about its operations. How a business handles complaints can have a huge impact on its customer loyalty and satisfaction. To clarify the terms "complaint handling" and "service recovery" and learn more about how these ideas affect customer happiness, loyalty, and retention. CITATION Zhi21 \l 2057 (Zhibek Adzhigalieva, 2021) The company also provides rental services for 21 buildings to generate company income. Tenants are outsiders who deal with the company for the rental agreement process and tenants can also be a threat to the company by always keeping complaints about the company not taking any action or slow response after reporting some problems or no repair process being made after making the agreement. During my industrial training in this company, I have attended several site visits and rent collection every month in different buildings, and I found that the tenant did not pay the rent due to the tenant reporting the problem of the premises to the government but did not provide adequate service and the technical department at office did not carry out responsibilities well of repairing the reported damage. This can affect the business and be a threat to the company to face less demand to rent premises and can lower the company's gross profit over time.

• Recommendations My suggestion to this company threat is that the company should identify the cause of the customer's keep complaint then need to improve the company's service and how they handle customer complaints to avoid this threat which could threaten the company. This problem can have a negative impact on the company's image, performance, and profitability. When the customer reports a complaint, staff members need to thank the consumer for reporting the problems occurring by saying "Thank you for reporting this issue" then express the customer's appreciation for the feedback, apologise for the issue, and take responsibility for fixing it as quickly as possible. If the staff acts in a slow process, the customer will consider it as if it is not important and not serious, but when the process handles it quickly, the customer will feel important and valued. Usually, the customer will complain about the leaking roof that occurs in the rental premises and after the technical worker solves the problem, the worker has to check whether the customer is satisfied or not with the repairs that have been made. The employees must receive adequate training in handling complaints in a way that is favourable to the customer. Customers may complain if they receive poor quality service. This occurs when a company does not meet customer expectations in terms of service quality, response delay or overall customer experience. CITATION Shu21 \l 2057 (Lem, 2021) 2) Increasing competition from neighbouring states Government growth in economic strategy affects the availability of local government competition and has a large impact on overall productivity. Market isolation will also be significantly affected by projected changes in production efficiency and restricted factor movements. CITATION Jua21 \l 2057 (Qin, 2021) The growing competition between neighbouring government agencies in nearby regions is one of the major challenges that threaten the Kelantan State Economic Development Corporation. As other states focus more on socioeconomic growth, they are able to attract highly qualified employees, business entities and stakeholders to provide the best services to produce quality and profitability for the company compared to the Kelantan State Economic Corporation. Corporation initiatives to generate investment, foster economic development, and retain skilled workers in the state may be affected by this higher level of competition. The increase in competition between government agencies in other states also has a big impact which is likely to be caused by a smaller number of subsidiaries, weaker economic development, and a lack of more experienced workforce looking for better opportunities and benefits elsewhere causing a decline in company profits where SEDC Penang earns as much as RM 150 million in profit per year compared to SEDC in Kelantan as much as RM 30 million per year. Kelantan's overall financial growth may be affected by a reduction in foreign direct investment as well as a lack of confidence from current investors.

• Recommendations The company can implement an action plan to deal with this threat that focuses on increasing its competitive advantage, including identifying and creating a distinct commercial sector or industry specific to Kelantan. The corporation could work to improve the state's infrastructure and offer business-friendly legislation to attract and retain investors. Cooperation with neighbouring companies, educational institutions and government organizations may help the development of creative thinking and entrepreneurial activities in Kelantan, making it a more suitable area for capital investment and highly qualified employees. Companies need to develop techniques to stay one step ahead of competitors. Businesses are expanding their reach by focusing on competitive approaches in dealing with unique technological, economic, and social changes. There is a strategy to eliminate competition by setting competitive pricing and strong market share for future growth. Market share is an important economic indicator because it reveals a company's financial achievements and profitability. A company's market share must grow across industries for it to remain sustainable and highly competitive. That would indicate that the company is outperforming its competitors and seeing above-average growth. CITATION Yas22 \l 2057 (Bhardwaj, 2022)

6.0 CONCLUSION Every work culture usually has problems that occur even among employees, employers or third parties where common issues are interpersonal conflicts, lack of communication, inadequate training, discrimination, and harassment. Throughout my industrial training period of 6 months 24 weeks at the Kelantan State Economic Development Corporation has taught me to provide mental and physical strength before facing the work environment and challenges. This internship program can give more benefits to students to get working experience and learn something new in a real working environment. I learned that effective communication is essential when working in a group since it enables us to work together to solve issues and find the best answer. Internships are also a great way to have a good relationship with people in the industry. Through this internship program, I also have to submit an internship report that requires observations about the company's SWOT analysis discussions and recommendations such as the company's internal strengths and weaknesses, then external opportunities, and threats. Then, I also require to be included in the report an updated resume as an initial preparation plan to apply for work after industrial training. Finally, I would like to advise students to enjoy and take advantage of the practical training opportunities available to gain knowledge, job experience, new skills, motivation, build a strong resume, guide a career goal, a professional network, confidence, and transition to a permanent job. I found some of the staff members at this company, Kelantan State Economic Development Corporation, are incredibly very helpful and polite to the training students in providing guidance, tasks, and work in explaining problems and finding solutions as a team. Students also do not have to hesitate to ask for any help.

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

**Submitted text** As student entered the text in the submitted document.

**Matching text** As the text appears in the source.

1/3	<b>SUBMITTED TEXT</b>	14 WORDS	<b>100% MATCHING TEXT</b>	14 WORDS
Tingkat 4-11, Bangunan PKINK, Jalan Tengku Maharani, Peti Surat 142, 15710, Kota Bharu Kelantan.	Tingkat 4-11, Bangunan PKINK, Jalan Tengku Maharani, Peti Surat 142, 15710 Kota Bharu, Kelantan 5			
<b>SA</b> REPORT INTERN_NURSASHA NAZIEFA_2019495484.pdf (D142344784)				
2/3	<b>SUBMITTED TEXT</b>	15 WORDS	<b>80% MATCHING TEXT</b>	15 WORDS
the State of Kelantan, based on Islamic principles for the well-being of the Ummah.	the State of Kelantan based on Islamic principles for the welfare of the Ummah			
<b>SA</b> REPORT INTERN_NURSASHA NAZIEFA_2019495484.pdf (D142344784)				
3/3	<b>SUBMITTED TEXT</b>	15 WORDS	<b>71% MATCHING TEXT</b>	15 WORDS
that all telecommunication towers built throughout the State of Kelantan comply with the guidelines	that all telecommunication towers belong to the IQSB built throughout the state of Kelantan in compliance with the guidelines			
<b>SA</b> Syafikah Husna binti Hasnan (2019689784).pdf (D142717914)				



UNIVERSITI TEKNOLOGI MARA

## ENDORSEMENT OF OURIGINAL REPORT

**Coordinator**

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

Sir

### ENDORSEMENT OF OURIGINAL REPORT FOR PROPOSAL/DISSERTATION/THESIS/PROJECT PAPER/ ASSIGNMENT

With reference to the work of the candidate below:

Name : Hanin Athirah Hasnan

Matric No. : 2021393295

Faculty : Faculty of Business and Management

Programme : Bachelor of Business Administration (Hons.) Human Resource Management

Title : Industrial Training Report – PERBADANAN KEMAJUAN IKTISAD NEGERI KELANTAN (PKINK)

Percentage of Ouriginal Report: 1%

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

Thank you.

\_\_\_\_\_  
1<sup>st</sup> advisor's signature and stamp

Name: Zaidatul Nadiah Binti Abu Yazid

21 JULY 2023

\_\_\_\_\_  
Date